

Washington Health Benefit Exchange

Senate Health Care Work Session: Exchange Overview & Budget January 20, 2015

Richard Onizuka, PhD, CEO Pam MacEwan, Chief of Staff

Outline

- Overview and building of Exchange
- First year metrics
- Second year activities (2nd Open Enrollment)
- Proposed budget and staffing



Exchange Overview

- One of 19 State-based Marketplaces (as of Jan 2014)
- Created as a "public private partnership separate and distinct from the state" in legislation in 2011
- Governed by open public meetings and public disclosure laws
- Responsible for managing the online health insurance marketplace,
 Washington Healthplanfinder
- Through Healthplanfinder, WA residents can obtain Medicaid or commercial health coverage, compare plan options, and qualify for federal subsidies to help pay for coverage. All renewals go through Healthplanfinder
- Washington Healthplanfinder launched on October 1, 2013
- Over 1.8M -- 1 in 4 —Washington residents have signed up for health insurance through *Healthplanfinder*.



The Exchange as a Business



Above the Surface

- The Washington Healthplanfinder
- Marketing, Advertising & Outreach
- Customer Support (Navigators, Brokers, Call Center)



Below the Surface

- Develop and Host Infrastructure
- Design, Develop, and support software application
- Build, Host and support infrastructure
- Maintain Connectivity with Federal and State Systems
- Protect Consumer Data
- Eligibility Determination and Tax Credits
- Review and Certify Qualified Health Plans
- Customer Support Management and Training
- Program Integrity
- Appeals Program
- Quality Rating System



Exchange Basics

- Entry point for Medicaid, Qualified Health Plans
- QHP: Individuals >138% of FPL and small groups (1-50)
- Tax credits available for individuals 138%-400% of FPL
- Cost sharing reductions available for <250% FPL
- Metallic tiers for different coverage levels
- Apples-to-apples comparisons for consumers, one-stop shop
- 10 essential health benefits
- Robust customer support network
 - Spokane-based call center
 - State-wide Navigator and Broker enrollment assistance programs



