

ARKANSAS HEALTH INSURANCE MARKETPLACE BOARD OF DIRECTORS
PROSPECT BUILDING, SUITE 520
LITTLE ROCK, ARKANSAS

The Arkansas Health Insurance Marketplace (AHIM) Board of Directors met on Wednesday, July 8, 2015, at 8:30 a.m., in the Prospect Building, Suite 520, Little Rock, Arkansas.

Board members present: Ms. Sherrill Wise, Chair; Mr. Mike Castleberry; Mr. John Denery; Mr. Jerry Jones; Mr. John Selig; Ms. Annabelle Imber Tuck

CONSIDERATION TO ADOPT MINUTES

Judge Tuck moved to adopt the meeting minutes from the June 15, 2015, AHIM Board meeting. **Mr. Denery** seconded. The motion passed.

Mr. Faris advised the members of the Board that he has resigned as a member of the AHIM Board of Directors effective immediately. **Mr. Faris** stated that it has been an honor to be able to play such an active role as a part of such a great organization. He stated he has resigned because he will not be able to serve on this Board as well as serve as a member of the Board for the Arkansas School for Mathematics and Sciences. He was presented with a plaque in honor and recognition of his dedicated service.

COMMITTEE UPDATE

Judge Tuck stated there are meeting notes from the June 24, 2015, AHIM Marketing and Outreach Committee Meeting included in each binder. She thanked CJRW for a wonderful presentation of possible brands for AHIM. **Judge Tuck** stated she felt the committee meeting went well and the Marketing & Outreach Committee has a recommendation regarding a brand to present to the Board. She referred to Mr. Heathcott (CJRW) and requested a 5-minute presentation to be done regarding branding. **Mr. Heathcott** (CJRW) presented the proposed AHIM brand and allowed time for any questions regarding the presentation. He stated the brand "My Arkansas Insurance" is the recommendation from the Marketing & Outreach Committee to the Board. **Ms. Wise** asked what important factors were considered regarding the potential name "Insure Arkansas." **Mr. Heathcott** stated there were problems securing domains with "Insure Arkansas" in them, and he stated the focus groups indicated adding "MY" into the brand name yielded positive results. **Ms. Wise** expressed her concern that members of the Board may not have been able to contribute to the selection of the brand because a decision was made in the committee meeting. **Mr. Castleberry** explained that the committee only made a decision regarding what recommendation would be brought to the full Board for a final vote and selection. **Mr. Castleberry** asked if the Board would like to set a time to allow CJRW to make the full presentation to the Board before making a decision about the new AHIM brand. **Ms. Wise** stated a full presentation by CJRW to the Board would not be necessary; however, in the future we should consider whether a particular decision merits full Board input, so that any presentations would be made to the Board acting as a committee of the whole. **Mr. Castleberry** stated the Board made the partnership decision by selecting CJRW as a vendor, with the selection of a brand to be recommended to the Board by the Marketing & Outreach Committee along with AHIM Staff. **Judge Tuck** moved to adopt the recommended branding of "My Arkansas Insurance" presented by CJRW. **Mr. Castleberry** seconded. The motion carried.

Ms. Gardner stated two members of the Board requested additional research be done regarding what is currently being done about board reimbursement/stipends in the 7 proven functionality states. She stated PCG has concluded the requested research. **Mr. Drew Weiskopf** (PCG) presented information

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regarding Board reimbursement/stipend practices and allowed opportunity for questions and comments. **Mr. Castleberry** stated he feels what the AHIM Board is doing is in line with what other states are currently doing, and what the AHIM Board is doing now is start up work. He stated he feels the work load and frequency of meetings will decrease a year from now. **Judge Tuck** stated she agrees that people usually make attendance at Board meetings a priority when there is a stipend that shows their time is valuable, but she is in favor of reimbursement for actual expenses. **Mr. Jones** suggested the Board keep the current reimbursement practice. **Mr. Denery** stated when the full Board is together, a decision can be made regarding whether a change needs to occur. He stated he brought up the topic of reimbursement because when looking at AHIM expenses, a lot of money is being spent in this area. **Mr. Denery** stated he will go with the consensus, but he felt the topic needed to be reviewed.

