



# Silver State Health Insurance Exchange

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## Silver State Health Insurance Exchange (SSHIX) Board Meeting (DRAFT) 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.