

Helping Ohioans with  
Healthcare Benefit  
**Choices**



Board Meeting  
June 15, 2017  
Conference Call

**In attendance:**

**EC:** Debbie Boop, Carol Conway, John Dodd, Ingrid Martin and Lee Nathans

**CAHU:** Sandra Moody Gresham; Bill Barrett

**GC:** David Kross; Kelli Stanley

**NE:** Joanie Keehn

**NW:** Jason Bradford and Ben Otley

**WR:** None

**CareWorks:** Beverly Westover; Mike Lorns; Cordell Walton

Debbie Boop called the meeting to order at 1:10 PM

A motion to approve the April minutes was made by Ben Otley as amended and seconded by Jason Bradford. Motion passed

A motion to approve the May minutes was made by Ben Otley as amended and seconded by Jason Bradford. Motion passed

**CareWorks**

Debbie has the Risk360 contract to review, John will review it as well. There are two versions, one is for partners (the association and individual agents) and one it for clients (the agents' customers). Agents who already have a number will still use the same number.

The next step is having each chapter identify an early adopter to meet with CareWorks and discuss how to market the program, etc. and how to educate other agents/customers.

We need to develop promotional information that can be emailed out and look into filing a CE so that locals can hold a presentation for agents to learn about the program and receive CE credit for attending. Beverly will work with the chapter presidents to set up meetings at the local level for each chapter.

Carol and Beverly will schedule time to get together and discuss marketing and communication pieces before the locals are contacted.

Lee asked if the OAHU reimbursement checks have been mailed out yet. Ingrid confirmed that we have received it but are waiting on a report from CareWorks so that we can determine how to split it between the chapters. Cordell mentioned he had sent reports but it was requested that he resend with all of the information together on one report so that we know what the 31.25% is paid to agents. He will resend this evening to Debbie and Jackie.

June 15, 2017

It is AC3 season. Cordell can provide agents with any information that is needed. The traditional can be received through October 20 and the Retro can be received through January 8<sup>th</sup>. CareWorks has filed for a CE so if any locals are interested, they can present the information at a chapter meeting.

### **Presidents Report**

Region 3 leadership training will be held in Grand Rapids Michigan on August 14 and 15. Debbie recommended that the locals send incoming leadership to this. It is especially good for new board members to attend and hear what other states are doing. The training is within driving distance and should require just one overnight room.

### **Legislative**

Barb Gerken is now on the NAHU legislative team.

Debbie asked if the locals all have Leg chairs for the upcoming year as it is very important. NW – Barb Gerken; NE - Stan Sieniawski; CAHU – Brian Thompson; GC – John McConnaughey or Dan Bradford.

The local chairs should be working together with the state Leg chair.

### **Financial report**

Ingrid reported that we have the check from CareWorks and once we have the breakdown we can distribute among the locals.

Ingrid reminded everyone about the new co-op available for the locals. WR and GC have already taken advantage of it. Locals can submit a request for anything that fits into the requirements stated in the Policy and Procedure. WR used the funds to place an ad in a local newspaper that listed their member agents with their phone numbers and had other brokers calling in wanting to know how they could get onto the list.

Debbie mentioned the new MemberClicks program that J&M found which will allow for the website to be redesigned without added expenses. This should fix the issues that some members have been having when accessing the site. It is expected to be up and running by the end of July.

### **Membership**

Karen reported that in April we started the month with 614 members. We had 9 lapse but she knows of at least 2 that will be renewing. We had 4 transfers which ended the month down at 611. She was showing 4 new members in May.

Joanie shared a story about how she was recruiting new members. She was talking with someone at TruRX regarding a seminar and she told him she could only help him if he joined OAHU.

Carol and Rich Muccio are looking at applying for a 4-hour CE for membership participation and would then set the requirements on what would be needed to be eligible for the credit.

### **P&Ps**

John reported that the bylaws should be a face to face vote and will wait until September.

