

## Health Industry Advisory Committee Meeting

- > **date:** Thursday, November 13, 2014
- > **building:** UCare, 500 Stinson Boulevard NE, Minneapolis, MN 55413
- > **time:** 2:30 p.m. – 5:00 p.m.
- > **members in attendance:** Reuben Moore – Chair, Forrest Flint – Vice Chair, Thompson Aderinkomi – Board Liaison, David Dziuk, Heidi Michaels (via phone), Ghita Worcester, Jonathan Watson, Kenneth Bence, Samuel Boadu, Stacey Ko; Aaron Sinner – Board and Federal Relations Specialist, Debby Dill – Board and Federal Relations Coordinator
- > **members unable to attend:** Charles Sawyer, Christopher Johnson, Harlan Johnson, Michael Scandrett

### topics

#### Welcome – Previous Meeting Recap & Agenda Review

Reuben Moore, Chair

The meeting was called to order at 2:46 p.m. by Reuben Moore.

Reuben began by thanking UCare and Ghita Worcester for hosting the meeting and the treats.

**Motion:** Kenneth Bence moved to approve the [October meeting minutes](#). Forrest Flint seconded. All voted in favor, and the minutes were approved.

#### Board Update

Thompson Aderinkomi, Board Liaison

Thompson Aderinkomi began by saying that the board is trying to move in a more strategic manner but with open enrollment starting on November 15, they are unfortunately operations-focused. There were nine critical items identified and resolved with automated, semi-automated or manual resolutions. MNSure is ready to go live at 8 a.m. Saturday. Thompson noted staff does not foresee any major hiccups; there has been extensive testing and code is now frozen. There will not be a postponement.

There will be three (3) new members placed before the board for appointment to the Health Industry Advisory Committee at the next board meeting in order to fill spots vacated by members. Assuming their appointments go forward, they will join the committee for its December meeting.

There were questions related to active purchaser. Thompson reported that Board Chair Brian Beutner has established a product development work group that will consider active purchaser and other issues, and will be assigning board members to serve on it. The board will be looking for creative thinking; they do not want to think in terms of restrictions and control. This work group will be thinking of ways to improve the market.

There was discussion about whether committee members believed now is the time for this sort of discussion, or if MNSure should wait until it has increased IT functionality. Thompson stated MNSure judges its success by individuals enrolled, not functionality, and it currently has 356,000 people enrolled. Some committee members asked what problems active purchaser would solve, and noted it should be up to the health plans to be innovative, stating active purchaser only limits the products available. Thompson answered that this work group will be focused on ways to be additive and not restrictive. He believes there is only one problem with health care: price. MNSure has a role to promote Minnesota as the leader in concept/product design.

#### **What are the key success metrics?**

Reuben Moore, Chair

Reuben asked if everyone had received the latest version of the [success metrics recommendation](#). He asked the committee to review it, discuss it, and move forward with a vote to recommend presentation of it to the board.

Ken Bence noted he had updated the [spreadsheet](#) on to one page and cleaned up the letter somewhat. There was some discussion of adding a deadline for action, but members agreed such a decision would be best left up to the board.

**Motion:** Dave Dziuk made a motion to present the success metrics recommendation to the board. Forrest Flint seconded. All were in favor, and the motion was approved.

The recommendation will be presented to the board at its November 19 meeting by Ken Bence.

#### **Industry Updates**

Led by Reuben Moore, Chair

The 2015 meeting calendar and logistics were discussed. After discussion, it was decided to keep the same location and scheduling formula through at least March 2015. This will be discussed again when the new members join in December.

Everyone gave a brief update as to what was happening in their industries. The majority of the conversation was around the need for educating the consumer on the importance of “wellness.” Consumers need to realize that by taking care of themselves and making small changes in their lives, they too can help control health care costs. Community health centers and urgent care centers need to be open so consumers go there for care rather than to the emergency room at a higher cost. Dental health care also needs to be included in the urgent care clinics and all around better dental care offered by public programs.

#### **Adjournment**

Reuben Moore, Chair

**Motion:** Reuben moved to adjourn. There were no objections, and the meeting ended at 4:08 p.m.