

**Washington Health Benefit Exchange Board
Meeting Minutes
Thursday, October 25, 2018
9:00 a.m. – 12:18 p.m.
Hilton Hotel and Conference Center | SeaTac, WA**

Board Members Present:

Ron Sims, Chair
April Betts Gibson
Melissa Cunningham
Ben Danielson
Phil Dyer
Maureen McLaughlin
Hiroshi Nakano
Mark Stensager (via phone)
Sue Birch, *ex-officio*, Director, Washington State Health Care Authority
Jane Beyer, *ex-officio*, Senior Health Policy Advisor, Office of the Insurance Commissioner

Washington Health Benefit Exchange (WAHBE) Staff Present:

Pam MacEwan, Chief Executive Officer	Jenna Mannigan, Sr. Program Specialist
Vincent Barrailler, Chief Information Officer	Michael Marchand, Chief Marketing Officer
Carole Holland, Chief Financial Officer	Molly Voris, Chief Policy Officer
Leah Hole-Marshall, General Counsel and Chief Strategist	Beth Walter, Chief Operating Officer

Welcome and Introductions – Ron Sims, Chair

Ron Sims called the meeting to order at 9:00 a.m. Ron Sims thanked board member Phil Dyer for his commitment to the Exchange, as this is his last meeting serving as a board member. The Board recognized Phil Dyer's contributions to the Exchange and presented him with a plaque.

Approval of Board Meeting Minutes – Ron Sims

Phil Dyer moved to approve the [September 13, 2018](#) meeting minutes as presented, and Ron Sims seconded the motion. The motion passed unanimously.

CEO Report – Pam MacEwan, CEO

Pam MacEwan reported that operational staff is focused on open enrollment readiness. *Washington Healthplanfinder* will go live at 8:00 AM on November 1st. She shared staff are focused on renewal processes, system stability, call center preparedness, and consumer communications to prepare for the six-week open enrollment period.

Pam MacEwan walked the Board through the [enrollment metrics through September](#), including QHP and QDP selection, call center statistics, and system availability.

Financial Report – Sarah Belliveau, CPA, Principal, BerryDunn; Bill Brown, CPA, Principal, BerryDunn and Carole Holland, Chief Financial Officer

Financial Audit Report

Sarah Belliveau presented audit results from the Fiscal Year ([FY](#))18 [Financial Audit](#). She noted that last year’s audit included an audit of federal grant funding (Uniform Guidance), which was not included this year because the Exchange no longer receives federal grant dollars. It was added that the Exchange adopted a new accounting policy, GASB statement #75, which requires government agencies reflect the liability of non-pension retirement obligations. Sarah stated that this financial audit contained no adjustments, significant or otherwise, and no material weaknesses, or deficiencies, were identified.

There was discussion on internal controls and the scope of the financial audit. Sarah Belliveau stated that while auditors take internal controls into consideration, they do not express an opinion on them.

Phil Dyer motioned to approve the FY18 Financial Audit as presented by BerryDunn, and Hiroshi Nakano seconded the motion. The motion passed unanimously.

Finance Report

Carole Holland provided a [financial report](#) to the Board. She reported CMS approved Washington’s IAPD and OAPD spending plans for the first quarter of federal fiscal year 2019, providing Medicaid matching funds for numerous Exchange activities. Carole Holland walked through the September financial report and highlighted the Exchange’s contracts and FTE count. She shared HCA and the Exchange continue to partner to provide a cost-effective solution for the Pay1 replacement.

Policy Committee Summary – Phil Dyer, Committee Chair

Phil Dyer provided a summary of the October 9, 2018 Policy Committee meeting. He shared that the focus of the discussion was on market stability and consumer-centered plans.

Operations Committee Summary – Hiroshi Nakano, Committee Chair

Hiroshi Nakano provided a summary of the October 18, 2018 Operations Committee meeting. He shared that the focus of the discussion was on market stability, consumer-centered plans, and open enrollment readiness.

