

# Assister/Navigator Town Hall

Virginia Health Benefit Exchange  
Brionna Jones, Marketing & Outreach Manager

# Housekeeping

Microphones are disabled.

If you have questions during the presentation, please add them in the chat feature.

Submitted questions will be answered as time permits.

HBE staff will follow up on all questions.

# Agenda

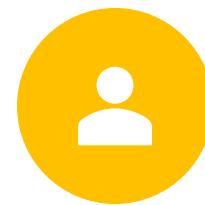
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VIRGINIA'S  
TRANSITION UPDATE



TIMELINE



VIRGINIA'S ASSISTER  
PORTAL



OUTREACH &  
ADVERTISING



ASSISTER TRAINING  
AND SUPPORT



CONTINUOUS  
COVERAGE  
UNWINDING

# Transition Update

- On September 29, 2022 the SCC awarded a nine-year contract to GetInsured for Virginia's platform and consumer assistance center.
- GetInsured operates in 7 of the 18 state-based Exchanges nationwide.
- Successfully transitioned NV, NJ, and PA, from the Federally Facilitated Exchange (FFE) to their own state-based platforms.
- Virginia's platform and consumer assistance center will be integrated and will be staffed by customer service representatives dedicated to Virginia.

# Timeline

- Fall/Winter 2022 – Design and development of Exchange Platform and Consumer Assistance Center
- Spring 2023 – Systems Integration & Carrier EDI\* Testing
- Late Summer 2023 – HBE\* public facing website launch
- Summer 2023 – Carrier Onboarding, PY 2024 Plans loaded into platform
- Summer 2023 – Assister Training and Certification
- Late Summer 2023 – FFE Consumer Data Migration
- October 2, 2023 – Auto-reenrollment
- October 10, 2023 – Platform and CAC Soft Launch/Plan Preview
- November 1, 2023 – PY 2024 Open Enrollment Begins

\*FFE – Federally Facilitated Exchange

\*EDI – Electronic Data Interface

\*HBE – Health Benefit Exchange

# Data Migration from FFE

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- Virginia's Data Migration will be the same process conducted successfully in NV, NJ, and PA
- VAHBE will have account transfer data from all current healthcare.gov enrollees. Current enrollees will be auto-renewed unless they choose different coverage.
- Consumer data will be pre-loaded so assisters can begin helping their consumers immediately.

# Introduction: Virginia's Assister Portal

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- Online portal will be provided to assisters/navigators.
  - A demo will be arranged during one of our town halls in the next few months.
  - Future training will be provided on using/accessing the portal.

# Outreach & Advertising

- Statewide advertising efforts
- Social media platforms
- Website
- Statewide outreach
- Toolkits
- Distribution of educational materials
- Event partnerships



# Educational Materials & Toolkits

- HBE will send out a survey to get input on the creation of our educational materials
- Made available to community partners & consumers via the website
- Will include a variety of content for a variety of audiences



# Training and Certification

- The VA Exchange will be offering state-based training and certification to agents, navigators, and assisters.
- Registration for training will open in Summer 2023
- Assistors and Navigators must successfully complete training for certification.
- Agreements related to navigators and assisters are signed with their organization.
- Any updates to requirements will be published on the HBE's website and communicated in Monthly Townhalls.

# Training and Certification

## Navigators:

- Navigators who are certified in Virginia for plan year 2023 will be eligible to complete a shorter training program for plan year 2024 along with Virginia-specific modules.
- Navigators new to the Exchange or who are not currently certified will be required to take the full VA Exchange training program for plan year 2024.
- Navigators will continue to be required to be registered and in good standing through the Virginia Bureau of Insurance.
- Navigators will continue to operate by affiliation with a SCC Navigator grantee, execute a privacy and security agreement with the navigator grantee, and be certified by the VA Exchange.

## Assisters:

- Assisters who are certified in Virginia for plan year 2023 will be eligible to complete a shorter training program for plan year 2024 along with Virginia-specific modules.
- Assisters new to the Exchange or who are not currently certified will be required to take the full VA Exchange training program for plan year 2024.
- Assisters will be required to be registered with the Virginia Exchange, be certified by a CAC designated organization (CDO) and execute a privacy and security agreement with the CDO.
- <https://law.lis.virginia.gov/admincode/title14/agency7/chapter10/>

# Assister/ Navigator Support

Dedicated HBE staff to support training and certification

Complex Case Resolution Specialist assigned to Assister/Agent submitted cases.

Dedicated and separate Assister/Agent phone number for Consumer Assistance Center

# Assister Engagement

## Monthly Town Hall meetings: 1pm

- April 28th
- May 24th
- June 28th
- July 26th
- August 23rd
- September 20th
- October 25<sup>th</sup>
- Email updates and FAQs to come...
- To sign up, please send an email indicating your interest to:  
[assisterprograms@scc.virginia.gov](mailto:assisterprograms@scc.virginia.gov)

# Ongoing Assister Education

Technical assistance for assisters/agents

Stakeholder toolkits

Marketing/Outreach updates

Monthly Town Hall meetings

FAQs & updates on the Exchange website

# Continuous Coverage Unwinding...

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- Virginia will adopt the federally facilitated marketplace Unwinding Special Enrollment Period-March 31, 2023 - July 31, 2024
- Will implement a marketing campaign that will educate audiences about the redetermination of Medicaid eligibility and encourage them to purchase health insurance on HealthCare.gov should they lose Medicaid coverage
  - Direct consumer assistance
  - Develop community partnerships
  - Display ads on google
  - Interactive ads on pandora and Hulu
  - Radio ads
  - Social media (Twitter, Facebook & Linkedin)
  - Website narrative with supporting links

# Contacts

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

[assisterprograms@scc.virginia.gov](mailto:assisterprograms@scc.virginia.gov)

## **Virginia Health Benefit Exchange**

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