

# Exchange Advisory Committee

October 28, 2021

# Agenda

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Welcome

Roll Call

Reports  
from Exchange Director Victoria Savoy

Reports  
from Subcommittees and Members

Consideration  
of Questions, Recommendations, Reports or Comments

Response  
to Committee Recommendations

Other Business

Public Comments

Adjournment

# Welcome, Call to Order

**Call in number:**

(804) 229-5840, 505452276#

**Reminder:**

- Only committee members should have cameras turned on.
- Please stay muted until you are called on to speak.
- The transcript of this meeting will be made available online at  
<https://www.scc.virginia.gov/pages/Exchange-Administration>

# Roll Call

## Ex-officio Members:

Secretary Daniel Carey – Health and Human Resources

Director Karen Kimsey – Department of Medical Assistance Services

Dr. Norman Oliver – State Health Commissioner

Commissioner Duke Storen – Department of Social Services

Commissioner Scott White – Bureau of Insurance

## Voting Members:

Sabrina Corlette, Chair

Jane Norwood Kusiak, Vice Chair

Julie Green Bataille

Lee Biedrycki

Scott N. Castro

Elizabeth Cunningham

Doug Gray

Ikeita Cantu Hinojosa

Starla Kiser

Kenn Penn

## SCC Liaison:

Victoria Savoy – Virginia Health Benefit Exchange Director

# Reports:

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## BOI Update – Market Stabilization Grant

- Van Tompkins, Insurance Policy Advisor



# Reports from the Exchange Director:

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- HBE Staffing Update:
  - Deputy Director – Jennifer Krupp
  - Senior Policy Advisor – Holly Mortlock
- Health Management Associates (HMA) brought onboard for program management and consulting services
- Grants awarded for Navigator Program Services on September 1, 2021 to Virginia Poverty Law Center and Boat People SOS
- Award of a CMS State Exchange Modernization Grant of up to \$500,000



# Reports, Cont'd: 2021 SEP Results

## Total Effectuated Enrollment for the Individual Market for Virginia:

Date	Enrollment	Percentage change over prior year
8/15/21	258,789	10.58%
8/15/20	234,032	-3.3%
8/15/19	242,101	n/a

New plan selections in Virginia during the SEP (2/15-8/15) were ~54,518 (up 174% from the same period in 2020: 19,876).

Source <https://www.cms.gov/newsroom/press-releases/biden-harris-administration-announces-record-breaking-122-million-people-are-enrolled-coverage>

# Reports, Cont'd: 2021 SEP Results

CMS provided data around savings to Virginia's existing consumers due to ARP:	
Existing Consumers with a new or updated plan selection after ARP implementation	159,014
Percentage reduction in average monthly premium after APTC due to ARP expansion	55%
Average monthly premium savings due to ARP APTC expansion	\$65
Total monthly aggregate savings for existing consumers	\$10,300,000

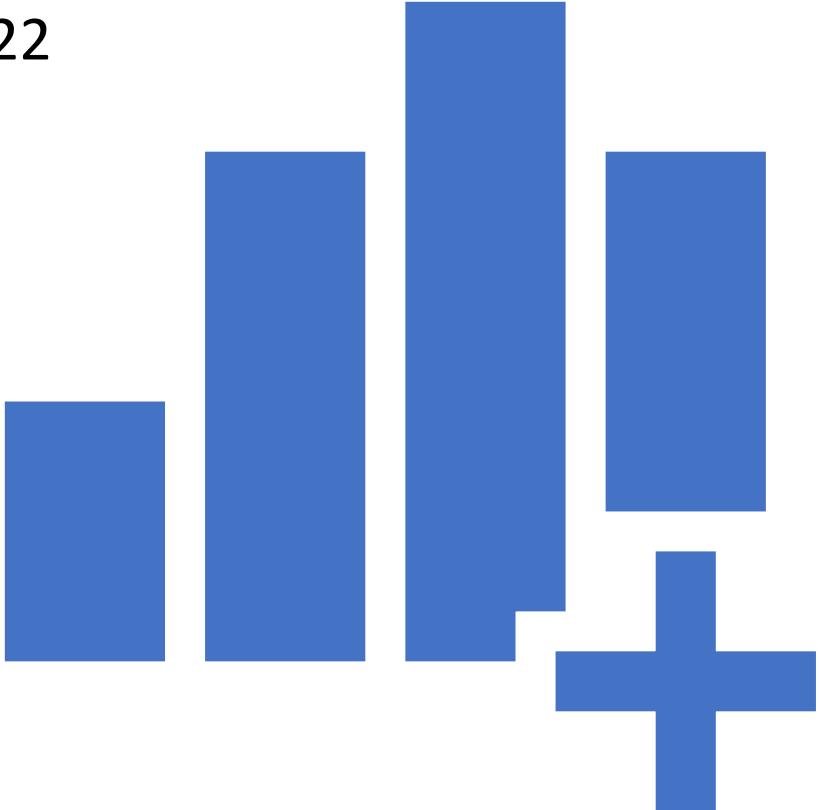
Source <https://www.cms.gov/newsroom/press-releases/biden-harris-administration-announces-record-breaking-122-million-people-are-enrolled-coverage>