Open Enrollment Readiness - Michael Marchand, Chief Marketing Officer; Beth Walter, Chief Operating Officer; Vincent Barrailler, Chief Information Officer

Michael Marchand, Beth Walter and Vincent Barrailler provided an [open enrollment readiness](#) update. Michael Marchand provided an update on communications leading up to open enrollment. He shared that consumer communications will focus on *Washington Healthplanfinder* as a trusted source to find, enroll, shop, and compare health and dental coverage.

Beth Walter provided a call center readiness update. She reported that customer service representative trainings continue and approximately 400+ staff will be ready by November 1. Beth Walter discussed upgrades to technology and facilities infrastructure to provide greater capacity and improve system performance. She discussed the improvements to the interactive voice responsive (IVR) menu, which includes the option of a courtesy call back and customer satisfaction survey. Beth Walter reported all 2019 plans have been successfully loaded into *Washington Healthplanfinder* and auto-renewals will be completed the week of October 29th, prior to November 1.

Vincent Barrailler reported all key systems have updated to ensure a successful open enrollment and have the necessary capacity to support a surge in traffic. He shared the Exchange will continue to monitor partners' system stability to ensure there are no substantial impacts during open enrollment.

Navigator Open Enrollment Activities Discussion – Michael Marchand, Chief Marketing Officer; Kelly Boston, Associate Director, Outreach and Communications Manager; Daphne Pie, Public Health Seattle & King County/Community Health Services

Kelly Boston provided an update on the Navigator program and shared the recent outreach highlights, including efforts for reaching immigrants, hard-to-reach populations and COFA Islanders.

Michael Marchand introduced Daphne Pie to provide an update on recent open enrollment outreach activities conducted by Public Health-Seattle & King County [Navigators](#).

Daphne Pie provided background on Public Health-Seattle & King County and its mission to assist people who experience barriers with public benefits and health care access. She shared they have developed key strategies to reach people and reduce barriers through support, training, phone, key partners and lead agency activities.

Daphne Pie shared how the King County Access out Outreach team plays a pivotal role in their success. The team has enrolled thousands of people and convened and directed a much larger network of Navigators to make the system accessible for residents. For example, they help people at libraries, food banks, hospitals, and other public places. She discussed each year has called for new strategies to reach communities and individuals who are difficult to enroll. This past year, the team networked with taxi and Uber drivers, and hosted events to reach the Latino community and artists and performers.

The Board praised King County for all their efforts. The Board inquired about the use of data to develop strategies and targets.

Agents and Brokers Open Enrollment Activities Discussion – Michael Marchand, Chief Marketing Officer; Kris Lattimore, Producer Program Manager; Jeffery Johnson, JBJ Insurance Group, TAC Member; David Peterson, Insurance Resource Group, TAC Member

Kris Lattimore provided background on the broker distribution channel, reporting that the Exchange currently has 1,690 brokers in 24 states. He shared that annually there is an average decrease of 500-700 brokers. Kris Lattimore reported that during the last open enrollment, brokers partnered with 25 percent of QHP households. He shared focus groups have shown consumers value broker assistance.

Michael Marchand introduced Jeffery Johnson and David Peterson, who are members of the Role of Agents & Brokers Technical Advisory Committee, to provide an update recent [open enrollment readiness activities and challenges](#) agents and brokers are facing.

Jeffery Johnson highlighted for the Board some of the services that brokers provide to QHP consumers. He shared that having local brokers that understand Washington's insurance market is a benefit to consumers and allows for long-term relationships. Jeffery Johnson described the differences between brokers and Navigators and shared the importance that each have to the QHP enrollment process.

David Peterson outlined the challenges brokers are facing such as compensation, complex plan designs, and shorter open enrollment periods, which also overlap with Medicare and small group open enrollment. He also highlighted areas where brokers can use additional support to continue serving the individual market.

The Board and the panel discussed broker compensation rules and the brokers' role in assisting Washington Apple Health consumers.

Adjourn – Ron Sims

The Chair adjourned the meeting at 12:18 p.m.