

1 SILVER STATE HEALTH INSURANCE EXCHANGE

2 BOARD MEETING

3 MEETING TRANSCRIPT

4 THURSDAY, JUNE 22, 2023

5 JAMESON: Have we got our quorum?

6 J. DAVIS: Good afternoon, Dr. Jameson. Yes, we do have a quorum.
7 We can get started.

8 JAMESON: Excellent. So Dr. Jameson here and welcome. We will try
9 to be as efficient with brevity and vigor because we have so much material and we
10 have the exciting, extra project of selecting candidates for the new executive director
11 that will go on to the interviewing process and so we will try to, as they say, move
12 smartly on, but on the same thing, also make sure that we are very thorough about
13 everything. So I'd like to call to order and welcome everybody. And who would love
14 to do roll call?

15 J. DAVIS: Hi, Dr. Jameson. Janel Davis for the record, Chief
16 Operations Officer for the Exchange. I will go ahead and take roll call, but before I do,
17 I just want to briefly mention some housekeeping items, if that's okay?

18 JAMESON: Great.

19 J. DAVIS: Okay, thanks. Kaitlyn Blagen is hosting this webinar. As a
20 reminder, please keep yourself muted if you are not the one presenting or making
21 any comments. If you would like to make a comment, please use the raise your hand
22 feature through the Zoom webinar or indicate in the chat box that you would like to
23 make a comment and Kaitlyn will unmute you. For those of you who are on the
24 phone this afternoon, please also remember to mute yourselves. We will be able to
25 hear your private conversations or outside chatter, so please be sure that you are
muted. Madam Chair, there may be people on the telephone that would like to make
public comment, so we just want to remember to ask if there is any public comment

1 over the phone. We also have our Carson City conference room location, which is
2 open to the public. We can see that here on the screen. There may be public
3 comment coming from that room as well. And then just a reminder for anyone who
4 is speaking, please remember to state your name for the record before making a
5 comment or presenting. And I will go ahead and take roll call since we do have a
quorum. All right. Dr. Florence Jameson.

6 JAMESON: Present. Present. Thank you.

7 J. DAVIS: Vice Chair, Ms. Valerie Clark.

8 CLARK: Present.

9 J. DAVIS: Ms. Lavonne Lewis.

10 LEWIS: Present.

11 J. DAVIS: Dr. Sarah Friedman.

12 FRIEDMAN: Present.

13 J. DAVIS: Mr. Jonathan Johnson

14 JOHNSON: Present.

15 J. DAVIS: Mr. Jose Melendrez. Thought I saw him. Mr. Quincy
16 Branch. I think he is absent. And Stacie Weeks.

17 T. DAVIS: Janel, sorry, really quick. Yes, this is Tiffany Davis for the
18 record. I just wanted to -- sorry to interrupt the roll call. Really quick, a few people
19 from our Board are having trouble either hearing or are unable to speak. So Stacie
20 Weeks is on. We just need to (inaudible).

21 J. DAVIS: Okay. Okay. Kaitlyn I'm not sure if you heard that, but you
22 should have the ability to make Stacie Weeks a panelist. She is here, so I will mark
23 her present. Thank you, Tiffany. Commissioner Scott Kipper.

24 KIPPER: Here.

25 J. DAVIS: And Theresa Bawden.

BAWDEN: Hi, I am here. Thank you.

J. DAVIS: All right. Thank you.

JAMESON: Excellent. Florence Jameson, and it is wonderful to see our

1 very dedicated and loyal Board members with us. We so appreciate your support and
2 as we, I mentioned earlier, we have a very full schedule so we will go ahead with the
3 executive director report right now. Just wonderful seeing you all.

4 J. DAVIS: Thank you Dr. Jameson. Really quick, Janel Davis for the
5 record. I don't know if we need to say that every time, but I don't know if we need to
6 make a motion to approve the minutes from the last meeting.

7 JAMESON: My apologies. We sure do. And I apologize. I missed
8 public comment as well. I was so excited to move along. So let me back up to public
9 comment. Do we have any public comment?

10 T. DAVIS: Tiffany Davis for the record. Kaitlyn, is there any public
11 comment online that you can see?

12 BLAGEN: No, there is not.

13 T. DAVIS: And in our conference room here in Carson City Alex, is
14 there any public comment?

15 ZANINI: No, there is no public comment.

16 T. DAVIS: Thank you.

17 ZANINI: Mm-hmm.

18 JAMESON: Thank you. So now I would love to get an approval of the
19 minutes from March 28nd, our 2022 Board meeting. Would that be 2023?

20 LEWIS: I move approval of the minutes. Lavonne Lewis for the
21 record.

22 JAMESON: Thank you. And do I hear everyone in favor of approval of
23 the minutes?

24 CLARK: I'll second it if you need a second.

25 JAMESON: Oh, I thought I heard a second. My apologies. Yes, thank
you, Valerie. Everyone, any discussions, anyone noted any corrections, edits that
need to be made, additions or deletions? Hearing none, everyone in favor of
accepting our Board minutes from March, please say aye.

MEMBERS: Aye.

1 JAMESON: Anyone opposed? Anyone abstaining? Hearing none, the
minutes for the Board meeting in March are passed. So now we'll go on to the
2 Executive Director report. Thank you.

3 J. DAVIS: Thanks, Madam Chair. All right. I'm going to get right into
4 it. Janel Davis for the record, and I'm the Chief Operating Officer, but I've semi been
5 acting director in this time of vacancy for that position. I'm going to kind of jump
6 around a little bit to, to hopefully summarize the seven pages I have outlined here for
7 you. So obviously we concluded open enrollment in January of this year. So, we've
8 been in a special enrollment period and this is available to Nevadans who experience
9 a qualifying life event including the loss of minimal essential coverage, a change of
10 employment or income, marriage, birth of a child, or moving to a new service area
11 network. The Exchange continues operating on a hybrid work schedule in both
12 Carson City and Henderson offices. The agency is, however, aware of Governor
13 Lombardo's desire to transition the state workforce to pre-pandemic office conditions
14 by July 1st of this year. We have participated in a statewide survey conducted by the
15 Governor's Office and provided feedback on the Exchanges telecommuting policy.
16 So, between January and June of 2023, the Exchange continued to strengthen its
17 working relationships with stakeholder agencies. That includes the Division of
18 Insurance, the Division of Welfare and Supportive Services, and the Division of
19 Healthcare Finance and Policy. These collaborative efforts focused on the 200,000
20 Nevadans being transitioned off of existing Medicaid or CHIP coverage. The Exchange
21 has been coordinating with these agencies on a monthly basis to ensure alignment of
22 our messaging strategies with the goal of maximizing the number of consumers who
23 enroll in Exchange coverage after losing Medicaid or CHIP coverage. I'll move on to
24 vendor management. So, we obviously have a successful relationship with our
technology and call center vendor, Get Insured. Recent collaborative efforts have
primarily been focused on preparations for the unwinding of the public health
emergency. GIS developers have implemented features that were requested by the
Exchange to ease that transition from Medicaid to Exchange coverage for consumers

1 who would be impacted by the PHE. So historically, the account transfer payloads,
2 which are used to refer consumers from DWSS (phonetic) to the Exchange were
3 lacking the data elements required to distinguish between denials of initial Medicaid
4 applicants versus terminations of existing Medicaid recipients. So, as a result
5 consumers who were referred to the Exchange were required to upload proof of
6 Medicaid termination before their QLE would be validated. Not only has the
7 Exchange worked closely with this agency over the last five months to implement
8 these missing data elements, the new functionality from Get Insured will also ensure
9 that the Exchange system automatically validates their QLE without any
10 documentation being required from that consumer. Furthermore, the Exchange
11 system automatically qualifies these individuals for coverage beginning the day after
12 their Medicaid coverage ends, even if that coverage begin date lies in the past. These
13 changes work together to make it much easier than it's ever been for Nevadans to
14 transition from Medicaid to Exchange coverage. So, during the same time period, we
15 executed a change request to increase the staffing levels with our GI call center. This
16 was in preparation for consumer outreach effort targeting the PHE referrals. So, this
17 effort, which began on May 15th and will run through January 1st, 2024, added 10
18 full-time employees to our call center with the primary goal of making outbound calls
19 to consumers transitioning off of Medicaid coverage. So, the customer service
20 representatives will make a minimum of three attempts at outbound phone calls to
21 each consumer with a valid phone number on file. If a consumer is contacted, the
22 customer service representative then connects them with a certified agent broker, or
23 in-person assister, who can then assist them with submitting a financial application
24 through the Exchange platform. Regardless of the type of connection that is
ultimately made, the CSR will record the disposition in the system for each call
attempt so that the success of the campaign can be continuously monitored. Looking
toward the future, GI will be implementing a new artificial intelligence, or AI, tool
called Amelia, which is intended to handle automated self-service interactions with
persons, consumers, brokers, stakeholders, et cetera, who ordinarily interact with live

1 agents in our GI call center, the human-like virtual assistance to phone and web chat
2 interactions for various tasks that traditionally require the assistance of a CSR. So, in
3 addition to providing 24-7 availability for basic consumer assistance functions, the
4 Amelia system can also be deployed to mitigate high call volumes during business
5 hours, reducing the need for human agents to handle repetitive inquiries and freeing
6 up call center resources for more specialized inquiries. The goal is to pilot Amelia for
7 this open enrollment period, sorry about that, which begins on November 1st of this
8 year. So, with 2023 being the second open enrollment supported by our marketing
9 vendor, the Abbi Agency, the Exchange is marketing an outreach agency of record
10 Exchange staff members and stakeholders recognize the contribution that they have
11 made in marketing outreach, data analysis, and surveying strategies to make our
12 enrollment a success. So, the Abbi Agency wrapped up this open enrollment with an
13 award-winning advertising campaign, we're very proud, garnering an award of
14 excellence in community relations at the 2023 PRSA Silver Spikes Award for their
15 advertising campaign with Nevada Health Link. The Abbi Agency also recently
16 received an award of excellence in integrated communications, which is a
17 government category at the PRSA awards in New York City. So, we're across the
18 globe here. The Exchange's SEP campaign focuses on the top reported qualifying life
19 events among current Nevada Health Link enrollees and Katie Charleson, the
20 Exchange's communications officer will provide more details on all of the recent
21 initiatives, all things marketing and communications later in this update. So, let's talk
22 a little bit about the unwinding of the public health emergency. I think this has been
23 the main focus of multiple state agencies, obviously as it involves coverage and the
24 continuous coverage for Nevadans. So, we've been working really hard, again with
25 DWSS and DHCFP to adequately plan and how best to prepare and serve service
Nevadans who need health insurance in the event that they could transition away
from their current coverage. So again, we enhanced that call center activity which
was funded through the CMS Modernization Grant. The call center is continuing to
make calls to referred households, and I just wanted to mention approximately 10

