

Open Enrollment (OE) 12

Washington Health Benefit Exchange Board Operations Committee Meeting

October 15, 2024



Presenters

DATE: October 15, 2024

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Open Enrollment (OE) #12 is almost here!

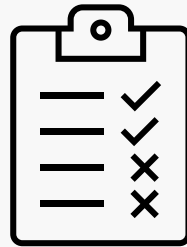
We are excited to share information about Open Enrollment with you today.

We invite you to listen, learn and ask!



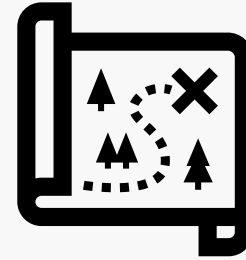
Goals for OE#12

What is a successful
Open Enrollment?



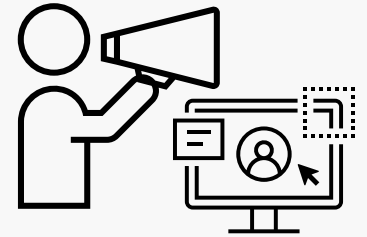
Ready, set, go!

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!



Goals

OE 12 Goals



+ Keep People Covered

+ Grow Enrollment

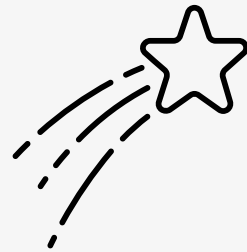
+ Advance Quality, Affordability
& Health Equity

+ Outstanding customer
service and technology
performance



Deferred Action for Childhood Arrivals + Other Non-Citizens (DACA+)

- DACA
- Valid non-immigrant- visa holders
- People pending application for adjustment of status
- People granted employment authorization



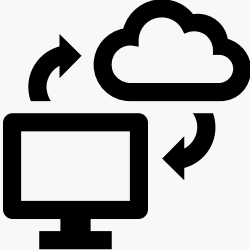
- Family Unity Program beneficiaries
- Special Immigrant (SI) juveniles with approved petitions
- Certain asylum applicants under age 14

