

## Arkansas Health Benefits Planning Exchange

<b>Steering Committee Meeting</b>	June 28, 2011	AR Health Benefits Exchange Planning Suite 201	3:00PM – 5:00PM
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<p><b><u>Steering Committee</u></b>  <b><u>Members Present:</u></b>          Barker, Patty          Bean, Fred          Boling, David          Burak, Elisabeth          Crump, Michael for Marilyn Strickland          Hyde, Rep. Barry          Jones, Joni          Kellogg, Dr. Cal for Ed Choate          Kumpuris, Dr. Drew          Scott, Frank          Scott, Ray          Tuck, Annabelle          Wayne, Dr. John          Whitlock, Kenny</p>	<p><b><u>Staff:</u></b>          Bradford, Jay          Crone, Cindy          Donaldson, Bruce</p> <p><b><u>Consultants:</u></b>          Glick, Jim – First Data for Government Solutions          Powell, Dr. Lars – Powell and Associates          Wilson, Jerry – Meeting Facilitator</p> <p><b><u>Guests:</u></b>          Larson, Tricia          Meldrum, Bryan          Roddy, Carol          Smtih, Derrick</p>	<p><b><u>Members Absent:</u></b>          Bell, Deborah          Deere, David          Woods, Rep. Jon</p>
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### **Meeting Summary:**

Facilitator Jerry Wilson opened the meeting. Those present introduced themselves. Cindy Crone announced that Steering Committee and Exchange Planning Workgroup Meetings are open meetings. Time will be allowed at the end of meetings for questions/comments by guests. Comments will be limited to three (3) minutes per person. Per Community Leaders' Workgroup recommendation, audio or videotaping of the meetings will be allowed.

The meeting summary from June 14, 2011 was approved and will be placed on Exchange Planning website.

### **Updates**

- Dr. John Wayne of UAMS College of Public Health provided update on community meetings being held across the state. Meetings have been held in ten (10) towns thus far. David Deere is in Clarksville today. Two Hot Springs meetings have been added (7/7, 12:30PM & 2:30PM); Texarkana (7/6) and West Memphis (7/13) are now scheduled. There have been thoughtful discussions as well as disruptions by those opposed to the Affordable Care Act.
- Jim Glick of First Data reported the Governance Survey administered to Workgroups and the Steering Committee has been completed and the draft report is ready for discussion. Key Informant Interviews (focusing on program and information technology needs) will be held during the first two weeks in July.
- Steering Committee liaisons from Community Leaders (Kenny Whitlock and David Boling), Consumers (Bruce Donaldson and Cindy Crone for liaisons) and Outreach/Education (Fred Bean and Patty Barker) Workgroups provided summaries of each workgroup's discussions on strategies for obtaining state authorization for Exchange in AR. Ideas included:
  - Listing advantages/disadvantages for Federal Government vs. State-run Exchange
  - Enlisting Chambers of Commerce, County Cooperative Extension Offices, AR Chapter of Association of Businesses, Community Health Centers, AACF, ARC of AR, Heart & Kidney Associations
  - Use of social media for those that would access it
  - Selecting targeted messages; logo "Be Prepared" was suggested

- Workgroups approved draft vision statement. One suggestion was to change “will be” to “is” in first line. The draft vision statement for Exchange Planning is on the Exchange Planning website.
- Cindy Crone reported on AID Exchange Planning report to Interim Joint Public Health Committee last Monday. Commissioner Bradford and Cindy reported on three major Exchange Planning activities: Workgroups, community meetings and First Data Background Research contract. Committee members suggested there be better notification of community meetings. Commissioner Bradford notified Committee members he would be seeking an appropriation during the 2012 fiscal session for spending federal funds for continued Exchange Planning. The Committee members were made aware of CCIIO deadlines for Level I & Level II Establishment funding.
- Dr. Cal Kellogg of AR Blue Cross Blue Shield reported on Self-Chartered Health Care Reform Workgroup that has been meeting since before Exchange Planning workgroups were formed. He shared the composition of the workgroup and their adopted “Guiding Principles”. Some members also serve on AID Exchange Planning workgroups. Workgroup members are currently planning a communications campaign to better inform Arkansans of the benefits of an Arkansas Exchange over a Federal Exchange for Arkansas. Dr. Kellogg agreed to attend future Exchange Planning Steering Committee meetings.
- Cindy reported there are no new CCIIO updates; however draft Exchange regulations from DHHS are expected to be posted for public comment within the next several weeks. Steering Committee members will be notified when those draft regulations are posted.
- Bruce Donaldson reported that future Steering Committee and Workgroup meetings can be accessed via SKYPE. More information will be forthcoming.

#### **Affinity Exercise**

Mr. Wilson led participants through an affinity exercise, exploring: “In order to have an effective public relations campaign to influence public opinion to support a state operated insurance Exchange we must...”

A ten point action plan was outlined:

1. *Develop a Work Plan*
2. *Frame the Issue for Arkansas*
3. *Convince the Government/Public*
4. *Identify the Financial Resources for a Well Funded Public Relations Campaign*
5. *Develop a Broad Coalition of Interest Groups*
6. *Identify a High Profile Spokesperson*
7. *Develop Organization Strategy & plan for Execution*
8. *Have a Communication Plan for Messages to the Public*
9. *Show Individuals & Small Businesses how the Exchange will Benefit Them*
10. *Develop a Product that Gains Consumer Support*

(An expanded outline is presented as an attachment to this meeting summary.)

