



Silver State Health Insurance Exchange

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Silver State Health Insurance Exchange (SSHIX) Board Meeting Minutes Thursday, August 13, 2015

Meeting Location:

Silver State Health Insurance Exchange
2310 South Carson Street, Suite 3A
Carson City, NV 89701

Videoconference Location:

Silver State Health Insurance Exchange
150 N. Stephanie St., Suite 100
Henderson, NV 89074

Members Present

Henderson:

Leslie Johnstone
E. Lavonne Lewis
Florence Jameson, MD

Carson City:

Erin Grinshteyn
Valerie Clark
Betsy Aiello (for Richard
Whitley, Non-Voting Ex-
Officio)
Cliff King (for Acting
Commissioner Amy Parks,
Non-Voting Ex-Officio)
Janet Murphy (for James R.
Wells, Non-Voting Ex-Officio)

Members Absent

Angie Wilson

Staff Members Assisting

Bruce Gilbert, SSHIX
Damon Haycock, SSHIX
Laura Rich, SSHIX
Athena Cox, SSHIX
Melissa Martinez, SSHIX
Janel Davis, SSHIX
Ian Knight, SSHIX
Dennis Belcourt, DAG

I. Call to Order, Welcome, Roll Call, Announcements

Chair Leslie Johnstone called the 1:30 p.m. meeting to order. She welcomed the new Board members. Upon request by Ms. Johnstone, Ms. Clark gave some information about herself. Roll call was taken by Executive Director Bruce Gilbert; a quorum was noted. There were no announcements.

II. Public Comment

Barry Gold, AARP Nevada

III. Approval of the minutes of the June 11, 2015 Board meeting

The following action was taken:

MOTION To approve the minutes of the June 11, 2015 Board meeting.
BY: Ms. Lewis
SECOND: Dr. Jameson
PASS: Unanimously

IV. Elections for Vice Chair per statute NRS 695I.320

Mr. Gilbert described how he reached out to the various members and asked for expression of interest and that only Ms. Jameson stepped forward. The following action was taken:

MOTION For the nomination of Dr. Florence Jameson for Vice Chair.
BY: Ms. Lewis
SECOND: (Ms. Johnstone stated that we can just call for a vote of the Board.)
PASS: Unanimously

V. Executive Director's Report

Mr. Gilbert began by stating he appreciates Mr. Gold's remarks during public comment and that they're certainly something we'll talk about with our marketing firm. He then presented his report. There were no Board questions or comments.

VI. Exchange Sustainability Workshop Report

Mr. Gilbert presented the report. There was one Board question and comment.

VII. Consumer Assistance Center Update

Ms. Rich presented the update report. There were Board questions, comments, suggestions and requests for month-to-month longitudinal information so that we can see trends regarding calls, and also categorizing issues and whether they get resolved. Mr. Haycock provided additional input.

VIII. Introduction of Penna Powers, Marketing Vendor

Ms. Davis presented the report, then introduced the marketing vendor team: Patty Helvick, Chris Menges, Melissa Deitz and Nicholas Giustino, all from Penna Powers, and Andres Ramirez and Janet Quintero, both from Ramirez Group. The marketing vendor team as a group then presented the various parts of the marketing plan. There were Board questions, comments, suggestions and discussion, with input from Ms. Davis, Mr. Gilbert and Mr. Haycock. Ms. Johnstone invited Mr. Ramirez back every month for the Board meetings. She asked Mr. Gilbert to put on the next meeting agenda an item to focus on the navigator work and the plan.

IX. Xerox Closeout Update - Data Transition Activity

Mr. Haycock presented the update report. There were Board questions.

X. Discussion and possible action regarding dates, times, and agenda items for future meetings

Ms. Johnstone requested that next meeting agenda have an item to focus on the navigator work and the marketing and outreach plan.

XI. Public Comment

Elisa Cafferata, NAPPA
Barry Gold, AARP Nevada

XII. Adjournment

Ms. Johnstone thanked everyone and adjourned the meeting.