

**ARKANSAS HEALTH INSURANCE MARKETPLACE BOARD OF DIRECTORS**  
**221 West 2nd Street, SUITE 700**  
**LITTLE ROCK, ARKANSAS**

The Arkansas Health Insurance Marketplace (AHIM) Board of Directors met on Wednesday, May 9, 2018, 10:00 a.m., at 221 West 2nd Street, Suite 700, Little Rock, Arkansas.

**Board members present:** Mr. Greg Hatcher, Chair; Mr. Mark Meadors; Mr. Mike Castleberry; Mr. John Womack; Randy Rogers (Phone-In); Mr. Phillip Gilmore(Phone-In); Mr. Brett Kirkman(Phone-In); Ms. Stephana Loyd (Phone-In) Mr. Allen Kerr; Ms. Rose Naff proxy for Ms. Cindy Gillespie

**CALL TO ORDER AND REMARKS**

**Mr. Hatcher** called the meeting to order at 10:00 a.m. with a roll call of the Board members where a quorum was reached.

**CONSIDERATION TO ADOPT MINUTES**

**Mr. Hatcher** asked if the Board had reviewed the previous minutes for 02/07/18, and if there were any corrections or changes. **Mr. Castleberry** and **Mr. Gilmore** made a motion to approve the minutes. **Mr. Meadors** seconded the motion. None were opposed. The motion passed.

**EXECUTIVE DIRECTOR UPDATE**

**Ms. Lowther** informed the Board members of the most recent updates regarding AHIM activities, Marketplace trends, and announced that the PY2019 QHP filing window began today with a deadline of May 18, 2018. **Mr. Kerr** made announcements about Arkansas enrollment numbers, the QHP submission timeline, Agents and Brokers meetings, and the AID progress. He also discussed National trends regarding increases in rates. **Mr. Kerr** recognized the Regulatory Health Link Division of AID for their accomplishments in receiving third place in the National Data Governance competition on Network Adequacy. **Ms. Lowther** discussed the May 3<sup>rd</sup> meeting hosted by the National Association of Insurance and Financial Advisors (NAIFA) where they met with about 50 producers out of a total of 75 counties within Arkansas. The producers were informed about the new Help on Demand resources and additional information regarding DHS's programs. **Ms. Naff** explained the design for Arkansas Works and DHS plans. **Mr. Donaldson** provided a brief recap of the NAIFA meeting and the feedback he received. **Mr. Castleberry** questioned potential prospects for plan offerings and the timeline regarding the QHP submissions for PY2019. **Ms. Lowther** responded indicating that no new information regarding plan offerings have been announced.

**FINANCE COMMITTEE UPDATE**

**Mr. Womack** informed the Board of the Finance Committee Meeting held on April 11, 2018 and asked Tony Beeler to provide a brief overview. **Mr. Beeler** reviewed information discussed during the Finance Committee meeting which included AHIM's Financial Outlook, Statement of operations, User Fee impact to Arkansas, and the Fiscal Year 2019 estimated spend plan.

## **MARKETING AND OUTREACH COMMITTEE UPDATE**

**Mr. Meadors** informed the Board of the Marketing and Outreach Committee meeting held on May 2, 2018 and briefed the Board on the proposed Marketing strategy which consist of a new two-phased approach. The committee recommended a maximum budget of \$80,000 for Phase 1 which would begin in the summer. **Mr. Castleberry** made a motion to approve the Marketing budget of \$80,000 for Phase I and continued consideration of Phase II. **Mr. Womack** seconded the motion. None were opposed. The motion passed.

## **OTHER BUSINESS**

No other business was discussed

## **NEXT MEETING**

Proposed date of August 15, 2018

## **PUBLIC COMMENTS**

No public comments were made.

## **ADJOURN**

**Mr. Hatcher** adjourned the meeting at 10:55 a.m.