

## Oregon Educators Benefit Board Meeting Minutes November 4, 2014

The Oregon Educators Benefit Board held a regular meeting on November 4, 2014, at the DAS General Services Building, 1225 Ferry Street SE, in Salem, Oregon. Chair Rick Shidaker called the meeting to order at 9:00 a.m.

### Attendees

#### **Board Members:**

Rick Shidaker, Chair  
Nancy MacMorris-Adix, Vice Chair  
Heather Cordie  
Dave Fiore  
Ron Gallinat  
Alison Little, MD  
Cherie Maas-Anderson  
Jaimie Sorenson  
Bob Stewart

#### **OEBB Staff:**

Denise Hall, Deputy Administrator  
Heidi Williams, Director of Operations  
Rose Mann, Executive Assistant

#### **Consultants:**

Kim Hickman, Towers Watson  
Jenny Marks, Towers Watson

#### **Guests:**

Sally Kallianis, WDG  
Gary Daniels, United Healthcare  
Paul Tyo, RBH  
Janeen Hilbrink, Salem Keizer SD  
Joan Kapowich  
Elian Gall, BHS  
David Searce, The Standard  
Diane Elliot, OSI  
Le Huynh, Portland Public Schools  
Sophary Sturdavent, KP  
Troy Marcoe, KP  
Keith Bachman, KP  
Jesse Zyla, Moda  
David Knox, The Standard

Gordon Hoberg, Moda



**I. Welcome, Introductions & Approval of October 7, 2014, Board meeting synopsis (Attachments 1)**

**MOTION - [Video Stream - 0:01:12](#): Ron Gallinat moved to accept the October 7, 2014, Board meeting synopsis. Jaimie Sorenson seconded the motion. The motion carried 8 - 0.**

**II. Staff Report - [Video Stream - 0:01:22](#)**

- **HB 2279 Status Update -**  
Denise Hall reported that four local governments have elected to join OEBB with 1500 - 1600 new members.
- **Proposed 2014-15 Board Meeting Schedule (Attachment 2)**  
Denise Hall reported that the proposed 2015 Board calendar keeps board meetings on the first Tuesday of the month, with two proposed tentative board meetings in April and May and the week of January 12 as being held for an education and retreat to get new Board members up to speed. The Board came to consensus to schedule this education/retreat on January 13 for 4 hours in the morning. Ron Gallinat stated that he will need to leave by 2:00 p.m.

**III. PEBB/OEBB Administrator Recruitment Update - [Video Stream 0:7:13](#)**

Kelly Ballas reported that DAS has agreed to work with PEBB and OEBB on the recruitment process for the PEBB/OEBB Administrator. They are developing a plan for how they will do this recruitment and this plan will be brought before both boards next month.

**IV. Lower Back Pain Follow up from the October 7, 2014, Board Meeting (Attachment 3) - [Video Stream 0:10:16](#)**

Denise Hall, Deputy Administrator  
Kim Hickman & Doug Bourlier, Towers Watson

**V. Coverage of Treatments for Gender Dysphoria(Attachment 4) - [Video Stream 0026:13](#)**

Denise Hall explained coverage of treatment for gender dysphoria is a benefit that has previously been excluded under OEBB medical plans. The OHA Health Evidence Review Committee (HERC) recommended that these types of services be added to the prioritized list. PEBB added gender identity disorder services to their plans effective January 1, 2015. Staff and consultants recommended the Board add services for the

treatment of Gender Dysphoria, consistent with those approved by the HERC, to the OEBB medical plans effective January 1, 2015.

**MOTION - Video Stream 0:31:22: Jaimie Sorenson** moved to accept the recommendation of staff and consultants to add the coverage of gender dysphoria treatment coverage to the OEBB medical plans effective January 1, 2015. Nancy MacMorris-Adix seconded the motion. The motion carried 7 - 0.

