



Silver State Health Insurance Exchange

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www.nevadahealthlink.com/sshix

Silver State Health Insurance Exchange (SSHIX) Board Meeting Approved Minutes Thursday, October 13, 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
E. Lavonne Lewis
Jose Melendrez

Carson City:

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

Members Absent

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

Staff Members Assisting

Heather Korbulic, SSHIX
Janel Davis, SSHIX
Tiffany Davis, SSHIX
Melissa Martinez, 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 Heather Korbulic; a quorum was noted. Dr. Jameson announced that

this is Ms. Korbulic's first meeting as the Executive Director and thanked her for taking on this role.

II. Public Comment

There was no public comment at this time.

III. Approval of the minutes of the September 20, 2016 Board Meeting

The following action was taken:

MOTION **To approve the minutes of the September 20, 2016 Board meeting.**
BY: **Ms. Clark**
SECOND: **Mr. Melendrez**
PASS: **Unanimously**

IV. Executor Director's Report

Ms. Korbulic presented her report. There were Board questions and comments mainly regarding leaving the federal hub and going to a local platform, with additional input by Ms. Korbulic. Dr. Jameson noted that some questions will be answered later on in this agenda.

V. Marketing Update

Ms. Davis presented the marketing update. Patty Halabuk with Penna Powers presented the creative concepts for this marketing campaign. There were Board questions and comments, with input by Andres Ramirez of Ramirez Group regarding the community health program.

VI. Exchange Enrollment Partnerships

Ms. Korbulic opened the discussion regarding the Exchange enrollment partnerships. Commissioner Richardson then spoke about the broker reimbursement issue. There were Board questions and comments.

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

It was noted that items for future meetings include: a follow-up by Commissioner Richardson regarding the broker reimbursement issue; more definition on how resources are going to be distributed in the north and south; updates throughout open enrollment regarding activities, any information or issues; an update from CMS or any other entities that would have a bearing on our transition from the federal platform to a local platform. No action was taken.

VI. Public Comment

Public comment was given by Adele Solomon, Southern Nevada Health District. Dr. Jameson provided some remarks in support of those comments.

X. Adjournment

Dr. Jameson thanked everybody for attending. The meeting was adjourned.