



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 **Approved Minutes** Thursday, July 14, 2016

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
Jose Melendrez

Carson City:

Valerie Clark
Dan Cook
Betsy Aiello (for Richard
Whitley, Non-Voting Ex-
Officio)
Cliff King (for Commissioner
Barbara D. Richardson, Non-
Voting Ex-Officio)

Members Absent

E. Lavonne Lewis
Angie Wilson
Debi Reynolds (for
James R. Wells,
Non-Voting Ex-
Officio)

Staff Members Assisting

Bruce Gilbert, SSHIX
Athena Cox, SSHIX
Melissa Martinez, SSHIX
Janel Davis, SSHIX
Heather Korbolic, 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. Roll call was taken by Executive Director Bruce Gilbert; a quorum was noted. Dr. Jameson stated that there

were no announcements, just that November's coming up fast and Mr. Gilbert's office has been as busy as ever.

II. Public Comment

There was no public comment at this time.

III. Approval of the minutes of the June 9, 2016 Board Meeting

There were no corrections or discussion regarding the minutes. The following action was taken:

MOTION **To approve the minutes of the June 9, 2016 Board meeting.**
BY: **Mr. Melendrez**
SECOND: **Ms. Clark**
PASS: **Unanimously**

IV. Election for Vice Chair, to fill vacancy from among the membership of the Board; pursuant to NRS 695I.320. Eligible candidates are any members of the Board. Appointed members are Florence Jameson, MD, Lavonne Lewis, Angie Wilson, Jose Melendrez, Dan Cook and Valerie Clark; Ex-Officio Members are Betsy Aiello, Barbara Richardson, and Debi Reynolds.

After a discussion regarding eligibility among the membership, with input by Mr. Belcourt and comments by Mr. Gilbert, the following action was taken:

MOTION **To approve the nomination of Valerie Clark to serve as the Vice Chair in northern Nevada.**
BY: **Mr. Melendrez**
SECOND: **Mr. Clark**
PASS: **Unanimously**

After the vote, Ms. Clark stated that she's very happy to be of service.

V. Executive Director's Report

Mr. Gilbert presented his report. There were Board questions and discussion regarding CMS guidance and approval of guidelines, with input by Mr. Gilbert. Ms. Korbolic answered questions regarding community health workers.

VI. Marketing & Outreach

Ms. Davis presented the report. Patty Halabuk with Penna Powers presented the marketing update. Andres Ramirez of Ramirez Group presented the outreach update. There were Board questions, comments, and a request for information regarding the amount being spent on Spanish-language marketing. Mr. Gilbert provided additional input.

VII. Community Health Worker Partnerships

Ms. Korbolic indicated that this agenda item was covered as she was answering questions during the Executive Director's report in agenda item V.

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

It was noted that items for future meetings include a report back from Mr. Gilbert and Ms. Korbolic regarding their upcoming July meeting with CMS in Washington, the policies after the AG approves them, and showing 15-second videos and patient live testimonials. No action was taken.

IX. Public Comment

Elisa Cafferata, NAPPA

X. Adjournment

Dr. Jameson thanked everybody for their participation, thanked the members for their really good insights, and thanked Mr. Gilbert and his staff for doing an outstanding job. The meeting was adjourned.