# Virginia Exchange Assisters Town Hall

July 26, 2023

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**STATE CORPORATION COMMISSION**

# Town Hall Reminders

Mics are muted

Participants can unmute and raise their hands for questions or add questions in the chat

HBE is logging all questions and will respond in the Town Hall as time permits, or follow up in email/FAQ

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# Agenda

VAHBE Updates & Reminders

Transition Progress

Communications, Marketing, and Outreach

Policy Update

Training and Certification

Ticketing System (GetInsured)

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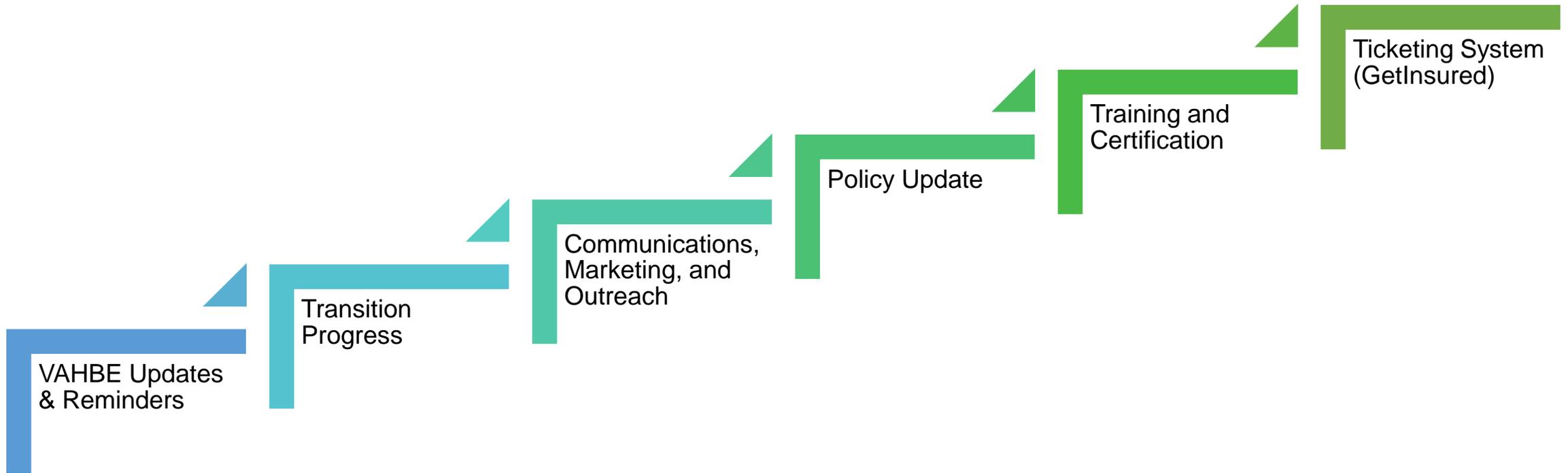
# VAHBE Updates and Reminders

- Town Halls will continue monthly on Wednesdays at 1pm.  Please note the dates on your calendar.  Please send questions and suggested topics to:  Assisterprograms@scc.virginia.gov
    - -August 23
    - -September 20

- VAHBE continues to host consumer information regarding the continuous coverage unwinding on the SCC website at:  https://www.scc.virginai.gov/pages/Medicaid-Renewals

- Town Hall materials are now hosted on the SCC website at: https://www.scc.virginia.gov/pages/Navigators

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# Key Transition Updates – July 2023

- VAHBE Operational Readiness Reviews (ORRs) with CMS were successfully completed in early July.

    ORRs involved:

    -Executing specific test cases that should produce expected results when a consumer applies for health and dental insurance coverage on the Exchange

    -End-to-end testing of account transfers to demonstrate that DSS/DMAS can effectively transition receiving/sending account transfers from the FFE to the Exchange

- On July 13th, CMS granted VAHBE the Authority to Connect (ATC) to the CMS Federal Data Services Hub

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# Timeline Review

| Event: | Date: |
|---|---|
| Carrier Onboarding:  Systems Integration and Electronic Data Integration (EDI) Testing | May-September 2023 |
| CMS Operational Readiness Review Completion | Completed |
| PY 2024 Plans Loaded into Platform | July-November 2023 |
| **Agent/Assister Training and Certification Registration Opens** | **July 28** |
| **VAHBE notifies carriers, agents, assisters of official go/no-go and provide transition communications timeline** | **Early-mid August** |
| **Agent/Assister Training Modules Open** | **August 11** |
| Consumer Data Migration | Mid-late September 2023 |
| Auto-Re-Enrollment Begins | October 2 |
| Platform and Consumer Assistance Center (CAC) Soft Launch (agents and assisters) | ~October 10 |
| Agents Claim Books of Business | ~October 10 |
| Go-Live Open Enrollment PY 2024 Begins | November 1 |

