

Meeting Agenda

Washington Health Benefit Exchange SHOP Technical Advisory Committee

Thursday, September 11, 2014
1:00pm – 2:00pm

Advisory Committee Members: Ben Cabildo, Dennis Carlton, Patrick Connor, Michelle Baker, Lonnie Goodell, Julie Keeffe, Troy Nordlund, Gary Smith, Jae Suzuki

HBE Olympia- Teleconference & Webinar

Teleconference: 1-888-205-5513; Participant Passcode: 742508

Link to webinar: <https://attendee.gotowebinar.com/register/156387198409957377>

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| <i>ID</i> | <i>Topic</i> | <i>Facilitator</i> | <i>Time</i> |
|------------------|-----------------------------------|---------------------------|--------------------|
| 1. | Welcome and Introductions | Catherine Bailey | 1:00 |
| 2. | SHOP Implementation Status Update | Catherine Bailey | 1:05 |
| 3. | Small Business Open Enrollment | Catherine Bailey | 1:15 |
| 4. | SHOP Marketing Plan | Kristi Stickland | 1:25 |
| 5. | Broker/Agent Quote Tool | Karli Stander | 1:40 |
| 6. | Wrap-Up, Q & A | Catherine Bailey | 1:55 |
| 7. | Adjourn | Catherine Bailey | 2:00 |

Next Meeting: October 9, 2014

Direct e-mail to: producer@wahbexchange.org

Materials posted at: <http://wahbexchange.org/committees/small-business-health-options-program-technical-advisory-committee/>

| ID | Notes |
|----|---|
| 1. | <p>Welcome and Introductions (1:05pm)</p> <p>Catherine Baily started the meeting by calling roll call. SHOP TAC Members present: Ben Cabildo, Michelle Baker, Lonnie Goodell, Troy Nordlund</p> <p>Exchange Staff Present: Michael Arnis, Catherine Bailey, Carly Christiansen, Kyle Cho, Christine Gibert, Sarah Hill, Michael Jackling, Karli Stander, Kristi Strickland, Damon Wright</p> |
| 2. | <p>SHOP Implementation Status Update</p> <p>October 17 plans and rates will be available on Healthplanfinder for employers to begin shopping.</p> |
| 3. | <p>Small Business Open Enrollment</p> <p>November 15 – December 15 is a special Open Enrollment period where restrictions on contribution levels of employers are temporarily lifted. The current system is built to only allow participation at certain contribution levels – and will require work around processes in order to enter employers who do not meet those contribution thresholds, to enter the system during the special open enrollment time.</p> <p>Catherine solicited the Committee members for feedback regarding their awareness of this event in the community.</p> <p>A Committee Member noted that there had been no participating employers in the previous year.</p> <p>An Exchange staff member noted that employers wishing to take part in the Open Enrollment period would need to contact the Exchange in order to submit an application.</p> |
| 4. | <p>SHOP Marketing Plan</p> <p>Kristi Strickland presented an overview of the branding, messaging, materials and outreach avenues that are being used in Marketing to small businesses. <i>See attached PowerPoint presentation.</i></p> <p>A Committee member requested to review the overall marketing strategy of the Exchange. Kristi noted this is currently being finalized and she will send it out to the Committee members once it has been completed.</p> <p>A Committee member noted that multi ethnic small business owners often do not use ‘mainstream’ organizations such as the Chamber of Commerce and work with other organizations more closely affiliated with their community. The Committee member hoped the marketing plan would include these other organizations. Kristi noted that the Marketing plan did include several multi ethnic organizations in its outreach such as Tabor 100 and the Latino Chamber of Commerce. Kristi asked the Committee for any additional organizations that should be included as well. Suggestions included BNI as well as Marketing Groups.</p> <p>Discussion occurred around direct mailings. The Exchange has recently worked with Employment Security to include Buck Slips in their mailings. Kristi hopes to do a similar approach with the Small Business Association. Buck slips are far less costly than a direct mailing.</p> <p>Kristi asked that anyone with ideas around public lists, or other venues to market at, to please email Carly Christiansen, who would ensure the ideas get passed on to Kristi. Carly’s email address is posted to the SHOP TAC meeting website.</p> |
| 5. | <p>Broker/Agent Quote Tool</p> <p>Karli Stander have a live demonstration of the Broker/Agent Quote Tool.</p> <p>The Quote tool is scheduled to be available the beginning of October, in advance of Open Enrollment on October 17th.</p> <p>The Quote tool is being promoted at Producer Trainings and once it is live, will be available to registered agents and brokers on their dashboards under Quick Links.</p> <p>One of the advantages of the quote tool was the ability to upload employee information to HPF Business from the same spreadsheet, instead of manually entering each employee into the system again. Brokers can use the tool to model plan designs before setting up an account in HPF Business.</p> <p>There was a question regarding if contribution levels in the Quote Tool. Karli noted that the Quote Tool allows users to enter ANY contribution level. This will enable those employers who may want to take advantage of the special open enrollment session to generate a quote.</p> |

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| 6. | Wrap-Up, Q & A There were no additional questions. |
| 7. | Adjourn The meeting concluded at 2:00pm The next SHOP Technical Advisory Committee meeting is on October 9 th . |