

# EXHIBIT C

## MINUTES

### ALC-ARKANSAS HEALTH INSURANCE MARKETPLACE LEGISLATIVE OVERSIGHT SUBCOMMITTEE

May 17, 2018  
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The ALC-Arkansas Health Insurance Marketplace Legislative Oversight Subcommittee met Thursday, May 17, 2018 at 10:00 a.m. in Room 130 of the State Capitol, Little Rock, Arkansas.

**Senate Marketplace Legislative Oversight Subcommittee Members Attending:** Senators Larry Teague, Vice-Chair; and Terry Rice (ex officio).

**House Marketplace Legislative Oversight Subcommittee Members Attending:** Representatives Deborah Ferguson, Co-Chair; Mary Bentley, Ken Bragg, Jim Dotson, Kim Hammer, Steve Hollowell (Alternate), and Carlton Wing (Alternate).

**Other Legislators Attending:** Senator Stephanie Flowers. Representatives Ken Henderson, and Danny Watson.

#### **Call to Order & Comments by the Chairs**

Representative Deborah Ferguson called the meeting to order.

#### **Consideration to Adopt the January 31, 2018 Meeting Minutes (EXHIBIT C) (Handout #1)**

Representative Deborah Ferguson stated that without objection, the January 31, 2018 meeting minutes are approved.

#### **Update on Recent Activities of the Health Insurance Marketplace (AHIM)**

Angela Lowther, Director, Arkansas Health Insurance Marketplace (AHIM), presented this update with a PowerPoint presentation. Ms. Lowther stated that the 2018 enrollment was a success and this update will focus on enrollment trends and AHIM's future strategy.

#### **Recent Developments and Trends which AHIM Listed on Their Handout and Reported by Angela Lowther were:**

##### 2018 Notable Trends

- ❖ Improved quality of service
- ❖ Expanded agent/broker accomplishments
- ❖ Stabilized share of premiums

##### 2017-2018 Transitions

<b>Description</b>	<b>Result</b>
Federal grant closed out	Operations are completely funded by AHIM
Financial reporting under state requirements	Overlap in calendar year and fiscal year reports
AHIM absorbed the 2018 technology fee increase	Adjustment of planned expenditures

##### 2017-2018 Adjustments

<b>Description</b>	<b>Annual Savings</b>
Replaced SHOP platform with direct enrollment model	\$1,759,422
Increased in-house consumer support	150,000
Data-driven approach to outreach and education	212,037

The net revenue for 2018 plan year (Q1 Revenue) was \$1,236,066. AHIM's revenue is shown on a cash basis and it does not reflect any revenue sources other than the 3% user fee.

2018-2019 Marketing and Outreach Strategies

❖ **Phase 1 (summer) initiative**

- Use market trends to uncover opportunities
- Target AHIM's outreach
- Focus on geographic trends
- Conduct meaningful research to refine AHIM's message
- Strengthen relationships and enhance AHIM's value with agents/brokers, community/civic organizations, and professional associations

❖ **Budget for Phase 1 is \$80,000**

AHIM's website address is [www.MyARinsurance.com](http://www.MyARinsurance.com).

Representative Ferguson announced there would be no meeting in June, but this subcommittee will meet in July, August, and September.

The meeting adjourned at 11:15 a.m.