



Brian Sandoval  
*Governor*

Florence Jameson, MD  
*Chairwoman*

Bruce Gilbert  
*Executive Director*

# Silver State Health Insurance Exchange

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<https://www.nevadahealthlink.com/sshix/>

## Silver State Health Insurance Exchange (SSHIX) Board Meeting Minutes Thursday, December 17, 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:**

Florence Jameson, MD  
E. Lavonne Lewis

#### **Carson City:**

Valerie Clark  
Jose Melendrez  
Betsy Aiello (for Richard  
Whitley, Non-Voting Ex-  
Officio)  
Cliff King (for Acting  
Commissioner Amy Parks,  
Non-Voting Ex-Officio)  
Katrina Nielson (for James R.  
Wells, Non-Voting Ex-Officio)

### **Members Absent**

Dr. Erin Grinshteyn  
Angie Wilson

### **Staff Members Assisting**

Bruce Gilbert, SSHIX  
Athena Cox, SSHIX  
Melissa Martinez, SSHIX  
Janel Davis, SSHIX  
Heather Korbolic, SSHIX  
Evon Meyers, SSHIX  
Dennis Belcourt, DAG

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

Chair Dr. Florence Jameson called the 1:30 p.m. meeting to order, welcoming everyone. Roll call was taken by Executive Director Bruce Gilbert; it was noted that when Lavonne Lewis arrives, there will be a quorum present. There were no announcements.

## **II. Public Comment**

There was no public comment at this time. Dr. Jameson noted that one written comment was received (from Lou Cila) and is in the records.

## **III. Approval of the minutes of the November 12, 2015 Board meeting**

This item was addressed after item IV below, after Lavonne Lewis had arrived at the meeting and there was a quorum. There no changes or corrections noted. The following action was taken:

**MOTION** To approve the minutes of the November 12, 2015 Board meeting.  
**BY:** Ms. Lewis  
**SECOND:** Mr. Melendrez  
**PASS:** Unanimously

## **IV. Executive Director's Report**

Mr. Gilbert gave his report orally. There were Board questions, comments and a request by Dr. Jameson that he go back to providing written reports in future meetings.

## **V. Discussion regarding the semi-annual NRS 695L.370(1)(b) fiscal and operational report to the Governor and Legislature**

Mr. Gilbert presented the report. There were Board questions, comments and discussion. The following action was taken:

**MOTION** To accept the report to forward on.  
**BY:** Ms. Clark  
**SECOND:** Ms. Lewis  
**PASS:** Unanimously

## **VI. Marketing & Open Enrollment Update**

Ms. Davis introduced this agenda item and began a Power Point presentation of the Messaging Strategy Evolution portion, followed by Melissa Dietz with Penna Powers presenting the Media Update, Ms. Davis presenting the Social Media update, Ms. Dietz presenting the PR and Media Relations update, Ms. Meyers giving the Broker update, and ending with Andres Ramirez with The Ramirez Group presenting the Outreach update. There were Board questions and comments.

## **VII. Call Center Update**

Ms. Korbolic presented the report. There were no Board questions or comments.

## **VIII. Discussion and possible action regarding dates, times, and agenda items for future meetings**

Future items to be considered include: The topic brought up in the UHC letter regarding insurance companies that are no longer paying commissions at certain times; a summary of our response to the proposed rule by CMS regarding network adequacy and the fee that would be attributable to a state-based Exchange that remained on the federal platform, the requirement of having navigators available post-enrollment, and some other things, together with one or two alternatives for us as we move forward; and a summary in the first quarter of the changes to the ACA that we've been through in the last few months and may go through in the next few months. No action was taken.

## **IX. Public Comment**

There was no public comment.

## **X. Adjournment**

Dr. Jameson thanked staff for their excellent work and thanked Mr. Gilbert for his excellent report on our progress to the Governor. The meeting was adjourned.