In-Person Assister Network

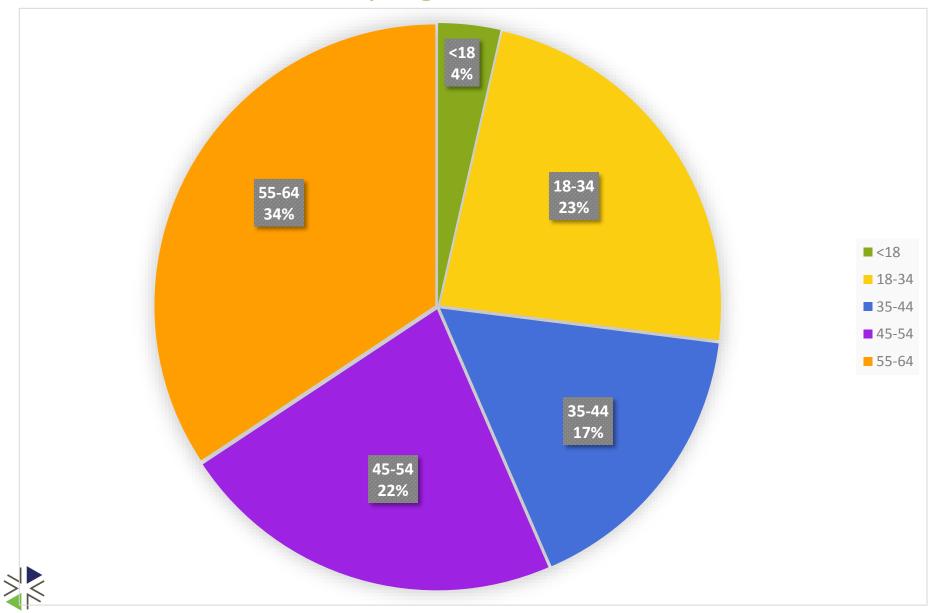




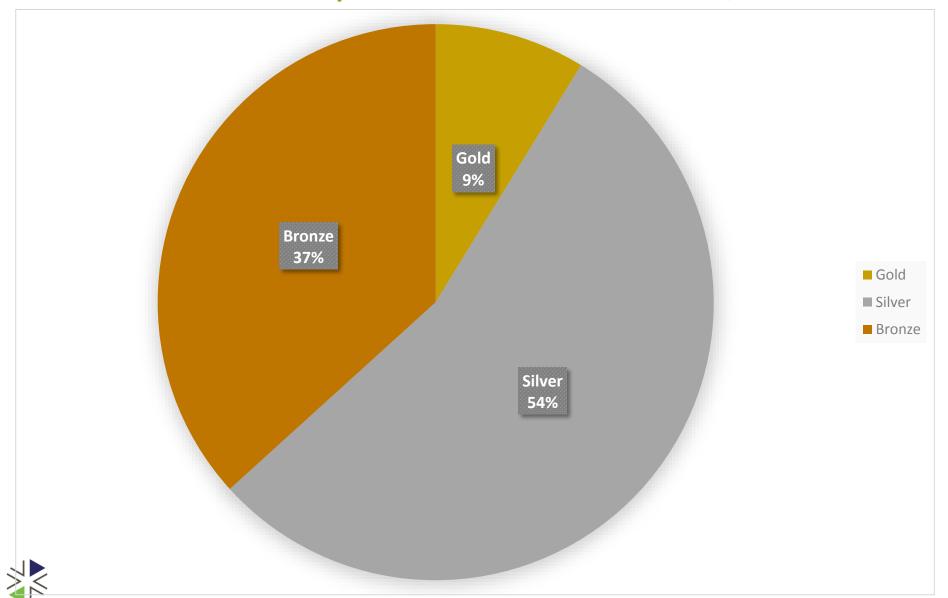
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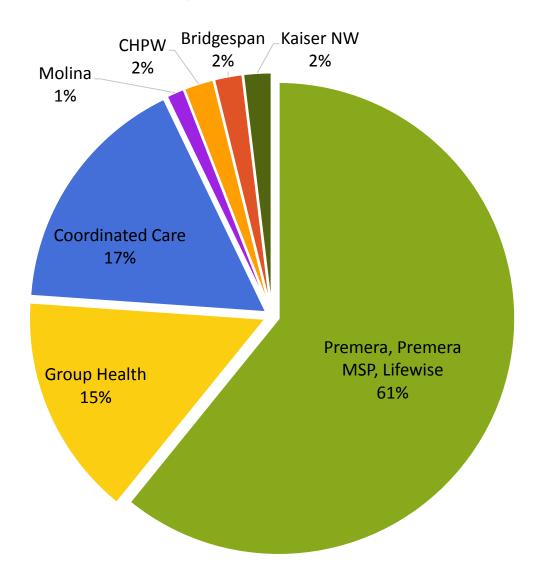
Enrollment by Age as of October, 2014



Enrollment by Metallic as of October, 2014

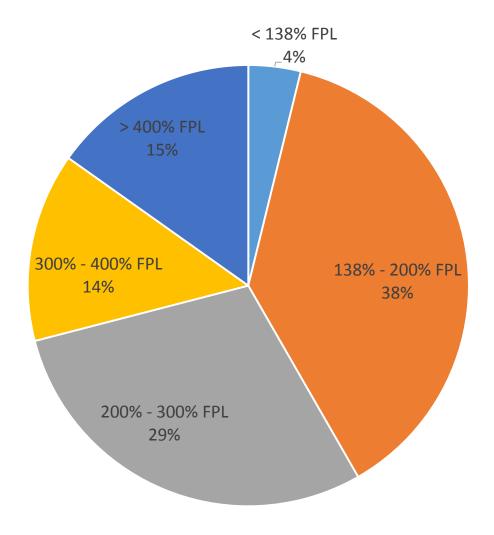


Enrollment by Carrier, October, 2014





Enrollment by FPL as of October, 2014







2015 Exchange Plan Offerings

Increased carrier participation

- First statewide plan for small business marketplace
- 10 carriers offered on Exchange 2 new to the individual Exchange

More plan choices

Health literacy efforts to help consumers make informed decisions

Affordable plan options

Record low 1.9 percent rate change



First year of QHP renewal process

2015 Submission Overview Individual Market

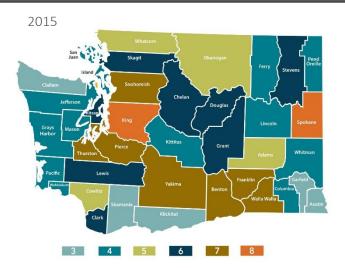
10 Issuers | 82 Individual QHPs | 23 renewed / 59 new



Breakdown of 2015 Exchange Plan Offerings

Individual QHP Market – Issuers per County





Individual Market

2014: 8 issuers, 46 plans

2015: 10 issuers, 90 plans (8 MSP)