# Reports Cont'd: PY2022 Open Enrollment

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Open Enrollment November 1, 2021 through January 15, 2022

- Open Enrollment has been extended for an additional month, for Plan Year 2022 and future benefit years by CMS
- Consumer choice has improved in several areas of Virginia:
  - 3 new carriers are offering plans around Central VA (Aetna, Bright Health, and Optimum Choice)
  - Piedmont will offer plans in Charlottesville and far Southwest VA
  - Innovation Health and Bright Health will offer plans in NOVA
  - Roanoke and Blacksburg consumers will now have two carrier choices, with the addition of Aetna

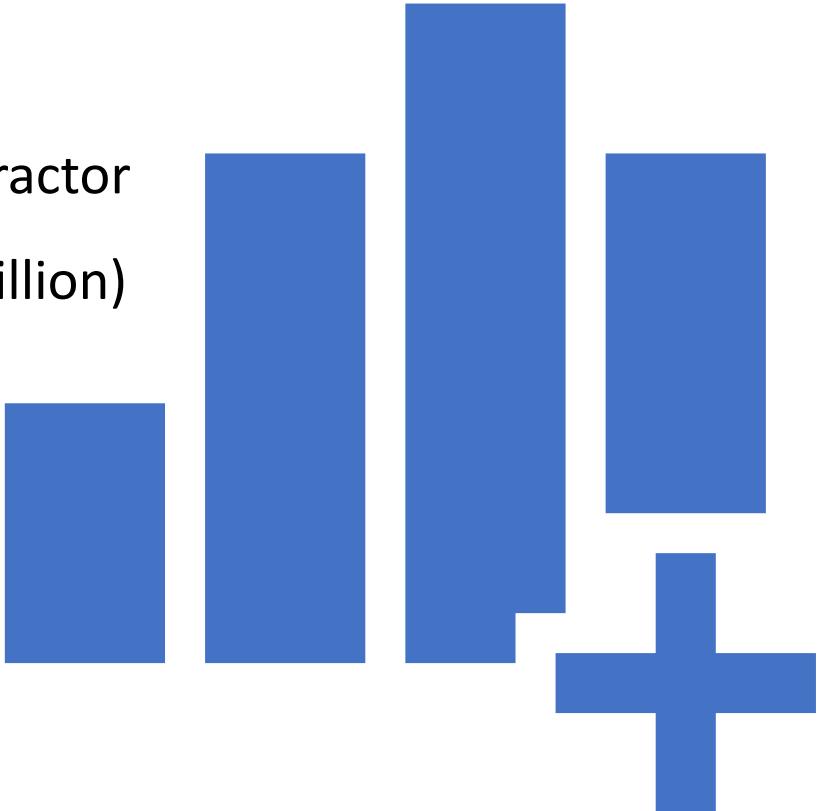


# Reports Cont'd: PY2022 Open Enrollment

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## Open Enrollment – Marketing

- Exchange bringing onboard a new marketing and branding contractor and increasing marketing budget (\$500,000 year 1, then \$1.3 million)
- Targeting marketing and outreach efforts towards:
  - Uninsured and underinsured
  - Consumers that may be affected by the end of the public health emergency / ARPA discontinuance
  - Hard to reach populations
  - Young adults, LGBTQIA+, immigrants, communities with limited English proficiency

