

Meeting Details	
Meeting Date & Time:	June 27, 2013 3:00pm -4:44pm
Meeting Title:	Steering Committee Meeting
Called by:	Cindy Crone, Steering Committee Chair
Mode of meeting	In person and teleconference
Attendees	<p>Members-Andy Allison, Lenita Blasingame , Cindy Crone, Annabelle Imber-Tuck, Joni Jones, Cal Kellogg, John Shelnut, Anna Strong</p> <p>Guest-Elisa White (AHA), Jim Couch (Delta Dental), Andy Davis (ADG)</p> <p>Staff-Chantel Allbritton-AID, Zane Chrisman-Brill-AID, Sandra Cook-AID, Tonmoy Dasgupta-AID, David Deere-U of A Partners, Bruce Donaldson-AID, Heather Haywood-AID, Kim Jaudon-First Data, Tangelia Marshall- AID, Ashley Odom-PCG, LeAnn Rollans -First Data, Sue Stone-First Data, Nichole Weldon – AID</p>
Meeting Notes:	
<p>Opening:</p> <ul style="list-style-type: none"> • Lenita opened the meeting at 3:00 pm as Chair was at Legislature’s Joint Public Health Committee meeting. • May Steering Committee minutes were approved – Annabelle motioned, Cal seconded. <p>General Update:</p> <ul style="list-style-type: none"> • The Arkansas Health Connector outreach and education campaign official launch is July 1st. • AETN kickoff show airs at 7:00p tonight, June 27th, and includes a segment on small businesses. • First Speaker’s Bureau Training was held on June 25th. • First week of IPA Guide training classes were held in Bentonville, Forrest City, Hot Springs, and Little Rock. Final Phase I assessment for this week will be given on Friday, June 28th. The training is to prepare participants to go out and provide information to the public. Participants are enthusiastic and excited. The AATYC and AID staff are making continual adjustments to the curriculum based on participant feedback and new information. Next training to be held the week of July 8th. AID’s Consumer Services Division has attended IPA Guide training in preparation for support through the Arkansas Health Connector Resource Center. • AID is receiving a lot of media attention regarding the IPA Guide Training – FOX News, ADG, etc. • Corrections to the Monthly Report noted: 1) The Speakers Bureau Training date on page 4 should be June 25th instead of July 25th; and 2) Delta Dental was left off the list of carriers that submitted letters of intent. <p>AHC Outreach and Education Update:</p> <ul style="list-style-type: none"> • Heather provided an update on campaign efforts. She informed the group of AHC media campaign sneak peek to be held on Friday, June 28th at AID. • Heather also provided the Committee with the Arkansas Business insert that was released on June 26th. • Heather stated that AID has received compliments from the Implementation Review Team at CCIIO on training modules and the Outreach & Education campaign materials. • Plans for Agents/Brokers outreach to begin in July. Bruce is coordinating that effort with David Deere and UA Partners for Inclusive Communities. <p>AHC IPA Guides Contracts and Training Update:</p> <ul style="list-style-type: none"> • Sandra informed the group that Arkansas Health Connector Division of AID was asked to do a 	

Webinar on training and AID's development process. CCIIO wants to use our training modules to share with the other states.

- A total of 26 contracts have been signed to date. Health Care Initiatives plans to contract for gaps left by Wilkins and Bost, Inc. that withdrew their applications. Arkansas State Chamber of Commerce also withdrew their application.
- AID is partnering with UALR's Arkansas Small Business Technology and Development Center (ASBTDC) for outreach and education to small businesses.
- DHS withdrew their appropriation request for 100 IPA Guides to be administered through AID. This affected 8 organizations, which have been notified they would lose contracted IPAs. AID is currently working with DHS to explore other options available for outreach and education.

AHC Plan Management Update:

- AID has released a second revised QHP bulletin, updating information relative to the Private Option.
- All plans to be considered for Marketplace QHP inclusion for 2014 must be submitted by June 30th. One Health Plan along with several Stand Alone Dental (SAD) plans have been submitted to date. Plans will be submitted to CMS on July 31st.

Consumer Assistance Advisory Committee (CAAC) Update:

- Anna Strong provided an update of CAAC meeting held on June 14th. The Committee reviewed final draft of training materials for the IPA Guides. Bruce gave good feedback on outreach efforts for brokers and agents. David Rainwater with MHP gave an update on the AHC marketing campaign. The Committee discussed Eligibility and Enrollment challenges and how the CAAC can help with that. The IPA Guides will receive Federal Training (Phase II) and Phase III training for State specific issues and to fill in any training gaps. No dates have been set for the federal training which is likely to be scheduled for August.
- MHP/Lattimer was receptive to suggestions received at the CAAC meeting. They hosted a brain storming session for feedback.
- David Deere assisted with the Navigator Grant application for a coalition of Arkansas providers. The status is pending.
- Outreach and Education Workers (OEWs) through Community Health Centers will now be added to the team of guides and other assisters that will be providing outreach to Arkansans.
- The Clinton School of Public Service plans to host a Community outreach enrollment event that will target young, college-age audiences on October 1, 2013.
- **Questions:**
 - **What are the issues that we face with Eligibility & Enrollment?** Anna gave examples of the challenges that we face with systems, preparing the consumer for what to expect, training, etc.
 - **Is there a model of enrollment websites?** Nothing really yet. Anna answered that Access Arkansas website may be under reconstruction right now.
 - **What role do we see telephone enrollment having in this? How would you compare plans? Seems as though they are really pushing that at the Federal level.** Heather-learned from focus groups that there is a level of hierarchy of how people want to learn about the Healthcare marketplace. 1) They research via the web. 2) After the research they want to talk to someone by phone or in person. 3) They are looking for a mentor and/or trusted advisor. It is really important for the outreach campaign to reach influencers.
 - **Has there been any thought given to reaching out to young folks in the way of talking to the**

young that have been in situations where they found themselves in sudden need of medical care?

- a. David Deere-stated that the Young Invincible's group out of Washington D.C. was included in their Navigator grant application and Arkansas may be able to do something similar.
- b. Enroll America offers some interesting ideas and resources for outreach to young consumers.

Plan Management Advisory Committee (PMAC) Update:

- Annabelle informed the group that the Plan Management Advisory Committee did not meet this month. A handout was provided to Steering Committee.
- The definition and processes for determination of “medically frail” for the Private Option is currently being worked on at DHS.
- The Health Care Independence Program (Private Option) CMS 1115 waiver draft has been published by DHS for review and comment. There will be two public hearings related to the waiver in Little Rock and Ft. Smith.
- Cal stated that the Rating Area map in the Committee minutes only shows carrier “intent to cover” specific areas and does not show actual carriers that will be on the Exchange. Carriers still have to apply and be certified to participate in the Marketplace.
- Questions:
 - **Will there be two different outlier analyses (one on private option and one on CCIIO)?**
No. There is no “Medicaid or Private Option” plan. All carriers certified for the Marketplace are required to provide Silver Level Plans. The Private Option consumer will be allowed to shop among the required high value (94% +/- 1% AV) cost sharing variation of the required Silver plan. All carriers that apply for the Marketplace must accept Private Option consumers. Any High Value Silver Plan that is an outlier will be removed from the Marketplace.
 - **Will Arkansas be publishing rates?**
Zane-once we finish the review and recommend for certification, we would follow AID’s normal filing process where that information is published through AID’s website. *Upon further study, we have learned that prices may remain confidential until our federal partner has completed their review.*
- Zane informed the group that AID started receiving plans and is currently in the review process. This will take several weeks. Filing deadlines is 11:59:59pm on Sunday, June 30th.

AHC Division Director Update:

- Public Health Committee had several questions related to the plans today; however it is too early to answer.
- The Steering Committee was again thanked for their work—AID, AHC, and others across the nation are recognizing the decisions and work toward innovative Marketplace implementation and see Arkansas as a leader.
- Next Steps:
 - Evaluating plans for QHP certification
 - Waiting to learn the Federal Navigator grantees and how we can work together in Arkansas
 - Getting IPAs hired and trained
 - Training and licensing of all Navigator/Non-Navigator assisters and licensed agents/brokers
 - Successful rollout of the outreach and education campaign to the public and other targeted audiences

- Waiting to see who is appointed to Arkansas State Marketplace Board and how we will work with that Board as we explore transition to a State Based Marketplace
- AID is searching for a venue in El Dorado for agent/broker meeting
 - Elisa suggested the El Dorado Chamber of Commerce and Murphy Oil Building. She will get contact to Cindy.
- Questions:
 - **Will there be several plans available for SHOP?** Cal and Cindy answered. We don't yet know how many carriers/plans will be offered in SHOP in year one. Employers may only choose one plan for their employees in 2014. Small employers must shop through the SHOP in order to obtain the tax credit incentives.
 - **What happens with the TEFRA program?**
Cindy-According to Medicaid, it will remain as today for 2014.

DHS Update:

- Andy Allison gave feedback from the Public Health Committee. There may be a need for more Private Option Waiver public hearings across the state.
- Six month eligibility period for AR Kids B (do we need to look at rewording our video?)
 - Per Joni, now in talks about dropping the eligibility period to 90 days.
- CCIIO confirmed that Arkansas will receive real time data back from the feds on private option eligibility.

Next Meeting:

- Cindy asked the Committee for agenda items for next month's meeting. Hearing none, she asked if the meeting should be cancelled or held by phone conference for update.
 - Anna suggested that we keep the meeting date on the calendar but if nothing comes up then should send a written update or schedule a 1 hour conference call in lieu of the regular meeting.
 - Next meeting (tentatively) scheduled for July 25, 2013 at 3:00.
 - Meeting adjourned at 4:44p