Ms. Gardner stated Mr. Castleberry, Mr. Norman and Mr. Carlton Saffa recently traveled to California to explore the possibility of a possible transfer solution. **Mr. Castleberry** stated California is farther down the line than we are. He stated California uses what is referred to as a “hybrid model,” meaning you are able to take only the core aspects, i.e., the things CMS has already approved to take. **Ms. Gardner** stated she had a conversation with CMS and it was expressed that it would be very unlikely that they would approve costs for anything that does not include transfer solution. **Ms. Gardner** stated CMS did not say “a build” is not possible, but they are strongly discouraging it. **Ms. Wise** stated that, at the last Board meeting, it was agreed the Board would first make a decision to “build” versus a “transfer solution,” then the Board would decide what transfer options were available. **Mr. David O'Donnell** and **Mr. Christian Jones** of PCG presented information regarding state-based technology transfers. **Ms. Wise** asked if PCG is suggesting we decide in September what state would be best for a “transfer” solution, because that decision can be made sooner than an option “to build”. **Mr. Denery** asked when the results of the Gartner report would be available. **Mr. O'Donnell** stated preliminary results will be available in early August. **Ms. Wise** asked if an RFQ should be considered for a “transfer” solution, with initial quotes when information is presented in September. **Ms. Gardner** stated she feels this is a fair practice. **Mr. Castleberry** stated the challenge that may be encountered is not being able to compare “apples to apples.” **Ms. Wise** suggested coming up with a set of standards/requirements and a quote given by potential vendors according to those standards. **Judge Tuck** moved that AHIM move to a “transfer” solution. **Mr. Castleberry** seconded. The motion carried.

EXECUTIVE DIRECTOR UPDATE

Ms. Gardner presented the monthly financial update for the month of June. **Ms. Spicer** explained this month will be the first month where the financial report will contain details from both grants. **Judge Tuck** asked if the financial report contains money transferred from AID. **Ms. Spicer** stated those grant funds have not yet been transferred from AID to AHIM. **Judge Tuck** asked if the transfer from AID to AHIM is progressing. **Ms. Spicer** stated AID is working on the transfer. She explained that AID has not completed their final draw from the grant funds and after this has been done, the grants will be transferred to AHIM.

Ms. Gardner presented the AHIM New Hire chart and allowed all new AHIM employees to be introduced. The new AHIM employees introduced were as follows: Ms. Deneatria Corner (Administrative Assistant I), Ms. Toni Martin (Administrative Assistant II), Mr. Jeff Henson (IT Operations Analyst), Mr.

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Justin Mizell (Consumer Service Specialist), Mr. Anthony Beeler (Program Manager), and Mr. Bruce Donaldson (Broker/Navigator Liaison).

Mr. Norman presented the AHIM Program Dashboard. **Mr. David O'Donnell** (PCG) presented the details of the dashboard.

Mr. Norman stated he asked CSG to give a brief presentation on the Risk Category and Response Dashboard for IV&V. He introduced Ms. Robin Chacon, Mr. Jared Gallub and Mr. Jim Howard of CSG. **Mr. Norman** stated AHIM is talking weekly with CGS and a good working relationship has been developed. **Mr. Castleberry** asked if, in addition to the dashboard, there could be a separate page with a little more detail showing what the risks presented are and what the risks and categories are.

OTHER BUSINES

Mr. Castleberry stated the Board will need to discuss the appointment of a new Vice Chair of the Board soon. He stated there will also need to be a new member of the Board appointed to serve as the Chair of the Personnel Committee.

Judge Tuck asked about the status of the insurance plans that have been sent for review. **Mr. Weiskopf** stated CMS has indicated they will not complete their first review of submitted plans until approximately August 13, 2015. He stated CMS indicated after their initial review, AID will receive any questions and/or objections at that time. **Judge Tuck** asked if this means there will not be anything for the Plan Management Committee or the Board to discuss before the next meeting. **Mr. Weiskopf** stated this is correct.

Ms. Gardner stated progress is being made at the new AHIM office location. **Ms. Marshall** announced the address of the new office space is 221 West 2nd Street; Little Rock, AR, and presented the Board with a map of the new AHIM office space indicating where the Board will park for upcoming Board meetings.

EXECUTIVE SESSION

The Board did not retire into Executive Session.

PUBLIC COMMENTS

There were no public comments.

The next AHIM Board meeting will be held on Wednesday, August 12, 2015.

Judge Tuck moved to adjourn. **Mr. Jones** seconded. The motion carried.