

Health Industry Advisory Committee Meeting

- > **date:** Thursday, September 25, 2014
- > **building:** UCare, 500 Stinson Boulevard NE, Minneapolis, MN 55413
- > **time:** 2:30pm to 5:00pm
- > **members in attendance:** Reuben Moore – Chair, Forrest Flint – Vice Chair, Thompson Aderinkomi – Board Liaison, Kenneth Bence, Samuel Boadu, David Dziuk, Christopher Johnson, Heidi Michaels, Jonathan Watson, Ghita Worcester; Aaron Sinner – Board and Federal Relations Specialist, Debby Dill – Board and Federal Relations Coordinator
- > **phone:** Cassandra Beardsley, Jennifer Andrashko
- > **members unable to attend:** Samuel Moose, Charles Sawyer

topics

Welcome – Previous Meeting Recap & Agenda Review

Reuben Moore, Chair

The meeting was called to order at 2:39 p.m. by Reuben Moore.

Motion: Christopher Johnson moved to accept and approve the draft August meeting minutes. Kenneth Bence seconded. All were in favor and the minutes were approved.

Board Update

Thompson Aderinkomi, Board Liaison

Thompson Aderinkomi gave an update on the activities of the Board work groups. He mentioned that the Compliance Work Group is working on in-progress audits focused on funds and Board functions, and that the Finance Work Group is looking into expenses. Thompson also discussed Active Purchaser, and said Board Chair Brian Beutner wants the Committee to start work on this soon. The focus will be centered on the future. Thompson also reported on PreferredOne leaving the MNSure marketplace. Finally, he discussed the upcoming Open Enrollment period and said the constraints on MNSure remain the same, and it is the job of those on the Board and the Advisory Committees to set expectations correctly.

MNSure Advisory Committee Policy

Reuben Moore, Chair

Reuben asked the Committee to look over the Roles and Responsibilities Policy, which was approved by the Board at the last Board meeting. This Policy gives Committee members a clearer picture of what is expected of them. Thompson said that the biggest item for this Committee is to focus on the future. The Committee needs to be strategic and not operational.

Thompson and Aaron Sinner spoke to the Recommitment Form that Committee members need to be complete by the October meeting.

There was discussion about the MNSure press release on certified brokers opening in-person enrollment sites. Many felt that this is no different than what brokers do already and that it is not adding functionality. Thompson said he will speak with MNSure staff to obtain further details.

What are the key success metrics?

Reuben Moore, Chair

Reuben said the Committee should be sure to focus in its recommendations on the correct level of strategic advice. He said recommendations should be on the “Value Stream” level, and take advantage of the strategic thought leadership found in this Committee to help the Board.

Harlan Johnson expressed his concerns about operations and functionality. He suggested that the functionality is years away from being fixed and that it is hard to look forward given those circumstances.

Thompson told the Committee that the operations are the focus of the staff and that they have Stakeholder Groups looking into the operation items, but the Advisory Committee fulfills a unique role by being future-focused. Harlan asked for more information on the Stakeholder Groups. Thompson offered to provide this information.

There was continued discussion on what value the Committee brings and where they should apply their expertise. There was also concern expressed about making MNSure self-sustaining by 2015, and what the revenue stream will look like.

Samuel Boadu would like the Committee to concentrate on young adults and getting them insured. It was suggested that Samuel write up a brief description of strategies for attracting young adults.

Thompson said that the last two topics, MNSure solvency and attracting young adults, are topics the Committee should focus on.

Ghita Worcester distributed [a handout](#) in response to the discussion at the previous meeting on industry-standard metrics for application processing and customer service. Thompson said this is strategic thinking in that the Committee could use it to recommend to the Board what metrics need to be measured and what levels are considered acceptable in the industry. Michael Scandrett suggested that if the Committee wanted to recommend particular levels of acceptability for various metrics, it would best be handled by a subgroup.

After further discussion, the Committee asked David Dziuk and Jonathan Watson to draft a letter to present to the Board on the need and reasons to match industry standards. The letter would do the following:

- Work toward a contract between MNSure and the people of Minnesota that includes metrics and ways to measure success
 - Propose areas of measurement, and ask the Board to ensure they are at least being

- captured
- Provide an example of possible metrics and target levels of success
- Recommend a timeline for implementation.

Motion: Ken moved that the Committee move forward with preparing this letter and recommendation to the Board. Chris Johnson seconded. All were in favor and the motion was approved.

Reuben requested that the draft be completed and sent out one week from the date of the meeting (October 2); then he would finalize the draft one week later (October 9). This would give him time to have the document submitted three days prior to the Board Meeting (set for October 15).

Round Robin

Led by Reuben Moore, Chair

Members shared updates from their sectors of the industry. There was also discussion that the 2015 rates will be announced on Wednesday, October 1, 2014.

Adjournment

Reuben Moore, Chair

Motion: Reuben moved to adjourn. Chris seconded. There were no objections, and the meeting adjourned at 4:59 p.m.