**VI. Healthy Team Healthy U Overview and Update - Video Stream 0:31:46**

Linn Goldberg, M.D., Professor of Medicine, Oregon Health Science University  
Alex Goldberg, CEO, Odyssey Science Innovations

**VII. Healthy Futures Workgroup Update - Video Stream 1:15:53**

**VIII. Business and Operations Workgroup Update - Video Stream 01:35:28**

**MOTION - Video Stream 01:37:37: Ron Gallinat** moved to file Division 70 as a permanent rule with the Secretary of State. Cherie Maas-Anderson seconded the motion. The motion carried 7 - 0.

**MOTION - Video Stream 01:49:58: Ron Gallinat** moved to approve the scoring document and account offerings as presented. Dave Fiore seconded the motion. The motion carried 7 - 0.

**IX. Informed Enrollment Tool Demonstration and Usage Statistics**

This item was deferred to the December 2, 2014, Board meeting.

**X. New Plan Year Update (Attachments 7-7c) - Video Stream 1:52:02**

Moda Health Plan – Medical, Vision and Dental

*Gordon Hoberg, Manager, Statewide Government Accounts*  
*Jesse Zyla, Account Executive, Statewide Government Accounts*

Kaiser Permanente – Medical, Vision and Dental

*Sophary Sturdevant, Executive Account Manager*

Willamette Dental Group – Dental

*Sally Kallianis, Account Representative*

Optional Coverages

Enrollment Numbers for 2014-15 (Attachment 7c)

- Unum - Long Term Care
- Chard Snyder -- Flexible Spending Account
- U.S. Bank -- Health Savings Account

*Denise Hall, Deputy Administrator*

The Standard - Life, disability and AD&D

*David Scarce, National Accounts Consultant*

Reliant Behavioral Health - Employee Assistance Program (EAP) - Participation and utilization

*Paul Tyo, Regional Sales Manager*

**XI. Other Business/Board Roundtable- Video Stream 03:21:50**

Dave Fiore is the chair of the Business and Operations Workgroup (BOW). Jaimie Sorenson volunteered to be on the BOW.

Cherie Maas-Anderson volunteered to be on the Strategies on Evidence Outcomes Workgroup (SEOW). Nancy MacMorris-Adix agreed to chair the SEOW.

**XII. General Public Comment**

There being no general public comment, nor further business to come before the Board, Chair Shidaker adjourned the meeting at 12:32 p.m.

# INFORMED ENROLLMENT USAGE REPORT

## Oregon Educators Benefit Board

For the period: August 15 - October 5, 2014

### Informed Enrollment Website Access

This table shows general application access metrics.

<b>Eligible users</b>	<b>63,255</b>
<b>Total users</b>	<b>22,164</b>
<b>Usage rate</b>	<b>35.0%</b>
<b>Total logins</b>	<b>27,105</b>
<b>Average number of log-ins per user</b>	<b>1.2</b>
<b>Average time per visit (in minutes)</b>	<b>7</b>

Eligible users represent the total possible logins (total population given access) **(a)**

Total users represent the total unique logins (individuals who have physically logged in at least once) **(b)**

Usage rate is the percentage of eligible/possible logins that have visited the site **(b/a)**