Locals were again encouraged to take advantage of the new Co-op P&P. Locals are to submit any requests to Jackie and she will distribute for review. Carol will contact Bob Lackey for a copy of the ad WR ran using the funds so she can send a sample to the chapter presidents to review. GC used the

funds to do a postcard mailing to members for their last 2 meetings (one to their business address and one to home) and saw an increase in attendance. There were over 50 people at their last meeting. Debbie mentioned that NE discussed doing an ad but since they have so many members they would also use it as a fundraiser and have anyone interested in being included pay \$20. Jason said that NW was considering using it as an incentive to get their members to promote CareWorks more, rewarding whoever gets the most sales and wanted to know if that would be appropriate. Lee mentioned that the idea was for the state to provide a matching amount of up to \$4,000 to all local chapters. Ingrid suggested that they put it in writing and submit as any ideas are worth reviewing.

Debbie reminded us that WR and NW have not yet submitted for the \$500 sponsorship money.

## **PR**

Anthem is pulling back in Ohio. Lee had a conversation with Marilyn Stenger and Kelly Loussedes (NAHU Media VP) and received from them talking points. He sent it out to the EC but did not receive any replies. It is still available if any of the chapters want the information. There is also an infographic that is consumer-friendly and could be posted on healthbenefitsohio.org. We need to really bring home the message that OAHU is the "Go To" resource for insurance information. These materials are also available on the NAHU website. Jason suggested that Lee ask NAHU for them in a format other than PDF so that they could be shared on the Facebook page. **ACTION ITEM:** Lee will forward to the local presidents the NAHU Media Resources for single payer.

Debbie was recently quoted on her local NBC station.

Randee Henson from Stolly Insurance did a piece in *Lyman News*.

All chapters should have someone designated as their incoming media contact, even if it is not an official position.

## **Chapter updates**

### **CAHU Report - Sandra Moody Gresham, LUTCF, CLTC, CPIA**

- There were 55 attendees for their meeting with speaker Janet Trautwein.
- They have an average of 12 people attend their happy hour networking events
- Today they are having a new board/committee member social event to help everyone get to know one another
- They are having a Crew family event in July, this will be the first time holding this event
- They are not sure if they will be doing a Medicare Summit this year due to competing events
- In September Miranda Motter will be their speaker
- May be able to do a CareWorks presentation in the fall
- Working on building their calendar for next year

### **Greater Cincinnati – David Kross**

- They are holding their 3-hour Ethics CE in July
- Shooting for an August 8<sup>th</sup> meeting with a law firm on self-insured plans from an attorney's perspective
- In September, Kroger Pharmacy will present benefit trends
- They try not to do any meetings in the fourth quarter but could look at piggybacking the CareWorks presentation with another meeting or if the Kroger program does not work out.

### **Northeast - Joanie Keehn**

- Their recent golf outing was successful and showed profit
- Ryan Hogan is speaking next week for their CE meeting
- July they are not holding any meetings, in August they will have Brownstone presenting
- September is their half-day Medicare Summit; topics will include living wills and power of attorney with insurance
- Nothing else is planned yet

### **Northwest – Jason Bradford**

- July 25 is their annual Day at the Mud Hens
- They are looking at holding a mini product expo towards the end of September
- May hold something in October and then they take off for the rest of the year as everyone is too busy to attend
- Jason asked John McGough to provide more details on the Ohio Drug Relief Act that will be on the November ballot
- Jason had a call with Tom Christ and NFIB and took away from it that brokers need to make themselves more available. Maybe reach out to small businesses and chambers
- Ben mentioned that they are trying to run with a theme for the upcoming year: Health insurance is expensive because health care is expensive.

### **Western Reserve**

- Debbie mentioned that Bob has told her they already had 24 signed up for their NAHU Self-Funding Certification next week. NAHU had sent it out to surrounding states so they have a few people attending because of that.

### **Planning for New Year**

Carol reported that there are 3 incoming chapter presidents who will be attending the NAHU Convention: Bill, Ben and Shelly. She would like to schedule time with them to get together while they are there and talk about upcoming items.

The EC had their planning session already. The new income from CCI Risk360 and the new membership CE were discussed.

There typically is not a board meeting during the summer, but it would be a good idea to hold a preliminary meeting at the end of July for updates. Let's look at the week of July 24

The EC liaisons for each local will be: WR- Ingrid, NE – Debbie, GC – Sandra, NW – John, CAHU - Carol

Meeting adjourned at 2:24 PM