

# Arkansas Health Benefits Exchange Stakeholder Summit

October 11, 2011

Embassy Suites in Little Rock, AR

7:30 a.m. - 9:30 a.m.	Registration & Continental Breakfast	Foyer
8:30 a.m. - 9:15 a.m.	<b>Pre-Summit Session: Health Benefits Exchange 101</b> Cynthia Crone, Health Benefits Exchange Planning Director	Ambassador
9:30 a.m. - 9:45 a.m.	<b>Welcome and Introductions</b> Jay Bradford, Arkansas Insurance Commissioner	Ambassador
9:45 a.m. - 10:30 a.m.	<b>Health Benefits Exchange: An Arkansas Perspective</b> Joseph Thompson, M.D., M.P.H., Arkansas Surgeon General	Ambassador
10:30 a.m. - 11:30 a.m.	<b>Next Steps With Exchanges</b> Joel Ario, J.D., M.Div., Immediate Past Director of the Federal Office of Health Insurance Exchanges	Ambassador
11:30 a.m. - 11:45 a.m.	<b>Break</b>	Foyer
11:45 a.m. - 1:00 p.m.	<b>Lunch with Panel Discussion</b>  <b>Panel: Arkansas Health Benefits Exchange Planning Research Findings</b> Moderator: David Sodergren, First Data Government Solutions Panelists: David Deere, University of Arkansas for Medical Sciences (UAMS) Partners for Inclusive Communities; John Wayne, PhD, UAMS College of Public Health; Lars Powell, PhD, Powell and Associates; Debbie Hopkins, Arkansas Foundation for Medical Care	Ambassador
1:00 p.m. - 1:10 p.m.	<b>Break</b>	Foyer
1:10 p.m. - 2:00 p.m.	<b>Panel: How Might The Health Benefits Exchange Operate in Arkansas?</b> Moderator: Ed Choate, Delta Dental of Arkansas Panelists: Ron Boyeskie; Gene Gessow; Representative Barry Hyde; Cal Kellogg, Ph.D.; Drew Kumpuris, M.D.	Ambassador

- 2:00 p.m. - 2:50 p.m. **Panel: How Will The Health Benefits Exchange Meet Consumer Needs?** **Ambassador**  
Moderator: Herb Sanderson, AARP Arkansas  
Panelists: Fred Bean; Elisabeth Burak; Joni Jones; Randy Lee; Creshelle Nash, M.D., M.P.H.
- 2:50 p.m. - 3:00 p.m. **Break** **Foyer**
- 3:00 p.m. - 3:45 p.m. **Forum Discussion Sessions - One**  
**A. Exchange Business Model** **Ambassador III**  
Facilitators: Arthur Wolover; Kenny Whitlock  
  
**Topics Include:** Active, Passive, or Hybrid Purchaser; Medicaid/CHIP Integration; Regional or Statewide; Separate or Combined Individual/SHOP; Quality Health Plan Rating; Mitigating Adverse Selection; Premium Collections; and more.
- B. Exchange Date and Consumer Needs** **Ambassador IV**  
Facilitators: Darlene Byrd, D.N.S., A.P.N.; Marquita Little  
  
**Topics Include:** Criteria for Plan Rating; Claims and Other Data Monitoring, Analysis and Communication for informed Consumer Decision-Making and Performance Improvement; Outreach/Education; Role of Navigators and Licensed Brokers/Producers; Complaints Processing/Resolution; and more.
- C. Exchange Governance** **Envoy**  
Facilitators: David Deere; Derrick Smith, J.D.  
  
**Topics Include:** Federal, State or Federally-Facilitated Partnership; Structure of State Governance; Management of Plans; Administration of Plans; and more.
- D. Exchange Legal Issues** **Consulate I-II**  
Facilitators: Craig Wilson, J.D.; Annabelle Imber Tuck, J.D.  
  
**Topics Include:** Ongoing Federal Litigation; State vs. Federal authority to implement Exchanges; State-Federal Agreements of Partnership Model; Penalties for Individuals and Businesses; Financial Viability for Exchange Operations and Sustainability; Regulating the Insurance Market Inside and Outside the Exchange; and more.
- 3:45 p.m. **Break** **Foyer**

4:00 p.m. - 4:45 p.m.	<b>Forum Discussion Sessions - Two</b> <b>REPEAT OF FORUM DISCUSSION SESSIONS - ONE</b>	
	<b>A. Exchange Business Model</b>	<b>Ambassador III</b>
	<b>B. Exchange Data and Consumer Needs</b>	<b>Ambassador IV</b>
	<b>C. Exchange Governance</b>	<b>Envoy</b>
	<b>D. Exchange Legal Issues</b>	<b>Consulate I-II</b>
4:45 p.m.	<b>Wrap-Up and Evaluation</b>	<b>Ambassador</b>
5:00 p.m.	<b>Adjourn</b>	

### **Questions? Comments? Suggestions?**

**Contact: Health Benefits Exchange Planning Project at the  
Arkansas Insurance Department**

**[www.hbe.arkansas.gov](http://www.hbe.arkansas.gov)**

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