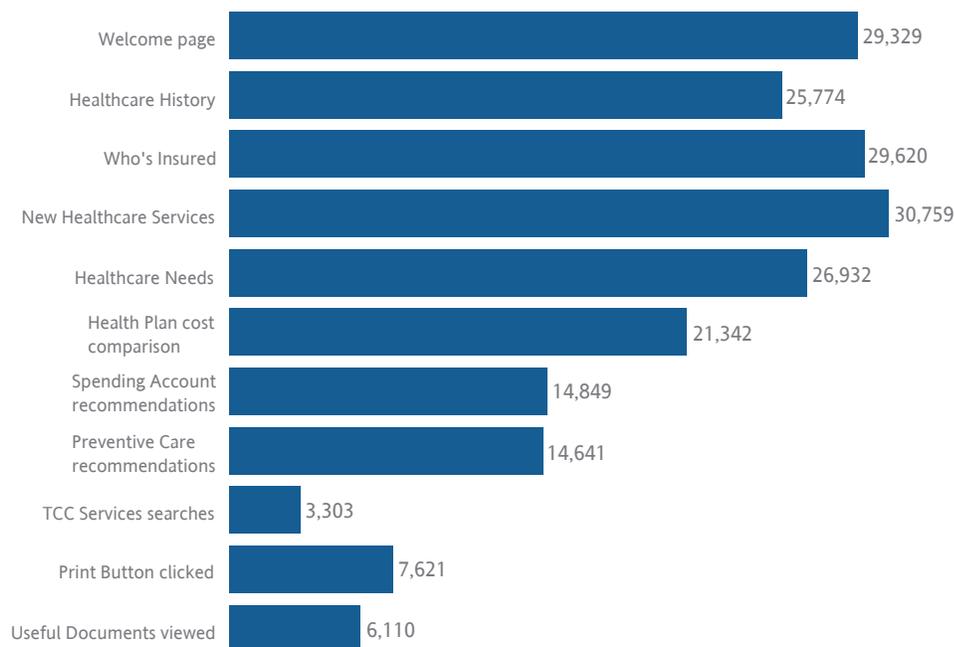
Total logins represent one count for each login. May also include the same person logging in multiple times. **(d)**

Average number of log-ins per user is Total log-ins divided by Total users **(d/b)**

Average time spent logged in for each separate login

### Informed Enrollment Feature Usage

This graph shows total hits for various application features.



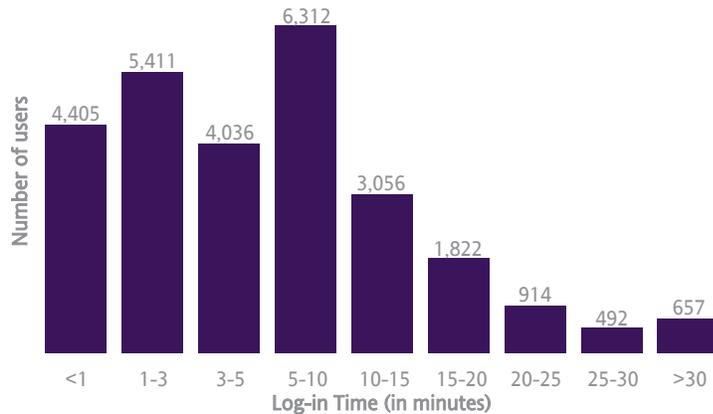
# INFORMED ENROLLMENT USAGE REPORT

## Oregon Educators Benefit Board

For the period: August 15 - October 5, 2014

### Informed Enrollment Average Log-in time

This table shows the average log-in time for all Informed Enrollment users.



### Informed Enrollment Visit Time by Page

This table shows the average time users spent on primary pages.

Page	* Average Visit Time
Welcome page	44.35
Healthcare History	30.88
Who's Insured	16.93
New Healthcare Services	24.46
Healthcare Needs	127.29
Health Plan cost comparison	131.08
Spending Account recommendations	37.47
Preventive Care recommendations	20.14

Average time per page: 54.08

Average total login time: 432.60

\* All times in Seconds

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## Oregon Educators Benefit Board

