



Joe Lombardo
Governor

Florence Jameson, MD
Chairwoman

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Executive Director

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Silver State Health Insurance Exchange (SSHIX)

Board Meeting

Draft Minutes

Thursday, October 12, 2023

Meeting Location:

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

Members Present

Zoom:

Florence Jameson, MD
Valerie Clark
E. Lavonne Lewis
Dr. Sarah Friedman
Jonathan Johnson
Staci Weeks, Non-Voting Ex-Officio
Scott Kipper, Non-Voting Ex-Officio

Members Absent

(Vacant Voting
Position)
Quincy Branch
Theresa Bawden,
Non-Voting Ex-Officio

Staff Members Assisting

Russell Cook, SSHIX
Katie Charleson, SSHIX
Kaitlyn Blagen, SSHIX
Tiffany Davis, SSHIX
Kassie Fuentes, SSHIX
Michael Detmer, DAG

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

Chair Florence Jameson called the 1:30 p.m. meeting to order and welcomed everyone. Roll call was taken by Chief of Operations Russell Cook; a quorum was noted.

II. Public Comment

There was no public comment at this time.

III. Approval of the minutes of the July 31, 2023 Board Meeting. For Possible Action.

The following action was taken:

MOTION **To approve the minutes of the July 31, 2023 Board meeting.**

BY: **Mr. Johnson**

SECOND: **Ms. Lewis**

PASS: **Unanimously**

IV. Executive Director Report

Russell Cook provided the Board with the Executive Director's Report.

Commissioner Scott Kipper indicated that a full review of the Friday Health Plans' financial wherewithal has been undertaken and is undertaken annually by the Division of Insurance.

Stacie Weeks provided context regarding the Medicaid program's impacts on the Exchange.

Commissioner Scott Kipper expressed the Division's appreciation of the work of the staff at the Exchange.

Chair Florence Jameson questioned if any members had any questions regarding the last part of the report regarding Tribal business.

There were no questions from the Board.

V. Marketing and Outreach Update

Katie Charleson presented the marketing and outreach update for the Board, noting that the main focus over the past several months has been to educate Nevadans on qualifying life events for a special enrollment period as well as the importance of health insurance.

Connie Anderson, the Abbi Agency, discussed the Abbi Agency's role in marketing its third open enrollment campaign with the Exchange.

Aaron Metzger, Marketing for Change, discussed the research performed to refine messages and get consumer feedback on those messages.

Chair Florence Jameson commended the amazing research done by the Abbi Agency and opened the floor to questions.

Chair Jameson asked what is considered middle class at this time.

Aaron Metzger discussed the importance of everyone knowing the potential of available subsidies, including families who may consider themselves middle class.

Chair Jameson asked about the percentage of Latinx enrollees as well as the number of navigators and brokers who are bilingual with Spanish.

Katie Charleson indicated that the Exchange will get back to the Board with those numbers, but that last year there were approximately 150 brokers that offered Spanish services.

Chair Jameson questioned if the PR events bring in a small or large majority of the Hispanic population.

Connie Anderson indicated that each event is different.

Chair Jameson complimented the Abbi Agency on the printed and digital printed materials with the QR codes.

Connie Anderson explained that emails will be sent out shortly for the press conferences in Reno, Las Vegas, and North Las Vegas.

Tiffany Davis noted that the Exchange will be posting the sizzle reel on the website so that everyone would be able to see and hear that.

Chair Florence Jameson commended the work done by all involved.

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

Chair Florence Jameson asked for suggestions from the Board regarding agenda items for the next meeting.

Russell Cook indicated the next scheduled Board meeting is on Thursday, December 14 at 1:30 p.m., at which time the Board will be reviewing and considering for approval the Exchange's next fiscal and operational record.

Chair Florence Jameson indicated that she is looking forward to hearing follow up about the Tribal Indian and out-of-network providers.

There were no additional suggestions from the Board.

VII. Public Comment

There was no public comment at this time.

VIII. Adjournment

A motion to adjourn was made by Ms. Lewis, seconded by Ms. Clark. Dr. Jameson thanked everyone and adjourned the meeting.