

Board Strategic Plan (Five to Ten Year Plan)		HBE Strategic Initiatives (~ two years)
<p>The Exchange’s strategic plan is continually evolving, as the organization strives to become a steward for our customers and public resources by maintaining a healthy individual market that provides Washingtonians with access to high quality, affordable coverage. Similar to last year, the Exchange’s current goals and strategies to meet our customers’ needs are to:</p>		
1. Improve health coverage, affordability, care and outcomes		
1.1	<i>Maximize Cascade Care tools – standard plans, public option, and state premium assistance – to deliver on our promise that all customers will have access to an affordable, high quality plan in the individual market</i>	Obtain Sustainable Funding for Cascade Care Savings Limit Non-Standard plans Strengthen Public Option Affordability Impact
1.2	<i>Develop strategies to reduce the uninsurance rate in WA to less than 3% and assist vulnerable populations to reduce the likelihood of experiencing coverage gaps</i>	Medicaid Redetermination and Transition support Immigrant Health Coverage- QHP+Medicaid Expansion Enhanced APTC (extend beyond 2025) Medicaid – Birth to Six Coverage
1.3	<i>Align with statewide initiatives to address quality and the underlying cost of care to ensure that products offered on the Exchange offer customers high quality, meaningful choice</i>	Bree Collaborative; WA Health Alliance; Purchaser Business Group on Health; HealthCare Cost Transparency Board; Universal Health Care Board
2. Advance diversity, equity and inclusion (DEI) to narrow health disparities, especially in communities of color		
2.1	<i>Develop and engage in a model for Exchange leadership in addressing the social determinants of health, ensuring public health is a key design</i>	New Leadership Chief of Equity and Community Prtnr Language Access Plan Accessibility Remediation, Design, Development
2.2	<i>Drive Exchange decisions using DEI principles and an in-depth understanding of our marginalized consumers to improve health care access by asking marginalized communities what they need</i>	Immigrant Health Coverage Assessment, Research, Community Engagement, Community informed outreach materials Tribal Consultations and Tribal Assister Program Human Centered Design and Research informed policy, process and technology development
2.3	<i>Increase the diversity of the Exchange Board, managers, and leadership to reflect the people we serve and increase the cultural humility of our Board, leadership, and staff</i>	Equity Assessments and Recommendations DEI Micro learnings for all staff New DEI Manager hired, equity assessment and prioritization of work areas Investing in developing robust DEI Practices

3. Leverage the success of the HealthplanFinder technology platform

3.1	<i>Develop strategies to retain and grow customer use of the Exchange, including options for future Exchange-offered products and services</i>	Modernization Replanning and Implementation Implement Security enhancements Improve Business Continuity Planning Optimize Contact Center assistance
3.2	<i>Focus on innovative customer-based solutions, including feasibility of serving customers who are transitioning to Medicare and from Medicaid.</i>	Small Business Outreach - Calculator Improve ongoing Medicaid Termination Transitions
3.3	<i>Partner with state agencies to reuse our technology to improve customers' experience with health care</i>	HHS Coalition -ACES Stabilization - Integrated Eligibility and Non-MAGI alignment

4. Expand innovative approaches to drive health system excellence

4.1	<i>Introduce and foster innovative initiatives to dramatically improve customer experience and engagement</i>	Modularize and Modernize HPF Ecosystem (Roadmap) Disability Access User Centered Design Customer Service of the Future framework
4.2	<i>Leverage and build upon the Exchange's consumer networks to empower communities to influence health decisions and partner in whole person care</i>	Enhanced Outreach and Sponsorship Focused navigators (COFA, AFH)
4.3	<i>Increase our health literacy efforts to enable people to better understand how to enroll in, use, and pay for their health insurance</i>	Resource Customer Support Center to offer initial guidance and referral Resource navigator and broker networks to support targeted outreach and customer education Support Community tailored messaging (Vida)
4.4	<i>Use data to deepen understanding of customer experience and cost, elect measures, and drive informed decisions</i>	Enhanced Analytic tool - data warehouse Obtain and analyze Customer Support Center data RAND Hospital Study APCD Analysis