

IAHU Board Meeting  
Meeting Minutes  
August 13<sup>th</sup>, 2019

Called to Order                   The August 13<sup>th</sup>, 2019 Board meeting of the Iowa Association of Health Underwriters was called to order by President West at 3:05 PM. The meeting was held at Delta Dental.

Members Present --               Lindsay, Evans, West, Comer, Elam, Jedlicka, Hitchcock, Strouse, Schroeder

Members Absent --               Mueller, Stoll, Meek-Anderson

Guests:                           Ellie Beardsley, Third Grade Teacher from Sadel Elementary School, Sadel, Iowa -- First recipient of the Association's School Supply Drive.  
Jesse Dougherty – The Partnership for America's Health Care Future

Secretary/Treasurer           **Motion by Strouse/Seconded by West** to approve the July Board Meeting Report – Bob Lindsay           minutes. Motion Passed

**Motion by Elam/Seconded by Strouse** to approve the July Financial Report. Motion Passed.

President Elect's                 There was a recent meeting with Diversified Management Services. They Report/Symposium               are on a retainer for Marketing and Communication Support and they track Hitchcock                         the time they are spending on our account. Work they do to support our Symposium has its own fee structure. We are running over the allotted number of hours originally anticipated. One of the items that is running over is the tracking of CE's and supporting the Golf Event. Both of these were not contemplated at the beginning of our relationship with DMS.

  Should the Association consider doing our own tracking of CE's? Following discussion, Hitchcock was directed to get a price from DMS for them to handle all the filing of CE's for all of our events.

  Presentation by Jesse Dougherty – The Partnership for America's Health Care Future. NAHU is a national partner with the Partnership which is a vehicle for communication on healthcare issues with the public, legislators and other organizations within the state and nationwide. He requested that the Iowa Association become a formal member of the Partnership.

**Motion by Strouse/ Seconded by Hitchcock** to approve a Partnership relationship with The Partnership for America's Health Care Future. Motion Passed.

It was also noted that the Partnership was a sponsor of our Symposium and because of this their logo will be added to our website.

Past President's Report -  
Elam

No Report

Programs/Education -  
Scott Schroeder

The Committee met on the 12<sup>th</sup>. Of the ten events planned for next year, four of the events will be held at three locations across the state. Eastern Iowa, Des Moines area and Western Iowa.

October's meeting will be the Carrier Updates and Legislative Updates.

See attached copy of the minutes from the Committee meeting.

Member Services  
Joe Evans

Current membership is 187 compared to 190 last month. The Association's goal every year is to grow membership or at least have membership remain even. Historically we need to add 30 members per year to keep up with our normal number of lapsed members. For last year we have had 29 new memberships and we had 31 lapsed memberships. Still working with Wellmark trying to get a group membership program.

In the next month the Committee plans to start an email campaign reaching out to lapsed members from over two years to eight years ago to see if we can get them to come back into the association.

#### At Large Reports

Western Iowa  
Karey Meek-Anderson

No Report

Eastern Iowa  
Rick Jedlicka

I reached out to Met Life yesterday. They were unable to sponsor our Symposium this year and the hope is they will be a sponsor for our upcoming golf outing. Board Member Jedlicka is also in the process of taking over responsibilities as HUPAC Chair.

Central Iowa  
Krissy Stoll

No Report

Corporate Sponsors  
Cassandra Mueller

No Report

Comments by President West: Detailed discussion of changes to the pricing structure for next year's Annual Sponsorships.

Communications  
Mandi Comer

No formal report. Board Member Comer is working with past Chair Hitchcock to begin work as the Communications Chair. Comments from Hitchcock about the challenges associated with our communications and social media sites.