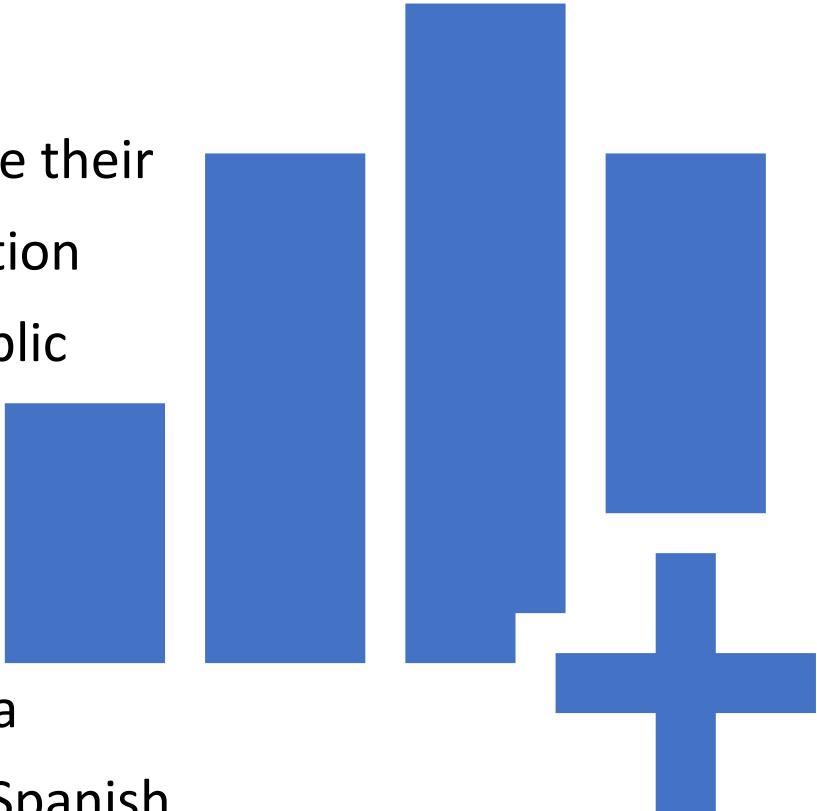


# Reports Cont'd: PY2022 Open Enrollment

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## Open Enrollment – Messaging

- Encouraging current enrollees to review plan options and update their application with expected 2022 income and household information
- Providing updates as changes occur related to ARPA and the public health emergency, especially towards those who may be moving from Medicaid to QHPs
- Informing Virginians about the availability of free, unbiased assistance by Navigators and how to find an assister in their area
- Providing all outreach and educational materials in English and Spanish, as well as primary materials in Vietnamese and Korean
- Informing Virginians about the availability of free translation services through the Exchange Hotline at 1-833-740-1364

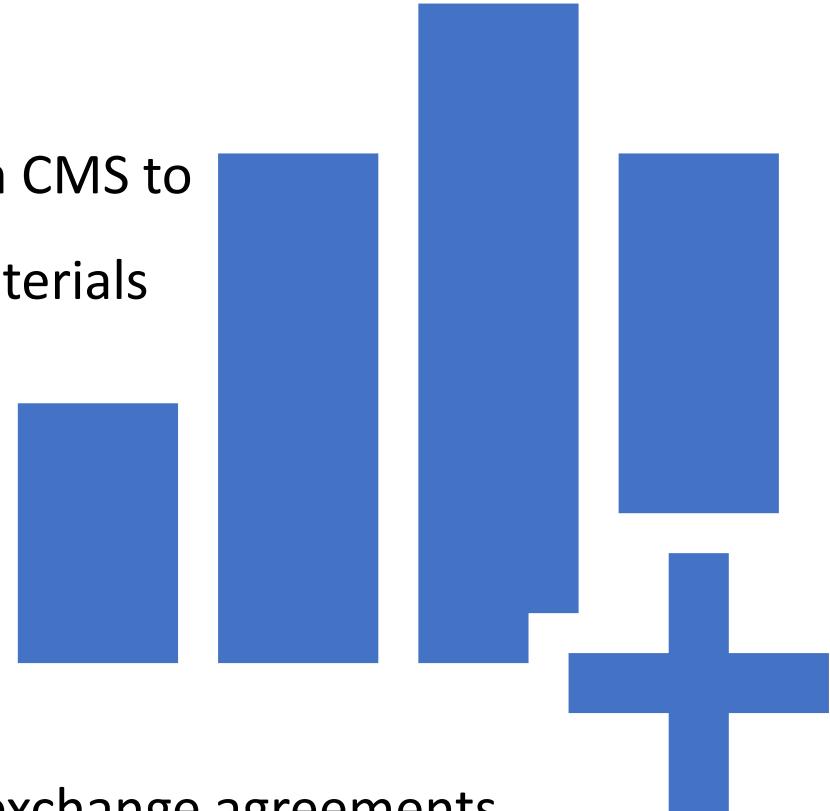


# Reports Cont'd: PY2022 Open Enrollment

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## Open Enrollment – Outreach and Education

- SCC will use part of a State Exchange Modernization Grant from CMS to cover costs of updating marketing, outreach, and education materials
- Outreach is planned through digital (web banner ads), social media, radio ads, print, newspaper, and tv
- There are currently 35 Navigators and 34 CDOs active in Virginia
- There are approximately 1400 agents and brokers with signed exchange agreements



# On Exchange Carriers Plan Year 2022

## Individual Market:

- Aetna Life Insurance Co.
- Bright Health Insurance Co.
- CareFirst BlueChoice, Inc.
- Cigna Health and Life Insurance Co.
- Group Hospitalization and Medical Services, Inc.
- HealthKeepers, Inc.
- Innovation Health Plan, Inc.
- Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc.
- Optima Health Plan
- Optimum Choice, Inc.
- Oscar Insurance Co.
- Piedmont Community HealthCare HMO, Inc.

