



# Silver State Health Insurance Exchange

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