

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

February 11, 2013

Call to Order and Roll Call

The third meeting of the Education and Outreach Subcommittee was held on Monday, February 11, 2013, at 1:30 p.m. in the Small Conference Room at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:30 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair, David H. Allgood, Katie Carter (by phone), Julia Costich, Bill Wagner (by phone), Kathy Wheeler (by phone), Marcus Woodward (by phone), and Malea Hoepf Young.

Staff Present: Carrie Banahan, Miriam Fordham, Kris Hayslett, Jean Klinge, Bill Nold, Brenda Parker, Vanessa Petrey, Sherilyn Redmon and Brian Staples (DOI).

Addition of New Members

A new subcommittee member was introduced: Katie Carter, replacing Andrea Bennett who has taken another position within her agency.

Approval of Minutes

A motion was made to accept the minutes of the Jan 14, 2013, meeting as submitted, seconded, and approved by voice vote.

Update from Deloitte

A representative from Deloitte displayed the Self Service Portal pre-screening and application storyboards. Staff from the Office of the Kentucky Health Benefit Exchange (KHBE) has participated in numerous Joint Application Design Sessions (JADS) to assist with the development of the Self Service Portal design. Subcommittee members viewed the public facing self-service portal screens which provided a visual flow of the portal options and design.

Update on User Acceptance Review

Jean Klinge, Division Director, Communication and Outreach, KHBE, updated subcommittee members on the upcoming consumer review session. The Deloitte team will walk consumers through the screens and ask for input and feedback on language, comfort level, understanding and the estimated amount of time it will take consumers to complete the screens. Tihisha Rawlins, Chair requested a report on the user acceptance review at the next meeting.

Update on Education and Outreach Activities

Ms. Klinge updated the subcommittee members on the Exchange education and outreach activities. KHBE staff continues to work on portal screens and content. A draft list of potential outreach communications partners was provided to subcommittee members. Ms. Klinge

requested that subcommittee members contact her any about groups the members thought were missing from the list. The Navigator program development team is working on the training program and currently is in Phase 2, which is strategy development. The Navigator/Agent workgroup, which includes subcommittee members David Allgood, Anne Hadreas, and Marcus Woodward, is working on developing a clear picture of the role of insurance agents.

Kathy Wheeler asked when the written outreach and education materials will be ready and available for review by the subcommittee members before release to the public. The KHBE is working with Doe-Anderson to create written materials which staff hopes to be able to provide at the next meeting.

David Allgood reported participating on a call with Enroll America and asked if the KHBE is aware of Certified Application Specialist/Counselor (CAC) role. The KHBE staff has incorporated the CACs into the Navigator program development which also includes In-Person Assistants.

Other Business

Chairman Rawlins thanked Carrie Banahan, Executive Director, KHBE, for responding and acting on the concerns about the lack of consumer group testing on the Self Service Portal.

The next meeting of the subcommittee is scheduled for 1:30 p.m. on Monday, March 18, 2013, at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 2:55 p.m.