



September 30, 2020

The Honorable Annette Cleveland, Chair,
Health & Long Term Care Committee

The Honorable Eileen Cody, Chair, Health Care
& Wellness Committee

The Honorable Steve O'Ban, Ranking
Minority Member, Health & Long Term Care
Committee

The Honorable Joe Schmick, Ranking Minority
Member, Health Care & Wellness Committee

The Honorable Christine Rolfes, Chair, Ways
& Means Committee

The Honorable Timm Ormsby, Chair,
Appropriations Committee

The Honorable John Braun, Ranking Minority
Member, Ways & Means Committee

The Honorable Drew Stokesbary, Ranking
Minority Member, Appropriations Committee

Dear Senators and Representatives:

The Washington Health Benefit Exchange (Exchange) is pleased to submit our Annual Strategic Plan Update, pursuant to RCW 43.71.030(9). This update includes detailed information about Exchange activity over the past year, including recent efforts to help residents obtain health coverage during the COVID-19 pandemic, and looks to the future of health care in the state.

In response to COVID-19, the Exchange took immediate actions to help connect Washingtonians to health coverage. Washington's Exchange was the first in the country to open a Special Enrollment Period (SEP) for the uninsured in response to the pandemic. Community-led engagement and targeted outreach helped 22,000 customers sign up for coverage over two-months. Efforts to support those losing coverage, particularly the newly unemployed, are ongoing.

The Exchange is also currently preparing for our eighth open-enrollment period (November 1 – January 15, 2021). Cascade Care plans will be newly available and outreach is underway to help customers understand the increased value of these plans. Virtual, outdoor, and drive-thru outreach and enrollment assistance will also be provided.

Thank you for your continued interest in the Exchange, and please let us know if you have any questions about this annual update.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Sims".

Ron Sims, Board Chair

A handwritten signature in black ink, appearing to read "Pam MacEwan".

Pam MacEwan, CEO

cc: Exchange Board Members: Don Conant, Hiroshi Nakano, Mark Stensager, Melissa Cunningham, Maureen McLaughlin, April Betts Gibson, John Schapman, Diana Avalos Leos
Commissioner Mike Kreidler (*ex-officio*), Sue Birch (*ex-officio*)