1 percent of the households reached are accepting some degree of assistance. So
2 overall, even though enrollment numbers may seem like they're low, we anticipate
3 an increase as the unwinding time period goes on because we're still really early in
4 this process to analyze the data. We're only one month in, so people are still realizing
5 that they, you know, may need other insurance and they also have 90 days to
6 transition away. Let's see, on May 22nd DWSS deployed additional data elements to
7 their referral payloads, which allows the Exchange to distinguish between denials of
8 initial Medicaid applicants versus terminations. I kind of talked about that a little bit
9 already, but this allowed the Exchange to automatically validate NSEP for these
10 households without supporting documentation. We are also required on the 8th of
11 every month during this unwinding timeline, which is basically April 1st to June 31st
12 of next year, so we have submitted our second Medicaid unwinding data submission
13 to the Centers for Medicare and Medicaid Services, CMS, and so the reporting period,
14 the last one that we submitted was for May 1st to May 31st of this year, and then I'm
15 not going to go into all the details of the data, but I do have that listed here for you.
16 So, a little bit more about coordination with state agencies. This month, actually June
17 of 2023, the Interim Finance Committee reviewed a transfer of \$134,500 from our
18 reserve category 85 to transfer to the DWSS category 75 to allow the Exchange to
19 fund a project that involves the current lack of several data fields, existing account
20 transfer payloads. We deemed this pretty essential to meeting the requirements of
21 the continuous coverage mandates associated with the unwinding. Inclusion of the
22 Medicaid end date fields will allow the Exchange to streamline enrollment in
23 Exchange plans and ensure accurate eligibility begin dates for Exchange subsidies. So,
24 this work program was approved during IFC and BOE on June 12th and 13th for fiscal
25 year '24, and both agencies have entered into an inter-local agreement. I'm kind of
skipping over some repetitive pieces here. I wanted to mention, so the Exchange is
working very closely with our Division of Insurance on improving broker compliance,
those requirements and, you know, increasing and continuing our relationships with
consumers. Part of these improvements include updating our annual broker

1 agreement, addressing consumer complaints, and the process of handling those
2 complaints by implementing a referral form with the DOI, and holding certified
3 brokers more accountable when it comes to fraud and consumer complaint issues.
4 Whew. Got to take a breath. Okay. Onto the Tribal Sponsorship Program. So, as you
5 all are very aware, under the Affordable Care Act, Indian tribes, tribal organizations,
6 tribal health clinics, and urban Indian organizations can pay for qualified health plans
7 and dental plans, those premiums, on behalf of their tribal members who are
8 enrolled in a health insurance plan through Nevada Health Link. So, Nevada currently
9 has 28 federally recognized tribal nations statewide and to date, the Exchange has
10 received many inquiries from tribal nations interested in participating in a tribal
11 sponsorship program. Specifically, the tribal health clinic directors who oversee those
12 programs at the tribal health clinics have reached out to us an interest in participating
13 in this program. So, we've been really hard at work on this. So back in February, we
14 had a Board meeting with you all, and it was approved to recognize a tribal individual
15 who enrolls tribal community members into QHPs not be considered as an Exchange
16 enrollment facilitator or certified enrollment counselor, but rather recognize that
17 such positions will be called Tribal Exchange Representative or TERs. The Board also
18 approved of waiving the TERs from the DOI requirements of certification, which
19 would remove barriers and benefit the tribes in successfully implementing the
20 program with the Exchange. So, the process of setting all of this up has many moving
21 integral pieces to it, and the Exchange staff has been working very diligently in every
22 aspect of implementing this program, setting it up for success for now and into the
23 future. A few main pieces of the program have been a top priority, and that is
24 Nevada Health Inc. Certified training for TERs, as well as other training that is more
specific to tribes, working with insurance carriers on aggregated billing options, which
we will talk about later, and updating internal policies, specifically the Nevada Health
Link Policy Manual and the annual issuer agreement, which we will also talk about
later. So, we've been working on the billing workflows, a lot of internal
communication with the tribes, as well as insurance carriers. So, since the February

1 meeting, the Exchange team has had several meetings with tribal health directors to
2 go over the billing workflow and receive feedback from them as well as updating
3 them on training certification and internal policies that will need to be updated. The
4 Exchange acknowledges that several tribal health clinics are ready to have their TERs
5 go through the training now to get certified by Nevada Health Link. The Exchange has
6 been working diligently on policies and agreements, as well as communicating with
7 our Deputy Attorney General to review all of these policies. These policies and
8 agreements acknowledge the importance of protecting personally identifiable
9 information, or PII, following federal and state regulations, and outline
10 responsibilities of the Exchange, the TERs, and our issuers. Tribal clinics and TERs will
11 need to sign the agreements before access to our enrollment portal is provided. So,
12 we're very focused. We're working closely with a partner carrier right now in getting
13 the workflow for the aggregated billing implemented. The Fort McDermott Wellness
14 Center has enrolled their tribal members with their specific carrier, and ongoing
15 meetings have been held to work collaboratively to get this billing workflow moved
16 from the test period to full implementation. So, for the month of June, the Exchange
17 is in the testing process, and the goal is to have this fully implemented sometime in
18 July. We are in communication with all other insurance carriers regarding aggregated
19 billing workflow, and the feedback from public comment period for issuers on
20 proposed language to be included in our policy manual and issuer agreement. All
21 right, so let's talk a little bit about federal and state legislation updates. We just
22 ended a legislative session and the Exchange's primary federal legislative focus was
23 the unwinding of, obviously, of the PHE and also the finalization of the notice of
24 benefit and payment parameters. This annual release welcomes and solicits public
and state Exchange comments. Any future Exchange comments can be found on our
website under Nevada Public Notices. There's also a federal update from the
Exchange's policy and compliance team further in this report. So, sorry, I mentioned
the legislative session, but talked about federal stuff first. So, this year marked the
83rd legislative session for the state of Nevada, started February 6th, ended on June

1 5th with two special sessions. The Exchange remained pretty much under the radar
2 this legislative session but continues to monitor two important pieces of legislation
3 that may have significant impact in the future, and that is Assembly Bill 432, which
4 will designate the Exchange as an automatic voter registration agency, and this was
5 passed last session. Let's see, Senate Bill 420, commonly referred to as public option
6 bill, again this was passed last session, not this one. We have participated in public
7 listening sessions where stakeholders provided input and asked questions. Let's see.
8 Additionally, the Exchange has worked in actuarial studies along with Medicaid in
9 preparation of a CMS waiver mandate in the original legislation, so work on both of
10 these bills will continue throughout until the implementation year, which is 2026. For
11 this session, the 83rd, the Exchange participated in contributing an unsolicited fiscal
12 note for SB 419, also referred to as the Nevada Health Opportunities Planning and
13 Expansion Act, or the HOPE Act. This was sponsored by Senator Fabian Donate, the
14 chair of Senate Health and Human Services. The HOPE Act would expand Medicaid
15 for all Nevadans, regardless of their immigration or citizen status, and ultimately the
16 unsolicited fiscal note was regarding the Exchange to apply for a 1332 waiver through
17 the federal government, which would implement a state subsidy to make plans on
18 the Exchange affordable for this population. At the time of writing this, the SB 419
19 was in the Governor's office, and it has since then been vetoed. All right, I'm almost
20 done, you guys. I'm going to talk about the programmatic audit. We used the
21 company BerryDunn for our programmatic audit for plan year 2023. Every state-
22 based Exchange is required to perform an annual financial audit, independent
23 external audit, and must engage in qualified auditing entity, so we engaged with
24 BerryDunn. The purpose of this external audit is to ensure that the Exchange is in
25 compliance with financial and programmatic requirements that are set forth by CMS.
So BerryDunn examined the compliance of the Exchange with the requirements that
are all listed out here, it's 45 CFR 1 55, during this time period. So, it included verbal
interviews of Exchange staff, written interviews, lots of meetings. We reviewed
documents, policies, procedures. The Exchange excitingly enough received zero

1 formal findings. So great job, team. And then in the management letter though, to --
2 back to BerryDunn the company, there were six recommendations for the Exchange
3 to follow up on just for better practices. For the financial audit. BerryDunn audited
4 the Exchange in accordance with the US generally accepted auditing standards, and
5 the related statement of revenues and expenditures and changes in net position for
6 the year ended. As part of obtaining reasonable assurance about whether the
7 Exchange's financial statements were free from material misstatement, BerryDunn
8 performed tests on the Exchange's compliance with certain provisions of laws,
9 regulations, contracts, and grant agreements. Again, the Exchange received no in
10 instances of non-compliance or other matters that are required to be reported under
11 government auditing standards. So great job. We're really proud of that too. A little
12 bit of a staff update, which you guys kind of already know, but recently the Exchange
13 promoted Tracy Reed. She was our program officer under the quality assurance team
14 and she has been promoted to a Business Process Analyst I, which is a team lead role,
15 and it's still within the Quality Assurance Unit. This position will assist the Exchange
16 and the QA team with developing training and workflows for existing processes and
17 programs, while training staff to effectively resolve complex consumer situations.
18 And of the 26 full-time employees that the Exchange has, we have remaining
19 positions that are to be filled, and that's the Executive Director, an administrative
20 assistant position within the operations team, and a business process analyst within
21 the reconciliation team, and a policy and compliance manager position, which is
22 executive level staff, and the reason the administrative assistant position is open is
23 because we had another vertical growth, so employee, and that's Alexandra Zanini,
24 and she moved from the admin position to the Program Officer I position under the
25 quality assurance team. So exciting vertical growth happening here at the Exchange,
which is great, but then it opens up other positions that we have to continue to fill.
So we're eager to do that. Every single full-time employee at the Exchange has
always worn different hats when performing various duties and since we've been
operating as a skeleton crew for the last few months, I'm just really proud to say that

1 each of us have really stepped up in a way that that seems relatively impossible, but
2 all of the work is getting done, deadlines are being met, and we're still remaining with
3 a little bit of positivity. All right. So that concludes the Executive Director report.
4 Thank you, Madam Chair, and everyone for your attention, and I'm happy to answer
any questions.

5 JAMESON: Janel, thank you for that wonderful and indeed thorough
6 report. Before I make any comments, which I'll try to keep brief because of our
7 business today, I would like to ask our Board members if they have any comments or
8 questions. Okay. You might think of some as we go and feel free to add, as starting
9 at the very beginning. Again, Janel excellent report, and you and the staff have
10 always worked on a smaller, a very skeleton crew. And of course with your current
11 staffing, having significant key members not present such as your executive director,
12 you have just done an amazing, more than ever -- as you said, amazing how you have
13 gotten it all done. So, thank you, and God bless you, and hopefully we'll get the other
14 positions filled soon so that you aren't stressed. And just in the very -- you talked
15 about the Governor mentioning and having you guys send a questionnaire, meetings,
16 I just wondered he's referring to a large, a significant number of the staff. Are they --
17 were they working from home or -- and he wants you to come back to the office? Did
18 he want our meetings ideally to no longer be on the -- like this, on the webinar and
19 for us to try to meet in person when possible, or what was the key gist of that?

20 J. DAVIS: Yeah, sure. So, it's not just in relation to our agency or the
21 Board's practices for this meeting.

22 JAMESON: Oh, right. Mm-hmm.

23 J. DAVIS: So, we can keep, you know, doing what we've been doing,
24 that's still acceptable. This is an executive order that the governor signed, gosh, I
25 don't know the exact date, but he's -- since the executive order, which is, you know,
come back to, what is it called -- return to pre-pandemic work, I guess is what it's
called. Sorry, I'm trying to find my -- yeah, a desire to transition the state workforce
to pre-pandemic office conditions by July 1st. So, when he went into office, this was

1 part of his, you know, state of the state address, and he signed an executive order,
2 but before it can actually happen, some meetings have occurred with executive
3 directors or administrators of each state agency to receive feedback and what their
4 own agency telecommuting policies are, and so that's the survey that I was referring
5 to. So, we have filled that out, but I think every agency is still just patiently awaiting,
6 you know, the formalized and finalized policy from the Governor's office, which we
7 will in turn have to follow.

8 JAMESON: Yes. I guess I was seeing if it would affect the work, affect
9 the Exchange very much, or you guys are already back to pre-COVID conditions pretty
10 much.

