



Washington Health Benefit Exchange

Open Enrollment Update

Exchange Board Meeting

January 22, 2015

Pam MacEwan, Chief of Staff
Beth Walter, Director of Operations
Jayne Wuerch, Chief Information Officer
Michael Marchand, Director of Communications

Overview of Topics

- Enrollment Information
- System Performance
- Call Center
- Addressing Enrollment Issues
- Special Enrollment Periods
- Marketing/Outreach



Open Enrollment Numbers

(All Numbers Effective as of Dec. 31, 2014)

Individual Marketplace

- Current Enrollees – 107,000
- Returning Enrollees (Renewals) – 79,000
- New Enrollees – 28,000

Medicaid Caseload

- New Adults – 472,000

Business Marketplace

- Accounts Created – 1,945
- Total Completed Applications (Link sent to Employees) – 39
- Total Enrollments (Employees Plan Selection Complete) – 9



Open Enrollment Deadlines

- Enrollees must select and pay for a plan by February 15th for coverage beginning in March
- Enrollees who have an SEP may select and pay for a plan by February 23rd at 4:59 p.m. for coverage beginning in March
- After February 15th, enrollees must have a qualifying event to be eligible to purchase coverage until the next Open Enrollment period

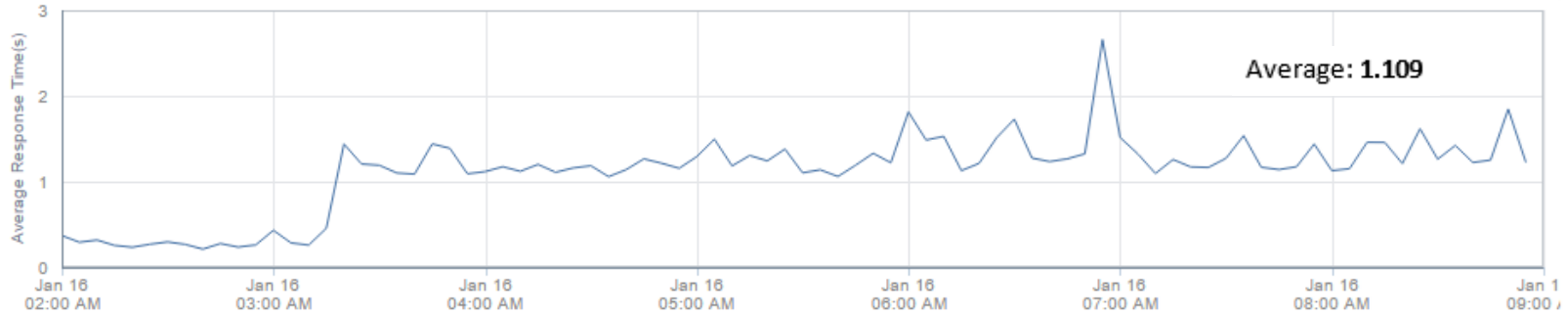


HEALTHPLANFINDER SYSTEM PERFORMANCE

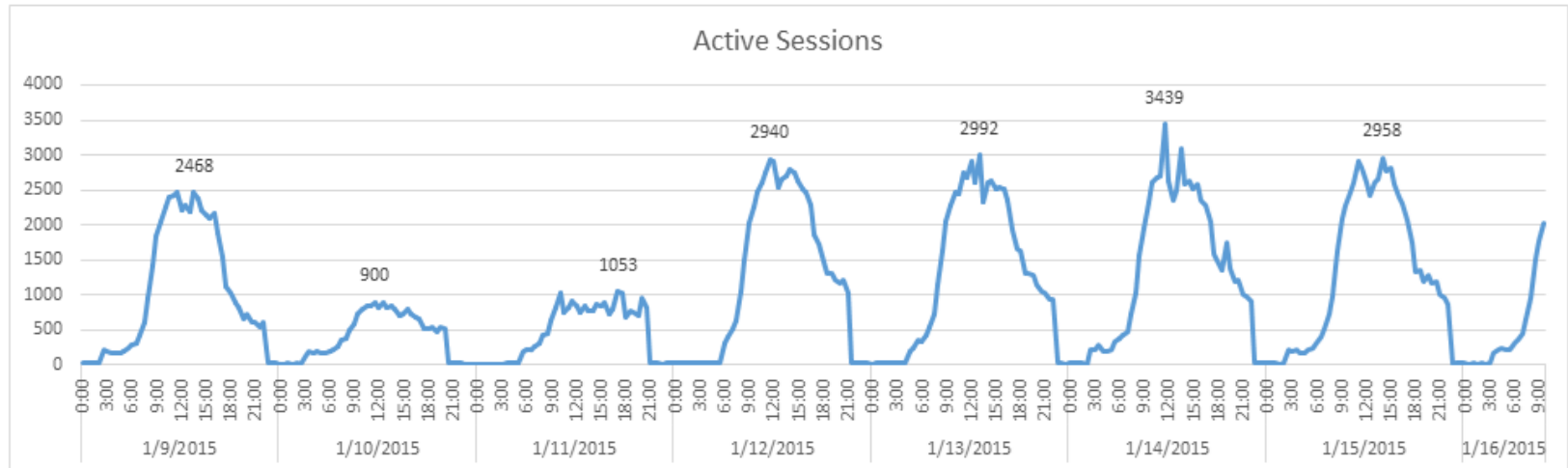
- Overall system performance remains strong - 1-2 second response time