Implementation to support access



Goal

DACA+ customers get new savings



Technology

- Revised screens
- More automation Spring 2025



Support

- Training
- Eligibility & Verification



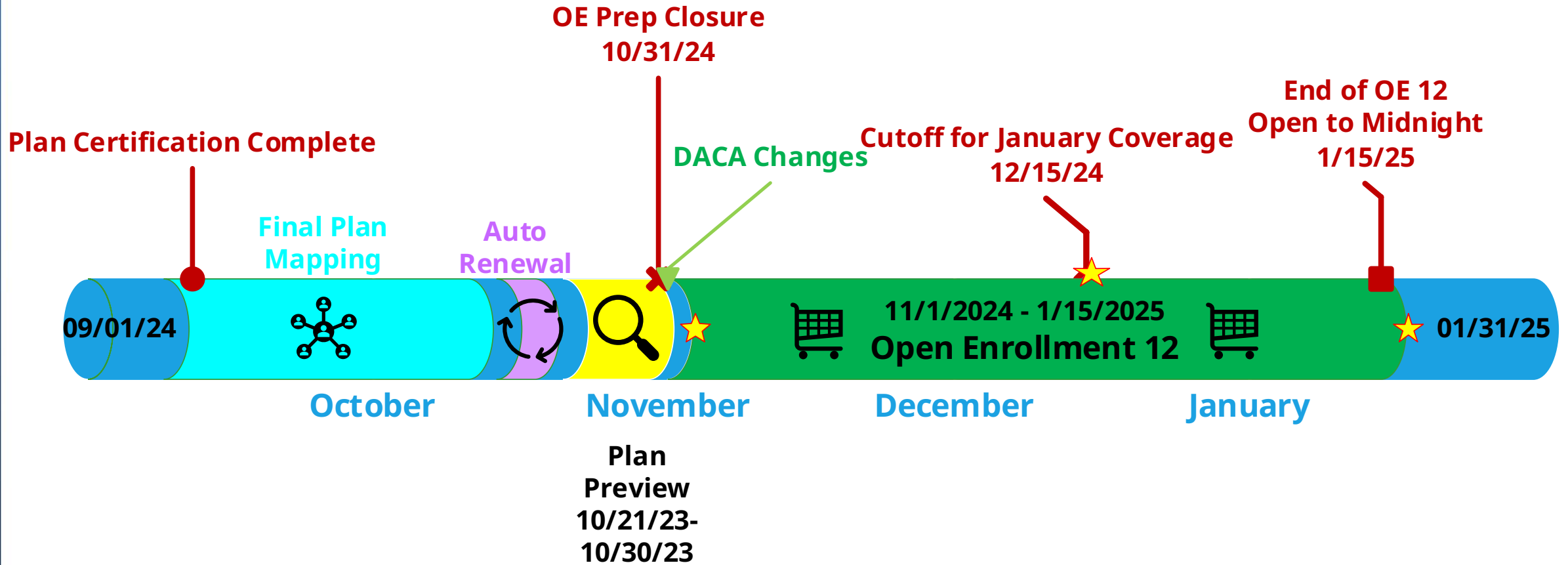
Outreach

- Letters & marketing
- Trusted messengers



Milestones and Logistics

Open Enrollment 12 Milestones and Key Dates

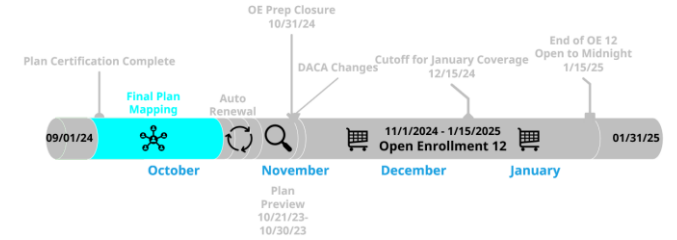




Auto Renewal

Goal: Keep People Covered!