## SHOP:

- CareFirst BlueChoice, Inc.
- Group Hospitalization and Medical Services, Inc.
- Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc.

## Dental Plans:

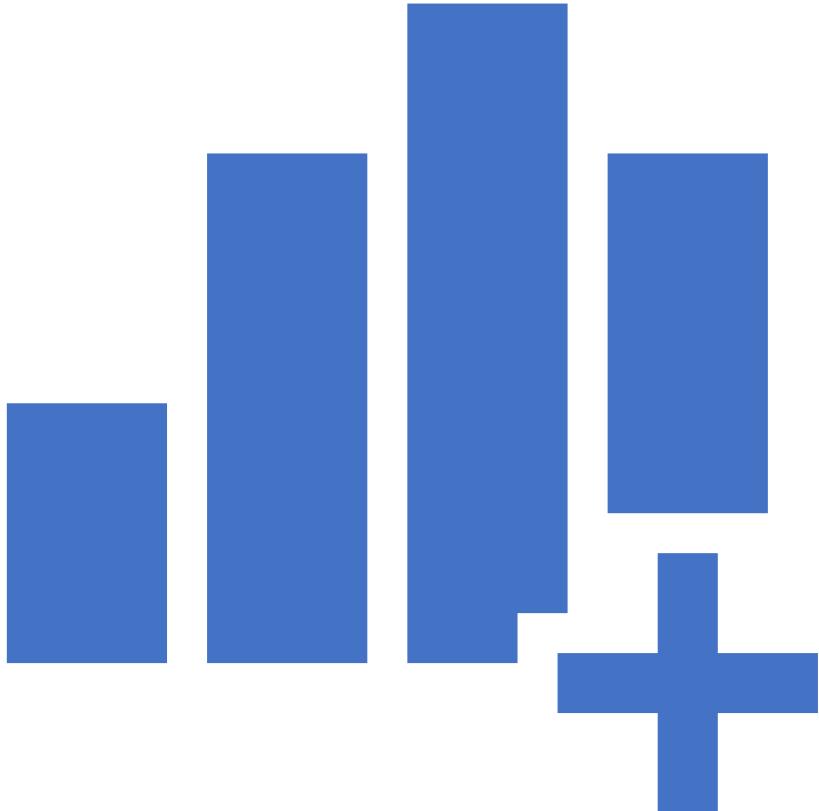
- Anthem Health Plans of Virginia, Inc.
- Delta Dental of Virginia
- Dental Care Plus, Inc.
- Dentegra Insurance Co.
- Dominion Dental Services, Inc.
- DSM USA Insurance Company, Inc.
- Guardian Life Insurance Company of America, (The)
- Renaissance Life & Health Insurance Company of America

# Reports Cont'd: CMS Updates

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## Notice of Benefit and Payment Parameters for 2022

- User Fees: federal rate = 2.25% for SBE-FPs
  - (Virginia rate remains at .5%)
- Open Enrollment period – extended 30 days
- Monthly Special Enrollment Period – for APTC-eligible consumers with projected annual income no greater than 150% of FPL
- Separate billing regulation repealed
- Exchange Direct Enrollment Option repealed
  - (not in use in Virginia)





# Reports from Subcommittees and Members

**Navigator/Assister Subcommittee  
discussion and vote**



Consideration of  
Questions,  
Recommendations,  
Reports or  
Comments

# Response to Committee Recommendations

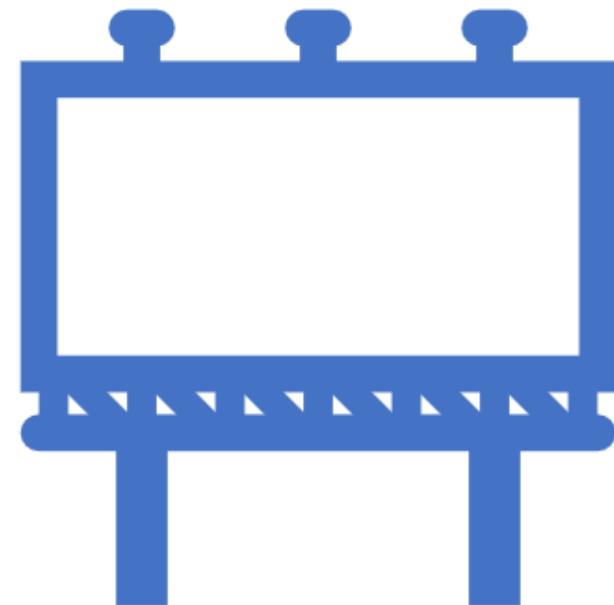


# Other Business

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Next Exchange Advisory Committee Meeting:

January 2022, date TBD





# Public Comments

(none received by deadline)

# Adjournment

