

**Pennsylvania Health Insurance Exchange Authority d/b/a Pennie™
ADVISORY COUNCIL MEETING MINUTES**

Date: March 11, 2021

Time: 2:00 p.m.

Location: Microsoft Teams

1.0 Preliminary Matters

1.01 Call to Order

1.02 Roll Call

- **Chairperson, Deborah Wilkinson**, URL Insurance Group/ Pennsylvania Association of Health Underwriters - **Present**
- **Gloria Velazquez**, Neighborhood Health Centers of the Lehigh Valley - **Present**
- **Jolene Calla, Esq.**, The Hospital and Healthsystem Association of Pennsylvania - **Present**
- **Karen Groh**, Lebanon Valley Chamber of Commerce - **Present**
- **Lawrence John, M.D.**, Pennsylvania Medical Society - **Absent**
- **Louise E. Hayes**, Community Legal Services - **Present**
- **TBD** - Senate President Pro Tempore Consumer Representative
- **TBD** - Speaker of the House Consumer Representative

1.03 Approval of Previous Meeting's Minutes

Motion: To approve the minutes of the September 23, 2020, meeting of the Pennsylvania Health Insurance Exchange Authority Advisory Council

♦ *Motion: Karen Groh*

♦ *Second: Jolene Calla*

1.04 Opportunity for Public Comment

- The floor was opened for public comments, of which there were none.

1.05 Vote on Date for the Second Pennie Advisory Council Meeting

Motion: To set the next meeting of the Pennie Advisory Council as the Thursday, September 30, 2021.

♦ *Motion: Louise E. Hayes*

♦ *Second: Gloria Velazquez*

2.0 Pennie Overview Status

- Review of 2020 Goals and OE Measures of Success
 - Jennifer Lloyd reviewed Pennie's Statement of Purpose and 2020 Strategic Goals.
 - **ACTION ITEM** - Pennie to provide data on the 44,000 individuals referred to DHS, such as how many individuals received Medicaid/CHIP coverage.

- **ACTION ITEM** - Pennie to provide data on the longest call wait times and which percentage of calls waited over five minutes.

3.0 Review of Open Enrollment Data

- Jennifer Lloyd shared enrollment numbers by county, rating area map and other key statistics on open enrollment.

4.0 Pennie's 2021 Strategic Goals

- Director Sherman reviewed the 2021 Strategic Goals approved by the Board.
 - The Council expressed interest in partnering with Pennie to achieve these established goals.
 - Education will be a critical component regarding the American Rescue Plan Act (ARPA). The Pennie team is preparing FAQs and messaging.

5.0 COVID-19 Enrollment Period

- Pennie COVID-19 Special Enrollment Period
 - COVID-19 Enrollment Period opened February 15. Enrollment activity to date presented.
 - The Marketing & Communications team is looking to expand Pennie's social media presence to include Instagram and, possibly, TikTok.
 - **ACTION ITEM** – Pennie to research which demographics access specific platforms in order to align messaging to target audiences.

6.0 ACA Changes in the American Rescue Plan

- ACA Changes in House Bill Overview
 - David Thomsen reviewed ACA changes as a result of ARPA.
 - There was a question about customer prompts to identify these new benefits and any potential action needing to be taken for current financial enrollees, those on Pennie without financial applications, and those that are not insured through Pennie. David responded that the team is working to operationalize the system as a result of ARPA and will communicate to those individuals who need to take action.
- Chachi Angelo reviewed potential target audiences and marketing messaging.
- Feedback on Driving ARPA Awareness
 - Comments were made regarding engagement with community health councils and a regional health services office as these establishments relate to those who have the greatest need for coverage. Director Sherman encouraged the Councilmembers to send the Pennie team any locations they feel we should be connecting with, and we will act accordingly.
 - Director Sherman mentioned that Pennie and the Pennsylvania Insurance Department (PID) will be issuing a press release and FAQs soon.

7.0 Adjournment

Motion: To adjourn this meeting of the Pennsylvania Health Insurance Exchange Authority Advisory Council.

- ♦ *Motion:* Deb Wilkinson
- ♦ *Second:* Louise C. Hayes