11 J. DAVIS: We are --

12 JAMESON: But we we're going to just move on though. That's good.

13 J. DAVIS: Okay.

14 JAMESON: And it's interesting, going back to -- congratulations on the
15 virtually seamless transition because you guys have worked for a year transitioning
16 the patients after the public health crisis ended the Medicaid to the Exchange. I
17 found a lot of things you were commenting on extremely interesting. So, you said,
18 though, a minimal of three attempts. I was wondering if, however, more attempts
19 would be made than those three, and do you usually give the calls during the day
20 after hours, do you think some of that may have, you know, affect -- how do you
21 decide when to call? Because response rates might vary if, you know, they're awake.
22 So, do you stagger the calling when you're trying to reach them in different times?

23 J. DAVIS: Yes, to my knowledge, I'm pretty sure the call center or the
24 CSRs are staggering their calls. You know, they don't want to be too burdensome or
25 annoying. But I think the goal is to just make those three attempts, and I don't know
if any of our quality assurance team is on the call and has a better answer that they'd
like to add to my answer, but I'll throw it out there. I'm not sure what the exact hours
are, but I do believe that they're quite staggered. I mean, even by days, I'm pretty
sure.

1 JAMESON: Okay, so it's a minimal and maximum pretty much of the
three calls.

2 J. DAVIS: Yeah.

3 JAMESON: And are many people calling you that say, we got off and
4 we're calling you that -- are we getting many people just impromptu calling us about
5 a plan that came from this without you reaching out to 'em?

6 J. DAVIS: Yeah, so our call center, that's why -- I mean, in addition to
7 the outbound outreach that our call center staff is making, I think that's another
8 reason why we increased the staff because we anticipated for increased incoming
9 calls to our call center and I believe in part of the entirety of the fiscal and operational
report, there is a call center, you know, update in there that we can talk about too.

10 JAMESON: Mm-hmm. So, I think it's really fantastic about Amelia,
11 digital assistance. I know personally, the minute I'm on a conversation and I feel like
12 it's a computer, I hang up, but you guys feel that that's a pretty good way to go. Do
you have any idea how many of those calls are clicked off?

13 J. DAVIS: So, Get Insured is the one, you know, spearheading the
14 Amelia project, and Nevada has offered to pilot the program. So, we haven't even
15 begun the piloting process. We're still in the review stages of the project itself so,
you know, I'm not sure how it's going to go. We'll see.

16 JAMESON: Well, maybe we can get more update on that.

17 J. DAVIS: Oh, absolutely.

18 JAMESON: I know that artificial intelligence is the future and some
19 people feel it's the end of human kind, and we will be destroyed in no time, but our
20 AMA we just are currently writing, you know, new policies to take -- you know,
21 hopefully get all the benefits AI has to offer and avoid the pitfalls and other things. I
22 just want to thank right now real quick Abbi Agency for the amazing job they've done.
23 Great job, you guys. And then when the unwinding of the public health, a little more
24 questions I have. You know, we talked and talked that we were expecting about
25 250,000 to roll off over time for, you know, and we talk about the little period of

1 enrollment, you mentioned about 90 days that there were 90 days, but the total is
2 90, not what's left, correct? And how many people were rolled off at that time? We -
3 - you know, how many, you know, 200, 250,000? What are we saying was the actual
4 number that rolled off and you were saying so far of the contacts, about 10 percent,
5 and then we looked at some of those numbers so I'm giving you an opportunity. It
6 didn't look like much in what we expect, and I know you were couching that and
7 saying well, it's still early on, but we probably what, do we only have six weeks left?
8 And so what I'm wondering is, do we really have more time left than that? Did I
9 miscalculate and --

10 J. DAVIS: I'm sorry.

11 JAMESON: Go --

12 WEEKS: Janel, can I answer that?

13 JAMESON: -- yeah, you know? Yeah. And you know where I'm going
14 with this. Basically the numbers we're looking at are, are quite small compared to
15 what I thought we might expect, even though I knew we weren't going to get any
16 major portion, and the 10 percent number, how did you calculate that? What was
17 your nominator and denominator?

18 WEEKS: Can I answer some of these as Medicaid director? Thank
19 you. Sorry, Dr. Jameson and Janel, is that okay?

20 J. DAVIS: Yeah, absolutely. I was going to pass it your way. I was
21 just going to answer the 10 percent.

22 WEEKS: Oh, this is just a very early number and we are only in the
23 first round of many. We are doing three month rounds.

24 JAMESON: Okay. Yeah, that's what I thought.

25 WEEKS: So, we -- and I would say we're not even finished with the
first round, so I don't think we can give firm numbers. I would say nearly half of those
individuals that were of the 54,000 that we renewed for this first round were
determined eligible still for Medicaid so that's the good news. The rest were not and
I think we've -- I think, you know, early on we looked at some of the data around

1 employer-sponsored coverage and secondary coverage, and a lot of these folks
2 already had coverage. So I think that might be why we're seeing some people not
3 coming to the Exchange. They're already covered. And then there are some people
4 that are not coming to Exchange because they're reapplying, right? They have 90
5 days to reapply.

6 JAMESON: Oh, okay. I get it.

7 WEEKS: So, I think we're not going to really know until six to nine
8 months from now what the trends are. So, I just throw that out there. It's going to
9 be a long process.

10 JAMESON: Right. We don't even have the first quarter numbers at all.

11 WEEKS: Well, I have first quarter, we just don't have 'em all done.
12 Like, there's still about 700 people that we're still processing that we had to get
13 information from.

14 JAMESON: I get -- I mean knowing what's really going to end up
15 happening to them.

16 WEEKS: Right. Cause 90 days, some of them may come back on
17 Medicaid in 90 days --

18 JAMESON: Yeah.

19 WEEKS: -- so that number may actually be more than half.

20 JAMESON: Right. So you said 54 thousand were re-accepted, were
21 accepted?

22 WEEKS: Renewed.

23 JAMESON: Renewed.

24 WEEKS: Well, we renewed for the first three months.

25 JAMESON: For the first three months. Mm-hmm.

WEEKS: So, we send out notice in April. We have to give due
process. So, we have to give people time to respond and so we did that. And so,
once they were processed, some people had to -- we had to follow up with them for
more information, DWSS did, and then coming back, you know, of that 54,000, about

1 nearly half were renewed for continued Medicaid. The rest, they're no longer
2 eligible. They either -- most of 'em are higher income and some did not return their
3 information but if they have 90 days from disenrollment to reapply with Medicaid, if
4 they thought -- they think they're still eligible. So we could see a lot more people
5 come back on in the next 90 days. And then some people may already have
6 employer coverage and they're, like, I didn't even know I still have Medicaid, right,
7 like, we're hearing that. And then some people moved out state. There are those
8 folks too that we are cleaning off our rolls.

9 JAMESON: So just to clarify, in the first three months, it was 54,000
10 total that rolled off? Or --

11 WEEKS: No.

12 JAMESON: -- what was the total that rolled off and the 54 was
13 renewed?

14 WEEKS: So, 54,000 is how many we sent notices to to say it is time
15 to renew your Medicaid --

16 JAMESON: I got you.

17 WEEKS: -- to see if you're eligible. Nearly half were renewed --

18 JAMESON: Renewed.

19 WEEKS: -- determined as still eligible. The rest were not eligible or
20 did not return their information. So, they all got letters or should have their letter in
21 the next week or two before July 1st saying you're no longer enrolled. If you think
22 this is an error, you have 90 days to reapply. They can still reapply after 90 days. It's
23 just if they apply within those 90 days, they have no gap in coverage, right? We'll go
24 back to -- so if they go get services in those 90 days, we'll pay for it.

25 JAMESON: Well, I'm so happy to hear that of those, almost half of
them were able to be renewed and then about another 25 or 30, we're going to go in
any different directions and then it's way too soon to know what that is. So, we'll get
full -- we appreciate and know we'll get further follow up.

WEEKS: Yeah.

1 JAMESON: That's very helpful. And then --

2 J. DAVIS: Really quick, Dr. Jameson, if you don't mind, and thank
3 you, Stacie, that was really helpful to clarify all of that. And then the unwinding
4 timeline, just so you know, Dr. Jameson is --

5 JAMESON: A year.

6 J. DAVIS: -- is over 12 months, so and then Commissioner Kipper
7 also has had his hand up, so I just wanted to --

8 JAMESON: I'm sorry. I see that hand now. Sorry about that.

9 KIPPER: Oh, it has nothing to do with this issue. I just wanted to let
10 the Board know how appreciative we at the Division of Insurance are of the
11 cooperation and collaboration we're enjoying with Janel and the staff over at the
12 Silver State Exchange. It's been a delightful several months as we both get ramped
13 back up and we're enjoying a very, very cooperative engagement with the staff at the
14 Exchange.

15 JAMESON: Thank you, Commissioner Kipper. That's great to hear.
16 That's cause we want to be known for being very communicative, The Exchange. So
17 that's beautiful cause communication is the first part of cultivating relationships with
18 your colleagues and outside agencies and our clients, so that's the best praise you can
19 really give somebody so thank you. And the going on to your audit, external audit,
20 those are always fun, and congratulations. It is so amazing that you had no
21 deficiencies. That is amazing. So, congratulations. But you mentioned that they did
22 six recommendations. Now most of those guys do these little recommendations, like,
23 you should put this over in some other column or do this over there and they're not
24 significant. But were there any recommendations of substances? And if you don't
25 know, that's okay.

26 J. DAVIS: Yeah, I mean, I do know but I would have to refer back to
27 the management letter, and I'm happy to share that with you.

28 JAMESON: No, it's not important. The most --

29 J. DAVIS: It's small.

1 JAMESON: That's what they usually are. The most important thing is
2 absolutely incredible. That's, like, amazing. So, congratulations on that. Especially
3 with everything the Exchange has been through. So --

4 J. DAVIS: Well, thank you.

5 JAMESON: -- did that --

6 J. DAVIS: Also, sorry, Dr. Jameson, Lavonne Lewis has her hand
7 raised.

8 JAMESON: I know, I was just -- thank you so much. Lavonne, I was
9 just about to call on you cause I see you've thought of something.

10 LEWIS: Well, I was going to make a comment on your discussion
11 about the roll off for Medicare. As I -- in listening to some of the discussions that's
12 happening in other states, they're saying people don't really realize that this has
13 happened to them, therefore they end up with no health coverage at all. Do you
14 know, or can you tell me what we are doing to assure that people know that the
15 coverage is available for them under Nevada Health Link if they are losing their
16 Medicare status because of the end of COVID, you know, allowances for them to be
17 on Medicare?

18 WEEKS: Well, I'll say that's a great question. I'll say Janel and her
19 team have been amazing to work with. So, at Medicaid, we've been working closely
20 with Janel and health plans for over 12 months to prepare for this. Part of that has
21 been outreach with her team, consistent messaging across the Board with Medicaid,
22 Exchange. I know Janel's got her navigators on this, her brokers, we've got our
23 providers we send constant notices to. We are texting our members now in
24 Medicaid, which is -- for the first time ever, which is exciting I will say. So, Janel, I'll
25 let you add to that, but I just wanted to say that I really, from the Medicaid
perspective, really appreciate the Exchange work, Exchange's work and partnership
because we could not have gotten this far. I think, you know, we'll see, it is the first
round, things will change, but I do think the partnership with the Exchange and the
health plans and providers has been really strong and I think it's exciting going

1 forward.

2 LEWIS: And I think I said Medicare, I meant Medicaid.

3 JAMESON: And we knew that.

4 LEWIS: But I heard about what was happening in Florida and I
5 don't think Florida's any example that I'd want to hold up for anything but, you know,
6 just wanting to be aware that -- of what we were doing to make sure that people
7 were -- you know, knew that the Exchange was available to them. Thank you.

8 JAMESON: Thank you. Any other questions from the Board? Then
9 we'll move forward.

10 CLARK: Madam Chair? Madam Chair, I have a question.

11 JAMESON: Here you go. I see it. Go ahead.

12 CLARK: And I don't know if this is the right part of the agenda to ask and
13 the Commissioner Scott Kipper, if you -- is Friday health plans on the Exchange?

