

kynect ADVISORY BOARD

Meeting Minutes

October 16, 2014

Call to Order and Roll Call

The seventeenth meeting of the kynect Advisory Board was held on Thursday, October 16, 2014, at 1:30 p.m. in Conference Room D at the Kentucky Office of Health Benefit and Health Information Exchange. Chris Clark, acting on behalf of Commissioner Sharon Clark, Chair, called the meeting to order at 1:40 p.m., and the Secretary called the roll.

Board Members Present: David Allgood, Andrea Bennett (by phone), Jeff Bringardner (by phone), Dr. Joe Ellis (by phone), Carl Felix, Connie Hauser (by phone), Tihisha Rawlins (by phone), Dr. John Thompson, and Marcus Woodward. Gabriela Alcalde, Commissioner Mary Begley, Ruth Brinkley, Commissioner Sharon Clark, Ed Erway, Donna Ghobadi, Dr. Michael Huang, Commissioner Lawrence Kissner, Deborah Moessner, and Julie Paxton were not present at the meeting.

Staff Present: Chris Clark, Nicole Comeaux, Reina Diaz-Dempsey, Miriam Fordham, Jean Klinge, Allison Lile, Vanessa Petrey, Melea Rivera, and Maggie Woods (DOI).

Approval of Minutes

A motion was made to accept the minutes of the July 24, 2014, meeting, seconded, and approved by voice vote.

Update on Office of the Kentucky Health Benefit Exchange Activities

Chris Clark, Program Manager, Kentucky Office of Health Benefit and Health Information Exchange (KOHBHIE), updated the members on the health benefit exchange activities. Bill Nold retired as KHOBHIE Deputy Executive Director. Nicole Comeaux, who served as Kentucky's State Officer with the federal Center for Consumer Information and Insurance Oversight, was introduced as that new KOHBHIE Deputy Executive Director.

The KOHBHIE continues in its preparedness activities for Plan Year 2015. Staff is reviewing plans submitted by the issuers. For 2015, there are two additional issuers in the individual market - CareSource and WellCare – and two additional issuers offering dental plans – Delta Dental and Dentegra. Due to the participation of new issuers, there are twice as many plans that have to be reviewed. The Department of Insurance has been an integral partner in the review process. A new quoting tool will be introduced in the Small Business Health Options Program (SHOP) market to assist agents and kynectors to quote plan costs for employers for 2015. The SHOP quoting tool will be available in November 2014.

Analysis of the enrollment statistics for 2014 show's that there were over 521,000 enrollments on kynect with 80,000 enrolled in qualified health plans (QHP). Silver plans accounted for 43

percent of the QHP enrollments; platinum plans accounted for 28 percent; gold plans accounted for 18 percent; and bronze plans accounted for 11 percent. The enrollment metrics also showed that the Commonwealth experienced a significant drop in its uninsured rate with the rate at 20.4 percent pre-open enrollment 2014 and decreasing to 11.9 percent post-open enrollment.

Ms. Comeaux updated the members on the kynect mobile phone application (“app”). The Exchange hopes to reach the young invincibles demographic group with the kynect mobile app and to provide a useful tool for agents and kynectors. The app will allow users to find kynect events in their county, access “Frequently Asked Questions” (FAQs), and pre-screen for eligibility. The second release of the kynect mobile app will contain enhanced functions, including Global Positioning System (GPS), account log-in, the ability to change enrollee contact information, document uploading, and receiving alerts and messages. The kynect mobile app will be available on both the Apple and Google Android platforms. Future developments also being explored include having a tablet release of the kynect enrollment application to allow agents and kynectors to complete applications on tablet devices.

A kynect Retail Store will be opened at Fayette Mall in Lexington during the 2015 Open Enrollment period – November 15, 2014, through February 15, 2015 – and will maintain the same operating hours as the mall. The store will have insurance agents and kynectors available and will provide a full service operation, including enrollments, renewals, and the ability to address problem cases.

Mohan Kumar, Senior Project Manager, Deloitte Consulting, provided an update on the kynect system developments. Currently, the primary focus is preparing the system for the 2015 Plan Year. The system team now has usage patterns from the 2014 enrollments to inform preparations for 2014. Some of the other activities underway include bolstering the system infrastructure, implementing the 1095-A tax service, and testing the reconciliation process for both new and current users. The team is also making changes to the kynect enrollment application to enhance features for consumers, agents, and kynectors.