New: More choice

Healthplanfinder Business/SHOP

2014: 1 Issuer, 5 plans

2015: 2 Issuers, 23 plans

New: Statewide market

Individual Pediatric Dental Market

2014: 5 Issuers, 5 Plans

2015: 5 issuers, 6 plans

New: High-level plans (85% AV)

Current Status and Path Forward

Early Indicators for 2015 Enrollment (November 15, 2014 – February 15, 2015)

- 107,000 Qualified Health Plans (as of December 31, 2014)
- 471,602 new Medicaid adults

Improving Performance

- Eligibility & Enrollment
- Quality Control
- Alignment with key agency partners (HCA, DSHS, OIC)

Improving Technical Operations

- Architecture and Code review
- Change of onsite
 Deloitte management
- New data processing tool for EDI
- Enhanced software quality reviews

Improving Consumer Experience

- Removal of premium aggregation
- New issues escalation/resolution process
- 1095A and tax filing preparation

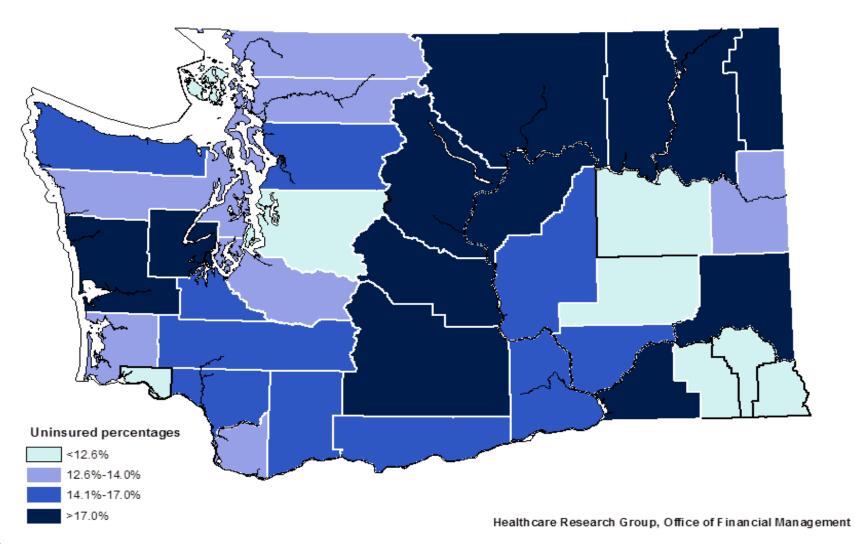


Value to Residents, Value to State

- Real time eligibility (including renewal) determination
- Competitive marketplace
 - Cost of acquisition in individual market
- One door for public and private health insurance
 - Federal exchange does not facilitate Medicaid enrollment; charges 3.5% admin fee
- Statewide outreach, marketing, health literacy campaigns
 - WA specific messaging/partnerships (e.g., Seahawks)
 - Reaching 'young invincibles' & low-middle income families
- Federal subsidies obtained through Exchange
 - Over \$300 million to help pay for premiums
 - Over \$50 million to reduce consumer costs of hospital and provider visits
- Enrollment success; decreased uninsured rate
 - 4th largest drop in rate of uninsurance nationwide (Gallup)
 - o 30% drop in charity care in WA; nearly \$154 million (Seattle Times)

