



Board Meeting Minutes
 Friday, October 17, 2014
 Holiday Inn Express
 Portales, NM
 8:30 a.m. to 12:30 p.m.

Facilitator:	Dr. J.R. Damron			
	Dr. J.R. Damron Jason Sandel Sidonie Squier, NM Human Services Department, Cabinet Secretary John Franchini, Superintendent of Insurance Gabriel Parra Patsy Romero David Shaw Teresa Gomez (via telephone) Dr. Larry Leaming Mr. Kurt Shipley Dr. J. Deane Waldman			
Absentees:	Terriane Everhart, Dr. Martin Hickey			
Quorum	Yes			
Agenda Topic:	Call To Order/Review of Agenda- Chairman, Dr. J.R. Damron			
Discussion:	Conclusions:	Action Items:	Responsibility:	Due:
The meeting was called to order at 8:32 a.m. Roll call was taken and a quorum was established.				
Agenda Topic :	Approval of the Agenda- Chairman Dr. J.R. Damron			
Discussion:	Conclusions:	Action Items:	Responsibility:	Due:
Ms. Teresa Gomez requested that the Native American Update be given as part of the CEO Report. She indicated that Ms. Monica Marthell would be available by phone to respond to any questions regarding the report.		A motion was made by Mr. Jason Sandel to approve the agenda. The motion was seconded by Mr. David Shaw. The motion carried.		
Agenda Topic:	Approval of the Minutes of the September 19, 2014 Regular Meeting of the Board of Directors, Chairman, Dr. J.R. Damron			
Discussion:	Conclusions:	Action Items:	Responsibility:	Due:
		A motion was made by Mr. Jason Sandel to approve the minutes of the September 19, 2014 Regular Meeting of the NMHIX Board of Directors. The motion was seconded by Ms. Patsy		

		Romero. The motion carried.		
Agenda Topic:	Public Comments			
Discussion:	Conclusions:	Action Items:	Responsibility:	Due:
There was no public comment.				
Agenda Topic:	Chairman's Remarks			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
<p>Dr. J.R. Damron thanked all in attendance and thanked the directors for their time commitment and hard work. He provided a brief overview of the agenda and the topics to be covered in the meeting. He announced that there is only 29 days until open enrollment.</p> <p>He indicated that November 15th will be the final opportunity for NMHIX to apply for federal grants to ensure that we have adequate funds to complete the IT implementation. He thanked all who participated in the review process for awarding the contracts for marketing, media and communications.</p> <p>Dr. Damron emphasized the importance of enhancing the relationships with agents and brokers for outreach and enrollment.</p> <p>He welcomed the new Director of Communications and Outreach, Ms. Linda Wedeen, to the NMHIX staff.</p> <p>Dr. Damron announced that charters are being developed with regard to the different standing committees. Staff and committee members will be working together to define the roles and responsibilities of each committee. When the charters are complete, they will be brought to the board for approval.</p> <p>Dr. Damron also announced that there will be a Board and Staff retreat on January 9-10th. The location is TBD. He will work with Ms. Dowd on the agenda for the retreat.</p>				

Agenda Topic:	Matters from the CEO – CEO, Ms. Amy Dowd			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
<p>Ms. Amy Dowd provided the following updates:</p> <p>Housekeeping Items:</p> <p>Public Phone Line</p> <ul style="list-style-type: none"> To foster even greater transparency, NMHIX would like to establish a listen-only public dial-in for Board meetings. This will allow the public to dial-in and listen to the meetings if they are not able to attend in person. The dial-in will be made available when the meeting agenda is released. <p>Materials Management</p> <ul style="list-style-type: none"> Board materials will be made available to Board members via Sharefile so they can be more efficiently referenced Instructions on how to access share file have been provided. Board Appointments The NMHIX recently discovered that there is a lack of clarity on the terms of certain Board members. Letter sent on October 7, to Sen. Papen and Rep. Martinez seeking clarification on appointments and terms of a set of Board members along with proposed solutions. Will update the Board when the NMHIX receives clarification from legislature <p>NMHIA Closure: Legislative Repeal</p> <ul style="list-style-type: none"> In accordance with Section 15 of the Senate Corporations and Transportation Committee Substitute for Senate Public Affairs Substitute for Senate Bill 221 & 589 “Sections 59A-56-1 through 59-56-25 NMSA 1978 (being Laws 1994, Chapter 75, Sections 1 through 25, as amended) are repealed effective January 1, 2015.” The sections of New Mexico law that are repealed in Section 16 are the 2006 New Mexico Statutes that call for the establishment and operation of the New Mexico Health Insurance Alliance. The repeal of these sections of the law in Section 16 mean that to be in compliance with Senate Bill 221, the New Mexico Health Insurance Alliance will need to cease operations and close by January 1, 2015. 	<p>The board was supportive of these initiatives moving forward.</p>			

