

Open Enrollment (OE) 12

Washington Health Benefit Exchange Board Meeting

October 24, 2024



Presenters

DATE: October 15, 2024

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Open Enrollment (OE) #12 is almost here!

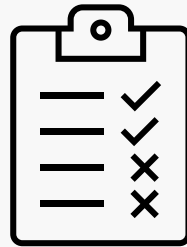
We are excited to share information about Open Enrollment with you today.

We invite you to listen, learn and ask!



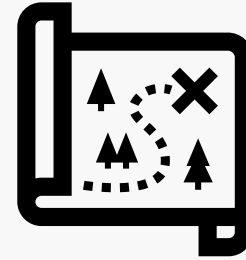
Goals for OE#12

What is a successful
Open Enrollment?



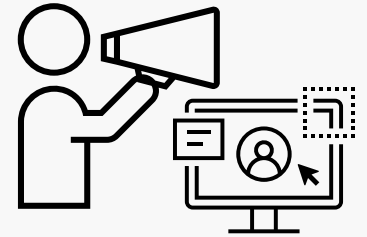
Ready, set, go!

New Programs & Key
milestones for Open
Enrollment 12



Customer Journey and Support

How do we serve
customers throughout
Open Enrollment?



Spread the Word!

Marketing and
Outreach that make a
difference!

OE 12 Goals



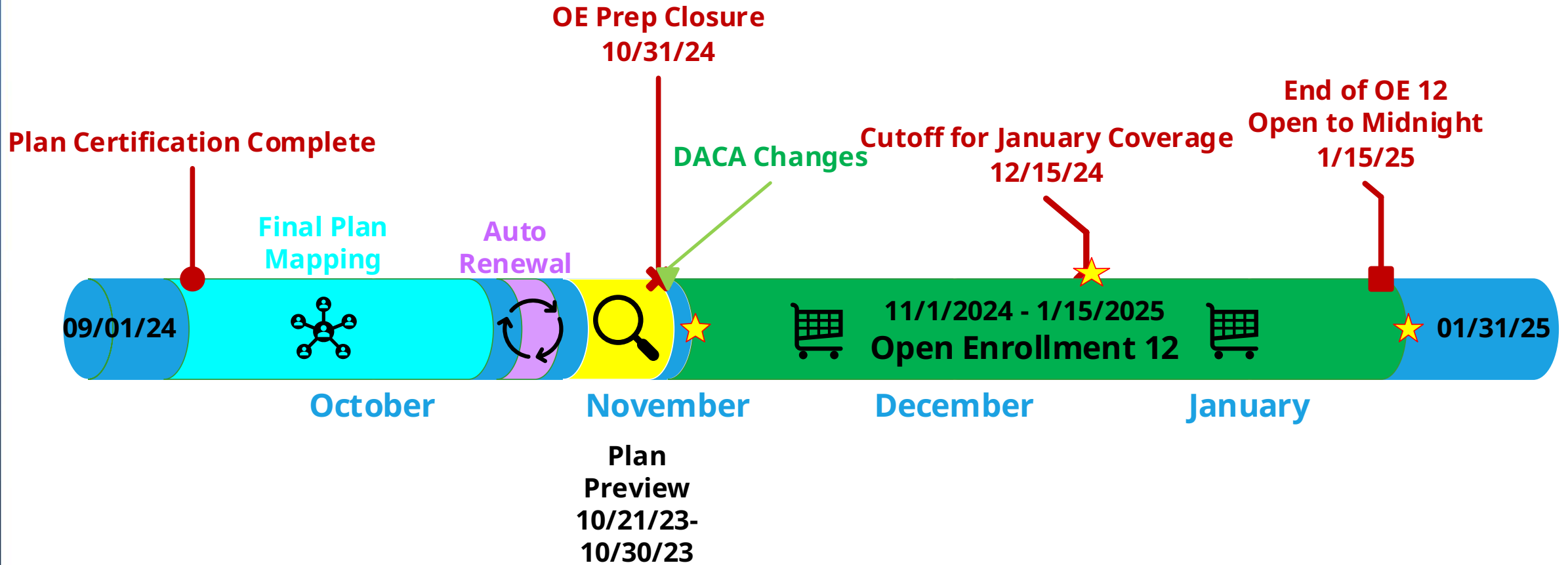
+ Keep People Covered

+ Grow Enrollment

+ Advance Quality, Affordability
& Health Equity

+ Outstanding customer
service and technology
performance

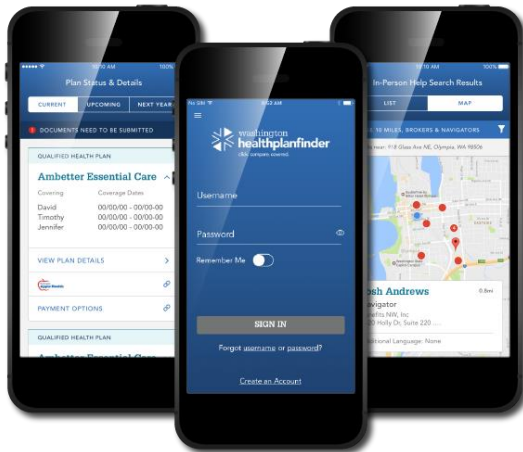
Open Enrollment 12 Milestones and Key Dates



