

Virginia Health Benefit Exchange Advisory Committee Meeting

Sabrina Corlette, Chair

March 28, 2023

Welcome, Call to Order

Reminder:

- Only committee members should have cameras turned on.
- Committee members can raise their hand to ask a question of the presenter.
- 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 John Littel – Health and Human Resources
Director Cheryl Roberts – Department of Medical Assistance Services
Commissioner Danny Avula– Department of Social Services
Commissioner Scott White – Bureau of Insurance
State Health Commissioner

Appointed / Voting Members:

Sabrina Corlette, Chair
Ikeita Cantu Hinojosa, Vice Chair
Julie Green Bataille
Lee Biedrycki
Scott N. Castro
Elizabeth Cunningham
Doug Gray
Starla Kiser
Louis Rossiter

Agenda



WELCOME, CALL TO ORDER



ROLL CALL



EXCHANGE DIRECTOR'S UPDATE



SUBCOMMITTEE REPORTS



OTHER BUSINESS



PUBLIC COMMENT

Director's Update

Progress Update

Transition Timeline

Stakeholder Engagement

Unwinding Special Enrollment

State and Federal Policy

Progress to Date

Summer-Fall 2022

- ✓ Medicaid Coordination w/ three Work Groups: Eligibility and Enrollment, Customer Service Call Center, and Data Transfer and Verifications
- ✓ Platform and Consumer Assistance Center Procurement Award
- ✓ Vendor Onboarding
- ✓ Began Product Orientation Sessions
- ✓ Developed stakeholder engagement program
- ✓ Conducted (2) platform demonstrations for agents and carriers

January –March 2023

- ✓ Concluded Product Orientation Sessions spanning 3 months and 25 product areas

- ✓ Completed mapping review of 816 contractual requirements
- ✓ Obtained SCC PMO approval for the HBE Project Management Plan
- ✓ Obtained SCC Enterprise Architecture Board Approval
- ✓ Conducted Internal Carrier Kickoff
- ✓ Continued Weekly Working Sessions with CMS
- ✓ Initiated Weekly Meetings with DMAS & DSS
- ✓ DMAS, DSS, & HBE agreed on VaCMS changes needed to support HBE Account Transfers (ATs)
- ✓ Began Continuous Coverage Unwinding preparation
- ✓ Convened Interagency Unwinding Communications Work Group

Progress to Date

February 2023

- ✓ Formal stakeholder engagement program commenced
- ✓ Conducted Carrier Kickoff Session with 21 Health and Dental Issuers
- ✓ Consumer Assistance Center Kickoff with GetInsured
- ✓ Began review and editing of 43 platform notices that will automatically be triggered and sent to consumers, agents/assistors from the platform
- ✓ Weekly Working Sessions with CMS
- ✓ Obtained schedule alignment for VaCMS changes with DSS
- ✓ Unwinding marketing campaign developed
- ✓ Procurement for Learning Management System

March 2023

- ✓ Transition communications plan submitted to CMS
- ✓ Made brand selection for HBE to include Exchange name and logo
- ✓ Completed configuration guide consisting of over 500 configurations for Virginia's platform.
- ✓ Ongoing unwinding preparation
- ✓ Training and certification parameters identified
- ✓ Safeguard Security Report for IRS
- ✓ Website procurement completed.
- ✓ Gap analysis for single streamlined application
- ✓ Submitted initial drafts for key security document for the IRS and CMS