Action: Identify 2025 Plans for Current Customers



1. OIC Approves Plans
2. Exchange Board Certifies Plans

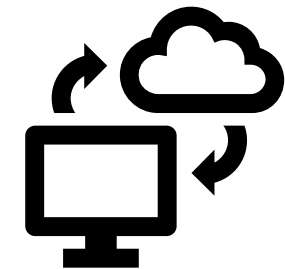


3. Exchange Teams Map Plans
Some elements considered:
 - Plan availability
 - Exiting Carrier (Pacific Source)



4. Exchange Teams Validate Results

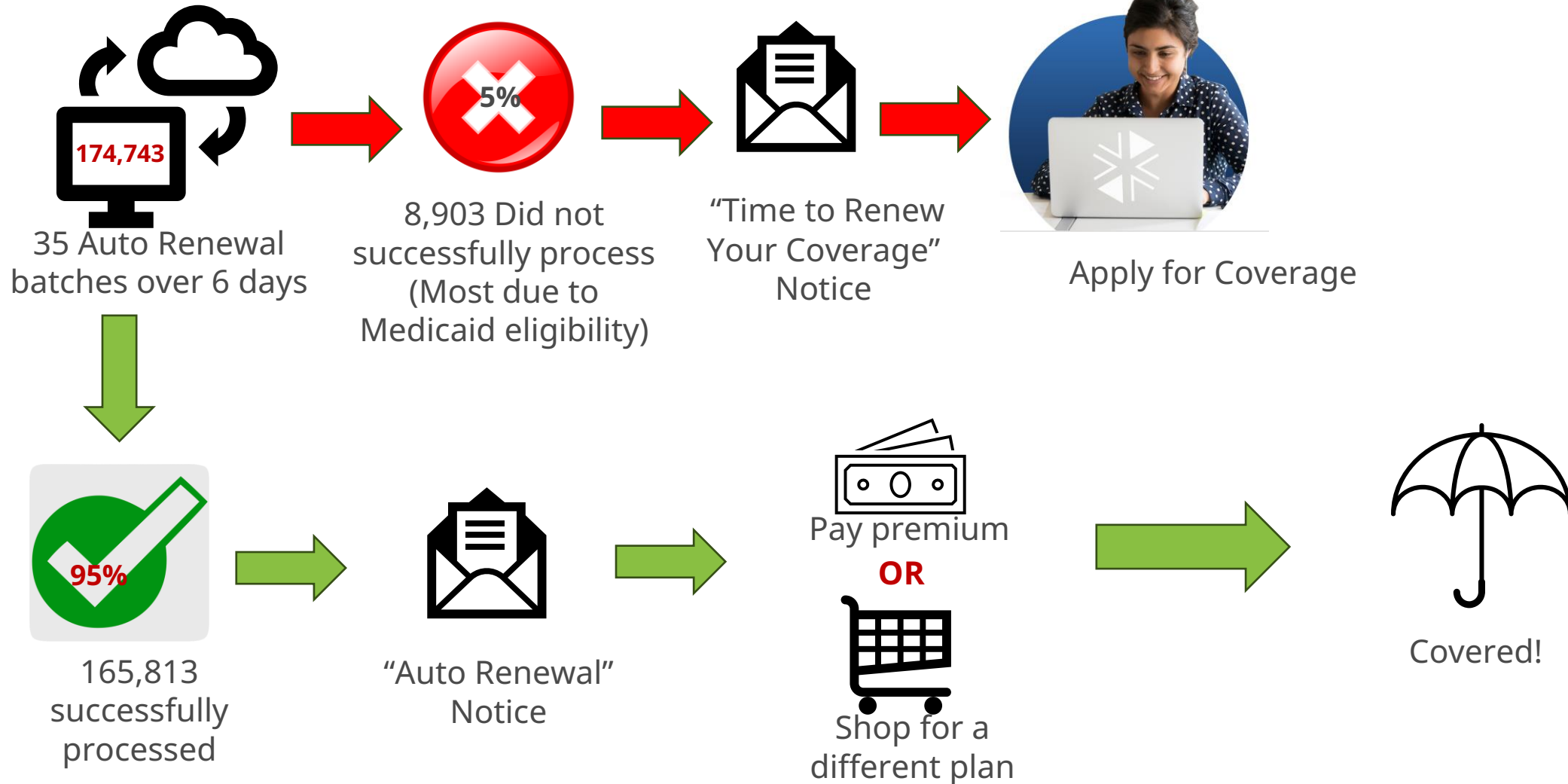
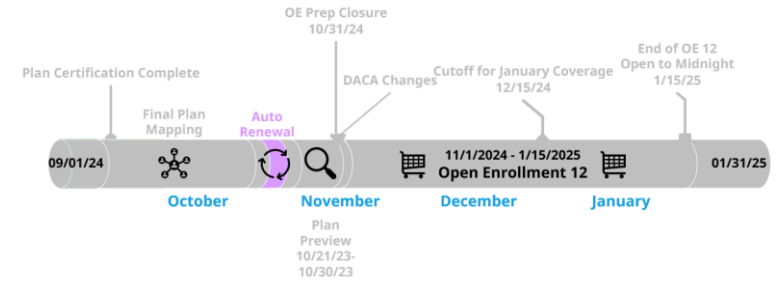
5. Exchange Teams Upload into Healthplanfinder for Autorenewal



Goal: Keep People Covered!

Action: Auto Renew Customers into 2025 Plans

Note: Data shown reflects OE11 Statistics as OE11 processing won't be complete until 10/18/2024





Self-Service Enrollment Options

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

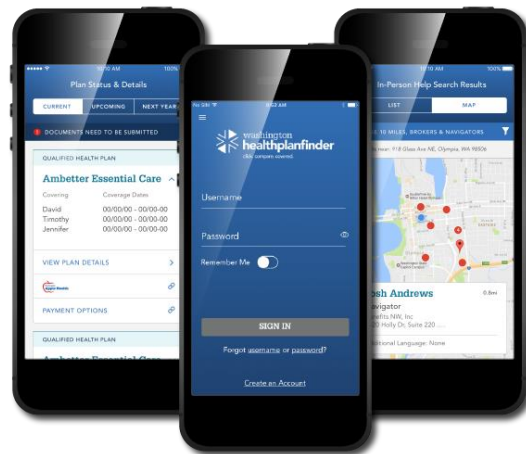


An Overview



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)