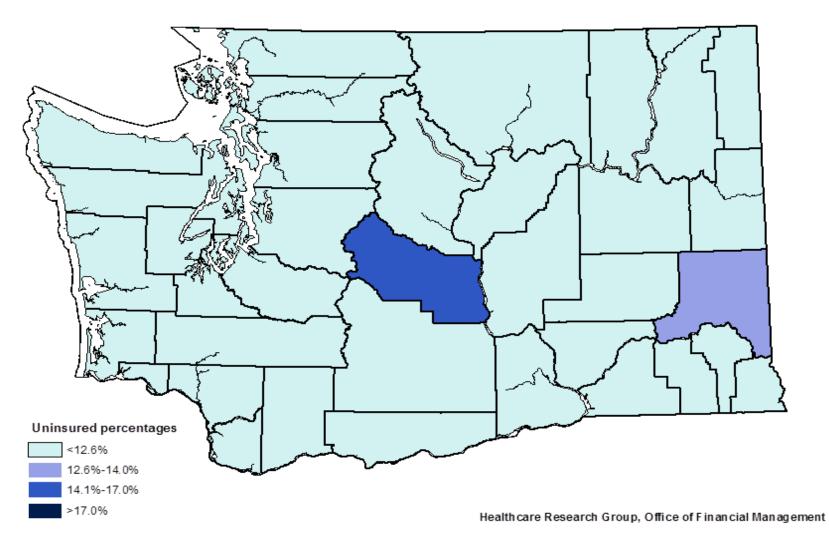


Percent Uninsured by County - 2013





Percent Uninsured by County - 2014

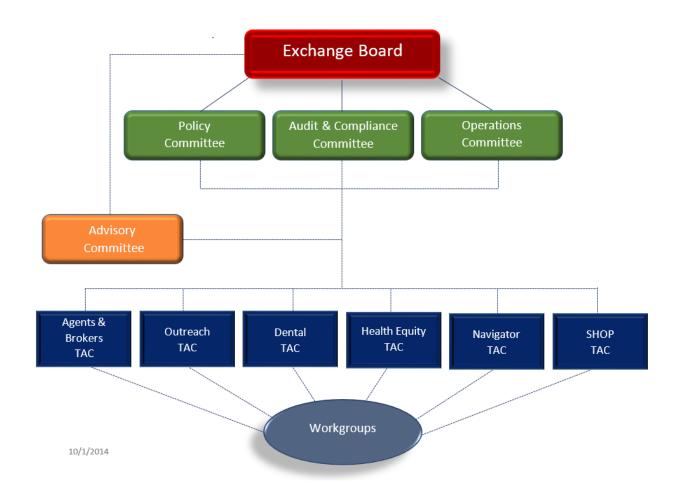






Exchange Governance

- The Exchange is run by an 11-member, bi-partisan Board (Chair, 8 voting, 2 ex-officio)
- Voting Board members are nominated by each legislative caucus
- Board members are appointed by the Governor to two-year terms





Exchange Funding

- Operation costs through 2014 fully funded by federal grants
- Exchange must become self-sustaining in 2015
- Exchange funding is appropriated by the legislature
- Three currently available ongoing Exchange funding sources
 - Qualified Health and Pediatric Dental Plans carrier premium taxes (2%) collected from products sold in the Exchange during 2015
 - QHP/QDP carrier assessments (\$4.19/\$0.33 PMPM)
 - Reimbursement from HCA for providing Medicaid services (cost allocation formula)



Exchange Federal Grant Funding Summary

Year Awarded	Grant	Funding Description	Amount	Amount Remaining	Project Period
2010	State Planning Grant	To develop an implementation plan for a state-governed and administered health insurance exchange.	\$1M	\$0	Closed
2011	Level 1A	To build a comprehensive operational plan, develop policy options, and begin design of an IT system to facilitate critical exchange functions.	\$23M	\$0	Closed
2012/2013	Level 2	To design, develop, implement and support initial operations of Washington Healthplanfinder.	\$157M	\$18M*	May 2012 – Dec. 2015*
2013	Level 1B	To further design, develop and implement Washington Healthplanfinder.	\$96M	\$27M~	Jan. 2014 – Dec. 2015*
2014	Level 1C	To achieve stability in Healthplanfinder, add functionality that supports and improves upon customer service, and help to establish a sustainable exchange.	\$27M^	N/A	Jan. 2015 – Dec. 2015*

^{*} Updated no-cost extension amount of \$18M

Total amounts do not include additional funds provided through Medicaid cost-allocation.



Additional information for WAHBE's Federal Grant Funding is available at the corporate website: http://wahbexchange.org/about-us/what-exchange/grants-federal-guidance/

[~] Updated no-cost extension amount of \$18M and approved Supplemental grant amount of \$9M