<ul style="list-style-type: none"> • The management of the SHOP marketplace will also transition to NMHIX. <p>Ms. Dowd presented the NMHIA closure and SHOP function transition timeline. The timeline included key questions and target completion dates.</p> <p>Stakeholder Engagement:</p> <p>OSI:</p> <ul style="list-style-type: none"> • NMHIX held several meetings with OSI regarding the agent and broker training and certification process for 2015. Next steps are to continue to formalize the process and communicate the process to agents and brokers across the state. • Agent & Broker Outreach: • Presented at the New Mexico Association of Health Underwriters Meeting • Planning an 'agent and broker' advisory meeting to hear feedback from 2014 and encourage participation for 2015. Scheduled for 10/21/2014. <p>HSD: Scheduling upcoming meeting with Secretary Squier to ensure engagement and partnership moving forward.</p> <p>Stakeholder Advisory Committee Update</p> <ul style="list-style-type: none"> • A subgroup was identified to work on a charter and guiding principles on how the committee will function moving forward. • The committee requested an update at the next meeting regarding the marketing and outreach plan for open enrollment. • Input was solicited for the NMHIX proposed Financial Sustainability Plan. <p>The committee will meet monthly during open enrollment, then quarterly moving forward.</p> <p>Native American Update</p> <p>The committee continues to make progress on outreach. The following updates were provided:</p> <ul style="list-style-type: none"> • Final review of NA Liaison applicants • Submitted proposed 2015 budget for review • Development and Native American cultural training for NMHIX staff is nearly complete. 				
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<ul style="list-style-type: none"> • NAPPR <ul style="list-style-type: none"> – Outreach encounters = 4,006 – Education encounters = 3,417 – Scheduled Appointments = 562 (14% of Outreach) – Completed Appointments = 316 – Enrollment = 280 • Walk-In Center scheduled to open on 10/15/14 <ul style="list-style-type: none"> – Includes Call Center and space for 4 Enrollment Counselors • Navajo Nation Implementation <ul style="list-style-type: none"> – Total Enrollment Sites = 14 – Total FTE = 15 <p>Measurements for 2015 Ms. Amy Dowd reported that metrics are being developed in the following areas for open enrollment. A Dashboard is being developed for regular reporting at monthly board meetings and as part of the emails she sends with updates.</p> <ul style="list-style-type: none"> • Enrollments <ul style="list-style-type: none"> – Applications started – Applications referred to Medicaid – Applications enrolled in QHP <ul style="list-style-type: none"> • Market research <ul style="list-style-type: none"> – Brand awareness – Campaign awareness – Messaging – Perception 	<p>Dr. Damron clarified that a walk-in service center is required by state statute. The main NMHIX office had two healthcare guides to take walk-ins. Due to space issues, they have been moved to the Native American walk-in service center. This is a collaborative effort.</p> <p>The following metrics were recommended:</p> <ul style="list-style-type: none"> • Number of people disenrolling • Number of Medicaid enrollments (reported by HSD) • Number of encounters and appointments scheduled • Number of uninsured • Effectiveness of enrollment counselors. <p>Ms. Dowd indicated that enrollment entities provide information regarding their enrollment encounters in their regular reporting.</p> <p>Ms. Patsy Romero asked how the effectiveness of market research would be measured.</p>			
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<ul style="list-style-type: none"> • Outreach <ul style="list-style-type: none"> – Brokers Certified – Call center activity – Materials distributed – Electronic postcards received – Enrollment events/participation – Media placements – Social Media community engagement <p>Ms. Amy Dowd welcomed the new Director of Communications and Outreach to the team, Ms. Linda Wedeen.</p>	<p>Ms. Dowd indicated that a poll will be conducted in the first or second week in November and they will continue to poll throughout open enrollment as to how the messaging is being heard about the Exchange and if the messages are motivating and encouraging people to enroll. A plan for message testing still needs to be developed before the campaigns are executed.</p> <p>Dr. Damron reported that Dr. Deane Waldman would provide more detail on the Research Committee under the marketing agenda activities.</p> <p>Ms. Patsy Romero requested more effective communications tools and outreach with regard to the Hispanic population.</p>			
<p>Agenda Topic:</p>	<p>Matters From the Finance Committee- Director Patsy Romero, Chair & Treasurer</p>			
<p>Discussion:</p>	<p>Conclusion:</p>	<p>Action Items:</p>	<p>Responsibility:</p>	<p>Due:</p>
<p>Discussion and Possible Action on 2015 Budget</p> <p>Ms. Patsy Romero reported that the Finance Committee had had two meetings in October. They reviewed the budget and determined it is efficient and will meet the needs of the Exchange operations.</p> <p>She encouraged the public be engaged for feedback regarding how money is being spent that ties into financial sustainability.</p>				

