

**ARKANSAS HEALTH INSURANCE MARKETPLACE  
MARKETING AND OUTREACH COMMITTEE  
1401 W. Capitol Ave, SUITE 430  
LITTLE ROCK, ARKANSAS**

The Arkansas Health Insurance Marketplace (AHIM) Marketing and Outreach Committee met on Wednesday, September 5, 2018, 10:00 a.m., at 1401 W. Capitol Ave, Suite 430, Little Rock, Arkansas.

**Board members present:** Mr. Mark Meadors, Chair; Mr. John Womack; Mr. Brett Kirkman (Phone-In); Mr. Phillip Gilmore, (Phone-In); Ms. Stephana Loyd (Phone-In); Ms. Tami Harlan proxy for Ms. Cindy Gillespie

**CALL TO ORDER AND REMARKS**

**Mr. Meadors** called the meeting to order at 10:00 a.m. with a roll call of Board members in attendance.

**MARKETING BUDGET RECOMMENDATIONS**

**Ms. Sarah Johnson** discussed the plan year 2019 requirements for AHIM. **Ms. Lowther** informed the committee of the overall new approach and strategy for open enrollment which is the number one goal this year. **Ms. Jill Joslin** discussed an overview of the two-phased approach to marketing previously approved by the Board of Directors. She discussed the research discovery through focus groups and digital testing that will drive direct messaging and objective goals for Open Enrollment 2018. **Ms. Joslin** stated the key findings initiated the development of a new Outreach and Education strategy for open enrollment by transitioning from building brand awareness with mass market media into direct engagement with enrollees. **Ms. Joslin** discussed the three budget options for PY2019 campaign. **Mr. Meadors** recommended option C to include state-wide media in addition to options A and B offered to reach the targeted audience. **Mr. Womack** motioned to recommend the option C budget of \$383,750 to AHIM Board of Directors for approval. **Ms. Stephana Loyd** seconded the motion. All were in favor. No one opposed. The motion passed.

**CONSUMER ASSISTANCE AND OUTREACH RECOMMENDATION**

**Ms. Johnson** discussed a new PY2019 recommended strategy for a statewide single phone call hotline approach to outreach and consumer assistance. This new approach will focus on agent/broker consumer assistance, by way of centralized navigator functions that are integrated and cost effective. **Ms. Johnson** recommended for AHIM's Plan Year 2019 total spend plan of \$350,000 for navigators, hotline, agent/broker referrals, local in-person assistance referrals including linguistical and culturally diverse assistance. **Mr. Gilmore** motioned that the new PY2019 strategy to centralize assistance with AFMC Hotline be recommended to AHIM's Board of Directors for approval. **Mr. Womack** seconded the motion. All were in favor. No one opposed. The motion passed.

**OTHER BUSINESS**

No other Business was discussed.

**NEXT MEETING**

AHIM Board of Directors meeting will be on September 12, 2018 at 10:00 a.m.

**PUBLIC COMMENTS**

No public comments were made.

**ADJOURN**

**Mr. Meadors** adjourned the meeting at 10:39 a.m.