14 KIPPER: Well, I will -- I'll answer that. Yes, they are they were
15 selling on the Exchange.

16 CLARK: And how does that receivership affect our people?

17 KIPPER: You are -- are you talking about current enrollees?

18 CLARK: Yeah. I assume no one else can enroll as of now.

19 KIPPER: Yes, there is an order prohibiting, that has been for some
20 time prohibiting new enrollees for Friday plans. The receivership at this point, as we
21 continue to evaluate the financial health of the company, the current enrollees are
22 being treated exactly as they were prior to them being placed in receivership. Claims
23 are being paid, premiums are continued to be due. As we further evaluate this, there
24 may be some more information forthcoming, but at this point those enrollees, those
25 Friday Health plan members, are being treated just as if the nothing had happened.

CLARK: So is it kind of in a wind down then? Are we just winding it down?

KIPPER: It's too early to tell what's going to happen with Friday.
Again, we need to evaluate those financials to see exactly where they stand.

CLARK: Okay. Thank you.

1 JAMESON: Yes, thank you for that update. And I guess I think they
2 want to try to stand if they have the financials. So moving on to the -- are really
3 always exciting because when you were talking about the amazing work the Exchange
4 did to reaching out to the people who were rolling off, of course much of that terrific
5 success in our outreach was due to our marketing. So it's time for their exciting
6 report and I also congratulations on your award.

6 CHARLESON: Dr. Jameson. Good afternoon everybody. My name is
7 Katie Charleson for the record, I'm the communications officer. I'll be giving a group
8 brief overview of our marketing efforts for the past few months, and then I'll hand it
9 forward over to Connie Anderson with the Abbi Agency for our marketing
10 presentation. So, the period after open enrollment has been a time for the Exchange,
11 the Abbi Agency, and the Exchange's marketing and outreach vendor, and Marketing
12 for Change to dive deeper into Nevada health (inaudible) audience and better
13 understand the customer journey and the customer's level of understanding, needs,
14 and wants when it comes to health insurance coverage. Marketing for Change
15 conducted several research studies after the conclusion of open enrollment to build a
16 more detailed understanding of the Nevada consumer. Then the Exchange's
17 communications team and the Abbi Agency have worked together to message special
18 enrollment period to target audiences that have experienced qualifying life events.
19 This campaign featured updated website landing pages in both English and Spanish, a
20 revised creative concept with clear and concise messaging, digitally focused
21 advertising, and a robust community outreach program. Additionally, through this
22 timeframe, the Exchange and the Abbi Agency work closely with statewide key
23 stakeholders and partners to develop and support messaging on the unwinding of the
24 public health emergency and the end of the continuous care requirement that has led
25 to the redeterminations of all Medicaid recipients, causing Nevadans to fall off
26 Medicaid for the first time in three years since the Covid-19 pandemic started. So for
27 general research, we have done for the marketing -- or marketing research efforts,
28 there was two studies that were conducted by Marketing for Change following the

1 end of open enrollment in January 2023, (inaudible) if I can talk today, of Nevada
2 residents and survey of current Nevada Health Link consumers. The annual survey
3 was designed to provide an overview of potential future audiences for Nevada Health
4 Link. The survey provided accurate estimates and assessments of key characteristics
5 of future audiences for Nevada Health Link, including those who are uninsured, self-
6 insured or insured through Medicaid. In addition, results provided key information
7 on attitudes towards health insurance and future purchasing of plans for these
8 audiences. The user survey was fielded to existing Nevada Health Link enrollees, the
9 survey providing key information on consumers' current satisfaction with Nevada
10 Health Link, and results indicated that customers who had more positive appraisal of
11 their shopping experience on the site were more likely to be promoters. Marketing
12 for Change also conducted research groups with 58 gig workers across 10 focus
13 groups to uncover insights about growing Nevada audience who often does not have
14 health insurance and who could turn into long-term Nevada Health and customers.
15 Like I said, the Abbi Agency will dive deeper into this research done by Marketing for
16 Change in their presentation. The Exchange and the Abbi Agency worked together
17 with the Nevada State Medicaid office to put together marketing and outreach plan
18 to target Nevadans potentially losing their Medicaid benefits through the
19 redetermination process as the result of the PHE ending. The goal is to support our
20 partners at the Medicaid office by amplifying the message, update the contact
21 information so that Nevadans are reachable and don't experience a lapse in health
22 insurance coverage. To proactively get the message out, the Abbi Agency produced a
23 30-second public service announcement video in English and Spanish about the
24 redeterminations and encouraging Nevadans to fill out their packets and to talk to
Nevada Health Link if they lose their insurance. We have also developed posters,
flyers, business cards that we're distributing to community partners, whether that's
navigator's offices, doctor's offices, social services. We're all throughout the state
with our paper resources as well. We've also created a landing page on our website
and a toolkit to help promote. So, for now, our special enrollment period, our goal is

1 to have a targeted campaign that speaks directly to identify target audiences who
2 recently experienced a qualifying life event. The campaign creative has a clear and
3 distinct message and uses bold colors from our branded color palette to draw
4 attention. This year we included the Nevada State logo to differentiate Nevada
5 Health Link against the imposter ad sites, and we are also committed to reaching
6 Nevadans from all backgrounds and communities. More diverse than ever, Nevada
7 has robust Asian American, Pacific Islander, African American, Native American, and
8 Hispanic communities. The 2023 special enrollment media plan takes a digital
9 approach with highly effective tactics to reach these historically underserved and
10 hard to reach communities in Nevada. Overall, the Abbi Agency and Exchange
11 allocated budget spent broadly across a diverse range of media channels to ensure
12 Nevadans were reached on the digital platforms they frequent. During the special
13 enrollment period, the community relations and event outreach teams were focused
14 on enriching the off-season content plan through community outreach, audience of
15 events, and key sponsorships. Ericka Aviles Consulting research provided Hispanic
16 and Latino collaborations with organizations serving underserved communities by
17 facilitating and securing tabling events and sponsorships targeting those
18 communities. Navigators are projected to participate in 78 community events
19 between January 1st and June 30th. More than 75,000 people attended the events
20 where these navigators are attending, and navigators reported nearly 20,000
21 interactions with the attendees. The Abbi Agency completed a total of 32
22 sponsorships. If you have any questions. Otherwise, I will pass it off to Connie, who
23 will also speak to our marketing presentation.

19 JAMESON: Thank you for that. And again, you guys, congratulations
20 on the award. Well deserved, well earned. You work so hard, and you guys are
21 positively brilliant with your creativity and your hard work. So hardworking, thank
22 you for allowing us to benefit from all that great work you do. Connie?

23 ANDERSON: Yes, thank you so much. We feel incredibly honored and
24 grateful to support the work of the Exchange staff. They do -- absolutely do so much.

1 Okay, my name is Connie Anderson, Chief Strategy Officer, officer at the Abbi Agency
2 for the record. I always forget that. So, I wrote a little sticky note to remind myself,
3 but I did it and I said it this time. So, Katie and Janel both took you through an
4 amazing update of some of the efforts that have been undertaken for the marketing
5 so far in our off season, both focused on special enrollment period as well as the
6 unwinding. So, I'm going to show you some stats around some of those things we've
7 achieved as well as some of the creative so you can see what our potential consumers
8 will be seeing. Okay, so research and insights. These were two really fun research
9 elements we did after OEP this year. Our first was a quantitative study that had over
10 2,700 Nevadans involved. We statistically weighted this amongst the American
11 Community Survey to ensure that it was representative of the entire state and its
12 population. Overall, what we found is that we had increased exposure of our
13 message this year versus last year, which is great news. Our goal is to continue to
14 build awareness for Nevada Health Link among our current consumers, then potential
15 consumers. We also found that people who saw the advertisements had a greater
16 likelihood of visiting the website. Again, great news. We want people to see the
17 advertisements and then actually click through to the website. We will use the
18 information from this quantitative study to help us better determine who to target in
19 our next open enrollment campaign, as well as how to reach them, what key
20 determinants as well as messages will reach them, and then make sure that we can
21 track attitudes around insurance year over year so that we make sure that we're
22 being relevant with our target audience. As Katie mentioned, we did a robust series
23 of focus groups specifically focused on gig workers. This is a growing group of
24 individuals that has not been studied much in the state of Nevada or nationwide. So,
25 this was exciting for us to dive in to understand who are individuals who may be
performers on the strip, who may be Uber drivers, who may be landscapers or
hairstylists, right, all of these individuals who are freelancers. We did two specific
Spanish dominant groups, so we were able to cover two markets through these. Both
Janel and I had the opportunity to watch some of these in person. It was really

1 exciting to hear what people had to say. Overall, we heard that there was some still
2 misconceptions about health insurance and how it works. Many people felt that if
3 you posted a picture of you skydiving on Facebook, your health insurance company
4 was going to raise your rates and we were like wait, no, that's quite a bit old
5 information. So, it was a good opportunity for us to learn to understand and learn
6 and understand what some of these myths are that we still need to overcome,
7 especially among many of these group members who have been uninsured for many
8 years. We knew that these individuals felt that health insurance could help them
9 reach their goals, which is great news. That's a great message for us to tie into and
10 the power that you can have when you have health insurance. So, what we will do
11 again with all this information is better target these individuals in our next open
12 enrollment campaign as well as to better align messages to them. Overall, we
13 showed this group many of our ads from last open enrollment and they felt that they
14 were heard through them and they felt that they were spoken to directly, and that
15 meant a lot and everyone came out of the focus groups feeling like it was very
16 exciting that Nevada Health Link wanted to hear from them and cared about them
17 and cared about their input. So that's a great way to help us in the future, but also to
18 help, you know, some of that community relationship right now for Nevada Health
19 Plan. Onto creative, you will see that, again, these ads are very bold. We started
20 with this bold purple- pink color and yellow during last open enrollment campaign.
21 We wanted to make sure that we continued that again to help continue building
22 awareness of these colors. It helps stand out, it's very neon, which is important. We
23 use some of the similar imagery from last open enrollment campaign. We know that
24 it very much aligns with our target audience, and it is real Nevadans in these ads so
25 we wanted to continue using real Nevadans as much as we can through these ads.
So, these are again, some of the specific special enrollment ads which focus on the
top five qualifying life events of individuals in Nevada. Here's an example of some of
the specific Medicaid renewal ads. There have been two sets of these. We are
transitioning and have transitioned all to this new set. We had an original set that

1 was very much educational focus. Now that the unwinding and renewal process is
2 happening, these are bit more direct about the fact that you may lose your Medicaid
3 coverage and Nevada Health Link is here for you. So, a bit more direct on the call to
4 action. So, you'll see that we have this in English and Spanish. We have these in
5 animated ads as well. Now I'm going to try and play a video, and this is the video that
Katie just mentioned earlier that is a PSA styled video about the renewal process.

6 RECORDING: Medicaid enrollees don't risk a gap in coverage as of today.
7 Your Medicaid eligibility could change. Be on the lookout for an envelope from the
8 Division of Welfare and Supportive Services in the mail. Fill it out and send it back. A
9 return letter will notify you if you still have Medicaid or if you need to look for other
health insurance options. If you lose Medicaid, Nevada Health Link is here to help.