<p>Ms. Anita Schwing presented the budget assumptions and projections for 2015.</p> <p>Budget Assumptions:</p> <ol style="list-style-type: none"> 1. The 2015 budget follows a re-projection of the final four months of 2014, which was based on eight months of actual expenditures as well as the latest information about our project plan. This analysis is also required by CMS for additional grant requests. 2. We will have Maintenance & Operations (M&O) Costs associated with the SHOP, effective 1/1/2015. 3. Marketing budget based on current vendor contract amendment, however, we are concluding an RFP to finalize vendor support. 4. Salaries 20 FTE's - assuming full staffing by 1/1/2015, including 2 FTE's for SHOP Operations. 5. Exchange Contract Services <ol style="list-style-type: none"> a) Individual Exchange Go-Live delayed one year to the start of 2016 Open Enrollment period. b) Current guidance from the Feds is that grant funding will be available only to 12/31/2015 for the M&O costs incurred "12 months after implementation." We won't have grant funding for the entire 12 months following implementation if the 12 month period extends into 2016. c) Feds will provide additional funding in 2016 only to the extent that Design, Development and Implementation (DDI) costs are still being incurred. 	<p>Ms. Anita Schwing was asked to explain Maintenance & Operations (M & O). She explained that the current grant will cover up to 12 months of M & O after implementation.</p> <p>Twelve months ends in December 2014 for the SHOP.</p> <p>Dr. Deane Waldman expressed concerns with regard to the marketing budget without having the outcome metrics defined.</p> <p>There was much discussion amongst the board in regard to marketing, the placeholders included in the budget and how each of those line items are being measured. There was also discussion regarding the timelines for the decisions that need to be made.</p> <p>Ms. Patsy Romero explained that appropriate oversight of contracts has been implemented by staff in the previous months to ensure that contractors are meeting the expectation and are in compliance. The budget is put together by the staff based on what is needed to operate the Exchange and also to meet the goals and objectives of getting New Mexicans insured. There are federal funds available to accomplish this and the expectation at the federal level is to get this done.</p>			
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<p>6. The following costs are estimated as placeholders in budget, and will be finalized once known:</p> <ul style="list-style-type: none"> a) Long-term Call Center implementation estimate is based on the Xerox RFP response. We are re-evaluating the right size for the on-going Call Center solution. b) Call Center Integration Costs – dependent upon Call Center Solution. c) Costs for data migration and renewals are still unknown and estimated at a high level, i.e. vendor costs, HSD costs, manual data efforts. 	<p>There are placeholders in the budget, however, the contracts are written so that if the contractors do not meet the obligation, they are terminated and the money is not spent. The funds for contractors are expended as they produce.</p> <p>Mr. Raj Shethia clarified costs for the call center. The difference in the costs will be based on which type of call center ends up being implemented and the specifics of the various integration options. He clarified implementation costs vs. on-going costs.</p> <p>Mr. Gabe Parra requested clarification about how the numbers would relate to financial sustainability and the on-going costs to operate the Exchange.</p> <p>Ms. Amy Dowd indicated that this topic was discussed in both the Operations and Finance Committees. The call center was on a path to delay implementation in order to look at other options more carefully. She has asked staff to reassess all options in order to reduce this cost as much as possible.</p> <p>Mr. Raj Shethia explained the GetInsured costs for the budget for the “must haves” based on the decision to remain with the FFM. He also explained the costs in the budget associated with data migration and the lessons learned from the Idaho Exchange and potential issues.</p> <p>Dr. JR Damron indicated that although the numbers are high, they are placeholders for worst-case scenarios.</p>			
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<p>d) The next section outlines the following: e) Budget for 2015 for approval, f) Request for additional grant money for NMHIX implementation, and g) 2015 expenditures that do not qualify for grant funding (SHOP M&O).</p>	<p>There was discussion amongst the board as to how federal money is requested and spent and also the process if it is not used. The board encouraged staff to spend the money wisely.</p> <p>Ms. Amy Dowd indicated that staff had brought in a number that was fifty percent less and that we would prioritize the enhancements that would give us the best “bang for our buck” as far as long term financial sustainability. The direction from the committees was to include all of the potential enhancements that would support the effort.</p> <p>Further discussion continued amongst the board with regard to the pros and cons of the implementation and the need to provide consumers with the best information in order for them to make the best choice. Other members felt that we should not be spending tax payer money on duplication of efforts. The focus should be on making the process as simple as possible.</p> <p>Secretary Sidonie Squier wanted to state for the record that every time we spend a dollar, someone has to pay more for health insurance. The whole reason that we are here is to get people insured. People cannot afford to pay more for their insurance every time a system is built with all the “bells and whistles”. She wants the public to understand that all of this money that is being spent makes it more expensive for people to get insured.</p> <p>Ms. Patsy Romero indicated that the budget for 2016 is a lot less and the</p>	<p>A motion was made by Ms. Patsy Romero to approve the budget as presented for \$117,767, 227 by staff to include \$48,779,480 for system implementation. The motion was seconded by Mr. Jason Sandel.</p> <p>Mr. Kurt Shipley moved to amend the motion to approve the budget to clarify that the budget is for the purposes of obtaining the grant but when spending the grant, the board will have further opportunity to approve the expenditures. The motion was seconded by Mr. Jason Sandel.</p> <p>A vote was taken. The amendment to the motion passed.</p> <p>After further discussion, Mr. Kurt Shipley moved to amend the motion to include \$24M instead of \$48M for system enhancements. The motion to amend was seconded by Mr. Gabe Parra.</p> <p>Discussion: Dr. JR Damron stated that the goals and objectives were discussed at the last board retreat and the goals and objectives were not specific. At the next retreat, this should be discussed in more detail. He also stated that the enhancements were</p>		
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<p>3. Extend the expiration date of the \$69.4 million grant to 12/31/2015 through a No Cost Extension (NCE) request.</p> <p>4. Both the grant and the NCE are due 11/15/2014.</p> <p>2015 Budgeted Expenditures Not Eligible for Grant Funding:</p> <p>1. 2015 budgeted expenditures exceed available grant balance by \$65.7 million.</p> <p>2. Shortfall will not be covered by a 25% supplement, therefore, the Finance Committee recommends Board approval of another grant request.</p> <p>Ms. Patsy Romero provided an overview of the following:</p> <p>3. The \$1.5M not eligible for grant funding in 2015 can be covered by:</p> <ul style="list-style-type: none"> a) \$250K has already been committed from NMHIA for navigator funding (per Board action in 2013); b) \$1.3 Million for SHOP M&O (12 month period @ \$108,173 per month) to be covered by NMHIA, if net assets available. <p>Q1 and Q2 2015 SHOP Expenses:</p> <p>1. Availability of funds from the NMHIA has not been validated.</p> <p>2. REDW to work with NMHIX CFO to estimate available cash for Financial Sustainability planning purposes. Meeting is scheduled after the Board Meeting.</p> <p>3. If we determine that we have sufficient cash in NMHIA to cover expenditures not eligible for grant funding in 2015, we will have a short term solution to sustainability. Otherwise, we will need to accelerate the 2016 Financial Sustainability recommendation.</p>	<p>Clarification was provided regarding moving line items between categories within the budget. This requires submission for approval to the funding agency.</p> <p>Supporting letters from the Governor, HSD and OSI are required as part of the grant submission.</p> <p>Ms. Anita Schwing responded to questions regarding the transition of assets of the Alliance as well as the expiration of the lease.</p>	<p>2014 deadline. The motion was seconded by Dr. Deane Waldman. A vote was taken. The motion passed.</p>		
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Discussion on Draft Financial Sustainability:

Ms. Amy Dowd provided detailed slides on the draft Financial Sustainability Plan as follows:

- Federal Guidelines
- State Guidelines
- Timeline
- Evaluation Process
- Overview of Revenue Options
- Next Steps

Ms. Patsy Romero encouraged feedback from the public for the final Financial Sustainability Plan.

Mr. Gabe Parra reported that the Operations Committee had requested legal guidance about the authority of the Exchange to make assessments. Also requested was whether the Exchange had the authority to expand assessments beyond traditional health carriers. The legal opinion received was that the authority of the Exchange to make assessments for carriers within the Exchange was pretty solid. They were less confident giving clear authority on carriers outside of the Exchange. This analysis was completed by the Rodey Law Firm.

Mr. Gabe Parra further reported that the Operations Committee will be working closely with the Office of the Superintendent of Insurance with regard to an enforcement mechanism. The Exchange does not have the infrastructure to take action to enforce for non-payment of carriers. OSI can possibly assist with this. They are currently researching their authority.

Discussion ensued amongst the board regarding the process of the financial sustainability plan integration into the Plan of Operations. The Finance Committee will solicit public comment. The comments will be incorporated into the Plan of Operations through the Operations Committee and be brought to the board for final approval at the December board meeting.

Mr. Jason Sandel recommended taking the approved language of the Plan of Operations to the Legislature for ratification and integration into the Statute. Dr. Deane Waldman agreed with this approach as long as it will not cause a delay in approval.

There was discussion amongst the board regarding open committee meetings. The committee meetings will be open to the public.

Mr. Jason Sandel stated with regard to the Legal Opinion received, that there are several things called into question. He disagrees with the conclusions and the opinions and does not feel it should be accepted as definitive; rather, we should focus on what we have the authority to do according to the law. We need to establish how we are going to do it and set forth the process through the Plan of Operations.

Ms. Amy Dowd concluded the discussion by outlining the following process for approval:
11/10/2014 – Public Meeting: Finance Committee Meeting - Finalize Financial Sustainability Plan for recommendation to the Board
11/13/2014 – Public Meeting: Operations Committee Meeting - Finalize proposed Plan of Operations based on recommendation of the Finance Committee
11/21/2014 – Public Board Meeting: Review proposed Plan Of Operations for Board comment
11/21 –12/19 - Official Public Comment Period NMHIX Plan of Operations (Total of 29 days)
12/19 - Public Board Meeting: Public comment opportunity as an agenda

	item, followed by closure of public comment period. Board vote on updated Plan of Operations			
Agenda Topic:	Matters from the Operations Committee- Director Gabe Parra, Chair			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
<p>Mr. Gabe Parra reported that letters have been sent to legislators requesting the clarification of terms for some of the board members. Ms. Amy Dowd reported that meetings were requested and we are currently awaiting a response for the meetings. She will continue to update the board on progress.</p> <p>a. Technology Update</p> <p>Mr. Raj Shethia provided a brief overview on the status of IT. The emphasis was on the risks and issues with regard to verification flows, data migration and renewal strategy.</p> <p>Mr. Tony Curatola of PCG reported on the Project Plan. He indicated that the current dates support the request from the board for additional testing. A system will be up and running in early June. Extended usability testing will be complete by then.</p> <p>Mr. Raj Shethia reported that the Aspen integration is moving along very well.</p>	<p>Discussion amongst the board with regard to the data migration stressed the importance of getting this completed. Mr. Raj Shethia indicated that in the next few weeks a Plan B would be presented to the Operations Committee in the event CMS does not give NMHIX all the necessary data.</p> <p>Superintendent Franchini indicated that he would be in Washington, DC in mid-November to meet with the New Mexico delegation and will assist in communications with CMS to provide us with the data to complete the migration. The board agreed that this information is important to have and to remind CMS that it will cost \$7.5M if we cannot receive this data as requested.</p> <p>Dr. JR Damron requested from the delegation representatives in attendance their support.</p>			

Agenda Topic:	Matters from the Marketing, PR and Outreach Committee – Director Martin Hickey, Chair			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
<p>Ms. Amy Dowd reported that NMHIX continues to finalize the infrastructure for enrollment support, outreach partners, as well as marketing, communications, research and website support for the upcoming open enrollment period. Throughout September and October, we managed three procurements in these areas:</p> <ul style="list-style-type: none"> • Enrollment Entities for General Consumer Support • Outreach Partners • Marketing, Media and Communications <p>NMHIX facilitated a transparent and competitive bid process in line with our procurement policy. The review committees for all RFP's included cross-functional teams of internal and external stakeholders. On Wednesday, October 15, 2014 the Marketing Committee reviewed the recommendations of the review committee and today we will present those to you.</p> <p>Ms. Amy Dowd gave an overview of the 2015 Outreach and Enrollment Structure.</p> <p>Ms. Amy Dowd gave an overview of the changes to enrollment assistance. The Affordable Care Act established three types of application and enrollment assistance functions for Exchanges:</p> <ul style="list-style-type: none"> • In Person Assistors (formerly called Healthcare Guides) are optional programs that the Exchange can create and can be funded through federal grants. • Navigators are required by the ACA and are paid with non-grant funds of the Exchange. • Certified Application Counselors are optional for Exchanges and funds are not provided by the Exchange. <p>For the 2015 Open Enrollment Period and beyond, NMHIX will rename all organizations that provide assistance regardless of funding structure as "Enrollment Entities" and</p>				

the Individuals from those organizations as “Enrollment Counselors”.