[^] Pending updated grant amount

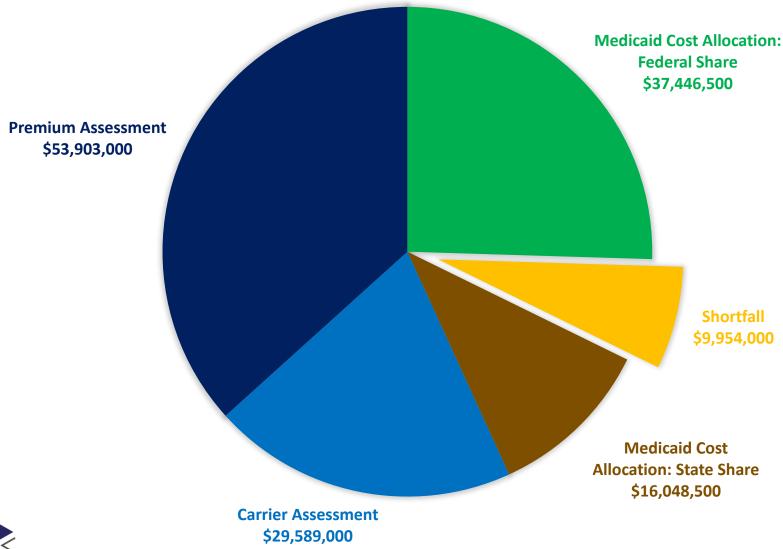
Exchange Budget Request - Overview

\$59M Budget	\$76M Budget I	\$79M Budget
CY 2015	CY 2016	CY 2017

Current Biennium (Jan 1 - June 30, \$20M Budget	State Biennial Budget (July 1, 2015 - June 30, 2017) \$69M Budget \$78M Budget		
SFY 2015	SFY 2016 Biennial Bu	SFY 2017 udget \$147M	

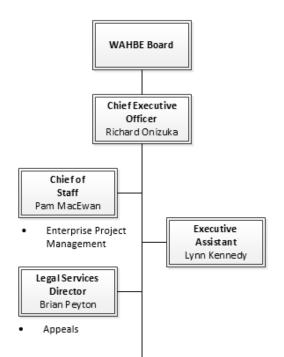


Proposed Revenue Sources: SFY 2016-2017 (assumes \$147M)









Department	Staff	Project/Temps
Executive	10	0
Legal Services	6	0
Communications	15	1
Administration/Finance	20	0
Operations	46	90
Policy	8	0
HPF Business (SHOP)	7	0
IT	33	1
Total	145	92

Communications Director Michael Marchand

- Tribal Program
- In-Person Assister/ Navigator Program
- Outreach & Marketing
- Media Relations

Chief Finance Officer Robert S. Nakahara

- Issuer Assessment
- **Budget & Accounting**
- Federal & State Financial Reporting
- **Human Resources**
- Facilities

Operations Director Beth Walter

- Customer Support Center
- Client Specialists
- Plan Management & Carrier Relations
- Enrollment & Eligibility
- Print, Correspondence & Translation

Policy Director Molly Voris

- Exchange Board & Committees Management
- Policy Development & Analysis
- Legislative & External Affairs
- Data & Reporting

HPF Business (SHOP) Director Catherine Bailey

- Small Business Management
- Broker/Agent Training & . Support

Chief Information Officer Jayne Wuerch

- Security & Privacy
- IT Technical Services
- IT Infrastructure
- IT Systems & Operations
- System Quality & Testing

Staff Distribution

Full Time Staff	Count	Median Salary
Support	11	\$52,999
Program	100	\$59,744
Management	34	\$104,619
Total	145	\$66,108



Exchange Budget Request Department Overview

Function Area	HBE Baseline (Millions)	Key Assumptions
IT	\$58	O&M costs, License feesSystem securitySystem enhancements
Operations	\$49	 Call center Printing and translation Client specialist team Reconciliation with carriers
Communications	\$17	MarketingOutreachNavigator support
Finance and Admin	\$14	Mandated audits
Policy, SHOP, Legal, Exec.	\$9	 Appeals Fed./State requirements (rating system, survey, etc.)
Total	\$147	 Total allocated distribution is 64% HBE and 36% HCA



SFY 2016-2017 HBE Budget Overview (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
System Enhancements			\$45,968
- Healthplanfinder	\$36,995	Deloitte	
- Eligibility Services	2,718	DSHS/ESA	
- Other O&M License Fees	6,255	Various	
Call Center and Other Operational Services			\$41,255
- Customer Service Center	\$30,624	Faneuil	
- Print Services	8,442	KP Corp	
- Other Operational & Consulting Services	2,189	Various	
Marketing, Outreach and IPAs		Various	\$12,686
SHOP Services		Various	\$459
Financial, Policy, Exec and Legal Consulting			\$3,904
- Auditing/Accounting Services/Other	\$3,014	Various	
- Executive and Policy Services	469	Various	
- Legal Services	420		
Other Costs			\$42,669
- Salaries and Benefits (145 FTE)	\$31,920		
- Rent, Utilities, etc.	2,275		
- Equipment, Travel, etc.	8,474		
	Total Request		\$146,941



SFY 2016-2017 IT Budget Detail (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
IT Operations and Enhancements			\$45,968
- Operations and Maintenance	\$14,636	Deloitte	
- HPF Support License Fee	3,195	Deloitte	
- HPF Releases/Enhancements	19,163	Deloitte	
- Eligibility License Fee	2,718	DSHS/ESA	
- Waiting Room Page	201	Akamai Tech	
 Plan Management/Provider Directory License Fee 	3,437	eHealth	
- HPF Platform License Fee	2,300	Oracle	
- Professional Services/Support License Fee	317	Microsoft	
Other Costs			\$12,171
- Salaries and Benefits (43 FTE)	\$10,777		
- Rent, Utilities, etc.	670		
- Equipment, Travel, etc.	724		
		Total	\$58,139