Subcommittee Reports

Behavioral Health Subcommittee

Marcus Woodward, on behalf of Julie Paxton, Chair, reported that the Behavioral Health Subcommittee has not met since the last Advisory Board meeting.

Dental/Vision Subcommittee

Dr. Joe Ellis, Chair, reported that the Dental/Vision Subcommittee has not met since the last Advisory Board meeting.

Education/Outreach Subcommittee

David Allgood, on behalf of Tihisha Rawlins, Chair, reported that the Education and Outreach Subcommittee held meetings on August 5 and September 18, 2014. kynect served as the main exhibitor for the Cabinet for Health and Family Services exhibit area at the 2014 Kentucky State Fair. kynectors were a part of this year’s education and outreach team at the state fair, and space was made available for kynectors to perform on-site enrollments. Giveaway items available to the public were the updated mini-brochure, tote bag, and the new “How to kynect” brochure - a

health literacy publication that explains to consumers how to best utilize their new insurance coverage. While overall fair attendance was down from the previous year, kynect increased the number of tote bags distributed from 23,000 in 2013 to 26,000 in 2014.

Updates and streamlining of training in preparation for the next Open Enrollment Period (OEP) continue to be a focus. During the inaugural OEP, the kynect Call Center vendor, Xerox, experienced problems handling the volume of calls and not properly comprehending the types of calls that Customer Service Representatives (CSRs) encountered. To help alleviate the risk of similar problems in the next OEP, two call center facilities will be utilized, with a goal of 400 CSRs on duty. Training will be revamped and improved, with CSRs being incentivized to improve call center metrics and to meet the quality standards the public expects. Also, the training manuals for kynectors and agents are being consolidated and abbreviated into a single, more robust and user-friendly manual as part of the recertification and training efforts for agents and kynectors.

Development on the kynect mobile application for IOS and Android platforms continues, with Release 1 scheduled to debut in October 2014. The core features of this application include the ability for users to prescreen for possible eligibility, review available insurance plans, locate help in the community from insurance agents and kynectors, photograph necessary documents to upload in support of client applications, and allow users access to account information.

In an effort to better serve kynect's clients during the 2015 OEP, a pilot program is being undertaken for a retail store to be opened at Fayette Mall in Lexington. The store will open on November 13, 2014, with an appearance by Gov. Steve Beshear. The retail outlet will be staffed with a combination of KOHBHIE staff, insurance agents and kynectors. The store will remain open through the 2015 OEP.

Navigator/Agent Subcommittee

Marcus Woodward, Chair, reported that the Navigator/Agent Subcommittee held a meeting on September 29, 2014. KOHBHIE staff provided an update on Exchange activities and system enhancements. Members were briefed on the renewal process for 2015 enrollments and the recertification process for agents and kynectors. The training plan, including webinars, job aids, and in-person sessions, was discussed. Members were also provided with a demonstration of the quoting tool that will be available for SHOP rates in 2015, an overview of the Self-Service Portal changes to be made available in October 2014, and updates on the plans for the kynect Retail Store and kynect advertising campaigns.

The next meeting of the Navigator/Agent Subcommittee is scheduled for October 20, 2014, at 11:00 a.m.

Qualified Health Plans Subcommittee

Chris Clark, on behalf of Deborah Moessner, Chair, reported that the Qualified Health Plans Subcommittee has not met since the last Advisory Board meeting.

Small Employer Health Options Program (SHOP) Subcommittee

Jeffrey Bringardner, Chair, reported that the SHOP Subcommittee held a meeting on August 12, 2014. Members of the subcommittee were informed about recent awards, news articles, and data showing the impact of kynect on the uninsured in the state. Although the Exchange is directing much of its focus on the upcoming 2015 Open Enrollment, work continues on improving the SHOP. System enhancements will include an online agent/employer insurance quoting tool, functionality for employers to choose a reference plan, and employee choice as well as other improvements. The enhancements will provide easier access and will simplify the enrollment process.

The next meeting of the SHOP Subcommittee is scheduled for October 21, 2014, at 3:00 p.m.

Other Business

The next meeting of the Advisory Board will be held on January 15, 2015, at 1:30 p.m. at the Kentucky Office of the Health Benefit and Health Information Exchange.

Adjournment

The meeting was adjourned at 2:45 p.m.