The selection, training and certification processes and the privacy and security standards for all Enrollment Entities and Enrollment Counselors will be the same, regardless of funding structure.

All Individual Enrollment Counselors will be required to take the federal training, which includes a detailed review of conflict of interest and privacy and security standards.

a. Enrollment Entities

We issued an Enrollment Entities RFP to solicit bids from organizations to provide enrollment services on behalf of NMHIX. NMHIX was required to re-bid this work to ensure all vendors selected followed NMHIX procurement policy and meet federal privacy, security and financial standards. RFP changes the payment method from per enrollment to capacity based grant. Seventeen organizations submitted proposals representing broad coverage areas.

The 15 recommended organizations would provide more than 250 trained Enrollment Counselors, representing 132 FTE and making available more than 198,000 hours of Enrollment Assistance across the state.

Staff will be reviewing the geographical placement of the Enrollment Counselors to ensure adequate coverage statewide and in rural communities.

Total budget allocated for this work 2015 Open Enrollment is \$2,500,000, we are estimating amounts not to exceed \$2,000,000. NMHIX anticipates selecting additional organizations.

b. Discussion and Possible Action on Marketing, Media and Communications RFP

The Marketing and Communications RFP was designed to be a competitive consisting of four tracks:

- Marketing and Advertising
- Communications and Outreach
- Research and Program Evaluation

Mr. Jason Sandel expressed interest on the amounts of each contract.

Ms. Amy Dowd responded that there are specifics and she would be happy to provide them with the Marketing Committee

The Board engaged in conversation about the coverage in rural areas and the effort in getting those communities involved.