# Marketing Campaigns

Medicaid Unwinding:  Messaging to support affected individuals will be ongoing through July 2024

Brand Awareness Campaign:  Create awareness about the transition from HealthCare.gov to Virginia's Insurance Marketplace: Sept. 1 to Oct. 31

Open Enrollment Campaign:  Drive audiences to the Marketplace's website to buy insurance: Nov. 1 to Jan. 15

# Communications and Marketing Media

| Channel | Details |
| --- | --- |
| Programmatic Display and Video | Static or animated banner and video ads served on websites across the internet (news, entertainment, etc.). |
| Connected TV | Video ads placed on streaming platforms through the internet (e.g., YouTube TV, Amazon Prime Video, Sling TV, Hulu, Discovery+). |
| DOOH | Ads that appear on digital displays around the state (e.g., at gas pumps and bus stations). |
| Site Direct | Ads that run on specific partner sites to reach niche or distinct audiences. |
| Streaming Audio | Ads that run on music streaming platforms in between content. |
| Google Search | Text ads promoted on Google Search results pages for audiences that search with relevant search terms. |
| High-Impact Display | Premium display ad units that are interactive and encourage brand engagement through multiple touch points. |
| Social Media | Static banner and video ads promoted on social media platforms such as Facebook, Instagram, Twitter, and TikTok. |
| Moving Billboards | Digital or wrapped truck ads that serve as billboards. |

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# Policy Updates

**Deferred Action for Childhood Arrivals (DACA)**

- On April 26, 2023, a new federal proposed rule would allow for DACA recipients to:
    - Purchase plans and receive income-based subsidies on healthcare exchanges
    - Participate in Medicaid or CHIP coverage for children and/or people who are pregnant in many states
- Public comment period closed on June 23, 2023
- The final rule is planned to take effect on November 1, 2023, to coincide with the open enrollment period
- For more information, the proposed rule can be found at the [Federal Register.](#)

# Training and Certification
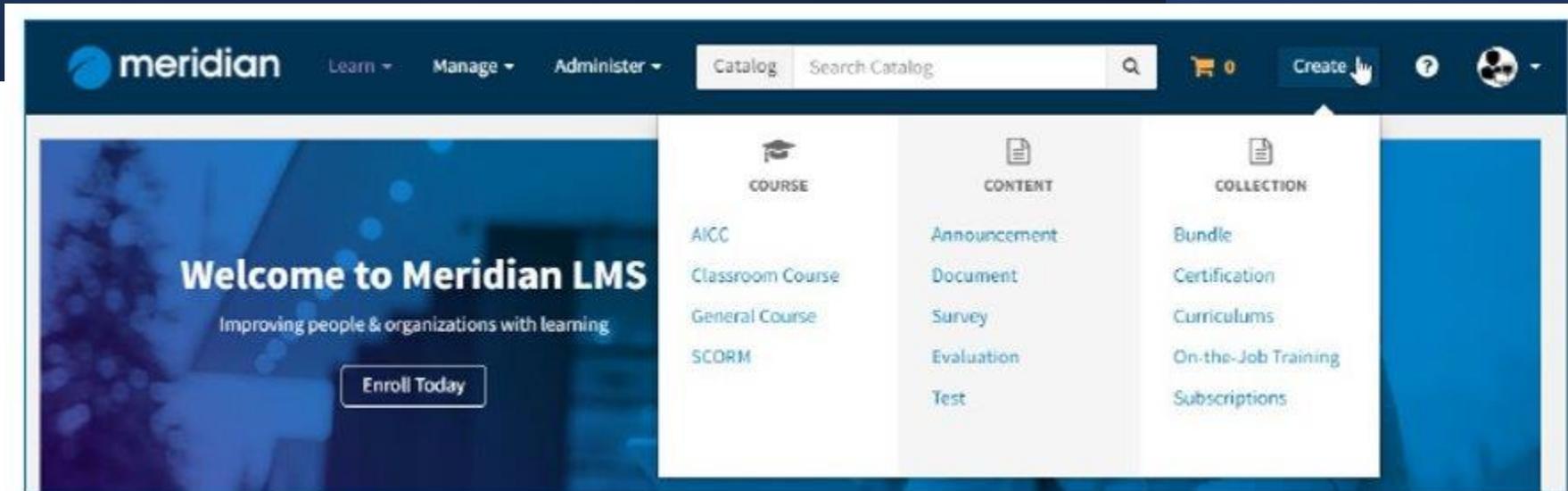


- HBE will utilize the Meridian Learning Management System (LMS) to offer Agent, Navigator, and Assister training in Virginia
- Agents, Navigators, and Assisters with active PY23 certifications will be able to take a limited "renewal" curriculum
- Accounts will be created for those with active PY23 certifications upon account transfer date