A Few Metrics



- Applications completed online: > 90% online



- Average time to complete an application: 11 minutes
- Time to receive eligibility response once submitted: 1.4 seconds



- Customers accessing Healthplanfinder* from mobile device: 60%

*Note: Using a smart phone or tablet, accessing responsive website or using the mobile application



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

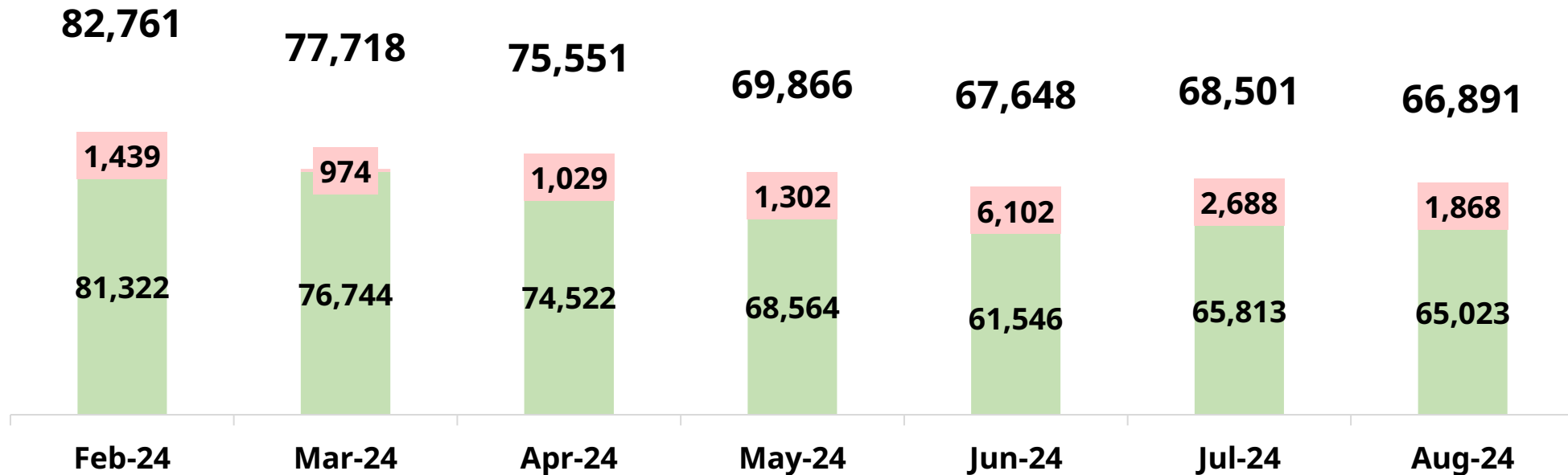
- Thanksgiving Day
- Native American Heritage Day
- Christmas Day
- New Year's Day
- Martin Luther King, Jr. Day