<ul style="list-style-type: none"> Website Services (This is not the Market Place Website, this is our Exchange Administrative site, part of our outreach, branding and presence as a business). <p>There were a total of 18 different firms that applied; 12 of those were in state and six were out of state.</p> <p>The evaluation committee reviewed all applications and selected finalists for each track. The committee met for oral presentations and interactive Q&A with the finalists. Reference checks are nearly complete.</p> <p>We are asking the Board to delegate authority to the NMHIX CEO to enter into contracts with the following organizations:</p> <ul style="list-style-type: none"> Marketing and Advertising-Kilmer, Kilmer, Marshall & Duran <p>There was some concern of using this firm, since they represent New Mexico Health Connections (NMHC) for similar services. We will need to make sure we have controls in place. The other concern is that Dr. Martin Hickey is the Chair of the Marketing Committee and the CEO at NMHC. It may be perceived as a conflict of interest and favoritism.</p> <ul style="list-style-type: none"> Communications and Outreach- The Garrity Group. Website Support-Bluespire Research and Evaluation- Research and Polling. <p>Total budget allocated for this work \$6.1 M.</p> <p>We are anticipating approximately \$3M for professional services fees across all four vendors. Additionally, the</p>	<p>Mr. David Shaw explained that Dr. Martin Hickey was not a part of the review committee or discussions due to being out of town.</p> <p>The Board engaged in a lengthy discussion about how to address the perceived conflict of interest. The Board agreed that Dr. Damron will have a conversation with Dr. Hickey about the matter.</p> <p>Mr. Gabe Parra asked for clarification on the Website Support.</p> <p>Ms. Amy Dowd explained this is our administrative site that has our outreach, branding, our broker locator tool and a premium estimator tool.</p>			
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<p>NMHIX will manage advertising expected to be approximately \$3M.</p> <p>These contract totals are for the contract period of November 1, 2014 through March 31, 2015.</p> <p>c. Outreach</p> <p>The purpose of the Outreach and Education RFP bid was to solicit bids from organizations with large networks to help NMHIX facilitate outreach and raise awareness amongst consumers.</p> <p>There were a total of nine firms who applied ranging in price from \$20,000 to \$449,000.</p> <p>Staff requested from the Board to delegate authority to the NMHIX CEO to enter in contract negotiations with the following organizations:</p> <ul style="list-style-type: none"> • Albuquerque Hispano Chamber of Commerce- to focus on Hispanic-small businesses and their employees. • Equality NM- to focus on LGBT community. • Southwest Women’s Law Center- to focus on women in Albuquerque, Las Vegas, Tucumcari, Clovis and Portales. • The Waite Company- to focus on uninsured over age 35 in the counties with the largest populations. Bernalillo, Dona Ana, Santa Fe, Sandoval, San Juan, Valencia Chaves, Lea. <p>Total budget allocated for the 2015 Open Enrollment \$1,000,000. For these four organizations, we are estimating amounts not to exceed \$500,000.</p> <p>NMHIX anticipates selecting additional organizations later in the year to fill out capacity as needed.</p>	<p>Mr. Gabe Parra asked about the participants of the selection committee. Ms. Amy Dowd stated there was a broker, Ms. Robin Hunn, OSI, HSD and staff. Mr. Jason Sandel asked if BVK notified us that they were going to issue the release. Ms. Amy Dowd responded we were not notified in advance. Mr. Justin Miller stated that we are taking some steps to help with that issue.</p>	<p>A motion was made to delegate the authority to the CEO to enter into contract negotiations with enrollment entities, realizing that some contracts will be over \$100K by Mr. David Shaw. The motion was seconded by Superintendent Franchini. The motion carried.</p>		
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<p>d. Discussion and Possible Action on Communications Policy</p> <p>Ms. Amy Dowd reported that NMHIX has reviewed the communications policy adopted by the Board on December 18, 2013. The recommended changes were presented:</p> <ul style="list-style-type: none"> • Establishing the NMHIX Director of Communications and Outreach, Chief Executive Officer, and/or designated consultants as the representatives authorized to speak on behalf of the NMHIX. • Clarifying that Board members that speak to the media, without authorization from NMHIX, are representing their own perspectives and not those of the NMHIX. • Establishing that partner organizations are not authorized to speak on behalf of the NMHIX and should channel media requests related to the NMHIX to the Director of Communications and Outreach. 	<p>Dr. Damron asked for clarification on the policy.</p> <p>Ms. Amy Dowd explained that without authorization Board members are not allowed to represent NMHIX. We will support you and give you some talking points. The reasoning behind this is to streamline messaging.