**Agenda items** were identified for the upcoming workgroup meetings:

- July – Governance (briefly) and Consumer Outreach/Education/Enrollment
- August – Marketplace, Financial Models
- September – IT/Program Integration

**There were no public comments.**

The meeting **adjourned** without discussion of Governance survey results (Jim Glick) or marketplace research planning (Dr. Lawrence Powell). These items will be discussed at next meeting scheduled for July 12<sup>th</sup>, 3:00PM at Arkansas Insurance Department.

**Affinity Exercise June 28, 2011**  
**Jerry Wilson, facilitator**

“In order to have an effective public relations campaign to influence public opinion to support a state operated insurance Exchange we must...”

**Ten Point Action Plan and Responses**

- 1. Develop a Work Plan**
  - a. *Be focused*
  - b. *Stay on task*
  - c. *Work*
  - d. *Assign this project to someone or something*
  - e. *Professionally plan the timeline for a campaign*
  - f. *Have specific deadline dates*
  - g. *Have a clear goal, set objectives, timeline*
  - h. *Have a simple message to deliver – such as “Be prepared”*
  - i. *Have groups of speakers go around the state to speak to civic clubs or set up “public hearings”*
  - j. *Actionable vision – understandable to many*
- 2. Frame the Issue for Arkansas**
  - a. *Grass roots connections and action*
  - b. *Grass tops commitment and action*
  - c. *Educate the public*
  - d. *Swing public opinion to the affirmation*
  - e. *Educate the public as to what an Exchange will be*
  - f. *Understand how, regardless of reform, an Exchange will be to their benefit*
  - g. *Educate the public as to the consequences of failing to support a state-run Exchange*
  - h. *Promote the benefits of a state-run Exchange*
  - i. *Convince people that they want to custom design an Exchange that works for Arkansas*
  - j. *Focus on the health benefits of an Exchange*
  - k. *Frame issue as keeping our options open no matter what happens, i.e. legislature or judicial*
- 3. Convince the Government/Public**
  - a. *Have strong executive leadership or voice for the process*
  - b. *Have good leadership across the state*
  - c. *Ask the Governor to take leadership – He’s popular*
  - d. *Educate legislators*
  - e. *Get politics out of the debate*
  - f. *Convince the House & Senate*
  - g. *Make sure House & Senate members vote for it*
  - h. *Identify & establish ways to measure public opinion as it changes*
  - i. *Be able to measure public opinion*
- 4. Identify the Financial Resources for a Well-Funded Public Relations Campaign**
  - a. *Money*
  - b. *Remove the resource constraints imposed by state budget/federal funding process*
  - c. *Staff (back to money)*
  - d. *Find some; Amount of money to fund it*
  - e. *Spend money*
  - f. *Identify a strategy to continue interim funding of the planning/development process*
  - g. *Identify resources to fund a major PR campaign*
- 5. Develop a Broad Coalition of Interest Groups**
  - a. *Establish a baseline of public opinion regarding a state-operated Exchange*
  - b. *Have support from the business community*
  - c. *Solicit a broad base of Arkansas industries to support & participate in the campaign*

- d. *Develop a broad support base for an Exchange*
  - e. *Have a broad coalition of interest groups to take message out*
  - f. *Reach out to small businesses on a broader scale*
  - g. *Develop a strong coalition of people from all parts of the system that support change*
- 6. Identify a High Profile Spokesperson**
- a. *Find the right spokesperson or persons for the campaign*
  - b. *Have a high profile well-respected spokesperson (liked by all Arkansans)*
  - c. *Popular champions*
  - d. *Find a trustworthy spokesperson*
  - e. *Identify the groups that best influence public opinion*
- 7. Develop Organization Strategy & Plan for Execution**
- a. *Must have excellent organization*
  - b. *Have influential leaders from diverse perspectives travel around the state and meet with city boards, etc.*
  - c. *Influence the governor*
  - d. *Influence the legislators*
  - e. *Must have strong, effective leadership*
  - f. *Be prepared*
  - g. *Have group of powerful interest groups meet with local municipal leaders – individually if possible*
  - h. *Find and develop many Republican & Democratic spokespersons/champions for “Be Prepared” campaigns*
  - i. *Educate consumers by industry – led by their industry leaders*
  - j. *Must have broad representation of interest groups*
  - k. *Involve local community leaders*
  - l. *Have “Buy-in” from all constituencies*
  - m. *Bipartisan support – spokesperson from various parties explaining the merits of the Exchange*
  - n. *Influence leaders (community)*
  - o. *Enlist local organizations in campaign*
  - p. *Grow number of people participating in campaign*
- 8. Have a Communication Plan for Messages to the Public**
- a. *Simplify the process – eliminate fear*
  - b. *Transcend problem to go beyond race, employment, site, geography, etc.*
  - c. *Have powerful interest groups meet with editorial boards to support Health Benefits Exchange*
  - d. *Be transparent*
  - e. *Must have a great communication plan, team, strategy, agency*
  - f. *Agree on a uniform, provocative message*
  - g. *Respond to myths*
  - h. *Make facts and consequences available to public*
  - i. *Counter misinformation*
  - j. *Educate the public*
  - k. *Tell what will happen if we don’t create an Exchange*
  - l. *Start a letter to the editor campaign with local networks/local newspapers*
  - m. *Editorial letters to papers organized to promote Exchanges*
  - n. *“Be prepared” television & print ad campaign*
  - o. *Manage naysayers*
  - p. *Elevate Community Awareness of process*
  - q. *Use state and local chambers to spread “be prepared” message*
  - r. *Make it news worthy*
- 9. Show Individuals & Small Businesses how the Exchange will Benefit Them**
- 10. Develop a Product that Gains Consumer Support**
- a. *Must have a clearly laid out plan and strategy*
  - b. *Must have a specific target date, objective and outcome*