SFY 2016-2017 Operations Budget Detail (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
Call Center and Other Operational Services			\$41,255
- Customer Service Center	\$30,624	Faneuil	
- Print Services	8,442	KP Corp	
- Document Management System	1,612	HCA	
- Translation	577	LinguaLinx, Inc	
Other Costs			\$7,407
- Salaries and Benefits (34 FTE)	\$6,304		
- Rent, Utilities, etc.	530		
- Equipment, Travel, etc.	573		
		Total	\$48,662



SFY 2016-2017 Communications Budget Detail (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
Marketing and Outreach			
- Media Buy - Exchange Marketing		GMMB	\$6,304
Contracts			
- IPA/Navigators		Various	\$6,382
Other Costs			\$3,872
- Salaries and Benefits (17 FTE)	\$3,322		
- Rent, Utilities, etc.	265		
- Equipment, Travel, etc.	285		
		Total	\$16,558



SFY 2016-2017 Finance & Admin Budget Detail (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
Financial and Audit Services			\$3,014
- External Audit - A-133	\$627	Moss Adams	
- Carrier Assessment Invoicing	209	BMI	
- Legislative Mandated Performance Audit	1,537	State Auditor's Office	
- Financial System O&M	418	TBD	
- Other	223		
Other Costs			\$10,961
- Salaries and Benefits (22 FTE)	\$4,231		
- Rent, Utilities, etc.	343		
- Equipment, Travel, etc.	6,387		
		Total	\$13,975



SFY 2016-2017 Policy Budget Detail (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
Consulting			\$330
- Actuarial	\$105	Milliman	
- Consumer Rating System	105	TBD	
- Quality Rating System	14	NCQA	
- Consumer Survey	105	TBD	
Other Costs			\$2,615
- Salaries and Benefits (10 FTE)	\$2,291		
- Rent, Utilities, etc.	155		
- Equipment, Travel, etc.	169		
		Total	\$2,945



SFY 2016-2017 SHOP Budget Detail (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
Consulting			\$459
- Agent/Broker CSR	\$306	Ciber	
- Agent/Broker CSR	153	Teksystems	
Other Costs			\$2,417
- Salaries and Benefits (9 FTE)	\$2,126		
- Rent, Utilities, etc.	140		
- Equipment, Travel, etc.	151		
		Total	\$2,876



SFY 2016-2017 Legal Budget Detail (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
Legal Services			\$420
- Presiding Officers (4)	\$211	Various	
- Attorney General's Office	105	AGO	
- Outside Legal Counsel	105	TBD	
Other Costs			\$1,631
- Salaries and Benefits (7 FTE)	\$1,404		
- Rent, Utilities, etc.	109		
- Equipment, Travel, etc.	118		
		Total	\$2,051



SFY 2016-2017 Executive Office Budget Detail (\$000's)

Deliverable Types	Breakout	Contractor	SFY 2016-2017
Consulting			_
- Executive Consulting	\$139 T	BD	\$139
Other Costs			\$1,595
- Salaries and Benefits (4 FTE)	\$1,465		
- Rent, Utilities, etc.	63		
- Equipment, Travel, etc.	67		
		Total	\$1,734



General Resources

www.wahealthplanfinder.org

www.wahbexchange.org

1-855-WAFINDER (1-855-923-4633)

TTY/TTD for Deaf: 1-855-627-9604

info@wahbexchange.org







Appendix

Exchange Board

Ron Sims— Chair, Retired *Deputy Secretary for the U.S. Department of Housing and Urban Development*

Hiroshi Nakano –CEO South Sound Neurosurgery

Bill Baldwin – Partner, The Partners Group

Don Conant – General Manager, Valley Nut & Bolt, Assistant Professor

Bill Hinkle – Executive Director, Rental Housing Association and Former Legislator

Mark Stensager – Retired Health System Administrator

Ben Danielson – Medical Director, Odessa Brown

Phil Dyer – Senior VP, Kibble & Prentice, and Former Legislator

Teresa Mosqueda – Legislative & Policy Director, Washington Labor Council

*Commissioner Mike Kreidler – Insurance Commissioner

*Dorothy Teeter – HCA Director



^{*} non voting, ex officio

Exchange Operational Requirements

Required

- Streamlined application & eligibility determination
- Call center
- Navigator program
- Plan certification
- Pediatric dental
- Consumer survey
- Consumer rating system
- State Audit
- Appeals Program
- SHOP/WA HPF Business
- Printing for required notices
- Translation/Interpreter services
- Data reporting to federal government
- Reconciliation of enrollment information with carriers