</p> <p>Ms. Patsy Romero asked if there were plans to have discussions with the IRS on tax issues related to the ACA and if there was a report forthcoming.</p> <p>Ms. Amy Dowd indicated that she would bring a report to the next board meeting. Additionally, she reported that there are meeting with CMS and the State-based Marketplaces in order to coordinate communications and understand the nuances from a National perspective. Discussions will also be held with local accounting and tax firms in order to coordinate messaging for New Mexicans.</p> <p>Superintendent John Franchini requested that she check with CCIIO and CMS to find out what type of support there is on a national level in order to assist the Exchange with this documentation in our state. He would like to engage them to assist us.</p> <p>Dr. JR Damron talked about the new tax form to be included with tax returns that will prove that you have health insurance. He was approached by Intuit, a tax computer software company. They would like to partner with the Exchange to assist with the tax issue. They may provide an educational segment at the beginning of</p>	<p>A motion was made by Mr. David Shaw to approve the Communications Policy. The motion was seconded by Ms. Patsy Romero. The motion carried.</p>		
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<p>e. Research Sub-Committee –Director, Deane Waldman, MD</p> <p>Dr. Deane Waldman reported that the Research Committee is working to get a survey conducted to answer a specific set of questions and they are determining the criteria for the survey to be conducted. The research and polling will be conducted so that the board will have descriptive effects of marketing and outreach and brokers vs. in person assisters. He stated that formal academic research needs to be conducted to respond to the “why” questions. He reported that a meeting will be held in the near future with entities that conduct this type of research in our state in order to discuss the types of questions we want answered and the methodologies that will be used to collect the data. He suggested an interview process. He indicated that proposals will be solicited to include the cost of the research.</p>	<p>a future board meeting in the first quarter of 2015.</p> <p>Dr. JR Damron reported that the Research Committee met earlier in the month and they discussed using Research & Polling with Mr. Brian Sanderoff to assist with this research. He also reported that there was very useful information distributed to the board by the Urban Institute and their evaluation of 16 states. He reported that an RFP will be sent out to conduct NM population research to include the various questions we want answers to. The information will be made public and will need to be published.</p> <p>There was discussion amongst the board with regard to cost and if this type of research is being conducted by other organizations and the duplication of efforts. The Marketing Committee was encouraged to find out if there are groups being paid by federal funds to conduct this type of work. Also discussed was the importance of having the Exchange pay for and conduct this research and the methodologies and the effectiveness of the methodologies used to conduct this research.</p> <p>Dr. JR Damron concluded the depth of this particular research is important for our multi-cultural state in order to explore the various factors of enrollment. The information is also useful to provide to our Legislators and administration.</p>			
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	<p>Mr. Jason Sandel stated that the decision will need to come back to the board for approval once the timeline and cost have been established.</p> <p>Mr. Gabe Parra asked why this work is not being conducted by the marketing vendor. He indicated that it ties into effective outreach and communications. How can that be accomplished without understanding the answers to these questions already?</p>			
Agenda Topic:	Matters from the Native Americans Committee – Director Teresa Gomez, Chair			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
This report was provided as part of the CEO Report.				
Agenda Topic:	Matters from the Superintendent of Insurance, Superintendent John Franchini			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
<p>a. Broker/Agents Ability to Sell Any NMHIX Products</p> <p>Mr. John Franchini advised that OSI wanted the Exchange to be the licensing agent for all agents selling on the Exchange, but there is no time to change the process before the open enrollment period.</p> <p>b. QHPs Providing Timely Updated Provider Lists</p> <p>The state is in the process of signing a contract with UNM to use geo data to determine the status of all New Mexico providers and the plan affiliations.</p> <p>c. Adequate and Accessible QHP Networks in the State</p> <p>We do not have an adequate amount of accessible QHP Networks. This is something the state needs to work on.</p> <p>Superintendent Franchini gave several examples of the rates for 2015. All examples showed the rates will be noticeably lower for all QHPs.</p>				