Customer Support Center volumes remain high

Data Source: TTEC Data Reports

Call Volumes

■ Total Answered Calls ■ Total Abandoned Calls

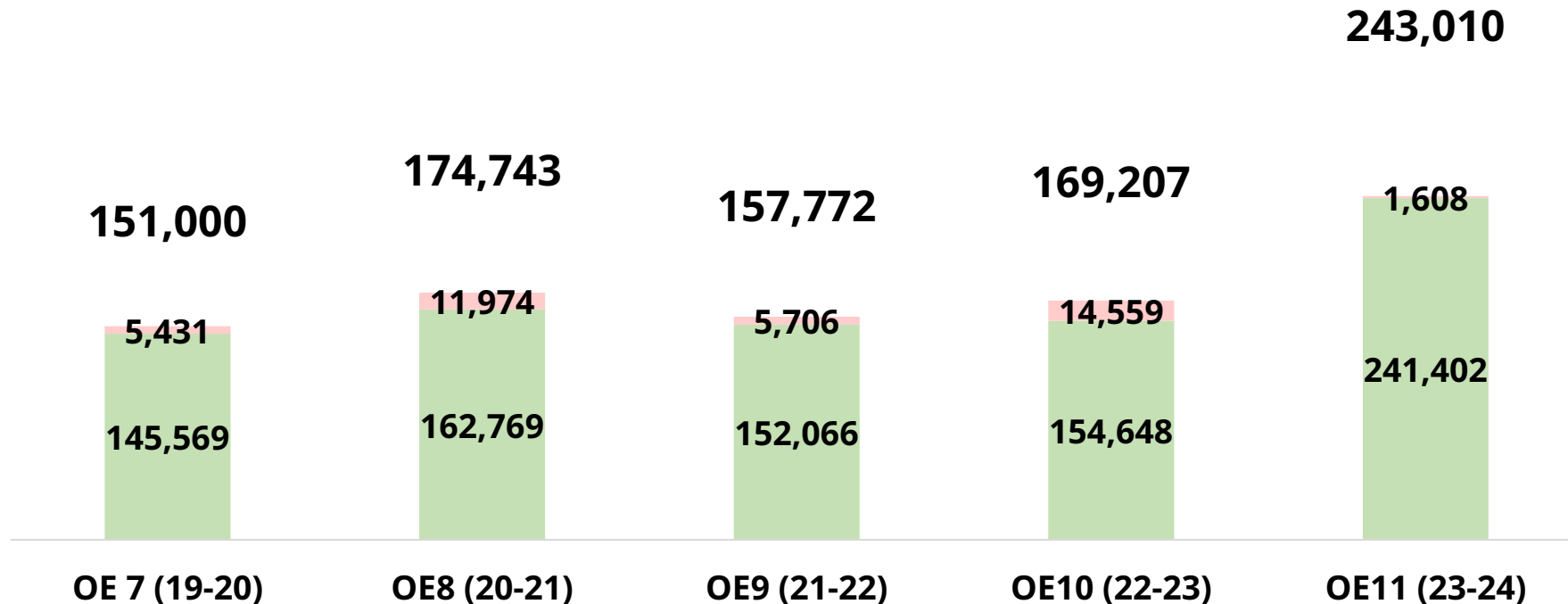


OE Customer Support Center volumes have grown

Data Source: TTEC Data Reports

Past OE Call Volume Data

■ Total Answered Calls ■ Total Abandoned Calls



Helping Customers Navigate Conditional Eligibility Verification

	OE9 2021-2022	OE10 2022-2023	OE11 2023-2024
Documents Reviewed	13,240	13,118	11,913
Applications Reviewed	11,159	9,545	8,411
Manual Verifications	3,571	4,280	4,478



Helping Customers Navigate Enrollment

	OE9 2021-2022	OE10 2022-2023	OE11 2023-2024
Customer Support Center Asks	780	712	1,087
Other Requests	2,713	2,570	2,620



Helping Customers Navigate Appeals

	OE9 2021-2022	OE10 2022-2023	OE11 2023-2024
November	100	59	114
December	52	24	95
January	56	43	118



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.

Open Enrollment Ramp Up

Assister Training & Resources

Privacy &
Security Annual
Refresher

In-service Days

Carrier Week

OE Readiness
Lunch & Learn
Webinar

Fall Quarterly
Training (LMS)

OE Readiness
LMS site page

DACA+
Information &
Resources

OE Partner
Toolkit

Assister
Newsletters
& Email

OE12

Marketing and Communications readiness

Your Health, Our Priority

Statewide campaign

KEY THEMES

- Trust
- Accessibility
- Simplicity
- Healthy living
- Genuine

KEY BENEFITS

- Trustworthy: The Exchange is a resource hub to help find and get the best health plan for your family. The Exchange is not an insurance company, but we want to ensure that you are covered now.
- Direct communications: We will communicate in a quick and concise way to avoid confusion and provide value. Help is available in your community of navigators, brokers, enrollment centers and the call center.
- Authentic: With the challenges that come with finding the right health plan, we will be here to help guide and support you.
- Champion: We work tirelessly to help you achieve the best outcome for you and your family. This includes ensuring you have the resources to shop, compare and access new and changing subsidies and tax credits for you and your family.