For the period: August 15 – October 5, 2014

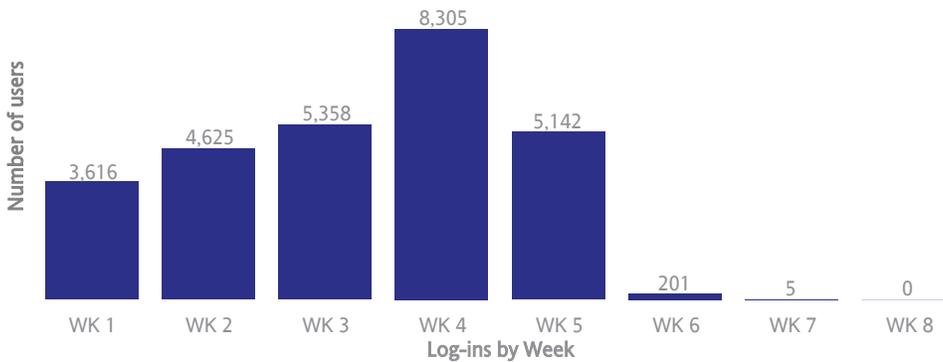
### Informed Enrollment Log-ins by Time

This table shows peak application login times by day and time.

TIME (ET)	MON	TUE	WED	THU	FRI	SAT	SUN
00:00 - 03:59	463	400	277	307	281	166	181
04:00 - 07:59	18	17	9	14	14	14	14
08:00 - 11:59	545	413	433	429	567	216	218
12:00 - 15:59	1,433	1,292	1,129	1,054	1,313	625	837
16:00 - 19:59	1,740	1,372	1,354	1,233	1,206	712	977
20:00 - 23:59	1,280	873	885	820	477	494	1,150

### Informed Enrollment Log-ins by Week

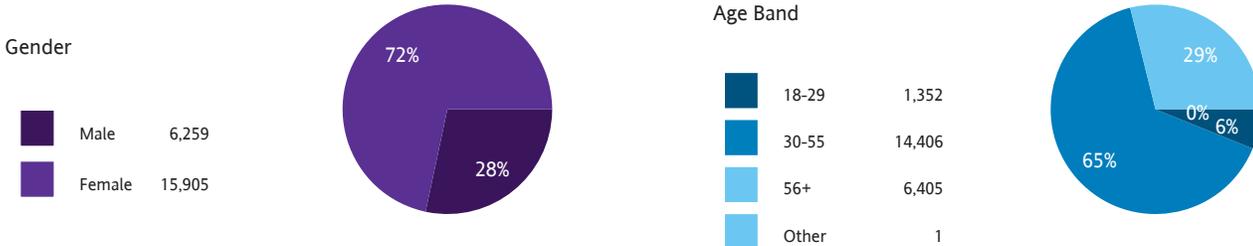
This graph shows the distribution of log-ins by week.



First Day of Week 1 = Start Date of the report (above)

### Informed Enrollment Usage by Population

These pie charts show login statistics for key demographic user groups.



# INFORMED ENROLLMENT USAGE REPORT

## Oregon Educators Benefit Board



For the period: August 15 - October 5, 2014

### Informed Enrollment Plan Compare Ranking

This table ranks the frequency that health plans were modeled as the low cost option.

Rank	Plan	Lowest cost	
		Times	Rate
1	Kaiser Medical Plan 1 - Tiered	1,748	9%
2	Moda Medical Plan G Synergy - Composite	1,648	8%
3	Moda Medical Plan H Statewide - Composite	1,554	8%
4	Moda Medical Plan F Synergy - Composite	1,244	6%
5	Moda Medical Plan H Statewide - Tiered	1,175	6%
6	Moda Medical Plan H Synergy - Composite	931	5%
7	Moda Medical Plan G Statewide - Composite	908	5%
8	Kaiser Medical Plan 1 - Composite	870	4%
9	Moda Medical Plan H Synergy - Tiered	827	4%
10	Moda Medical Plan G Synergy - Tiered	646	3%
11	Moda Medical Plan E Synergy - Composite	521	3%
11	Kaiser Medical Plan 3 - Tiered	521	3%
13	Moda Medical Plan G Statewide - Tiered	498	3%
14	Kaiser Medical Plan 3 - Composite	468	2%
15	Moda Medical Plan C Synergy - Tiered	430	2%
16	Moda Medical Plan E Synergy - Tiered	418	2%
17	Moda Medical Plan E Statewide - Tiered	375	2%
18	Moda Medical Plan E Statewide - Composite	331	2%
19	Moda Medical Plan D	330	2%

# INFORMED ENROLLMENT USAGE REPORT

## Oregon Educators Benefit Board



For the period: August 15 - October 5, 2014

### Satisfaction Survey Responses

This section shows the results of the satisfaction survey that users can complete when printing their results or exiting to enroll.