Agenda Topic:	Matters from HSD- Secretary Sidonie Squier			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
Secretary Sidonie Squier reported 170,000 new Medicaid Expansion enrollees, both children and adults.	<p>Dr. Deane Waldman commented that the Legislative Finance Committee Report on Medicaid Expansion projected a total of 212,000 new enrollees over six years. HSD has enrolled over 75% of that six year projection in just the first year and a half.</p> <p>Dr. JR Damron commented that the uninsured numbers have dropped from about 23.5% to about 15%. Medicaid Expansion has been significant.</p>			
Agenda Topic:	Matters from the NMMIP – Vice Chairman Jason Sandel			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
There was no report from the NMMIP.				
Agenda Topic	Other Board Business- Directors			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
<p>Dr. JR Damron thanked Ms. Amy Dowd and the staff for all their hard work, especially with regard to all of the marketing RFP reviews conducted in the short period of time it took to complete.</p> <p>Ms. Patsy Romero announced the date of the next Finance Committee Meeting – Monday, November 10, 2014. She also welcomed the new NMHIX employees.</p> <p>Dr. Larry Learning thanked everyone for coming to Portales.</p>				
Agenda Topic:	Public Comment			
Discussion:	Conclusion:	Action Items:	Responsibility:	Due:
<p>Ms. Anne Romero of Senator Heinrich's office.</p> <p>On behalf of the Senator, she welcomed Ms. Amy Dowd as the new CEO and thanked the board for the immense time commitment they have contributed to getting the Exchange up and running.</p>				

<p>She reported that the district and DC staff wanted to relay their support to the Exchange. She indicated that there were five offices around the state available to assist the Exchange. Regarding the messaging component, she indicated that there are a lot of people in Southern New Mexico that receive Texas news and radio. These people are not receiving information specific to New Mexico. She also indicated that their offices receive a number of constituent calls regarding their health insurance plans and requested assistance to answer the various questions and lastly, she indicated that the young invincibles is a population we needed to target.</p> <p>Dr. JR Damron thanked her for her comments and indicated that assistance is needed in discussions with CMS regarding data migration.</p>				
<p>Agenda Topic:</p>	<p>Next NMHIX Regular Board Meeting</p>			
<p>Discussion:</p>	<p>Conclusion:</p>	<p>Action Items:</p>	<p>Responsibility:</p>	<p>Due:</p>
<p>November 21, 2014 – CNM Workforce Training Center, Albuquerque, NM</p>				
<p>Agenda Topic:</p>	<p>Adjournment:</p>			
<p>Discussion:</p>	<p>Conclusion:</p>	<p>Action Items:</p>	<p>Responsibility:</p>	<p>Due</p>
<p>The meeting adjourned at 2:11 p.m.</p>		<p>A motion was made by Dr. Deane Waldman to adjourn the meeting. The motion was seconded by Mr. Gabe Parra. The motion carried.</p>		