



# Silver State Health Insurance Exchange

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## Silver State Health Insurance Exchange (SSHIX) Board Meeting Approved Minutes Thursday, June 24, 2021

### **Meeting Location:**

Zoom, Teleconference, or 2310 South Carson St., Suite 3A, Carson City, Nevada 8970

### **Members Present**

#### **Zoom:**

Florence Jameson, MD  
Valerie Clark  
Dr. Sarah Friedman  
Jose Melendrez  
Quincy Branch  
Suzanne Bierman (for Richard Whitley, Non-Voting Ex Officio)  
Aaron Frantz (for Susan Brown, Non-Voting Ex Officio)

### **Members Absent**

E. Lavonne Lewis  
Jonathan Johnson  
Commissioner  
Barbara D.  
Richardson, Non-  
Voting Ex Officio

### **Staff Members Assisting**

Heather Korbolic, SSHIX  
Ryan High, SSHIX  
Janel Davis, SSHIX  
Katie Charleson, SSHIX  
Tiffany Davis, SSHIX  
Michelle Briggs, DAG

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

Chair Dr. Jameson called the 12:30 p.m. meeting to order and welcomed everyone. Roll call was taken by Executive Director Heather Korbolic; a quorum was noted. Dr. Jameson welcomed Ms. Korbolic back and noted that her team was a well-oiled machine in her absence.

### **II. Public Comment**

There was no public comment at this time.

### **III. Approval of the minutes of the February 25, 2021 Board Meeting. For Possible Action.**

The following action was taken:

**MOTION To approve the minutes of the February 25, 2021 Board meeting.**

**BY:** Valerie Clark  
**SECOND:** Quincy Branch  
**PASS:** Unanimously

**IV. Executive Director's Report**

Ms. Korbolic first expressed her appreciation to the entire awesome team for holding down the fort in her absence and for actually growing us in a significant way. She stated that we're happy to have Michelle Briggs as our DAG. She noted that we are fortunate to have a added Megan Werth Ranson to the team who is taking over plan certification. Also, she indicated that on a sad note we lost Jamie Sawyer who took a job with GetInsured and will be missed. She then gave her report in an abbreviated manner instead of reading the whole report, which is available online. Chair Jameson and Ms. Bierman both provided comments regarding voting and the public option.

**V. Marketing and Outreach Update**

Ms. Janel Davis started by stating that instead of reading her full report, she'll be introducing their new agency of record, The Abbi Agency, and they will be presenting pretty much everything that her report says. She talked about the process of getting a new agency through a rigorous RFP process, and they had a lot f people apply. She added that the marketing partnership with The Abbi Agency will be a continuation of growth of Nevada Health Link's already very credible brand. She then introduced Connie Anderson with The Abbi Group, who stated that they're joined by Peter Mitchell and Robert Bailey from Marketing for Change, together with Ericka Aviles with Ericka Aviles Consulting. Each marketing partner then introduced their respective teams and presented their portions of the marketing and outreach update. There were Board comments, questions, and kudos.

**VI. Approval of the semi-annual Fiscal and Operational Report pursuant to NRS 695L.370(1)(b) to the Governor and Legislature. For Possible Action.**

The following action was taken:

**MOTION** To approve the semi-annual Fiscal and Operational Report pursuant to NRS 695L.370(1)(b) to the Governor and Legislature.

**BY:** Jose Melendrez  
**SECOND:** Quincy Branch  
**PASS:** Unanimously

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

The next meeting is scheduled for October 14, 2021, at 12:30 p.m. Chair Jameson noted there were some things that they went over earlier that will be included. Ms. Korbolic added that she will be sharing at that meeting our confirmed carriers for plan year 22, and the confirmed rates should be set by then, too. No action was taken.

**VIII. Public Comment**

None.

**IX. Adjournment**

Dr. Jameson thanked everyone and adjourned the meeting.