	Responses	% of Total
<b>QUESTION 1</b>		
I think this website is useful for making healthcare decisions.		
Agree (1)	854	42.3%
Somewhat agree (2)	489	24.2%
Not sure (3)	311	15.4%
Disagree (5)	223	11.1%
Somewhat disagree (4)	140	6.9%
<b>Total</b>	<b>2,017</b>	<b>100%</b>
<b>Avarage Score:</b>	<b>2.20</b>	
<b>QUESTION 2</b>		
I think this website is easy to use.		
Agree (1)	1,025	50.8%
Somewhat agree (2)	494	24.5%
Not sure (3)	204	10.1%
Disagree (5)	171	8.5%
Somewhat disagree (4)	123	6.1%
<b>Total</b>	<b>2,017</b>	<b>100%</b>
<b>Avarage Score:</b>	<b>1.97</b>	
<b>QUESTION 3</b>		
I would recommend this website to others.		
Agree (1)	909	45.1%
Somewhat agree (2)	394	19.5%
Not sure (3)	375	18.6%
Disagree (5)	213	10.6%
Somewhat disagree (4)	126	6.2%
<b>Total</b>	<b>2,017</b>	<b>100%</b>
<b>Avarage Score:</b>	<b>2.18</b>	

## 2015 HEALTH ASSESSMENT INCENTIVE PROGRAM

Following is the staff proposal for the Health Assessment Incentive Program for 2015:

A \$500 gift card will be awarded to the subscriber or covered spouses/ domestic partner following a random drawing from all covered subscribers and covered spouses/ domestic partners that completed the health assessment available through their medical carrier on or after June 1, 2014, and on or before December 31, 2014, and those individuals who have an approved exception to the requirement on file on or before December 31, 2014. (OEBB has a policy, process and form for exceptions posted on the website that has been authorized by DOJ and communicated to entities.)

- ✓ There will be a total of 25 gift cards available and will be purchased and distributed by OEBB using funds in the Oregon Educators Revolving Fund under the authority of ORS 243.884.
  - 20 gift cards will be available to Moda Health members
  - 5 gift cards will be available to Kaiser Permanente members
- ✓ The drawing will take place on Tuesday, February 10, 2015, and the winner notifications will go out within 7 to 10 days of the drawing, providing the winner with 14 days to return an acknowledgement that he or she has won the award and will accept it knowing that it is considered taxable and must be declared on his or her 2015 taxes.
- ✓ The winner can decline the award. Any gift cards declined will be awarded to the entity(ies) with the highest percent of overall completion of health assessments during the same period of time (June 1, 2014, through and including December 31, 2014).
- ✓ OEBB board members, staff and immediate family members of OEBB board members and staff are not eligible to receive a gift card.

This proposal is slightly different that the incentive offered to encourage completion of the health assessment during the 2013-14 plan year. In the initial program, Moda Health and Kaiser Permanente covered the costs of the gift cards. To avoid the potential for ethics violations, participating entities were required to process the amount of the gift card as compensation -- adding it to the employee's taxable income and reporting it on the employee's W-2. This was an administrative burden for entities and required the entity to pay employment-related taxes on the additional "income." OEBB offered to cover the additional tax liability for the entity and most requested reimbursement for the additional taxes due.

Under this new program, the amount of the gift card is still considered taxable, but is not required to be treated as compensation from the employer to avoid the potential for an ethics violation.

**Request: The Board authorize the 2015 Health Assessment Incentive Program and the expenditure of \$12,625 (\$12,500 for 25-\$500 gift cards and \$125 for activation fees) from the Oregon Educators Revolving Fund.**