Not Required

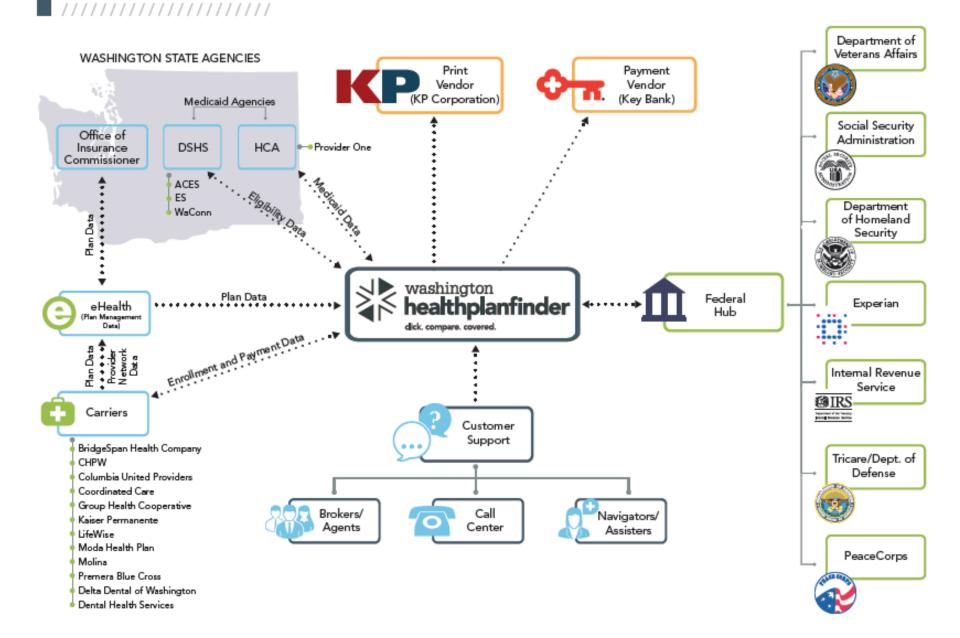
- Outreach and marketing
- Specialized broker support
- Post-eligibility referrals to WaConn (classic Medicaid, etc.)
- Consumer decision/shopping tools (plan display features, etc.)
- Provider directory
- Adult dental
- Premium aggregation and invoicing



Washington Healthplanfinder

-HEALTHPLANFINDER SYSTEM INTERFACES

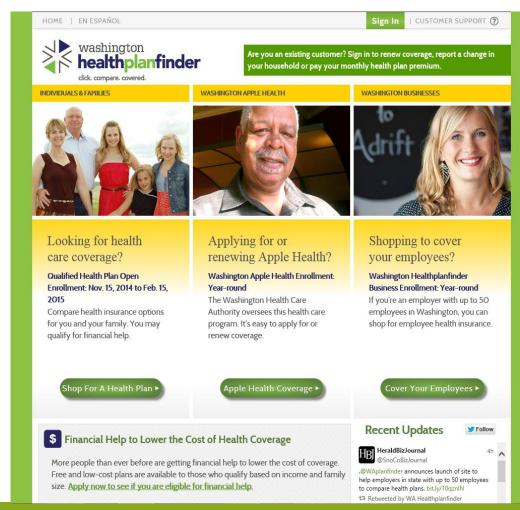




Real People, Real Stories

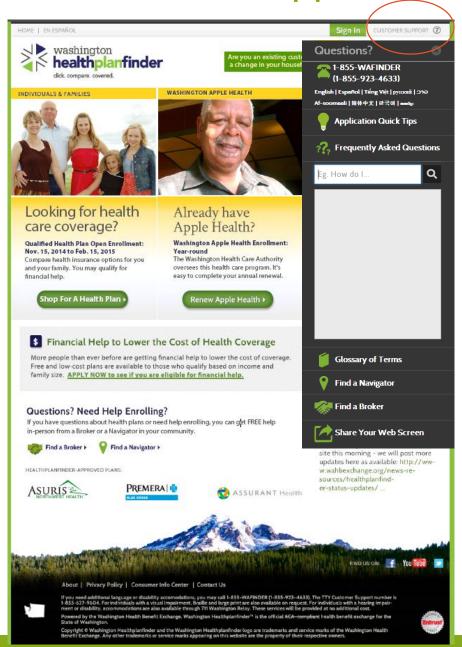
The new *Healthplanfinder* homepage features personal, customer stories of those who were positively impacted by health care reform, including:

- Becky and Todd from St. John "With Financial help, our family's monthly premiums fell from \$2,400 to \$306. Now, we can help our children pay for college."
- Reverend Don from Seattle "Uninsured and diagnosed with brain tumors, I was concerned about getting the right care. Now I don't have to worry. I found a free health plan."
- Tiffany, the owner of the Adrift Hotel in Long Beach - "We've always wanted to offer health benefits to our employees. The small business tax credits made it possible."