10 JAMESON: Wonderful. Bravo.

11 ANDERSON: Thank you. It always tries to play twice, but a very exciting
12 video and you will see that that was sent out to the media today in a press release
13 along with some statistics that will be in all of our ads moving forward on our website
14 through all social media email communications so you'll see that very broadly soon.
15 Paid media strategies, our team is always looking at the best combination of
16 traditional and digital tactics. We, of course, know that we need to reach all of our
17 Nevadans, whether they're living in some of our larger, urban populations or in our
18 rural populations. Because of that we make sure that we are looking at our core
19 personas when we are targeting these ads. So, as I mentioned earlier, specifically for
20 SEP, one of the SEPs or QLEs that is most often is people moving addresses. So, we
21 can use data from different credit bureaus that doesn't have any personal identifying
22 information, but it allows us to target individuals who have changed and have moved
23 addresses. So, we're making sure that we're pairing our creative with the right digital
24 targeting to reach people when they're most likely to need us. We continue to run
Spanish advertising along with our English advertising, targeting again Spanish
speaking households. Our Spanish display ads, which are things that you might see
on Google and other websites like that, actually are performing at higher than double

1 of the platform average so that's always really good. We like to see us outperforming
2 the average of any platform. Very shortly, when July 1 hits and our new fiscal year's
3 here, we'll be launching quite a bit more focus on out of home, which is digital
4 billboards as well as partner publications, so working with different rural newspapers
5 as well as newspapers in our urban areas to continue reaching people about SEP and
6 the unwinding. This is a lot of numbers on a slide but we just wanted to provide a
7 brief look at the past few months and the different campaigns that are running,
8 where they're running, the total clicks, the cost for those, the impressions, and click
9 through rate. All of these are outperforming the industry standard, which is great.
10 You'll see that SCM, which is anybody who's on Google or Bing and searching and
11 seeing us in their search results is really high at 17 percent and that's something that
12 we typically see on Google because someone's showing intent but overall driving, you
13 know, about 2 percent average click-through rate is really good and we're excited to
14 continue seeing this graph.

15 JAMESON: Incredible.

16 ANDERSON: Thank you. Our website strategy, as Katie mentioned, we
17 have created an updated SEP landing page, we have also created the unwinding page,
18 and then very shortly you see a little bit of a preview here on the right side of your
19 screen, but we're launching what we're calling our Spanish hub page. So, as you may
20 have seen over the past few years, we have developed many different pages in
21 Spanish, but a user would've had to directly navigate to those pages. There wasn't a
22 hub where they could go as a Spanish speaker and have access to all of those pages.
23 So, we were in the final design and development phase of our Nevada Health Link in
24 Espanol page, which will serve as one hub for all of our Spanish pages to come
25 together so that we can directly send this link to anyone who may be a Spanish
26 speaker. Our navigators, our brokers who are doing outreach, can send any Spanish
27 speakers here, and they'll have access to all of this information in one place. We
28 were very excited about this.

29 JAMESON: Beautiful. Beautiful.

1 ANDERSON: Yeah, we're very excited about this.

2 JAMESON: Fantastic. Thank you.

3 ANDERSON: Yes. When this goes live very shortly in July, we hope that
4 everyone will share it because I think this is a phenomenal way for a state agency to
5 reach an important population in Nevada. One thing I didn't mention on the website
6 or digital media, but we are always working to counteract those spammers who are
7 buying different terms, like, you know, Nevada Health Insurance and pulling people
8 away from the Nevada Health Link site. So, we've actually worked directly with
9 Google on getting Nevada Health Link continually recertified as the official Exchange
10 for the state. So, we want to make sure that we're always counteracting any of those
11 scammers and consumers know that we are the official Exchange in Nevada and to
12 not go anywhere else. Overall, over the past quarter, you'll see that we had over
13 300,000 website visitors. Of those people who came, they viewed 8 million pages,
14 which is 25.92 pages per session. Of course, that's high. That's because we can track
15 them as they go through the actual enrollment process through Get Insured, but
16 that's -- we like to see that number because we know that that means people are
17 taking steps to actually go look and shop at plans, to put in information about their
18 household sides, learn more about what the cost may be for them, and then
19 hopefully enroll.

20 JAMESON: Wow.

21 ANDERSON: Yeah. Overall, on the blog and the newsletter, I just
22 wanted to throw these -- put these information here. You'll see that our open rate is
23 down a bit this quarter. That is to be expected. Open enrollment, we have a very
24 high open rate because it's timely right now, it's a little bit harder to get as timely in
25 people's inbox. So, we see that down. However, we see click-through rate up, which
means that people who are opening it are finding it relevant and clicking through.
And then finally, public relation -- or we have two more sections, but public relations
and community strategy, I think that Katie mentioned this earlier, we went to many
different events. Our navigators continue to be amazing partners in helping get out

1 the word about Nevada Health Link. Our public relations team has also been working
2 hard and so far in the off season, we've had 87 media placements with very high
3 coverage views, over 1 million, which is phenomenal. You'll see here that we've had
4 many different stories in Spanish, which is great. Rosa has been a great partner, and
5 Griselda have been great partners at doing Spanish interviews for Nevada Health Link.
6 So, we've done some partnerships with the Nevada Independent as well as the
7 Review Journal in Espanol, and then you'll see that there's some other, you know,
8 gazette journal stories as well as KTNV stories in southern Nevada. Here is the total
9 events as well as some great pictures. You'll see Congresswoman Susie Lee in this
10 picture. It's great when we have our support from our federal delegation out at
11 events as well. We always share these photos on social so that people know where
12 they can come connect with us, and then also see some of the excitement around the
13 Nevada Health Plan. Multicultural outreach, we just wanted to share that from a
14 multicultural perspective, we have been focused on getting information about the
15 unwinding out to those individuals. We've done direct stakeholder outreach. We're
16 using the PSA video that I just showed earlier and asking people to post that. We're
17 going to many different websites -- or going to many different events to help get out
18 the word. And then finally, social media, we continue to use video content trying to
19 be trendy, not too trendy, making sure that it's authentic to Nevada Health Link, but
20 making sure that we're still relevant to individuals who are watching that. We've
21 moved into what's called a fan acquisition campaign on social media. We do have
22 quite a bit of followers, but we wanted to gain some more followers who could be
23 potential consumers, especially since we have so much important communication to
24 happen around the upcoming open enrollment period and then the current
unwinding. So, we've been using that, and we've seen large growth in our fans.
We're making sure that we continue to see high engagement as well, because we
want any new people to our page to continue to be engaged. So you'll see the overall
in this few month period, across all of our social media channels, we had 1.5 million
impressions, 72,000 engagements, which is an engagement rate of 10 percent which

1 is actually very high for social media, and then we've grown our audience about 338,
2 but we're continuing to see that tick up over this month so far and we expect that to
3 continue to grow over the next month. So, we definitely want our total audience to
4 be a bit higher than this. It takes time on social media to grow your audience, but we
5 are invested in that so that we can make sure we're reaching all Nevadans who need
6 to hear about Nevada Health Link. And I think that is the end of my presentation. I'm
7 happy to answer any questions.

8 JAMESON: Thank you, Connie. Great job you're all doing. Absolutely
9 beautiful. I know you're an inspiration to other people in your industry. Are there
10 any questions or comments from our Board members? Not hearing any others, we'll
11 look forward to seeing you release a link connecting or showing us to your Spanish
12 hub. Very exciting work and thank you for considering that and doing it. So, we
13 really -- there's several items left, about four, and the good news is a couple are just
14 possible action items and then the executive director recruitment update, and then
15 we'll be selecting the candidates. So, it looks like a lot, but I actually think we'll be
16 done with it in anywhere from 20 to 30 minutes. So, let's just start with our next
17 action item, which is -- a possible action item, the approval of the semi-annual fiscal
18 operational report pursuant to the NRS 6951.370(1)(b) to the Governor and
19 Legislature. Do I hear a motion for that? Am I with everybody? Did I lose you?

20 LEWIS: (Inaudible.)

21 JAMESON: Did we have any -- I always get confused. Do we do the
22 second before discussion?

23 LEWIS: Yes.

24 JAMESON: Yeah. The second? I'll take Lavonne. That's your
25 seconding it. And then do we --

LEWIS: (Inaudible.) That's okay. I'll second it too. I can.

JAMESON: And do we have any discussion of this motion?

J. DAVIS: Dr. Florence, Lavonne made the motion, so we do need a
second.

1 JAMESON: Oh, I thought I heard someone make the first. Okay. Who
has this -- do we have a second then?

2 FRIEDMAN: Sarah Friedman for the record, and I can second.

3 JAMESON: Thank you, Sarah. Okay. Having a first and second, do we
4 have any discussion of the motion? Okay. Hearing none, everybody in favor of the
5 approval of the semi-annual fiscal and operational report pursuant the NRS code to
the Governor and Legislature, please say aye.

6 MEMBERS: Aye.

7 JAMESON: Any opposed? Any abstaining? Hearing none, it was
8 unanimously passed. Thank you, everybody. Next motion or possible action item
9 proposed additional language in the Exchange Annual Issuer Agreements and the
10 Nevada Health Link Policy Manual, and a proposed two week comment period in
reference to the CFR 155.240(b). I think most of you are familiar with this already.
11 Do I hear a motion?

12 FRIEDMAN: I'll motion.

13 LEWIS: Lavonne Lewis, I move approval.

14 JAMESON: A second?

15 FRIEDMAN: Second.

16 JAMESON: Thank you. Anybody have any questions or discussions?
Hearing none, everyone in favor of passing this motion, please say aye.

17 MEMBERS: Aye.

18 JAMESON: Is there anyone opposed? Any abstinence? Hearing none,
19 the motion is passed. The action item is passed for the proposed additional language
in the Exchange Annual Issuer Agreements and the Nevada Health Link. Now moving
20 on to the very exciting part of our meeting, although all of it has been filled with a lot
21 of excitement, which is getting on to the executive director recruitment. We have
22 first an update some guidelines to listen to prior to reviewing the candidates that
23 have submitted their resumes and selecting those that will be going on to the next
24 step, which will be the interview. So, first, I believe, was it -- Janel or Tiffany that will

1 give us a little update on the recruitment, and I just want to thank both of them. You
2 know, when we did this process a few years ago, we just had a few candidates, and
3 it's just amazing that we received 10 applicants, although one withdrew, and that
4 many of these applicants are just very -- well, they're all excellent, but many of them
5 really do fit well the job description that we posted on our website. So, without
6 further ado, do you want -- who will it be, Janel, that gives us a -- or Tiffany? Tiffany.
7 Tiffany, an update?