AVG.RESPONSE BY TIME Jan 16 02:00 AM - Jan 16 09:00 AM PST.

A snapshot of how external users see HPF:
(less than 2 seconds is good, less than 3 seconds is fair)



- Proactive performance monitoring practices are in place, and performance improvement opportunities continue to be identified and implemented



Call Center Volume - December

- Average 8,000 – 12,000 calls handled/day
 - December 2013 = Average 3,000 calls handled/day
- Average wait times = 6.5 minutes
 - December 2013 = Average 13 minutes
- Number of IPA calls = 961, Broker calls = 1,033
- Number of appointments = 231
- Medicaid/QHP calls by percentage of total:
 - QHP only = 31.5%
 - Medicaid only = 31%
 - Both = 37.5%



Reenrollments

- As of December 31, 79,000 have reenrolled for 2015 coverage
- Almost 20% of renewed enrollees changed carriers
- Analysis in progress
- Communications issues – incorrect information from some carriers – specifying “you do not need to take any action to reenroll”
- Actions:
 - Joint communications with OIC and Governor
 - Outreach
 - Special enrollment period



Addressing Enrollment Issues

Cancelled Enrollments/Incorrect APTC:

- As of January 15th, 94% of the 5,963 cancelled enrollments were re-enrolled
- 6,000 accounts with incorrect APTC were redetermined
- Remaining individuals have received outreach including:
 - Letters
 - Robocalls and direct phone calls
 - Carrier outreach
- Quality improvement measures have been implemented

Guaranteed Renewability:

- Over 30,000 accounts were adjusted to allow QHP customers with an unpaid balance to enroll without paying balance first
- As of December 30th, 4,600 customers enrolled for 2015 coverage



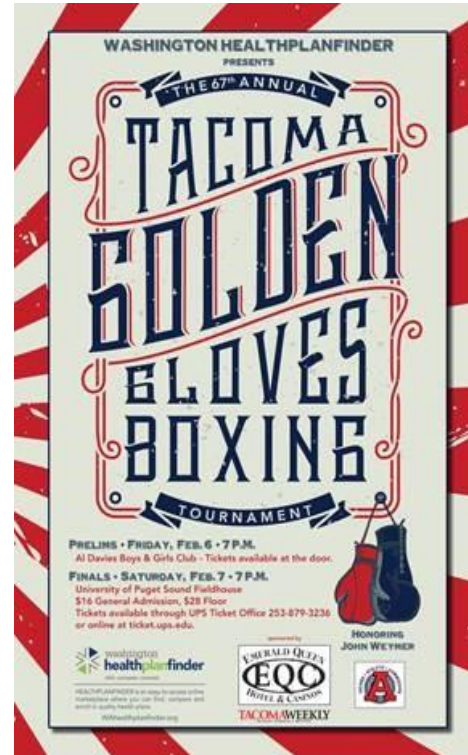
Special Enrollment Periods

- Customers who did not enroll/renew by December 23rd are still eligible for January 1st coverage
 - Enrollment was erroneously cancelled
 - Received an incorrect APTC amount
 - System errors/unavailable
 - Didn't know action was needed to renew
- SEP open until February 23rd
- FAQs distributed, petition form posted on website
- Approximately 2,600 petition forms have been received



Marketing & Outreach Update

- TV Advertising on-air post-holiday
- Live Nation Engagement
- Univision Partnership
- Targeting Jan. 24
 - Reviewing additional mall tour dates
 - Building in Small Business events
 - Dovetailing sponsorship opportunities
- Ready for Tax Form mailings





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