

Arkansas Health Benefits Exchange Planning

Outreach/Education/Enrollment/ Navigators/Producers/Agents	September 20, 2011	Arkansas Studies Institute Rm. 124	10:00AM-12:00PM
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<p>Members Present: Fred Bean Rose Crane Glenn Jones Greg Jones Kurt Knickrehm Randy Lee Sr. Joan Pytlik Derrick Smith Lisa Weaver</p> <p>Staff: David Sodergren, First Data</p>	<p>Members Absent: Patty Barker Rose Crane Robbi Davis Greg Hatcher Dr. Cal Kellogg Chris Newell Terri Patrick Ann Sperry Henry Tuck</p> <p>Guests: Dolores Chitwood, NAIFA Ark Brenda Doty Don Fields Russell Greene-Connecture Bobbie Jones Milton Jones Christi Mathews Suzanne Strickland Dwane Tankersley</p>
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Meeting Summary:

- I. David Sodergren, First Data, opened the meeting. Steering Committee members and guests introduced themselves. David pointed out that there were several handouts available to accompany the presentations for today's meeting.
- II. Review/Approve Meeting Summary from last meeting- David Sodergren informed the workgroup that he did not have a copy of the summary present to review at that time.
- III. Updates
 - A. CCIIO/Exchange Planning Grant Update – David Sodergren reported that Cindy Crone has prepared an overview via written report and it has been distributed to the workgroups. David instructed the workgroup to contact Cindy, Bruce or himself with questions regarding the update. Cindy is in the process of preparing a Level One Grant Request that is due by the end of September. There have been conversations with the legislature and the Governor's office in the last week regarding this request. Federal requirements include the Governor's signature to submit the Level One Grant Request. There is another opportunity to apply for the Level One Grant at the end of December should the application not be submitted by the end of September. There will be further discussions regarding the Level One Grant Request this afternoon at the Steering Committee Meeting.

IV. Steering Committee Update-Fred Bean welcomed guest, Brenda Doty who is on the National Board of the National Association of Insurance and Financial Advisors. Fred asked the workgroup members to mark their calendars for the Stakeholder's Summit on October 11, 2011. The summit will begin at 8:30 am with an Exchange 101 informative session and will the Summit be an all day event. There will be several break-out sessions and presentations. There is a \$25 registration fee and lunch will be provided. Fred reported that the Steering committee has 21 members that meet every other Tuesday from 3pm to 5pm and invite the participants of the Outreach Workgroup to attend. The next Steering Committee meeting is to be held this afternoon. Fred reported that during the last Steering Committee Meeting there were presentations from actuaries and consultants regarding the projected membership cost for the exchange by 2014. A copy of the ACHI Policy update was provided with the workgroup meeting invite via email. There have been concerns presented from the Industry Workgroup that the workgroup planning efforts are not moving along fast enough. The Steering Committee has decided to make an effort to move the planning process along by assigning specific topics to the workgroups for decision making. The Consultants provided one general topic plus eight questions to discuss. The Outreach Workgroup has been given the general topic and two questions that are provided on the agenda for today's discussion.

V. Workgroup Discussion-Fred Bean advised the workgroup of the following topics and questions that they have been charged with providing input for. Fred asked the workgroup members if everyone had received a copy of the recommendations from AFMC.

A. General Topic-Navigator Role and Plan- Fred began the discussion by asking for comments regarding the AFMC recommendations as it relates to the Navigator Program. David Sodergren commented that previous discussions with the other workgroups had included selecting a better term for the Navigator. David also emphasized that the Navigators role would be to act as an educator to individuals regarding the exchange and their plan options. The Navigator would not be allowed to enroll individuals into a plan and could not be paid as both a Navigator and an agent on the same transaction. The Navigator program would be a grant based program open to both organizations and individuals. The estimated grant amount would be approximately \$2,000,000. There is also an intention on having a call center in order to direct individuals to a Navigator. AFMC has recommended that there be a certification process, an electronic education and testing program for the Navigator position. The same or similar process will apply for the Broker position.

Question

1. Are there any regulations that have been set on what type of organizations can apply for the Navigator Program Grant?

Response-It will ultimately be up to the state legislature and HHS to approve. It is the workgroups responsibility to recommend to the Steering Committee what they feel the regulations or requirements should be and the Steering Committee will submit the recommendations to the Commissioner to be presented to the legislature.

2. Who will be issuing the grant?

Response-The exchange will govern that process.

3. Would you have to limit the number of Navigators since it will be a paid role?

Response-The initial need is expected to be greater than the long-term need. The Navigator role may be an hourly or salaried position of which the grant may or may not cover expenses for.

4. Has there been any discussion of standards as far as what kind of outreach requirements will be for the Navigators?

Response-The requirements are not stipulated. There is an intention to have requirements however, none have been written.

5. Will there be an evaluation process?

Response-The discussion of performance based evaluations and penalties are a topic that will be discussed at the Steering Committee meeting this afternoon.

6. If Navigators have same qualifications as agents, would the door be opened for Navigators to sell other products as an agent?

Response-If Navigators are licensed they can be compensated for life, disability, retirement, etc... products however they can not be compensated for health or dental products.

7. Will there be requirements for agents to be paid a fee for educating individuals on the products?

Response-There is no difference in the laws currently in place now for agents. As it currently stands agents cannot charge a fee and then also receive commission on the same transaction.

8. Why require certification in lieu of licensing for the Navigator role?

Response-Navigators will not be selling or recommending products. The Navigators will not be given a large amount of money. If the process to become a Navigator is burdensome, it will become a problem to fill the Navigator positions.

Comments

1. Commenter stated that the AFMC recommendations are pretty reasonable in terms of the Navigator role versus the Agent role and the differences between them. Commenter suggested that the certification process be fairly simple and comprehensive but not highly restrictive on the areas as far as education requirements for the Navigator (ex. Bachelors Degree, etc...). Restrictive requirements make it difficult to recruit from the rural areas even though there are qualified individuals.
2. The insurance regulation in Arkansas states that the insurance policies must be written on an Eighth grade level to assist with understanding and comprehension.
3. There is no need for an agent to be a certified Navigator because agents currently perform the Navigator role. Insurance agencies or employees should not be compensated by these grants. Commenter feels that the recommendation should be made that the grants go to non-profit entities, government agencies or anyone who wants to apply for it and follow the criteria set.

B. Workgroup Specific Topic

1. Should we have an inside and outside Exchange Marketplace?

Response-The recommendation is to follow the guidelines as they are currently stated.

2. Governance Board and composition, conflict of interest policies and length of term.

Response-The Governance Board is to be made up of 7 voting members appointed by the Insurance Commissioner. The workgroups have the option of making recommendations for changes to the process. The workgroup will discuss this matter in more detail at the next workgroup meeting scheduled in October.

VI. Next Meeting is October 25, 2011; 10:00a – 12:00p Arkansas Studies Institute, Room 110.