8 T. DAVIS: Yes. Madam Chair, thank you so much. Tiffany Davis for
9 the record, Executive Assistant at the Silver State Health Insurance Exchange, and I'd
10 like to present this executive director recruitment update to you, just to give
11 everyone a timeline on how we got to this point with having this agenda item and our
12 agenda item number nine for the actual decision making. So, the purpose of the
13 report, again, is to just provide the Exchange Board of Directors with an update on
14 the recruitment process for the Exchange -- for the executive director for the
15 Exchange. The position is located in our Carson City, Nevada office, and I just wanted
16 to let you guys know that today, joining us, we do have Tammy Brunson. She's the
17 Personnel Officer with Agency Human Resources Services, and then also Chief Deputy
18 Attorney General Michael Detmer, who would be filling in for Radhika. Both of them
19 are available to answer any questions during this process that I might not be able to
20 answer for the Board. So, to jump into the background on this, our former Exchange
21 executive Director, Ryan High, he resigned from the position effective May 12th,
22 2023. The Exchange staff initiated recruitment through the Department of
23 Administration's Division of Human Resources Management, also known as DERM
24 upon his resignation. The position recruitment was posted around May 17th, 2023,
and the posting closed on June 9th of 2023. These recruitment efforts attracted
approximately 10 candidates who applied for this position. Since June 9th, one
candidate has withdrawn their application, thus the Board will be considering the
resumes of nine applicants. The recruitment and job announcement was posted at
the following locations: at the Nevada State Career website, a couple -- two different

1 locations there; Nevada Health Link's LinkedIn; Nevada Health Link website; NASHP's
2 website; and then our communications officer, Katie Charleston, also shared this on
3 Nevada Health Link's social media channels such as Facebook, LinkedIn, and Twitter.
4 So, these recruitment efforts attracted applicants not only from Nevada, but from
5 other states as well. The Executive Assistant and Chief Operations Officer at the
6 Exchange reviewed each of the applicants with the guidance of DERM and our
7 Exchange's Deputy Attorney General, and it has been determined that best practice
8 would be for the Exchange Board of Directors to review all nine applicants and
9 choose who should move forward to the public interview process. In addition, the
10 Exchange had requested the assistance of DERM, actually agency HR, with the
11 applicant's reference checks and so those references are available for the most part
12 upon the Board's request during these proceedings. So, it's the Exchange's
13 recommendation that the voting Board members take the applicants into
14 consideration for the purpose of narrowing down who the Board would like to invite
15 to interview at the upcoming Board meeting on July 13th, 2023 at 1:30 PM, or
16 another date and time of the Board's choosing. Our Ex Officio members and their
17 delegates' Board members are available to assist the voting members on providing
18 advice and expertise. For the purpose of keeping the interview process consistent,
19 the Exchange and DHRM would recommend that the voting Board members decide
20 the following: how many questions should be asked; who will ask the questions
21 during the public interviews; how these questions should be gathered; how long the
22 interviews should last. And it should be noted that in the recommended process for
23 public interviews within DHRM, the Chair of the Board has final review and approval
24 of the questions prior to providing these in the Board's interview packets on the day
25 of the interviews. And just to kind of simplify that, basically the Board members will
not be getting any of the interview questions until, like, that morning of the
interviews, so just before. So, and I just wanted to go over a brief reminder of kind of
how the process, what was decided last time and how it went. So, for -- in February,
2022, when we went through this process, the Board agreed upon the following: that

1 each interview would last 45 minutes in length; the Board was allowed to submit
2 possible interview questions for consideration to either the Exchange DAG, Agency
3 HR, or the Exchange Executive Assistant. It was determined that the Exchange
4 Executive Assistant would collect those submitted questions and from there proceed
5 to compile a list of 12 main questions, and with three final generalist questions. The
6 Executive Assistant assigned three questions to be asked by the same four Board
7 members. This kept the consistency of the interview process. It should be noted that
8 -- once again that in the recommended process for a public interviews, once again,
9 that the Chair has the final review and approval of these questions prior to. At this
10 time, a Board meeting is scheduled for July 13th at 1:30 PM unless the Board
11 determines that a different date and time would be more appropriate, and I would
12 like to note that at that July 13th Board meeting, there will only be one other agenda
13 item so really the majority of the time is going to be dedicated to these interviews.
14 We don't have a lengthy schedule of other reports and everything to go over.
15 However, depending on how many applicants the Board chooses to move into the
16 interview process, the Board may want to consider moving the time of the Board
17 meeting to be a little earlier, if that would be convenient for everybody. So just
18 something to consider. The Exchange Board of Directors does have the discretion
19 with guidance from the Exchange DAG whether they would like to follow the same
20 procedures I just outlined or determine how you would like to handle these this time
21 around. So, obviously, changes can be made. Further information will be provided to
22 the Board about the recommended process for public interviews. That, again, comes
23 from DHRM, and in that process, it is actually a wonderful process that really helps to
24 keep everything consistent and open. And at this time, before we move into Agenda
25 Item Number 9, where you will take into consideration the resumes, if you have any
questions for myself or for agency HR or DAG, we'd be happy to answer those. I think
you're on mute, Dr. Jameson.

JAMESON: Thank you. So very good. Thank you for organizing that.

Well, I think did you want us to respond first if we would like to keep a similar --

1 maybe we could just sort of do that right now, which is you mentioned --

2 T. DAVIS: Or you can move in -- go ahead and move into Agenda
3 Item Number 9, Dr. Jameson, I would suggest --

4 JAMESON: Okay.

5 T. DAVIS: -- and that way.

6 JAMESON: And then at the end we can talk about if we want to just
7 do the process similar to the last time. Okay. So, I just want to point out one thing
8 before we start. Well, we're actually starting with this, which is, as I mentioned
9 earlier our -- if you will, our compass or our North Star for this whole process will be
10 the job description that was placed, as she noted, on May 17th multiple places, but
11 primarily the Silver State Health Exchange website, and it went over all of the -- about
12 the job such as the responsibilities and salaries, and everything was posted about the
13 expected duties, what they should include essential skills and minimum qualifications.
14 And so, this is our compass because it is at first, an overwhelming task because there
15 are so many people out there with incredible experience, and we got nine
16 applications, which are really amazing applicants but first and foremost, we need to
17 look at this. This is what really will help us determine as we first screen and get ready
18 to select those for interview, who we want to proceed with. So based on that and
19 our Board members having reviewed all the resumes, I would like to get started by -- I
20 would like anyone, if they'd like first to make any comments if they're comfortable.
21 What I would like to do is, we have nine really excellent candidates, but several of
22 them, in my opinion, and I would like to hear from everybody, are not an actual really
23 good match for our job description. They're good. They're good, experienced
24 people, but we do want to align our candidates, with this job description. And having
25 said that, there are several that -- and my Board, I'd like you guys to now chime in,
that I feel we can start with right away, that may not be -- that are, in my opinion,
and I want to hear from you all of your opinion, but, or let's just say, start with and
see how well you feel they're aligned and forget my opinion. First one, Hareesh, and
forgive me if I don't say the name correct, Achi was one of the applicants submitted.

1 And after reviewing it, I would like -- and knowing that you all have read what the job
2 description is, I would like to just ask you first if you'd like to discuss it, or if you just
3 want to take an up and down vote right off the bat. I can ask -- just I think I, we did
4 this before this way, it was very straightforward: present the applicant's name, ask if
5 you'd like to move them forward, if you would like to move them forward then you
6 would say yes, and then if there's the majority that would like to move them forward,
7 they can be moved forward to the interview stage. The bottom line is if you want to
8 have them all move forward, then we will move them all forward. Time, I don't think
9 that even though it could prolong the next meeting, if you feel there's candidates
10 here and you want to interview all of them, that's -- and you think they're qualified,
11 we will just do that. We'll figure it out. On the other hand, if you feel, you know, you
12 don't want to, then we won't. So, the first one I'd like to propose is Harish Aki. I'd
like to ask the Board members to all those in favor of moving this candidate forward,
if you feel he's qualified, to say aye and if you -- then let's see what -- let's count our
votes here if we could. Okay.

13 LEWIS: (Inaudible) raise your hand.

14 JAMESON: Okay. Raise your hand. That's excellent. Thank you very
much, Lavonne.

15 LEWIS: Count the people who say yes to that. Is there anyone
16 that -- so I am not seeing any hands raised to move this applicant forward for
17 interview.

18 DETMER: Good afternoon, Chair. I'm sorry to interrupt. This is Mike
19 Detmer from the Attorney General's office. Forgive me, are all the members -- a
20 couple questions briefly. Are all the members visible on camera? I'm not too sure if
21 anybody has called in, forgive my lack of familiarity with the Exchange, and the other
22 question is, this isn't a formal motion to move them in. This is just, like, a preliminary
step into making the determination as to who it is the Board will be voting on for the
interview process.

23 JAMESON: Correct. Never hurts to be really clear. Thank you so
24

1 much, sir. So, I see -- no question.

2 WEEKS: I have a question. Sorry.

3 JAMESON: Scott Kipper?

4 KIPPER: Madam Chair, for the record Scott Kipper, and the
question is whether the Ex Officio members are eligible to opine in this process.

5 DETMER: Mike Detmer for the record. Absent a statutory provision
6 that would allow for it, generally delegates or proxies would not be able to vote, and
7 again, forgive my lack of familiarity, but unless you have a statutory provision that
would allow for them to vote, the general answer would be no.

8 JAMESON: Thank you so much again.

9 T. DAVIS: Okay. And to follow up on that, Dr. Madam Chair, I don't
10 believe that our statutes allow for Ex Officios to vote when I was looking at our
11 statutes on that particular matter. And then also to answer Michael's other question,
12 Dr. Friedman, she's a voting Board member, I don't believe she's able to use her
13 camera at the time, so she won't be on camera. So, there is a few of our Board
members who are off camera, but able to raise their hands electronically.

14 JAMESON: Yes, we can still see the hands. Thank you very much. So,
15 at this point, we do not have a majority. I'm going to ask if anyone feels their hand is
not working.

16 WEEKS: Can I ask a question, please?

17 JAMESON: Yes, absolutely.

18 WEEKS: Stacie Weeks for the record. This is my first Board meeting
19 that I've been able to attend since session and it would be nice if we could have the
20 link in the chat to the resume so everyone is looking at the resume so we're all ready
21 before we do this. And then remind me, is Commissioner Kipper and I Ex Officio or
22 are we voting members? I do not know. No one has informed me of that. And I'm
sorry, I'm just -- this is my first meeting, so I just would like this to kind of slow down
for a hot minute and just understand what we're doing.

23 JAMESON: Absolutely. And I appreciate that so much. Tiffany, can
24

1 you let us know if they are Ex Officio or voting members?

2 T. DAVIS: Dr. Jameson, so yes -- or Madam Chair, Tiffany Davis for
3 the record. Good questions. Stacie, thank you so much for those questions. I did just
4 put the link into the chat and as well did Janel I believe so you can find those there.
5 And these were emailed, these were posted at the same time for public and Board to
6 all see at the exact same time last -- well, actually, they were all posted on Monday, I
7 believe. So, and then to your other question, yourself and Scott Kipper, you both are
8 Ex Officios.

9 JAMESON: Okay, so I'm just going to now proceed. My understanding
10 is the hands seemed to be working fine and I did not see a majority of hands to move
11 this candidate forward. So, at this point, I would say that this candidate will not be
12 moved forward. Is there any questions on that from any of our Board members?
13 Okay. So, the next candidate that we will discuss is going to be Charles Greene
14 (phonetic). Now, what I would like to do, just to confirm my process is working well,
15 can anybody, can everybody just go ahead for a minute and raise their hand on the
16 screen so we can see that your hand is working? The little cute hand? I guess you
17 can use either hand. That's fine. Okay. And, Tiffany, Janel does -- or whoever. Yeah,
18 it looks like I'm seeing all hands working. Okay. So I'm going to lower my hand. The
19 next candidate is Charles Greene. Again, I would like to ask everyone who would like
20 to move this candidate forward to raise your hand. Okay. Do we have any -- I cannot
21 -- as I see no hands raised, am I missing anything here?

22 T. DAVIS: Madam Chair, I don't believe so.

23 JAMESON: I'm not missing a majority here. I'm not getting a majority
24 to move. So, we're going to go ahead and go to the next candidate, and the next
25 candidate would be Miranda Glenn (phonetic).

LEWIS: (Inaudible.)

JAMESON: Question? Lavonne, did you have a question?

LEWIS: Yeah, I didn't hear the name and I'm looking through my
stack of resume here, trying to figure out who you're talking about.

1 JAMESON: Miranda, M-I-R-A-N-D-A Glenn is the next candidate.
2 Everybody who would like to move this candidate forward to the interview process,
3 please raise your hand. All right. So, we will not be moving that candidate forward.
4 The next candidate that I have is Andy Jin, J-I-N, and I apologize if I didn't say that
5 correctly. Is-- anybody who would like to move that candidate forward, could you
6 please raise your hand? Okay, that candidate, I will give you a little more time in case
7 you're having any trouble. Sometimes it takes a moment to get these hands and the
8 mute buttons going. Okay. No, that candidate will not be moving forward. Next
9 candidate, Troy Johns (phonetic). So, we have several hands raised. This is a good
10 question now. I would like to ask our attorney here because there seems to be kind
11 of split on whether to move this one forward, and I would like some advice on how
12 many hands we would need to move it forward. What is our current number of
13 people voting? What I see right now up is three people very interested and of course,
14 this is part of the reason we do the interview process, that way we can get more
15 information from this person that might help in the final decision. Sir?