Government Relations Marcie Strouse	There was a call last Friday with Marcy Buckner and the Iowa Insurance Commissioner to discuss annuities and incentive compensation. Work is being done on wording for Commission Transparency Disclosure Language. Still trying to schedule meetings with Representatives and Senators during their recess breaks. The Team Strategic Planning Meeting is scheduled for Thursday August 15 <sup>th</sup> .
President's Report James West	As of today we have 34 people registered for the Golf Outing. There was discussion on what promotion of the event is being done by DMS. There are only two weeks before the event so a concentrated effort needs to be made to increase reservations. Golf attendance was included in several of the Symposium Sponsorship Packages so we are in the process of trying to get the names of the Sponsor's attendees. We need to do this as quickly as possible because if we have open slots from Sponsor Attendees who now choose not to attend, we can 'sell' these spots to other possible attendees. Also items to be used as give-a-way items are needed.
Old Business	September 10 <sup>th</sup> , 2019 is the date for the monthly Board Meeting IAHU Golf Outing is set for September 5 <sup>th</sup> at the Terrace Hill Golf Club, Altoona, Iowa. Region IV meeting is scheduled for September 19 <sup>th</sup> and 20 <sup>th</sup> at NCMIC, 14001 University Ave., Clive, IA Use the West Side entrance, not the front door.
New Business	No New Business
Meeting adjourned	Meeting was adjourned at 4:50 PM

## IAHU Program Committee Meeting Agenda

Monday, August 12, 2019

2:00 – 2:52 pm

Attendees: James, Justin, Rick, Tammy & Scott

Unavailable: Casandra, Karey, & Teresa

Old Business: Golf Outing – James (Medica – drink sponsor) additional sponsors and prizes are needed

### New Business Discussion:

- CEC State Filing – Need to take back this functionality as a committee – **Looking for Volunteer(s)**
    - CEC Filing Process today
      - Program Chair – emails Presenter CEC Filing form
      - DMS – Files CEC with state – objective, brief outline, bio and course location (needs to be submitted minimum 30 days prior to CEC date)
      - Receive State Approval
      - DMS – Submits list of attendees with signoff sheets, n.p.n. and course id
  - October Legislative & Carrier Updates CEC's (3 hours offered)
    - Emails with CEC filing form sent to all presenters 8/12/2019
    - Locations: Sioux City – TBD, Cedar Rapids – Hotel Kirkwood – reserved 10/16
  - 2020 Calendar of Events – Topics & Presenters need to be determined
    - Organize Quarterly meetings from Eastern to Western Iowa (Tuesday, CR, Wednesday – Des Moines, Thursday – Sioux City/Storm Lake)
    - Seeking additional locations to hold training in Eastern, Central and Western Iowa
    - Topics for CEC's – Self funding 101, Private Primary Care, Reference Based Pricing, RX Drug Trends, legislative updates, Department of Labor Topics – please email topic ideas/presenters
    - Asking Program committee members to help schedule Gold, Silver & Bronze Sponsors with suggested schedule listed below:
  - Committee Members – Coordinating Topics & Presenters for 2020
    - Casandra – July 2020 **Scott** – March & October 2020
    - Justin – September 2020 **Tammy** – February 2020
    - Karey – April 2020 Teresa – November 2020
    - Rick – May 2020
  - Need to contact 2019 sponsors for presentation opportunities for next year
  - Q1 2020 – Programs
    - Tammy will contact Delta Dental & KHI Solutions
    - Scott will contact Wellmark
- Gold Level Sponsors
- **Delta Dental** – Mike Elam (February 2020 – Market Survey, Ethics - KHI)
  - **Wellmark BCBS** – Krissy Stoll (March 2020 – RX Drug Trends, Legislative Updates)

Silver Level Sponsors

- Aflac
- Health Partners
- **KHI Solutions** – Lynn Schreder
- Medica – Tom Evans
- Premier Marketing

Bronze Level Sponsors

- Aetna
- Agency Bloc                      EFR Family Resources
- Allied National                      GBL
- Ameritas                              NIMIC
- Avesis                                 PIPAC
- Base                                     Senior Marketing
- Basic HR                               Transamerica
- Colonial Life                          UnitedHealthcare

Next Program Committee Meeting is scheduled for Monday, September 9<sup>th</sup> at 2:00 pm