

Addendum to 8/11/11 Minutes of the COHBE Board of Directors

Slide 3

- Nobody likes to think about health insurance until you need it so “You can’t over communicate”
- Town halls, media, etc are critical
- Celebrate the successes!
- Lead responsibility with the press should be the chair; they set up “press availability” time after every board meeting so that press doesn’t go around and interview each board member
- Board met twice a month the first year

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- Approach this work like you are in the business of facilitating the sale of insurance

Slide 7

- Be wary – price can have the opposite signaling effect – people will just buy the highest price product thinking it is the best
- So the Connector standardized taking the three most popular in each tier to help people find right product
- Many, many people want to talk to a real person.

Slide 9

- Speak with one voice
- Take the time to get to know one another
- Committee work for some things fine – operating and finance, admin and audit, hiring, but some issues like policy need to be addressed by the full board because everyone wants to contribute

Slide 10

- This is a scale sensitive enterprise
- MA used the Medicaid eligibility determination system
- Co-branded Exchange and Medicaid products – worked hand in glove
- People are going to go back and forth between MK and Exchange – it is important for quality and care management to have same plans in both