13 LEWIS: Well, I'll just raise my hand for that and that'll --

14 T. DAVIS: Madam Chair, this is Tiffany Davis for the record. I did
15 want -- I can make that clear. There are five voting members present at this meeting
16 so three would be the majority.

16 JAMESON: Okay. Thank you. That's what I needed. So Troy Johns will
17 move forward. And then our next one is Ms. Samualla L. Pry (phonetic) and oh, let's,
18 everybody put your hands down, please. Okay. Now everyone in favor, you may
19 raise your hand again. Okay. We just have two people there so --

19 T. DAVIS: Madam Chair, for clarification. Who is this for again? I'm
20 sorry.

21 JAMESON: Oh, I'm sorry. The candidate is Samuella L. Pry. If you
22 didn't hear that, was there anybody who wanted to see this candidate go forward?

23 CHARLESON: Katie Charleson for the record. It looks like Sarah
24 Friedman dropped. Kaitlyn, if you can look out for her joining back in.

1 JAMESON: Can you verify if she'll be coming back on?

2 BLAGEN: Madam Chair, if you don't mind giving us a minute just to
3 verify that, that would be great.

4 JAMESON: Thank you. Oh, I would so prefer it.

5 DETMER: And actually, Madam Chair, if I can use this opportunity to
6 address the Board on something as to this particular agenda item?

7 JAMESON: Excellent. Yes, thank you so much. We appreciate all the
8 direction in these very, very important matters.

9 DETMER: No, thank you. Dr. Jameson. I'm sorry, do you go by Dr.
10 Jameson or Madam Chair or Dr. Chair Jameson?

11 JAMESON: Oh, at the AMA they do Dr. Chair, but you can just call me
12 whatever you would like.

13 DETMER: Thank you, Chair. Earlier in this agenda item I mentioned
14 as far as we had the discussion about voting members and non-voting members, I
15 hope that didn't come off like the Ex Officio members' input wasn't welcome and
16 appreciated. This is, of course, a, you know, Board discussion and determination. But
17 as far as votes go, that would be for the voting members. At least that is typically
18 how it's interpreted under the statute or general statutes. So, I thank you for the
19 opportunity to speak and be present for the Board today.

20 JAMESON: And while they're still trying to do that, I appreciate that
21 statement so much cause many Boards, I am also Ex Officio, and we usually do
22 engage in the conversation. So, when the interviews of the candidates come, we're
23 often allowed to engage, discuss, and give our valuable input, which is so helpful from
24 the Ex Officio members but yeah, when the vote comes, they're not, so their input is
25 very valuable, and that is appropriate, correct?

26 DETMER: Mike Detmer for the record, and I'm not aware of any
27 preclusion against it. It basically almost come -- I'm not aware of a preclusion against
28 it.

29 JAMESON: Like an attorney. Thank you. And were we able to find out

1 about Sarah?

2 BLAGEN: Yes. Madam Chair, her Zoom dropped and is doing
3 updates currently. So, she's currently trying to call in. So --

4 CHARLESON: It looks like she's on down below here.

5 BLAGEN: Oh, she's on?

6 FRIEDMAN: Hi, I just logged in from my phone so I can rejoin the
7 meeting.

8 JAMESON: This is so excellent. Thank you for going through that extra
9 effort. I really appreciate it. We were just finishing or in the process of doing the
10 vote on -- and if we can retake that because we're not sure if you heard it, on
11 candidate Ms. Samuella L. Pry. So, is there anyone who'd like to move that candidate
12 forward to the interview process? If you'd raise your hand? Okay. That candidate
13 will not move forward, and that is coming up with the next candidate, which is our R -
14 -

15 CHARLESON: Dr. Jameson, can we pause just a moment? Stacie Weeks
16 has her hand up.

17 JAMESON: Oh, yes. I apologize. Did not see it. Please, please.

18 WEEKS: That's okay. I know you're trying to juggle a lot today, so
19 Thank you, Madam Chair. I just back to what our Deputy Attorney General
20 mentioned. I hope there's more opportunity and more discussion on sort of -- after
21 we move off, like the ones that we know don't fit the requirements about what the
22 Board would be looking for for the Exchange. It's such an important role and just sort
23 of -- and maybe you guys have had some of these discussions, and again, I apologize.
24 During session, I was overwhelmed and did not -- was not able to attend these
25 meetings. So, but, you know, I just want to make sure we have an opportunity
because from Medicaid's perspective and also as a Board member, this role is super
important to us and to my -- our work. And so, I just want to say, like, I'm wondering
when we start to have some of these discussions about why we are moving some
members or some people forward or why, what we're really looking for. Maybe

1 that's the next meeting.

2 JAMESON: Thank you so much. Just I think you hit it on the nail with
3 the comment about especially with these first few candidates that they're not clearly
4 aligned with the description and so they were pretty straightforward. We will be
5 getting now into some people that are more aligned and reviewing the job
6 description gives us the black and white, if they have the skills and knowledge and
7 experience for the job and indeed that then will take them up to the next level, the
8 interview, which is where we are going to find out exactly more information that we
9 all need to know that you're alluding to right now, and which will enable us to best
10 make the wisest decision collectively. And so, I hear what you're saying, and part of
11 that information will be gleaned from the way the Board over the next few weeks will
12 be submitting the 12 questions that they think are so important to hear these great
13 candidates give their responses to. And as you heard, those questions will be vetted
14 out very thoroughly and that will give us the most enlightenment and everything
15 you're looking for.

16 WEEKS: So, one last question, Madam Chair.

17 JAMESON: Yes.

18 WEEKS: Sorry, I'm going to be that person. I apologize.

19 JAMESON: That's okay.

20 WEEKS: I'm much better in person. That's what people tell me. I'm
21 such a -- I'm a punk on these calls, I apologize, but --

22 JAMESON: Oh, no.

23 WEEKS: -- but, Madam Chair, the only other thing I would ask is
24 that, you know, and just a question is, like, were these not already screened, like, as
25 not qualifying or, like, or do we have to look at everyone as a Board and we don't
26 have, like, an HR process? Like, the state level, like, in our agency, a lot of these folks
27 that don't meet the criteria were already off the top, right?

28 JAMESON: It is -- yeah, and that's an excellent question. Had we got
29 somewhere between 10 and 20, our staff would've done some more vetting.

1 WEEKS: Okay.

2 JAMESON: Because we're less than 10 --

3 WEEKS: Mm-hmm.

4 JAMESON: -- they went ahead -- and so it's a matter of numbers, but
absolutely, yes.

5 T. DAVIS: And Madam Chair, Tiffany Davis for the record, Stacie, I
6 would like to speak to that point too that it has been advised by our DAGs, like,
7 previously in the same round, that if there's only a certain number, a small number,
8 that it's again, best practice that the Board just go ahead and do the narrowing down.
9 So, to your point, it's true, if there was way more applications, there would've been
the HR process of narrowing down on the other side before we got to this point so.

10 T. DAVIS: And also, Stacie, I just want to point out too, the applications and
11 references were reviewed with agency HR services as well as an internal committee
at the Exchange. So, we called all of the references for those who applied.

12 JAMESON: Excellent. Thank you for adding that part.

13 JOHNSON: Dr. Jameson, if I can add a little bit of clarification as well.
14 I don't know how long ago it was that we went through this process and I think a
15 majority of the folks on the Board participated in that. I know we have a few new
16 people where we need to go back and kind of clarify a little bit of this process for
17 some of the newer members on the panel today, but it wasn't that long ago that we
18 went through this and kind of have some experience going through this. So, I think
that's why we're able to move through this process as we are up to this point.

19 JAMESON: Exactly. It's been just over a year and it's all pretty fresh in
20 our memory because the first time around, which was just over a year, we really went
21 through a lot of the infrastructure of how to do this, so. All right. Proceeding on
then, any other questions before we move to our next step?

22 CHARLESON: Katie, for the record. Now we lost Dr. Jameson so,
23 Kaitlyn, please keep an eye out for her joining back in. It feels like a Monday. I feel it
24 might be.

1 LEWIS: Did we lose Dr. Jameson?
2 CHARLESON: Yes. So, we're just waiting for her to join (inaudible).
3 LEWIS: Oh, okay.
4 T. DAVIS: Tiffany Davis for the record, just an update. She is getting
back on in here in just a minute.
5 JAMESON: I am so sorry about that. Next person. Oh, did I do Troy
6 Johns? My apologies. Did we do Troy Johns?
7 T. DAVIS: You did, Madam Chair.
8 JAMESON: Okay, so he's moving on?
9 T. DAVIS: There were three votes, so agreed. Correct.
10 JAMESON: Okay, excellent. So Troy is moving on and the next one is
11 RC Pope (phonetic). We have three votes on RC Pope. So far making sure. Sorry
12 about that interruption. We have four votes. We have a majority and so we now
13 have so far -- in summary so far, Troy and RC Pope, is that correct?
14 DAVIS: Dr. Jameson, did you do Russell Cook yet?
15 JAMESON: I am now going -- no, he's coming up.
16 DAVIS: He's -- okay.
17 JAMESON: So, we now have -- good, I'm glad I'm not the only one
18 that's trying to keep track of everything. We now have Jennifer Krupp (phonetic).
19 Okay. So, what I see now is 1, 2, 3, 4, hands up. So, Jennifer will be moving forward.
20 So, we now have three. And our last one, if I'm not off base here, is Russell Cook.
21 And, oh, let's make sure we all put our hands down for just a moment and --
22 everybody, let's put hands down for a moment and then let's start fresh. Russell
23 Cook. Excellent. Okay, thank you. All right. So, in summary then, we are moving
24 forward with RC Pope, Troy Johns, Jennifer Krupp, and Russell Cook. They'll each be -
and I'm going to hand this part over to Tiffany now to summarize that they'll each
be 45 minutes, which is three hours added to the Board meeting that she had
discussed, and then tell her once again she'll be sending out, I'm sure the detailed
emails as she has in the past explaining the process, but I will let you summarize what

1 has just happened in our steps forward.

2 T. DAVIS: I will do my best, Madame Chair, and I will look to our DAG
3 to interject where I get anything maybe a little bit off. So, we've just -- you guys have
4 preliminary choice of who you would like to move through to the interview process.
5 And now, I believe, correct me if I'm wrong, Michael, that they will now need to vote
6 on moving them to that next process for the interviews?

7 DETMER: Mike Detmer, for the record, as previously discussed, it
8 was my understanding that this was indeed actually characterized as a preliminary
9 vote and not an actual Board action yet. So yes, they would need to take action
10 through vote.

11 JAMESON: Okay, so --

12 T. DAVIS: So, when that's done, Dr. Jameson, sorry, not to interrupt,
13 but then you'll kind of then go over those questions as far as how long you want the
14 interviews, how you want the interview questions handled, all of those steps as well.

15 JAMESON: Excellent. So, I'd like to thank the Board for bearing with
16 us this afternoon. It's longer than usual, and your participation is so invaluable. So,
17 in summary, I would like to now make a motion for the Board to move forward for
18 the interview process for the Executive Director of the Silver State Health Exchange,
19 the candidates RC Pope, Troy Johns, Jennifer Krupp, and Russell Cook, and for this to
20 be done at the time designated, currently I believe it's July 17th or possibly --

21 T. DAVIS: July 13th.

22 JAMESON: -- oh, July 13th, or a possible new date. Everybody in
23 favor, let's say -- Lavonne, your hand is still up. Everybody in favor of moving these
24 candidates on, you can raise your hand. Oh, excellent. I think we have everybody in
25 favor. So that -- oh, wait, wait. We forgot to take a motion. I apologize. I would like
to entertain the motion. Let's do this by book. Do I hear a motion?

