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

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**AGENDA ITEM #1**

**Adoption of the April 14th and 2023 Spring National Meeting Minutes**

April 14 Minutes

Spring 2023 Minutes

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**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