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)

Photoshoot with Washingtonians



Jordan



Alejandra
& Family



Sunnie



Hope



Slater



Jon



Tokala



Paul



Corky



Stephanie



McKenzie

Photoshoot with Washingtonians



jonmeggofficial • Follow



jonmeggofficial 16h
Everyone meet Lana 🐶 my scene partner for the day 🌟 today's commercial shoot was the best 🙏 this was such an amazing team to work with 🙌🙌

Here's some Behind The Scenes 📺📺

HUA @lorenasotomakeup
Wardrobe @lindseyjwatkins
Creative director 🎬 @jkcvideo
Client @waplanfinder
BTS @eckel.tech



lorenasotomakeup 14h
It was nice working with you! You were great and I know Lana agrees



29 likes

16 hours ago



Add a comment...



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.



washington
healthplanfinder

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



WASH STATE
CASE

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washington
healthplanfinder

Health and dental
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Washingtonian



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.**



Your health,
our priority

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OE Preparations – Creative direction

Health Insurance for All **Get Started**
No matter their immigration status! 

**Your health matters.
Protect it.**
Shop for health insurance that
meets your needs on
Washington Healthplanfinder



**Regardless of
immigration status**

 **Sign up
by Jan 15**

Health Insurance for All
Everyone in Washington
is welcome to shop for
health insurance on
Washington Healthplanfinder



**No matter their
immigration status!**

 **Get Started**

Your health matters. Protect it. **Sign up by Jan 15**
Regardless of immigration status 

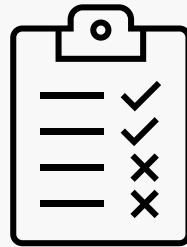
Discussion: OE12...are YOU ready?

How can we help?



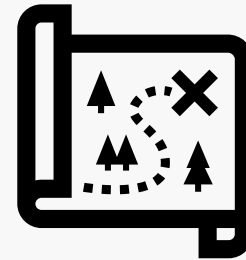
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What is a successful Open Enrollment to you?



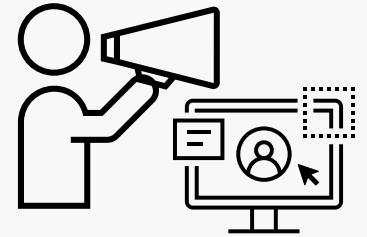
Ready, set, go!

Other helpful information would for you?



Customer Journey and Support

Other recommendations to support customers?



Spread the Word!

How can you help spread the word?

Appendix

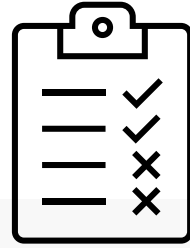


Open Enrollment (OE) #12 Key Takeaways



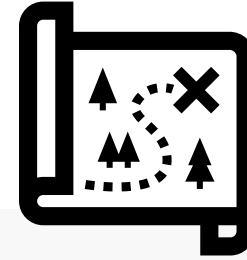
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- Keep people covered
- Grow enrollment
- Advance quality, affordability & health equity
- Outstanding customer service & technology performance.



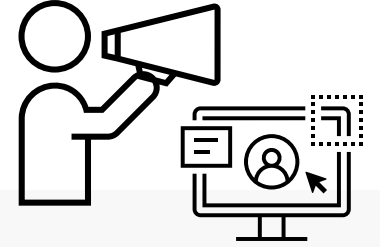
Ready, set, go!

- 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