CLARK: Valerie Clark, so moved.

JAMESON: Second?

JOHNSON: Jonathan Johnson second.

1 JAMESON: And after all, we have a lawyer here, and then everybody
2 go ahead and raise your hand if you're in favor of moving these candidates forward.
3 Excellent. The motion has passed and I thank the candidates for their great interest
4 and desire to serve our state and the people of Nevada for applying and all the other
5 candidates as well for applying. Thank you all so much. And then I really am grateful
6 for the Board for this and the next meetings and other work to come on this issue.
7 So, let's go ahead and have a summary about next step forward

8 DETMER: And, Chair, I apologize, Mike Detmer, for the record,
9 because that was taken by a show of hands. Will the minutes reflect the members
10 that voted aye? Okay. Thank you. Thank you.

11 JAMESON: Oh, yes, exactly the names. Thank you.

12 T. DAVIS: Yeah, Tiffany Davis for the record. I will confirm that
13 Jonathan Johnson, Dr. Florence Jameson, Elsie (phonetic) Lavonne Lewis, and Sarah
14 Friedman, that all five of our voting members approved. And Valerie Clark.

15 CLARK: Also a voting member.

16 T. DAVIS: Yes.

17 JAMESON: Okay. A summary on steps forward. Tiffany, you'll be
18 sending out an email with directions about the questions, and --

19 T. DAVIS: Yes, Dr. Jameson, last time, like I said, again, you guys can -
20 - you have the -- it is up to you, whatever you would prefer. I know last time that the
21 Board members did send me possible questions that they would like for
22 consideration, and I compiled those and then right before the Board meeting, I ran
23 them by you. You did have final approval, but then they were not given to any of the
24 Board members to the full Board until right before the interviews were taken place.
25 But I'm happy to do that again if you all feel that that would be appropriate. Or if you
would like those to be sent, those questions be sent, to either our DAG or agency HR
or someone else, that is your choice.

JAMESON: Well, here's a couple questions then I have for our lawyer.
Number 1, we went through this process before, and if someone, I believe it's on

1 video, so this brings up a little -- I guess it could be a little questionable process. We
2 worked really hard to get some really great questions that we loved, and the Board
3 members, you know, might want to review some of them to give them an idea of the
4 types of questions we asked. I imagine the lawyer would say it would be absolutely
5 inappropriate to use the very same questions but anyway, I would like your
6 suggestion on do we even show them the old questions, do we show them, but again,
7 remind them that we should try to think of new, unique questions going forward, et
8 cetera? Thank you, sir.

9 DETMER: Mike Detmer, for the record, and forgive me, but I think I
10 need a little bit more of understanding as far as the intended process. So if I
11 understood correctly, the desire was to have preset questions forwarded to all the
12 different Board members, like?

13 JAMESON: Oh, no.

14 DETMER: I'm sorry.

15 JAMESON: I will clarify. I know we need to create 12 new questions.
16 We did work really hard on the prior 12 questions, and I am not sure if our Board
17 members remember those questions, and I just thought that if we allow them to see
18 the old questions and it would refresh their minds as to sort of some of the things
19 we're interested in asking, kind of give them a place to start as they create new
20 questions, if that would be reasonable to send them the list of all questions or not.

21 DETMER: Mike Detmer for the record. That should be fine. Just
22 keep in mind that anything that is shared to a quorum of a public body becomes a
23 public record. Or let me rephrase.

24 JAMESON: Yeah, what does that mean? What's that mean?

25 DETMER: It would be support material. So, under NRS 241, any kind
of information that is shared to a quorum of a public body which pertains to
something that's within their jurisdiction that they'll deliberate or take action
upon, it becomes support material.

JAMESON: Oh, okay.

1 DETMER: So, if it's going to go out to a quorum of the members, it
would be --

2 JAMESON: Yes. Yes.

3 DETMER: -- available to the public.

4 JAMESON: Yeah. More than one. So, here's my question for the
5 Board. Would you like, for your general information, to receive a copy of the old
6 questions going forward as you create new questions to submit, or no, and could we
also have the Ex Officio members submit questions? That one's for you, our lawyer.

7 DETMER: Okay. Thank you, Madam Chair. And I'm sorry, could you -
8 - so the question was can they submit new questions? The answer would be yes.

9 JAMESON: Oh, yes, and so I apologize. Let me ask the Board, would
you like to see the old questions first?

10 WEEKS: Madam Chair? I would. I mean, it would be nice to have a
11 starting point, and then if we think there are other questions that -- this is Stacie for
12 the record, Weeks for the record, sorry. I think it would be helpful, and then it gives
13 us a starting point to provide any additional questions that we think would be useful.

14 JOHNSON: Madam Chair, Jonathan Johnson. I already have copy of
15 the questions from last time around since it wasn't that long ago, but if you need to
recirculate it, I'm happy to receive it again.

16 UNIDENTIFIED: Dr. Jameson --

17 JAMESON: This is the question that I have from Michael, and I
18 apologize on your last name, sir. Detmer?

19 DETMER: Yes, ma'am.

20 JAMESON: We talked about how Ex Officio members are involved in
21 the discussion, and they're on here, on the Board, because as Ex Officio members,
22 their input is considered very valuable for our discussions, and so I feel this is a time
23 where their input would be very valuable, and if they -- would that be appropriate for
them to offer suggested questions because the end, the Board does approve those
24 questions, the voting. So, would that be okay?

1 DETMER: Mike Detmer for the record. I see those as separate things
2 so yes, I believe there wouldn't be an issue with that to the best of my knowledge.

3 JAMESON: So, I would appreciate then yes, if, like, Stacie or Scott
4 Kipper would like to submit any questions, any of the others Ex Officio members, that
5 we would appreciate your input. Thank you. Okay. And then prior, would you like us
6 to decide now, Tiffany, that whether it's 30, 45 minutes each so that you can
7 schedule the -- or if they'd like an hour each and you can schedule the next Board
8 meeting accordingly.

9 T. DAVIS: Madam Chair, Tiffany Davis for the record, that would be
10 helpful for the Board to kind of make those decisions now, and then I'm happy to --
11 I'll be sending out, like you said, a summary to the Board as far as what will be
12 transpiring.

13 JAMESON: So, every -- Board Members, would you like to leave it at
14 45 minutes as we did before, or would you like to extend it to an hour? Did you feel
15 it was inadequate, or do you think that 30 minutes would be more? This time we will
16 have four interviews. If you keep it at 45 minutes, of course, that would be three
17 hours.

18 LEWIS: This is Lavonne Lewis. I think 45 minutes is an adequate
19 amount of time to interview them, but I don't think shortening it would necessarily
20 be in our best interest.

21 JAMESON: Yes. And remember, we will be asking -- everyone, we will
22 be asking 12 questions.

23 LEWIS: Right.

24 CLARK: I thought the last time was fine. Valerie Clark for the
25 record. I thought 45 minutes worked last time.

 JAMESON: Okay. So, unless anybody else would want to do
otherwise, it sounds like 45 minutes is a pretty perfect time. Tiffany, did you want to
clarify anything else before we come to bring this meeting to an end, conclusion?

 T. DAVIS: So, I just wanted to -- yeah, Madam Chair, thank you so

1 much for that opportunity. So, you, it's agreed upon the 45 minutes in length. Is it
2 also agreed upon that all Board members, voting and non-voting members, will go
3 ahead and send, submit their questions to myself, and then I can compile those? Is
4 that okay? Excellent. And then are we -- is the Board still okay with the July 13th at
5 1:30 time, or does the Board want to consider moving that time, or how are we
6 feeling with that?

7 JAMESON: If the Board could take a moment and just look at your
8 calendars, and at least for now, best we can tell, let her know if that works since we
9 will be in inviting quite a few candidates to come on a set date and she will let us
10 know, of course, from her end or from our candidates end, if that just isn't going to
11 work but if that's good, then she can start lining up all these important interviews,
12 which we'll take of course, as you know, some time, it always does.

13 LEWIS: And for the record, this is Elsie Lavonne Lewis. I'm not
14 available on that date. I am at a conference, so I will not be able to call in on that
15 date.

16 JAMESON: Hmm.

17 WEEKS: Madam Chair, I have the same problem that date. I mean,
18 I am a Board member, even though I'm non-voting, I still would like to attend, but I
19 understand if that's the only day we can find.

20 LEWIS: Yeah. Me too.

21 KIPPER: And the same holds for me. I'll be out of town, but even as
22 a non-Board member, I would be interested in participating.

23 JAMESON: Oh, I think we have to try to find another date. Can we do
24 some sort of a monkey survey or monkey doodle? What is that called?

25 T. DAVIS: Madam Chair. I'm happy to reach out to the full Board
again, and then look at our calendars as well here at the Exchange and send a nice list
of dates, possible dates, and then we'll go from there.

JAMESON: Thanks for bringing up that important point and the input
our members just gave us. That is so critical. Excellent. Okay. Because, you know,

1 unfortunately the summer is when many people are in and out so, but we're going to
2 find that time that's perfect and perhaps we may have to veer from the usual sort of
lunch hour Thursday. So, try some, you know, moving options around. Okay.

3 T. DAVIS: I appreciate that, Madam Chair, thank you much.

4 JAMESON: Is that -- are those all the questions --

5 T. DAVIS: I would like to ask at this time if our DAG or if Tammy
6 Brunson, our agency HR helper as well, if either of them think that we're missing any
7 components here, feel free to speak up at this moment in time, or if you feel like
we're good, then I think we're set.

8 JAMESON: Yes. And just before closing, I really want to thank --
9 there were so many applicants and so much time needed to review those
10 applications, really thank our Board members for putting in all that extra time this
11 time around. And then finally the consideration for the discussion of possible actions
12 regarding dates and times, I think that'll be our very next meeting. Do we need to go
13 to any other beyond that? No. And time for public comment. Do we have any public
comment north, south?

14 T. DAVIS: Madam Chair, Kaitlyn, do we have anybody who's raising
15 their electronic hands online for public comment? And just a reminder to those who
16 are on the phone lines, that if you would like to make a public comment, please raise
your hand and Kaitlyn will unmute you for public comment.

17 BLAGEN: No, at this time, there is no public comment online.

18 T. DAVIS: Thank you for that confirmation, Kaitlyn. And then in our
conference room in our Carson City office, Alex, is there any public comment?

19 ZANINI: There is no public comment in the conference room.

20 T. DAVIS: Thank you for that confirmation. Madam Chair, no public
21 comment at this moment.

22 JAMESON: Excellent. And this probably goes without saying. I'm sure
23 that you will be reaching out to the candidates that have not moved forward and
24 thanking them so graciously for offering their services. Okay. I'll take a motion to

1 adjourn.

2 CLARK: Valerie Clark, so moved.

3 JAMESON: Second?

4 JOHNSON: Jonathan Johnson, second.

5 JAMESON: Everybody in favor?

6 MEMBERS: Aye.

7 JAMESON: And enjoy the most amazing June I've ever experienced in
8 38 years in Vegas, and I don't know how it's been in Reno, but I hope you had equally
9 beautiful weather. This has been like springtime in Vegas. It is gorgeous. So, enjoy
10 and look forward to seeing you on our next meeting and thank you again for your
11 amazing participation, input, all your knowledge, and wisdom. Bless you all. Have a
12 wonderful afternoon.

13 MEMBERS: Thank you.

14 [end of meeting]