



Brian Sandoval  
Governor

Florence Jameson, MD  
Chairwoman

Bruce Gilbert  
Executive Director

# Silver State Health Insurance Exchange

2310 S. Carson Street, Suite 2, Carson City, NV 89701 • T: 775-687-9939 F: 775-687-9932

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

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