



*Working together for a State-Based Health Insurance Exchange*

## Member Meeting

August 15, 2011

# AGENDA

- Introductions - Sam Fischer
- Other States progress - John Jenkins, Benaissance
- NHA Update - David Burd, NHA
- Alegent Report on meeting with DOI - Jeannie McClurg, Alegent
- Regulation Update, Exchange Time Line - Cameron Arch, BCBS-NE
- Nebraska Health Care Alliance Update - Sam Fischer, Chris Stineman
  - a. Recruitment update
  - b. Web site
  - c. Social Media
  - d. Advocacy
- Deliverables and next steps - Sam Fischer
- Adjournment

## Other States Progress

- John Jenkins, Benaissance

# NHA Report

- David Burd, NHA

# Alegant Report

- Jeannie McClure, Alegent

# Regulations Update and Time Line

- Cameron Arch, BCBS-NE

# Nebraska Health Care Alliance Update

## Recruitment update

19 current members:

- Alegent Health
- Benaissance, Inc
- Bettenhausen Insurance Services, Lincoln
- Blue Cross and Blue Shield of Nebraska
- Mary Ann Borgeson, Douglas County Commissioner
- Cherry County Hospital, Valentine
- CHI Nebraska
- Kolterman Agency Inc, Seward
- Harold Krueger, CEO, Chadron Community Hospital
- Nebraska Association of Health Underwriters
- Nebraska Association of Home and Community Health Agencies
- Nebraska Dental Association
- Nebraska Hospital Association
- Nebraska Medical Association
- Nebraska Optometric Association
- Nebraska Pharmacists Association
- Silverstone Group
- Scott Stevens, NP Dodge Insurance Agency
- Paul Utemark, CEO, Fillmore County Hospital

# NEXT STEPS IN RECRUITMENT

- 1) Pro Business Organizations
- 2) Physicians
- 3) Agriculture Organizations

# Website and Social Media

- Website
  - <http://www.nebraskahealthcarealliance.org>
- Social Media
  - Facebook:  
<http://www.facebook.com/NEHealthCareAlliance>
  - Twitter: <http://twitter.com/NEHealth>
  - YouTube: <http://www.youtube.NEHealthCareAlliance>

# ADVOCACY

- Educate Public
- Educate Media
- Educate Elected Officials
- Educate Governor's Team

# DELIVERABLES AND NEXT STEPS

- Earned Media
  - Op-eds
    - ✓ Omaha World-Herald
    - ✓ Lincoln Journal Star
    - ✓ Grand Island Independent
  - Press packets
  - Letter to the Editors
    - ✓ Local newspapers
    - ✓ Radio
- Action Alerts

## DELIVERABLES AND NEXT STEPS

- Outreach/Recruitment
  - Membership/employee outreach
  - Association outreach
  - Action alerts
- Website links