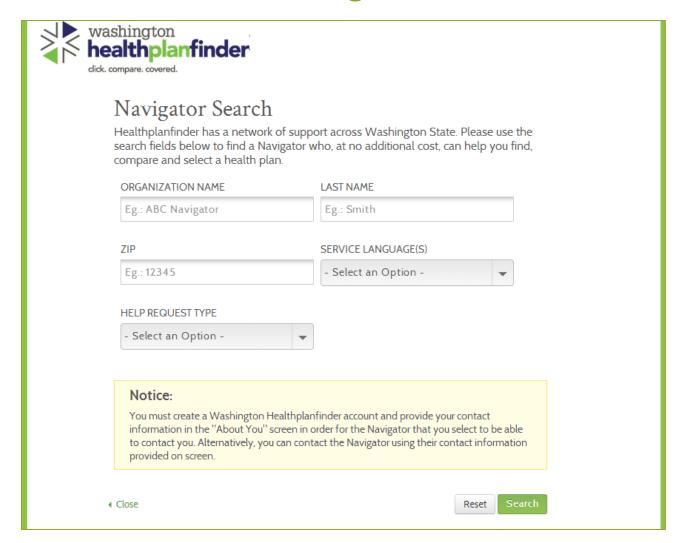
Customer Support





Customer Support

Search for a Navigator or Broker





Applying for Coverage in *Healthplanfinder*



- Browse anonymously
- Apply
- Provide income information
- Review eligibility results
- Select a health plan
- Submit payment

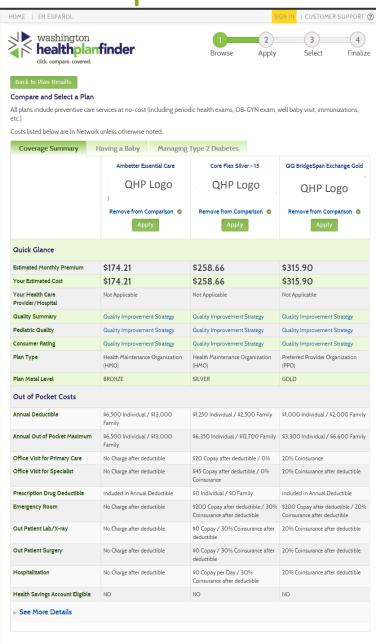


Review Eligibility Results



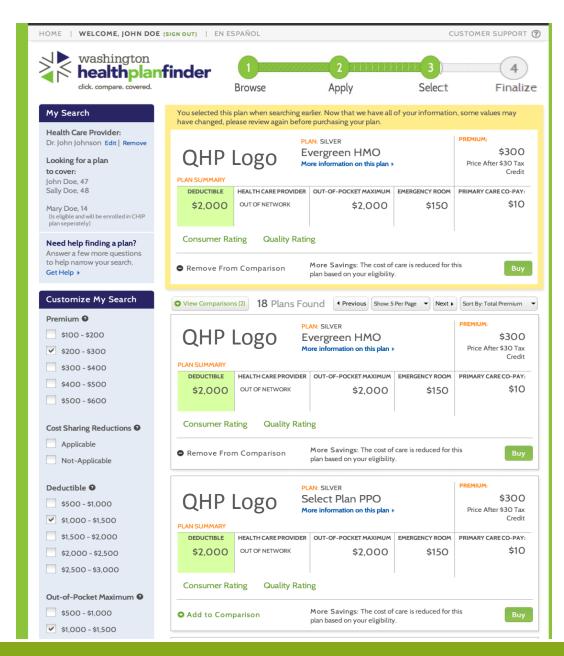


Compare Plans





Select a Health Plan





Health Literacy Vision

All Washington residents know how and where to access health insurance. All Washington residents understand their health insurance **options**, their **rights**, their **cost**, their **responsibilities** and their **coverage**. All Washington residents know the value of health insurance in staying healthy across the