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# Training and Certification, continued…

- LMS is expected to open for assisters to claim or create their accounts on July 28th

  -Training modules will be available based on your user type (agent or navigator/assister) and whether you are new or "renewing"

  -Training will be free of charge

  -Assisters must complete training and pass the exam with 80% or better for certification

  -FFE-certified assisters who completed plan year 2023 FFE registration and training will be eligible to complete a shorter training program for plan year 2023 along with Virginia-specific modules

- Training modules are expected to go live on August 11th, and should be completed by October 10th for November 1st Exchange Certification

  -The Exchange cannot guarantee certification by November 1st for Assisters not able to meet the October 10th training completion deadline

  -Training modules will be provided via PDFs. Users can log in to their accounts 24/7, and can complete training at their own pace

  - You will receive an email with instructions on how to access the registration and training materials

- Updates to requirements will be published on HBE's website and communicated in Monthly Town Halls and via weekly email updates

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# Training and Certification, continued…

**Module Topic Samples:**

- Welcome and Training Overview
- ACA Basics
- Privacy and Security and Fraud Prevention Standards
- Serving Vulnerable and Underserved Populations
- Cultural Competence and Language Assistance
- Assisting People with Disabilities
- Continuous Coverage Unwinding
- Customer Service and Outreach
- Remote Identity Proofing

- How to Resolve Income DMIs
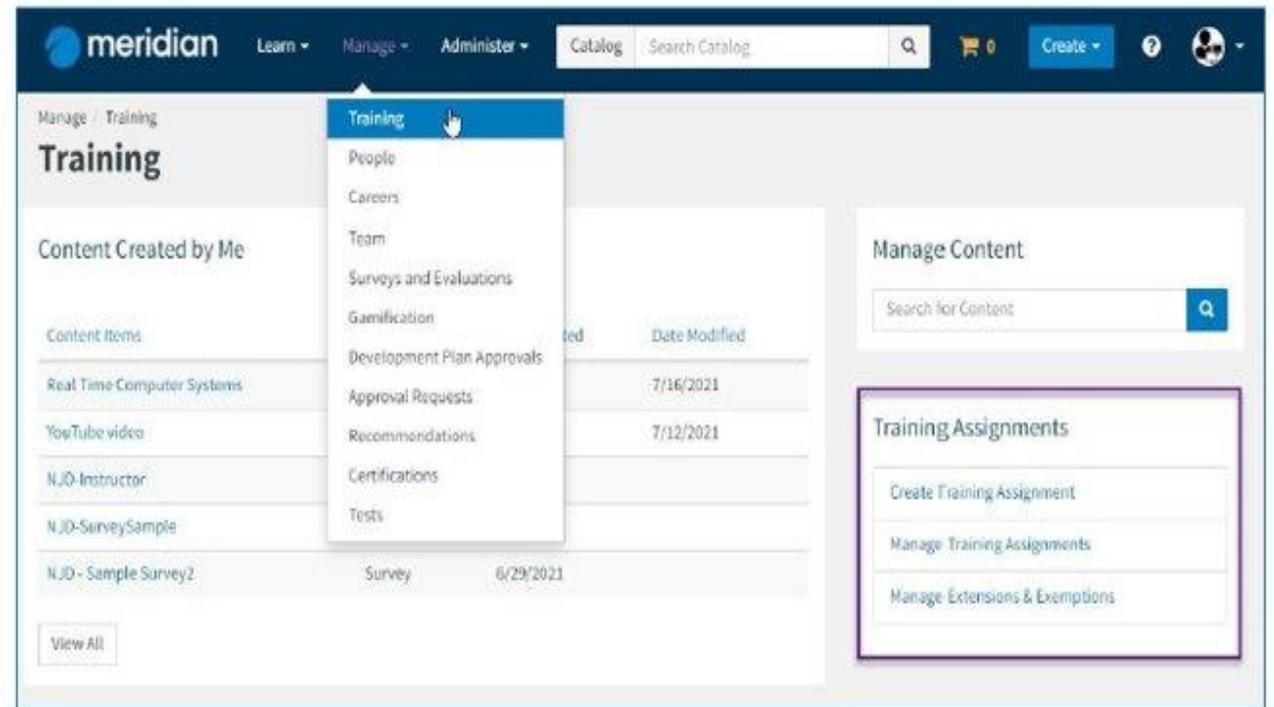
# Virginia's Platfor:
# Deep Dive Demos

