



California Health Benefit Exchange *Board Meeting Agenda*

Board Members

Diana S. Dooley,
Chair
Kimberly Belshé
Paul Fearer
Susan Kennedy
Robert Ross, MD

Fresno Convention Center
Room 2015-2018
848 M St
Fresno, CA 93721

March 22, 2012
10:00 AM – 4:00 PM

Executive Director

Peter V. Lee

A webcast will be available for the March 22, 2012 Board meeting,
including the provisions for individuals to comment from other locations;
Please see instructions in the *Meeting Information* section.

Please note: Open session is estimated to resume at 10:45 AM.

ITEM	ACTION/DISCUSSION
I. Call To Order, Roll Call and Welcome	Discussion
II. Closed Session	
A. Consideration of Contract-Related Matters per Government Code Section 100500(j)	
B. Consideration of Personnel Issues per Government Code Sections 11126(a) and 100500(j)	
III. Approval of February 21, 2012 Minutes Public Comment	Action
IV. Report from the Executive Director	
A. Personnel Matters	Discussion
B. Administrative Update	Discussion
C. Update on Federal Final Rule on Establishment of Exchanges and Qualified Health Plans; Exchange Standards for Employers	Discussion
Public Comment	
V. Panel Presentations to Inform the Exchange's Communications, Outreach and Enrollment Efforts	
A. Enrollment and Marketing Overviews	Discussion
Lunch Break (Estimated time: 1:00 PM – 1:45 PM)	
V. Panel Presentations to Inform the Exchange's Communications, Outreach and Enrollment Efforts	
B. Promoting Enrollment: Branding, Marketing, Building Consumer Awareness	Discussion
C. Assistors and Navigators: Supporting Enrollment	Discussion
Public Comment	
VI. Adjournment	Action

OVER

MEETING INFORMATION

The order in which agenda items are considered may be subject to change. Public comment is taken on each agenda item.

For in person comments: Prior to making your comments, please state your name for the record and identify any group or organization you represent.

The call-in number for teleconference comments is: (800) 553-0326

Please wait until the operator has introduced you before you make your comments.

To request to make a comment during the public comment period, press * 1; you will hear a tone indicating you are in the queue for comment.

If you change your mind and do not want to make a comment, press #

Assistance is available throughout the teleconference meeting. To request a Specialist: Press * 0

Each person will be limited to two minutes per agenda item.

Materials available for this meeting are posted on the Exchange website at: www.HealthExchange.ca.gov no later than the Monday preceding the meeting. Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven calendar days prior to the meeting date to Alex Kemper-McCall at 916-319-8539 or Alex.Kemper-McCall@hbex.ca.gov.

Directions to the meeting are available on the Exchange website.

If you are a member of the news media and wish to cover this event, please contact David Panush at (916) 319-9072 (work), (916) 842-0715 (mobile), or david.panush@hbex.ca.gov.

The Board meeting can be viewed via a webcast. The webcast can be accessed at:

http://www.cal-span.org/State_Webcast/HBEX/stream_index.htm