

*2023 Summer National Meeting  
Seattle, Washington*

### SENIOR ISSUES (B) TASK FORCE

Sunday, August 13, 2023

3:00 – 4:30 p.m.

Hyatt Regency Seattle - Columbia Ballroom CD - Level 3

### ROLL CALL

Barbara D. Richardson, Chair	Arizona	Mike Chaney	Mississippi
Larry D. Deiter, Vice Chair	South Dakota	Chlora Lindley-Myers	Missouri
Mark Fowler	Alabama	Troy Downing	Montana
Lori K. Wing-Heier	Alaska	Francisco D. Cabrera	N. Mariana Islands
Peni Itula Sapini Teo	American Samoa	Eric Dunning	Nebraska
Ricardo Lara	California	Scott Kipper	Nevada
Andrew N. Mais	Connecticut	D.J. Bettencourt	New Hampshire
Trinidad Navarro	Delaware	Justin Zimmerman	New Jersey
Karima M. Woods	District of Columbia	Mike Causey	North Carolina
Michael Yaworsky	Florida	Jon Godfread	North Dakota
John F. King	Georgia	Judith L. French	Ohio
Dean L. Cameron	Idaho	Glen Mulready	Oklahoma
Amy L. Beard	Indiana	Andrew R. Stolfi	Oregon
Doug Ommen	Iowa	Michael Humphreys	Pennsylvania
Vicki Schmidt	Kansas	Carter Lawrence	Tennessee
Sharon P. Clark	Kentucky	Cassie Brown	Texas
James J. Donelon	Louisiana	Jon Pike	Utah
Timothy N. Schott	Maine	Kevin Gaffney	Vermont
Kathleen A. Birrane	Maryland	Scott A. White	Virginia
Gary D. Anderson	Massachusetts	Mike Kreidler	Washington
Anita G. Fox	Michigan	Allan L. McVey	West Virginia
Grace Arnold	Minnesota	Nathan Houdek	Wisconsin

NAIC Support Staff: David Torian

### AGENDA

1. Consider Adoption of its April 14 and Spring National Meeting Minutes—*Director Barbara D. Richardson (AZ)*

2. Hear a Presentation from the Centers for Medicare & Medicaid Services' (CMS') on its New Medicare Advantage (MA) Marketing Rules and Regulations—*Nyetta Patton (CMS) and Kenneth Gardner (CMS)*
3. Hear a Presentation from eHealth on Lead Generators—*Charro Knight-Lilly (eHealth) and Gavin Galimi (eHealth)*
4. Hear a Presentation from the New Mexico Cancer Center (NMCC) on Concerns Related to Adverse Risk Selection in MA Plans—*Barbara McAneny (NMCC)*
5. Hear an Update from FTI Consulting and WA Cares Fund on Minnesota's Own You Future Initiative and Washington's WA Cares Fund—*Steve Schoonveld (FTI Consulting) and Ben Veghte (WA Cares Fund)*
6. Discuss Any Other Matters Brought Before the Task Force  
—*Director Barbara D. Richardson (AZ)*
7. Adjournment

## **AGENDA ITEM #1**

### **Adoption of the April 14<sup>th</sup> and 2023 Spring National Meeting Minutes**

[April 14 Minutes](#)

[Spring 2023 Minutes](#)

## **AGENDA ITEM #2**

### **Presentation by CMS on its new Medicare Advatage (MA) Marketing Rules and Regulation**

[CMS Slides](#)

## **AGENDA ITEM #3**

**Presentation by eHealth regarding lead generators**

[eHealth Slides](#)

## **AGENDA ITEM #4**

**Presentation by Dr. Barbara McAneny regarding concerns related to adverse risk selection by Medicare Advantage (MA) plans**

[McAneny Slides](#)

## **AGENDA ITEM #5**

**Presentation update on Minnesota's "Own Your Future" Initiative and Washington State's WA Care Fund**

[Schoonveld/Veghte Slides](#)