Overview of Washington Healthplanfinder: Washington State's Online Health Insurance Marketplace

Washington Healthplanfinder is the place to shop, apply, and sign up for health and dental plans in Washington.

Healthplanfinder determines eligibility for Washington Apple Health (Medicaid), tax credits and Cascade Care Savings.



Options:



Website

Mobile app (iPhone & Android)



Person-Centered Enrollment and Support Options

Customer Support Center

(Data shown is for Open Enrollment 11: November 1, 2023--January 15, 2024)
Source: TTEC Data Reports



Calls:

- 243,010 Received
- Assistance in 240+ languages



Chats:

- 60,412 Received



Other:

- 2,836 Paper Applications
- 6,501 Document Uploads
- 2,019 Emails/Faxes
- 14,852 Returned Mail



Contact Center Open Enrollment Hours M-F
7:30am to 7:00pm

- Open Veteran's Day (11/11)
- Open 9:00am to 5:00pm 12/15
- Open until midnight 1/15
- Open 10:00am to 2:00pm 12/7, 12/14 & 1/11

Holiday Closures

- Thanksgiving Day
- Native American Heritage Day
- Christmas Day
- New Year's Day
- Martin Luther King, Jr. Day

Overview of Assister Network

Customers can search for a local assister on *Washington Healthplanfinder*.



845 Navigators



111 Tribal Assisters



97 Certified Application Counselors



1,900 + Brokers



9 Enrollment Centers

The Exchange is leveraging our assister network of nearly 3,000 brokers, navigators and Tribal assisters across the state to help customers get or stay covered.

OE12

Marketing and Communications readiness

Your Health, Our Priority

OE marketing goals

1. Reinforce Cascade Care branding
2. Utilize the latest trends in our media: use more video and visual interest (i.e. stop motion, IG Reels)
3. Focus on customer touch points: homepage, high-traffic pages, curated templates, appeals and contact forms
4. Be consistent with our branding and content and plan for the future
5. Retention messaging (for general messaging) but also welcoming new customers (IHC)

OE Preparations – Creative direction

Everyone's solution
for health and
dental insurance



WASH STATE
CASE

We make it simple
to compare plans
in one place



WASH STATE
CASE

Discover savings
you won't find
anywhere else



WASH STATE
CASE

**Your health.
Our priority.**

Enroll starting Nov. 1. Visit
WAHealthplanfinder.org.



Health and dental
plans for every
Washingtonian



WASH STATE
CASE

Compare plans
in one place



WASH STATE
CASE

We're ready to help
in person, over the
phone and online



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Your health,
our priority



Finding health and
dental plans is easy



Together, we'll
find your health
and dental plan

Washington Healthplanfinder makes shopping for the right plan easy, because finding the perfect health plan shouldn't be a chore. **Find the plan for you at WAHealthplanfinder.org.**



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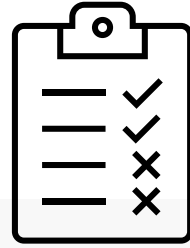


Open Enrollment (OE) #12 Key Takeaways



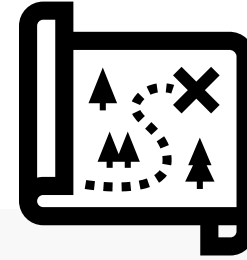
Goals for OE#12

- Keep people covered
- Grow enrollment
- Advance quality, affordability & health equity
- Outstanding customer service & technology performance.



Ready, set, go!

- OE12 is 11/1 to 01/15
- High contact volumes
- DACA+ changes 11/1
- \$155/\$250 Cascade Care Savings amounts



Customer Journey

- Most Auto Renew
- Varied support options
- Engage community trusted messengers to support Immigrant Health and DACA+



Spread the Word!

- New Homepage
- New Simple Chinese, Vietnamese, Russian and Ukrainian landing pages
- Robust Marketing plan



washington
healthplanfinder

click. compare. covered.

www.wahealthplanfinder.org | www.wahbexchange.org | 1-855-923-4633