- Ticketing System

# Assister/Navigator Ticketing Overview

1. Ticket Types and Subtypes

2. Ticket Process Flow – Create Ticket on Behalf of Assister

3. Ticket Process Flow – Create Ticket on Behalf of Consumer

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# Ticketing Types and Subtypes

The Ticket Types and Subtypes available to Assisters and Navigators are provided below. Assisters will be prompted to select a Type and Subtype when logging the request.

| Ticket Type | Description |
|---|---|
| Enrollment Issues | All non-technical enrollment, eligibility, notice, accessibility, and 834 issues. |
| Feedback | General feedback for Virginia Exchange staff. |
| Technical Issues | Technical issues for a Navigator/Assister or consumer's account. |

| Ticket Type | Ticket Subtype | Description |
|---|---|---|
| Enrollment | Enrollment Issues | Consumer has issue accessing coverage, locating ID cards, or confirming enrollment. |
| | Question on billing | Consumer has issue paying invoice with issuer. |
| | Tax Credit Eligibility | Consumer question or issue regarding tax credit and/or CSRs |
| | Other | Issue that does not fall into the subtypes above. |
| Feedback | Feedback | Assister or consumer has feedback for Virginia's Insurance Marketplace. |
| Technical Issues | Technical Issues | Technical issue including account lockout, password reset, or general errors using system. |

# Assister Ticketing – Create Ticket on Behalf of Assister

This process outlines how Assisters create tickets that are not related to a specific consumer. This includes questions on their designated consumers and technical account issues.

| Step | Description of Action | Ticket Status |
|------|----------------------|---------------|
| 1 | Navigator opens a ticket for their own account using the Ticketing dropdown on the left. | New |
| 2 | Virginia's Insurance Marketplace CSR in the appropriate role claims the ticket. | Open |
| 3 | Virginia's Insurance Marketplace CSR communicates to Navigators as appropriate until the issue is resolved via the Secure Inbox. | Open |
| 4 | Virginia's Insurance Marketplace updates the ticket to "Resolved." Navigator receives a notification in their secure inbox that the ticket has been resolved and performs the appropriate outreach as needed. | Resolved |

| Ticket Status | Description |
|---------------|-------------|
| New | Default status when ticket is created by the Navigator. |
| Open | Virginia's Insurance Marketplace CSR has claimed and is working the ticket. |
| Resolved | Ticket is closed; no further action needed from Navigator or CSR. |

# Assister Ticketing – Create Ticket on Behalf of Consumer

If an assister needs to create a ticket for a specific consumer issue, the Assister will act on behalf of the consumer and submit the ticket in their Member Account.

➢ Step 1: Navigate to "Active Consumers" tab
➢ Step 2: Select Consumer
➢ Step 3: Select "View Consumer Application"
➢ Step 4: Navigate to "My Tickets" tab and submit appropriate tickets

Assisters will check the status of the tickets through the consumer's Member Account.

# Assister Ticketing – Create Ticket on Behalf of Consumer

This outlines the process for consumers to submit tickets on behalf of a consumer.

| Step | Description of Action | Ticket Status |
|------|----------------------|---------------|
| 1 | Assister opens a ticket on behalf of a consumer. The ticket is routed to the appropriate CSR workgroup based on the ticket type. | New |
| 2 | Virginia's Insurance Marketplace CSR in the appropriate role claims the ticket. | Open |
| 3 | Virginia's Insurance Marketplace CSR adds comments to the ticket with updates or to request additional information. | Open |
| 4 | Virginia's Insurance Marketplace CSR updates the ticket to "Resolved." Consumer receives a notification in their secure inbox that the ticket has been resolved. | Resolved |

| Ticket Status | Description |
|---------------|-------------|
| New | Default status when ticket is created by the Assister. |
| Open | Virginia's Insurance Marketplace CSR has claimed and is working the ticket. |
| Resolved | Ticket is closed; no further action needed from Assister or CSR. |

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# Contacts

**Questions, updates, and requests to be added to Monthly Town Halls:**

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