



Joe Lombardo
Governor

Florence Jameson, MD
Chairwoman

Ryan High
Executive Director

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Silver State Health Insurance Exchange (SSHIX)

Board Meeting

Draft Minutes

Thursday, February 16, 2023

Meeting Location:

Zoom and Teleconference, or 2310 South Carson St., Suite 3A, Carson City, NV 89701

Members Present

Zoom:

Florence Jameson, MD
Valerie Clark
Dr. Sarah Friedman
Jose Melendrez
Quincy Branch
Nick Stosic, Non-Voting Ex
Officio Interim Commissioner
Theresa Bawden, Non-Voting
Ex Officio

Members Absent

Jonathan Johnson
Stacie Weeks Non-
Voting Ex Officio

Staff Members Assisting

Ryan High, SSHIX
Kaitlyn Blagen, SSHIX
Katie Charleson, SSHIX
Tiffany Davis, SSHIX
Radhika Kunnel, DAG

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

Chair Dr. Jameson called the 1:30 p.m. meeting to order and welcomed everyone. Roll call was taken by Executive Director Ryan High; a quorum was noted.

II. Public Comment

Jon Pishion, Health Director for the Fallon Paiute Shoshone Tribe for Nevada, indicated that he is at the meeting today to support the tribal sponsorship implementation agenda item.

Angie Wilson, Health Director of the Reno Sparks Tribal Health Center, discussed a pathway for a viable tribal sponsorship program and expressed her support for the designation of a new tribal enroller opportunity.

III. Approval of the minutes of the December 14, 2022 Board Meeting. For Possible Action.

The following action was taken:

MOTION To approve the minutes of the December 14, 2022 Board meeting.

BY: Mr. Melendrez

SECOND: Mr. Branch

PASS: Unanimously

IV. Executive Director Report

Ryan High, Executive Director, provided the Board with a report.

Dr. Jameson called for questions.

Ms. Lavonne Lewis congratulated the director and staff on the success they have had with enrollment.

Dr. Jameson echoed Ms. Lewis' congratulations.

Angie Wilson echoed Ms. Lewis' congratulations.

V. Marketing and Outreach Update

Katie Charleson provided a quick summary of her report to the Board.

Dr. Jameson thanked Ms. Charleson for the very thorough report.

Connie Anderson, The Abbi Agency, provided the Board with an overview of the marketing and outreach done by The Abbi Agency.

Thaison Kawal, The Abbi Agency, discussed the marketing and outreach done by the creative department of The Abbi Agency.

Julian Tallent, The Abbi Agency, discussed the marketing and outreach strategies done by the paid media department of The Abbi Agency.

Alexis Keith, The Abbi Agency, discussed The Abbi Agency's public relations strategy regarding open enrollment.

Owen Truesdell, The Abbi Agency, discussed community relations done by The Abbi Agency.

Ericka Aviles, Ericka Aviles Consulting, discussed the work her company has done with the Abbi Agency and Marketing for Change and the tactics and resources used across the state for advertising and PR community outreach.

Dr. Sarah Friedman posed a question regarding website data mapping to the target audience of remaining potential customers in terms of demographic breakdowns.

Connie Anderson provided an overview as to how this works.

Dr. Jameson asked when automatic voter enrollment would begin.

Ryan High indicated that the date is still to be determined.

VI. Tribal Sponsorship Program Implementation and Waiver for Tribal Exchange Representatives

MOTION To approve the Tribal Sponsorship Program implementation and waiver for Tribal Exchange Representatives

BY: Mr. Melendrez

SECOND: Mr. Branch

PASS: Unanimously

VII. Adoption of 2024 Carrier Premium Fees to be Charged to Insurers. See on Website Posted Notice of Hearing of Fees to be Charged to Insurers

MOTION To approve the adoption of the 2024 carrier premium fees to be charged to insurers

BY: Mr. Melendrez

SECOND: Ms. Lewis

PASS: Unanimously

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

The next meeting is scheduled for June 22, 2023 at 1:30 p.m. Possible agenda items include survey results and reporting on the progress of the Tribal Exchange Representative and Tribal Sponsorship program.

IX. Public Comment

Angie Wilson commended the Board for supporting the tribal enrollee representation as well as the marketing efforts happening in the state around different ethnic populations. Ms. Wilson suggested that the Board consider options to allow marketing materials to be printed in Paiute, Washoe, and Shoshone as those are the primary languages of the Great Basin Tribes represented in Nevada.

Katie Charleson indicated that she will work with Ms. Wilson regarding marketing materials printed in the requested languages.

Dr. Jameson thanked Ryan High for his leadership and the staff for their strong work.

X. Adjournment

Dr. Jameson called for a motion to adjourn the meeting.

Lavonne Lewis called for a motion to adjourn.

Dr. Jameson thanked everyone and adjourned the meeting.

DRAFT