

## AR Federally-facilitated Exchange Partnership Planning Steering Committee Meeting Minutes

---

### Meeting Details

---

Meeting Facilitator: Cindy Crone, AID  
Minutes Taken By: Tangelia Marshall , AID  
LeAnn Rollans, First Data

Date: October 25, 2012  
Time: 3:00p to 4:27p

---

### Attendees

---

Members: Edward Anderson-Video Conference  
Suzanne Biermann for Andy Allison  
Jim Couch  
Cindy Crone  
Jennifer Flinn  
Joni Jones  
Kurt Knickrehm  
Dr. Drew Kumpuris  
Dr. John Shelnut  
Anna Strong  
Justice Annabelle Imber Tuck

Guests: Joey Crump-Conference Call  
Paul Cunningham  
Devon Devasher  
Haley Keenan-Gray  
Derrick Smith  
Sip Mouden

Staff/Consultants: Rich Albertoni-PCG  
Jay Bradford-AID  
Zane Chrisman-AID  
Sandra Cook-AID  
Carder Hawkins-DIS-Conference Call  
Jennifer Holder for Craig Wilson  
Tim Irby-UAMS/Creative Services  
Brenda McCormick-PCG  
Sandra McGrew-AID  
Debra Pate-UAMS/Creative Services  
LeAnn Rollans-First Data  
William Watson for Craig Wilson

---

---

---

## Absent

---

Members: Rep. Mark Biviano  
Lenita Blasingame  
Rep. Barry Hyde  
Dr. Cal Kellogg  
Dr. Creshelle Nash  
Herb Sanderson  
Dr. Joe Thompson

## Meeting Notes

Item #	Description of Discussion	Action/Issue Item Number (if applicable)
I.	Steering Committee Chairperson Cindy Crone opened the meeting at 3:00 pm and welcomed the Steering Committee and guests. All attendees introduced themselves.	
II.	Cindy asked for a motion to approve the September meeting minutes. The minutes were approved as printed.	
III.	<p>Brenda McCormick of PCG reported on the Medicaid Integration Subcommittee meeting held earlier today. Brenda addressed questions regarding whether or not an individual can become an IPA (yes, if tax ID), HIPAA and data sharing requirements, and timelines for the IPA program.</p> <p>Cindy Crone reported that the Insurance Commissioner has accepted the Consumer Assistance Advisory Committee recommendations approved by the Steering Committee last month.</p> <p>Brenda announced to the Steering Committee that the Medicaid Integration Subcommittee meets on the fourth Thursday of each month from 10:00a to 11:00a. Brenda invited those interested to attend.</p>	
III.	<p>Debra Pate and Tim Irby with UAMS ACHI and UAMS Creative Services presented progress on “branding for the Exchange Partnership” Outreach and Education Program. Debra reported that the final focus group was held on Monday, October 22, 2012. The focus groups vendor, Ernie Oakleaf, is preparing a final report to be presented to AID soon. Tim Irby presented the “Good News” creative advertising concept to the Committee for feedback. Tim announced that the unanimous choice amongst the focus groups for the Exchange Partnership Outreach/Education campaign name was “Arkansas Health Connector” with slogan “Your Guide to Health Insurance”.</p> <p>Cindy informed the Committee that the presented media concept is for Phase I of the planned Education and Outreach Campaign to inform residents about the Arkansas Health Benefits Exchange Partnership and is</p>	

	<p>expected to be rolled out in late November/early December. Phase II will be designed to move Arkansans to the Federal Portal for enrollment . Comments and suggestions regarding the media campaign were mainly centered on making the message “catching and easy to understand”.</p>	
IV.	<p>Consumer Assistance Advisory Committee Co-Chair Anna Strong gave an update on the October Consumer Assistance Advisory Committee Recommendations and the Issue Brief regarding IPA Reimbursement Options.</p> <p>CA Advisory Committee Recommendations regarding payment methodologies were passed unanimously.</p>	
VI.	<p>Plan Management Consultant Rich Albertoni gave an overview of the PM Topic Calendar and announced that going forward the PM Advisory Committee has elected to meet once per month on the second Friday to coincide with the Consumer Assistance Advisory Committee meetings.</p> <p>Rich announced that the November meeting topic will be Plan Management Policy and Procedure Manual review.</p>	
VII.	<p>Closing-The next meeting will be held November 29 2012 at the Arkansas Insurance Department, Suite 201. The Committee is not scheduled to meet in December and will resume meeting in January.</p> <p>Anna Strong asked about long term plans regarding the Steering Committee. No changes are currently planned</p> <p>Jim Couch of Qualchoice complimented Cindy on her AHIP presentation made on October 5<sup>th</sup>.</p> <p>Cindy Crone thanked the Committee members for their time and dedication and then adjourned the meeting at 4:27pm.</p>	