

UAHU Strategic Planning Board Meeting
Tuesday August 9, 2016
Dental Select Board Room

Attendees: Craig Symes, Rob Sautter, Craig Paulson, Trenton Olson, Martine Smith, Crystal Cowley, Loraine Sundquist, Matt Spencer, Bart Tapp, Brian Christensen, Mike Sonntag, Tim Gill, Lynn Strate, Jeff Hyde,Carolynn Badger

Excused: Rayna Simmons, Randy Allred, Tim Jackson, Beverly Holloway, Doug Bronson,

Action Items:

- Mike to provide Bart with the name of the women heading up the telehealth conversation currently for a possible op-ed.
- Martine to look into Regtix and the possibility of charging per hour for the fall seminar.
- Martine to send a list of expired credit cards to board to see if anyone knows someone personally and can reach out to update.
- Mike to arrange a meeting with Rep. Dunnigan and other board members to discuss legislative concerns.

1. Welcome by Craig Paulson

Strategic Planning minutes were approved during executive board meeting, no additional minutes to approve.

2. Committee Reports

Treasurer – Lynn: Fiscal year started on July 1, 2016. Budget was passed out to the executive board for review.

Legislative Report – Mike:

Hot Topics are:

- Telehealth: Doctors feel that a visit by phone should be the same payment as a visit in the office.
- Balance Billing: The goal of this is to get the member out of the middle of the argument. The insurance companies and providers should be working out these arrangements. The DOI is working on network adequacy rules which should help clarify the expectation of insurers and providers to accept payments.
- Community Rating: Association plans, level funding and other underwritten plans are hurting the community rates in the market. The DOI would like to restrict stop loss coverage on small group. There is also a concern with ministry plans gaining traction as they feel they are not regulations but the State DOI. Mike to set up a meeting with Craig P. Craig S, Rob and himself with Rep. Dunnigan to discuss.
- HMO/PPO Law: BCBS wanting to switch to the HMO code for athletic trainers and other like providers can be excluded from the insurance coverage. Mike will continue to monitor this closely.
- Commission: There has been talk of carriers filing rates with commissions included but not paying commission to brokers. The department is concerned with this and has asked if this happens to contact them. We believe it is happening mostly with national providers rather than our local ones.
- Licensing Requirements: Conversations around licensing for certain specialties may not be required. Examples include barbers, beauticians, ect. Rep Green is running this. We don't believe it will affect the license requirements for agents but will want to watch closely.

Awards – Beverly: No updates

Media – Bart: We have struggled to gain the attention of news stations.

- There was a single payer op-ed printed on 7/23/2016 we feel like we should respond to with our own op-ed.

- Consider an op-ed around the legislative issues as we get closer to the legislative session. We will need to be careful on the balance billing to not point fingers at the providers or insurers though.
- Telehealth op-ed could be done anytime. Mike to provide Bart with the name of the women leading the task force on this.

Professional Development – Loraine

- Handed out a survey from the national website for everyone to complete.
- We want to do more advertisement around professional development opportunities, especially those available through NAHU.
- Having trouble getting certain courses approved for CE around technology. Do we offer a class even if CE is not available for it?

Fall Seminar: Craig suggested charging a per hour rate as well as a bundled amount. Martine will look into this option in Regtix.

Membership – Brian:

- Consider targeting call centers of agents for memberships.

Retention – Carolyn: No Updated

Communications – Martine updated for Rayna that the July/August newsletter will go out this week. Mike will rewrite the legislative report appropriate to share in a newsletter before it goes out.

HUPAC – Matt:

- Currently have \$1,125/month
- The recognition on the name badges at sales congress was viewed as a good thing and something we should continue.
- Consider a CE class for donors only, an appreciation lunch with legislators or another activity (ie Bowling) with legislators for those who have donated.
- Continue to collect donations at the monthly lunches and have a drawing for all those who donate. Contact the presenter or sponsor of the lunch to provide gift cards for this. Those that have ongoing monthly contributions will have their name put in each month automatically.
- There are still many members with expired credit cards on the list. Martine to provide the board with names to see if anyone else can help contact people they know.

3. Updates from Rob

- Continue watching the Landmark Award and other award requirements.
- Next month move the meeting to accommodate schedule. Martine to send out new invites.

Meeting Dismissed