

Health Industry Advisory Committee Meeting

- > **date:** Thursday, August 21, 2014
- > **building:** UCare, 500 Stinson Boulevard NE, Minneapolis, MN 55413
- > **time:** 2:30pm to 5:00pm
- > **members in attendance:** Reuben Moore – Chair (via phone), Forrest Flint – Vice Chair, Thompson Aderinkomi – Board Liaison (via phone), Kenneth Bence, Samuel Boadu, David Dziuk, Christopher Johnson, Heidi Michaels, Samuel Moose, Charles Sawyer (via phone), Jonathan Watson, Ghita Worcester; Carley Barber – Board and Federal Relations Director, Aaron Sinner – Board and Federal Relations Specialist
- > **members unable to attend:** Jennifer Andrashko, Cassandra Beardsley, Harlan Johnson, Stacey Ko, Michael Scandrett

topics

Welcome – Previous Meeting Recap & Agenda Review Forrest Flint, Vice Chair

The meeting was called to order at 2:35 p.m. by Forrest Flint.

- **Motion:** David Dziuk moved to accept and approve the **draft July meeting minutes**. Ken Bence seconded. All were in favor.

There was a request that a recap of the upcoming advisory committee leadership meeting and the upcoming Board policy on advisory committees be the first agenda items at the next meeting.

- **Motion:** Ghita Worcester moved to accept the **meeting agenda**. Chris Johnson seconded. All were in favor.

Board Update Thompson Aderinkomi, Board Liaison

Thompson Aderinkomi reported that the Board is in a transition period following its annual retreat, moving from a short-term operational focus to a long-term strategic guidance focus. The Board continues to work closely with Deloitte and staff to ensure a smoother enrollment process this year than last year.

Ghita Worcester expressed the need for health plans, navigators, brokers, and internal sales people to have the ability to assist individuals with enrolling in health plans when they're not in-person assisters, and to be able to track the status of applications once they're submitted. She stated her concern that this was not being prioritized, and noted that for members of the Committee, the ability to help individuals both pre- and post-intended enrollment is important.

Thompson noted that the Board has little control over the next six months at any point, as the resources have already been deployed. He suggested the Board and Advisory Committees must be future-focused, looking 6 or 12 months into the future.

Reuben suggested the Committee could produce a recommendation to see if an access point for enrolling individuals can be reprioritized higher on the list.

Thompson said he would communicate this message to the Board.

Forrest suggested someone craft a well-written motion for the next Advisory Committee meeting.

After further discussion, the Committee agreed to have Forrest and Reuben draft a motion and communicate it via email.

Reuben announced that JoAnna Justiniano has requested to participate on another strategic committee in support of MNsure and has vacated her seat on this Advisory Committee.

MNsure Operational Readiness

Reuben Moore, Chair

Reuben walked through the [July 24 Success Factors Ideation Guide](#).

Jonathan Watson provided a [suggested list of Critical Success Factors](#).

The group discussed whether to focus solely on operational measures or to prioritize operational measures but nonetheless include measures for the other five categories found in the Success Factors Ideation Guide.

Suggestions for possible metrics and areas of measurement included:

- Replicating to the extent possible the federal reporting requirements
- Length of time to submit a clean application, have it approved, and distribute it to the health plans
- Call Center numbers, such as dropped call numbers and average speed of answer
- Enrollment of the young and healthy
- Distribution of ID cards prior to coverage taking effect
- Using industry standards for processing metrics, such as time on hold, dropped calls, and length of application process from initiation to processed
- Which parts of the website are being accessed daily
- Site functionality as a consumer would experience it, including noting if the federal hub isn't working
- Customer satisfaction surveys for calls to Call Center
- Customer satisfaction surveys for navigators and brokers
- Number of people receiving medical care who are enrolled in insurance
- Estimated length of time needed to complete an application if the applicant has all the necessary information
- Rate of bankruptcy caused by medical bills
- Size of disparity in life expectancy by income group

- Breakdown of outcomes by race and ethnicity
- Number of applications currently open vs. completed

Jonathan Watson volunteered to work with others to create a draft document. Ken expressed an interest in joining. David offered to obtain a hard copy of the various industry standard metrics. Many in the room committed to provide input.

New Business

[Opened to members by Forrest Flint, Vice Chair](#)

Ken asked whether at the July meeting, the meeting minutes for the May meeting had been approved. Reuben said he believed the May meeting minutes were approved.

Reuben brought up the scheduling of future meetings. The Committee agreed they would like to continue meeting at UCare. Reuben said he would send Aaron Sinner a list of Committee meeting dates to put on the calendar.

Reflecting on earlier discussions, Thompson noted that the Committee needs to make sure any decisions it makes occur in compliance with the Open Meeting Law.

Adjournment

[Forrest Flint, Vice Chair](#)

- **Motion:** Chris Johnson moved to adjourn. Samuel Moose seconded. There were no objections, and the meeting adjourned at 4:27 p.m.