



**STATEMENT OF PROCEEDINGS  
FOR THE REGULAR MEETING OF THE  
LOS ANGELES COUNTY COMMISSION ON INSURANCE  
KENNETH HAHN HALL OF ADMINISTRATION  
500 WEST TEMPLE STREET, ROOM 374-A  
LOS ANGELES, CALIFORNIA 90012**

<http://lacic.org>

**Thursday, February 13, 2014**

**10:00 AM**

AUDIO LINK FOR ENTIRE MEETING. (14-0963)

**Attachments:** [AUDIO](#)

**Present:** Chairman Scott Svonkin, Commissioner Barry Binder,  
Commissioner Bob Blake, Commissioner Helene Lohr,  
Commissioner Luther Nash and Commissioner Steve Vicencia

**Absent:** Vice Chair Eric Bauman, Commissioner Daniel Falcon and  
Commissioner Patricia Torres

**I. ADMINISTRATIVE MATTERS**

1. Call to Order. (14-0434)

**The meeting was called to order by Chairman Svonkin at 10:17 a.m.**

2. Approval of the December 12, 2013 meeting minutes. (14-0435)

**On motion of Commissioner Vicencia, seconded by Commissioner Lohr,  
this item was approved.**

3. Presentation by a representative from the California Association of Health Underwriters on Covered California. (14-0737)

**Sam Smith, President, California Association of Health Underwriters (CAHU), presented an overview of their work in enrolling small businesses and individuals in Covered California. Mr. Smith shared facts and statistics on the number of enrollees and Certified Enrollment Counselors and Agents.**

**Discussion ensued on CAHU's projected enrollment based on ethnicity, race and region. Mr. Smith responded to questions posed by the Commission and provided insight on the various issues that arose while processing enrollments.**

**Chairman Svonkin thanked Mr. Smith for his informative presentation and the opportunity of collaborating on future events such as the Commission's May 2014 Insurance Fraud Awareness Month.**

## **II. REPORTS**

- 4. Chairman's Report. (14-0436)**

**There was no report given on this item.**

- 5. Discuss and take appropriate action on the Insurance Fraud Awareness Campaign preparation. (13-5668)**

**Commissioner Lohr reported that the Board of Supervisors will declare May as Insurance Fraud Awareness Month at their meeting on April 15, 2014. She added that various insurance companies will offer access to their claim statistics and resources in conjunction with the efforts of the commission; any reference to the insurance companies must be preapproved.**

**Commissioner Lohr introduced and welcomed Linda Yarber, Chief, California Department of Insurance, Consumer Education & Outreach Bureau (CDI), and Brian Stiger, Director, Los Angeles County, Department of Consumer Affairs (DCA).**

**Ms. Yarber addressed the Commission and provided an overview of CDI resources. She requested the Commission's plan to prepare resources in the form of handouts and posters and asked the Commission to notify her of the quantity needed.**

**Mr. Stiger addressed the commission and provided an overview of DCA's effort in informing the public on fraud. He indicated that he met with the County's Public Information Office in which a social media campaign was discussed; he tweeted about insurance fraud prior to attending the meeting. Mr. Stiger stated that DCA has staff available to assist with the campaign as needed. Media coverage will increase the amount of calls to their office and they will need to plan for coverage accordingly. He suggested crafting a message to ensure reaching audiences.**

**Discussion ensued on the planning of the campaign and Commissioner Lohr encouraged the Commission to focus on two or three types of fraud; and keep it simple this year with the possibility of expanding the campaign the following year. Chair Svonkin suggested inviting the District Attorney and indicated that the focus should be on County employees and posters can be posted at all work sites.**

**The commission thanked Ms. Yarber and Mr. Stiger for their attendance and their collaboration on making Insurance Fraud Awareness Month a success.**

**III. MISCELLANEOUS**

6. Matters not on posted agenda, to be discussed and (if requested) placed on the agenda for action at a future meeting of the Committee, or matters requiring immediate action because of an emergency situation or where the need to take action arose subsequent to the posting of the agenda. (14-0681)

**There were no matters presented.**

7. Opportunity for members of the public to address the Commission on items of interest that are within the jurisdiction of the Commission. (14-0682)

**No members of the public addressed the Commission.**

8. Adjournment. (14-0683)

**The meeting was adjourned at 11:13 a.m.**