Transition Timeline

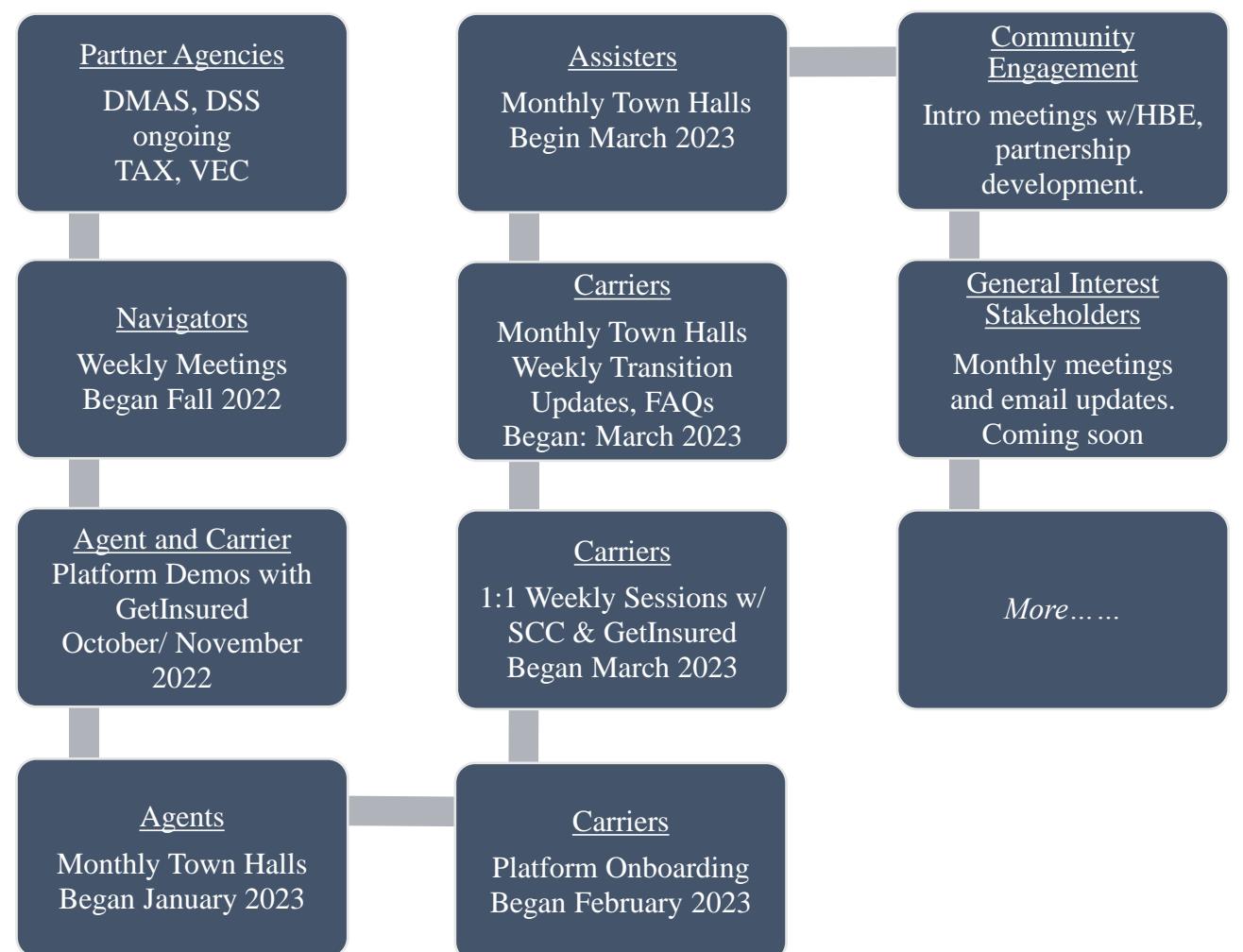
DATE	EVENT
Spring/Summer	Systems Integration & Carrier Electronic Data Integration (EDI) Testing
March 31	Federal Unwinding Special Enrollment Begins
April 1	Medicaid Redeterminations Begin
Early July	CMS Operational Readiness Review Completion
Summer	Carrier Onboarding Continues PY 2024 Plans loaded into Platform
Summer	Agent/Assister Training and Certification
September 1	Platform and Consumer Assistance Center Soft Launch (for Agents and Assisters)
August 4	CMS Approval to Go Live
Late Summer	FFE Consumer Data Migration
Late September	Agent Books of Business Created in Platform
October 2	Auto-reenrollment Begins
Around October 10	Platform and Consumer Assistance Center Soft Launch and Plan Preview (for Consumers)
November 1	Plan Year 2024 Open Enrollment Begins on Virginia's Platform

Staffing Updates

- HBE is now a staff of 18. Since September 2022, we have hired:
 - Deputy Director for Organizational Governance and Program Management
 - Marketing and Outreach Manager
 - Call Center Operations Manager
 - Finance and Audit Manager
 - Financial Analyst
 - Administrative Coordinator (2)
 - Project Manager
 - Program Coordinator
 - Business Process Analyst (2)
 - Quality Assurance Analyst
 - Security Analyst
 - Policy Analyst
- Active recruitments for Quality Assurance Analysts, Stakeholder Engagement, and other program coordination and business process support.
- Through Q2 of 2023, we will be recruiting for positions in the areas of Appeals, Training and Certification, Consumer Service, and Stakeholder Engagement.



Stakeholder Engagement



Continuous Coverage Unwinding

Virginia will adopt the Federally Facilitated Marketplace Unwinding Special Enrollment Period-March 31, 2023 - July 31, 2024

With the resources of a State-Based Exchange, Virginia will implement three key strategies to help eligible consumers successfully transition from Medicaid to Marketplace.

1. Increased investments in **Marketing, Outreach, and Education**
2. **Direct Consumer Assistance** tailored to Virginians
3. **Consumer-Level Data** to inform specific outreach plans and policy decisions to improve the Exchange's reach of consumers.

Strategy: Marketing and Outreach

Unwinding Marketing and Outreach Plan

- The Exchange has developed an Unwinding Marketing plan that will begin in April 2023 and run through July 2024.
- Applies researched strategies to best target individuals based on a wide variety of demographic and geographic information, including areas of high concentrations of Medicaid enrollees.
- Messaging framework tailored to six key audience segments.

