

Arkansas Health Benefits Planning Exchange

Outreach/Education/Enrollment/ Navigators/Producers/Agents	June 28, 2011	Arkansas Studies Institute Rm. 204	10:00AM-12:00PM
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<p>Members Present: Patty Barker Fred Bean Brad Dell Greg Jones Glenn Jones Cal Kellogg Kurt Knickrehm Randy Lee Derrick Smith Sr. Joan Pytlik Henry Tuck Lisa Weaver</p> <p>Staff: Cindy Crone Bruce Donaldson</p>	<p>Members Absent: Rose Adams Kelly Betts Rose Crane Robbi Davis Greg Hatcher Sip Mouden Chris Newell Teri Patrick Marie Sandusky Ann Sperry</p>
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Meeting Summary

- I. Following Welcome and Introductions, new Open Meeting Rules were announced. Workgroup meeting guests (the public) will be provided with a time for comment/questions at the end of each meeting. Workgroup members agreed with Community Leaders Workgroup recommendation to allow videotaping of all meetings, as all meetings are open.

- II. SKYPE will be available for out-of-area meeting participants beginning next month.

- III. Updates
 - a. Report to Public Health Committee – Committee members expressed concern about a lack of adequate advertising for Community Meetings and requested a report of the meetings’ findings. The report will be completed by UAMS contractors by the end of July. Commissioner Bradford notified the Committee that he would be requesting an appropriation for continued Exchange Planning in the fall, to be followed by seeking State authority for an Arkansas-run Exchange.
 - b. Community “Listening Session” Meetings – handout of updated schedule was distributed.
 - c. First Data has begun Background Work.
 - i. Timeline for concurrent work over the summer – handout
 - ii. Project Manager – David Sodergren
 - iii. Key Informant Interviews will occur the weeks of July 4th & 11th

- IV. Vision Statement was approved by Steering Committee. This workgroup suggested replacing ‘will be’ in the first line with ‘is’ since this is a Vision of what will be.

- V. Governance Survey Results have been prepared by First Data. Response rate (28%) is considered adequate for a survey opened for five days. For future surveys, it was suggested that the announcement email be better marked with something to attract attention of potential respondents.

Cindy suggested the workgroup briefly discuss survey results at next month’s meeting after group members have had time to review. If Workgroup members believe the results are not reflective of their views, a “minority report” can be submitted.

- VI. Future Meeting Discussion Topics
 - July - Outreach & Education
 - August - Marketplace/Financial Models
 - September – Program - IT Integration

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- VII. Discussion Topic for today- What is the best strategy for obtaining State government authorization for AR Exchange?
- There needs to be greater outreach and education than what we have been doing.
 - There needs to be more Outreach outside Little Rock; we are not reaching all of Arkansans in our current efforts.
 - Perhaps we should review the Exchange Enabling legislation that did not pass during this year's General Assembly
 - It was reported that getting a bill passed in the 2012 Fiscal Session would require a super-majority for the issue to be heard.
 - Question raised about whether AFMC will give feedback on needed outreach and education; One suggestion was to have AFMC come to meetings and work on outreach in communities.
 - Group suggested flyers be placed in libraries, Chamber of Commerce organizations, Cooperative Extension Offices, community centers etc...
 - AR Association of Executives meetings would be another good source for information dissemination; Dennis Farmer is President of that group.
 - Another group mentioned was the National Institute of Health Care Management.
 - Group suggested going back to the communities to do more meetings, especially when we have more answers of what the Exchange will be, what it will look like, how it will be governed etc...
 - Public Hearings are planned for late fall in each of the four Congressional Districts. It was suggested that locations be broader than one site within each of the four Congressional Districts. It was suggested that meetings should be in locations that would not require participant travel of greater than 30 miles.
 - Suggested putting map on the Exchange Planning website showing Exchange progress for all the states.
 - Group said survey was given out a little confusing. Was suggested to look at the results and if there is any disagreement with the results that a minority report can be presented.
 - The exchange can educate Arkansans to live healthier lives through wellness/healthy lifestyle efforts.
 - It was reported that Arkansas Insurance Department Switchboard did not know how to refer callers to Exchange Planning Division. Cindy will communicate this problem for resolution.