

UAHU Strategic Planning Board Meeting
Thursday July 7, 2016 10:00-2:00
Select Health 6th Floor Board Room

Attendees: Craig Symes, Rob Sautter, Craig Paulson, Trenton Olson, Martine Smith, Crystal Cowley, Beverly Holloway, Loraine Sundquist, Matt Spencer, Bart Tapp, Brian Christensen,Carolynn Badger, Doug Bronson, Mike Sonntag, Tim Gill

Excused: Lynn Strate, Rayna Simmons, Randy Allred, Tim Jackson, Jeff Hyde

Action Items:

- **Martine** to follow up with NAHU for those members who do not have their logins
- **Loraine** to send Beverly or webmaster bio and presentation of the July CE Speaker to put online
- **Bart** to research more about a single payer system for a possible OpEd.
- **All board members** should review requirements for the Landmark Award before the August Board Meeting as responsibility for each task will be discussed at this meeting.
- **All board members** – recruit 1 new member by October 1. Martine to provide some promotional materials that may help.
- Rob issued a challenge to **Bart** to go for the Media Award, review requirements
- Rob issued a challenge to **Doug** to go for the Pace Setter Award, review requirements
- Rob to talk with **Randy and Tim** – issue the challenge to go for the Legislative Award, review requirements
- **Beverly** update task calendar to include Media and Legislative timelines, **Rob** will send out to the board after those updates.
- **Craig Paulson** to provide summary of the National Conference for the July Newsletter to Rayna
- **Craig Paulson** to create September Board Meeting Agenda
- **All board members** to contribute to HUPAC or contact Martine if unable to. Instructions can be found under closing thoughts.

1. Welcome by Rob Sautter

Theme: Resilient, Resolved, and Ready

2. Director Discussion - Martine

Most resources can be found online or see Martine's email for direct links:

- NAHU: <http://www.nahu.org> → Login → Go back to homepage (click NAHU logo) → Leadership Tools.
 - o Membership Roster
 - o Awards Guidebook: <http://www.nahu.org/members/awards/AwardsGuidebook.pdf>
 - o Professional Development
- UAHU: <http://www.uahu.org> → Members → password = broker
 - o Bylaws
 - o Membership contact list

Awards:

UAHU received the Landmark Award – many thanks to Beverly for keeping everyone accountable and on track.

Rob challenged the group to win the award 2 years in a row and asked Beverly what area's need to be worked on.

- Beverly has a schedule for all things that need to be completed to help keep us organized
- HUPAC – how do we have more outreach to the brokers more to get their support
- Retention – local chapters should be more involved in this aspect. Monthly outreach to the local chapter leaders by our retention chair needed.
- Monthly Newsletter needed – content should be send to Rayna

- Ken Spencer has offered to provide articles as needed
- Summary/Report of NAHU events attended by board members
- Legislative Update – gathered at Board Meeting if possible
- Short report from each department
- Ask presenters for a short bio and paragraph about their presentation
- At monthly board meetings each chair should give an update on progress

Craig provided feedback on the National Convention:

- Committees have wanted to add voting board members but there is some feeling it would get out of hand if this is allowed
- Noticed no large health carriers were sponsoring this year

Review of the calendar:

Black = CE and Sales Congress

Blue = Board Meetings – 2nd Tuesday of the month at 2PM, Executive board meets at 1PM – Dental Select Board Room

Green = NAHU meetings – Executive Board will extend invitations to these

CAP Conference Consideration: Legislative Chair and President Elect attendance give large points towards Landmark Award, also Media Chair needs to attend as part of the Media Award.

Upcoming Events:

- CE Lunch July 13th: Ethics with Quinn McKay
- CE Lunch August 10th : Ethic with Greg Mattis
- September 14th 3 Hour Seminar: Technology Themed
 - Social Media – Karen
 - LinkedIn – Mel (He does cost, can we find a carrier sponsor to pay for this?)

MOTION: Rob proposed January 10th Board Meeting 3-4 will be for a follow up strategic planning meeting to revisit goals. Seconded by Doug.

Sales Congress Review:

- Only complaints were the food and the parking
 - Food will be addressed by using another vendor
 - Parking will be looked into – once construction is completed this may not be an issue. Otherwise encourage people to carpool.

3. Introductions – Over lunch all board members introduced themselves giving some background on their professional careers as well as home life and hobbies.

4. Strategic Planning – Rob

Goals:

- Landmark Award – State Chapter
- Pace Maker Award – Northern Chapter (Doug)
- Legislative Award – State Chapter (Randy and Tim)
- Media Award – State Chapter (Bart)
- Balanced Budget
- Provide Value to our Members
- Leadership Development: Getting board members involved
- Keep focused on the theme

- Board members to know their responsibilities and act on the action items related to the awards we are going for.

MOTION: Rob made recommendation to have 1 hour of the August 9th Board Meeting dedicated to a leadership meeting for questions around the Landmark Award as well as board member roles and responsibilities. Seconded by Craig Symes.

5. Closing Thoughts

Mike – ER Balance Billing: They are working on finding a solution to the concern over members being balance billed by the hospitals or providers in an emergency situation. The hospitals are taking the heat over this but at times they are finding it may be the way the insurance company has processed the claim. Mike asked for specific examples if possible to provide more information around this topic.

Telehealth and Blues considering HMO status are also hot topics that will be discussed during the next legislative session.

Martine – HUPAC: Board members are asked to contribute at least \$10 to both the local and NAHU HUPAC. If you are unable to contribute contact Martine and let her know.

- For UAHU donations: <http://www.uahu.org/legislation> → Download HUPAC Donation Form → Mail/Fax form to address on form.
- For NAHU donations: <https://www.nahu.org/hupac/login/index.cfm> → Login and complete donation online by selecting a “donate via” link on the side.

Meeting Dismissed

DATES TO BE AWARE OF:

MEETING	DATE	LOCATION
Board Meeting	August 9, 2016	Dental Select Board Room
Regional Conference	August 11 – 15, 2016	Denver, CO
Capital Conference	Feb 13 – 15, 2017	Washington DC
UAHU Sales Congress (Golf)	May 16, 2017	TBD
UAHU Sales Congress	May 17, 2017	Cultural Celebration Center