Examples of the types of outreach/education include:

Digital Marketing and Advertising

- Statewide radio and streaming audio advertisements
- Google Search Ads
- Digital Display Ads

Social Media Posts

- Facebook, Twitter, LinkedIn.

Strategy: Direct Consumer Assistance

Virginia-trained assister programs and a Virginia only call center to provide consumer assistance.

1. **Virginia Assisters (Year-round, Ongoing)**- 35 Navigators and 34 Certified Application Counselor Designated Organizations (CDOs), and 1400 agents. Outside open enrollment- Inform consumers about the unwinding, redetermination letters, and direct to appropriate site / assister for coverage. Focus on individuals eligible for special enrollment periods and support to transition to marketplace coverage.
2. **Outreach: Develop Community Partnerships** - to help target locations/populations of Medicaid enrollees, uninsured, and underserved, including: health clinics, hospitals, community centers, food banks, faith based organizations, and homeless shelters.
3. **Ongoing Assister Education (Summer/Fall 2023):** Technical assistance for assisters/agents, Assister toolkits, Community partner toolkits, Social Media Toolkits, Monthly Town Hall meetings, FAQs on the Exchange website.
4. **HBE Website** –We will have consumer information about the Continuous Coverage Unwinding for consumers with links to assister programs and appropriate redirects to Healthcare.gov. For PY 2024, Healthcare.gov will provide redirects to Virginia’s platform.
5. **Virginia Consumer Assistance Call Center (Live Fall 2023)**
 - Trained specifically for and entirely focused on the needs of Virginians.
 - Technical assistance for agents and brokers to support assistance of consumers.
 - Ensures consumers get connected to appropriate assistance in obtaining coverage.

Strategy: Leverage Consumer Level Data

1. Healthcare.gov data migration to VAHBE – (Fall 2023)

- VAHBE will have account transfer data from all current healthcare.gov enrollees. Current enrollees will be auto-renewed unless they choose different coverage.

2. Medicaid Account Transfers- (November 1, 2023 + ongoing)

- VAHBE will begin accepting account transfers of Medicaid enrollees who were redetermined and found ineligible for Medicaid coverage, as well as new Medicaid applicants found ineligible.

3. Ability to Provide Automatic Notices and Pre-populated Applications-(November 1, 2023 + ongoing)

- For account transfers, VAHBE will have the ability to automatically email a person to get connected to coverage and a pre-populated application. The individual then logs in and chooses a plan.

4. Application and Enrollment Reports- (November 1, 2023 + ongoing)

- VAHBE will know when an application has been started but not completed, or when an individual has shopped but not completed a plan selection. The Exchange will pull reports and conduct appropriate outreach to consumers to encourage them to complete applications, enrollment, and to select a plan.
- Consumer will then need to log in, submit the pre-populated application for eligibility and marketplace coverage.

Virginia Medicaid Unwinding Update

*Sarah Hatton, Deputy Of Administration
Department of Medical Assistance Services*

Federal and State Policy Update

- 2024 Draft Notice of Benefit and Payment Parameters
- Essential Health Benefits Benchmark Plan (SB 1399 / HB 2198)
- Elimination of the Tobacco Surcharge (SB 1011)
- Reinsurance for 2024
- Facilitated Enrollment for PY 2025

Subcommittee Reports

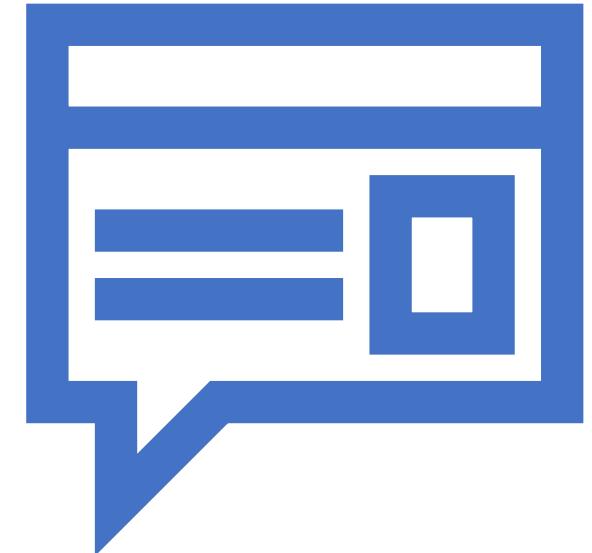
Strategic Priorities Subcommittee Update

Other Business

1. Topics for Committee Discussion
2. Meeting Dates for 2023
 - Tuesday, March 28th
 - Tuesday, June 20th
 - Friday, September 22nd
 - Tuesday, December 12th

All meetings are scheduled from 2:00-4:00PM
3. Presentation by Pennie, Pennsylvania's Health Insurance Exchange on the Continuous Coverage Unwinding
Devon Trolley, Executive Director
David Thomsen, Director of Policy

Public Comments



CONTACTS

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