



WASHINGTON HEALTHCARE  
INSURANCE COMPANY  
*A Risk Retention Group*



**OPTIMA**  
HEALTHCARE INSURANCE SERVICES

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**MARKETING COMMITTEE CHARTER**

*DRAFT as of 08/19/2020*

**PURPOSE**

To provide a marketing strategy and plan to promote products and services, including market research and advertising as appropriate related to the business of Washington Healthcare Insurance Company, RRG (WHI) dentist program. Washington Healthcare Insurance Company, A Risk Retention Group, is a DBA: of California Healthcare Insurance Company, Inc., A Risk Retention Group.

**MEMBERSHIP & TERM**

This Committee is not a Board of Directors Committee as described in the company bylaws. The Marketing Committee shall consist of at least three members. Member is defined as a dentist participating (insured) in the WHI dentist program that is in good standing (current as to premium payments) and has purchased stock in the company.

Committee members shall be appointed periodically by a simple majority vote of the members participating in the WHI dentist program. Staff service will be provided by the Optima COO or other designated management representative.

**PROCEDURES**

The Committee shall establish a meeting schedule and shall meet with such frequency and at such intervals as it shall determine necessary to carry out its duties and responsibilities. Any member of the Marketing Committee may call a special meeting of the Committee. The Committee may meet by conference call or other means of communication deemed appropriate. All actions of the Committee will require the vote of a simple majority of the members present at a meeting, assuming a quorum of the members is present.

**DUTIES & RESPONSIBILITIES**

While there is no “blueprint” to be followed by the Committee in carrying out its duties and responsibilities, the Committee shall have the following goals and responsibilities with respect to providing Marketing feedback:

- Development of a Marketing Strategy and Plan to promote the WHI dentist program that includes the organization’s mission, core values and sales goals.
- Provide insight to Optima representative(s) on appropriate strategies to reach dentists in the PNW.