OE9 Preparations

Exchange Operations Committee
August 24, 2021

Michael Marchand, Chief Marketing Officer (he/him)
Vincent Barrailler, Chief Information Officer (he/him)
Carla Reyes, Chief Operating Officer (she/her)
Customer Experience

Carla Reyes, Chief Operating Officer
Jon Rambo, BSA Manager
<table>
<thead>
<tr>
<th>Exciting New Features</th>
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<tr>
<td>American Rescue Plan Act (ARPA)</td>
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<td>Race &amp; Ethnicity Improvements</td>
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<td>Data Collection for Other Coverage Information</td>
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<td>Premium History Display for Consumer Self-Service</td>
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<td>Enhanced Tools for Income and Deduction Reporting</td>
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American Rescue Plan Act

- Tax credits for households over 400% FPL
- Enhanced tax credits and cost sharing reductions (CSR) for households with unemployment income
- New account worker tool to manage tax credit and CSR adjustments
Race & Ethnicity Improvements

Better data capture of demographic data

Improved data sharing between HBE and carriers

Platform established for much needed reporting on health disparities
Data Collection for Other Coverage Information

- Improved screen flow for capturing health coverage information
- Guided consumer experience in attesting to accurate information
- Refined business validation language for self-service
- Reduced errors in eligibility determinations
Premium History Display for Consumer Self-Service

View for consumers to identify plan information and premiums paid per month

Self-service feature assisting with reducing calls and call time

Current Year - 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Carrier Name</th>
<th>Plan Name</th>
<th>Premium</th>
<th>Tax Credit</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>Regence</td>
<td>Regence Cascade Bronze Individual and Family Network</td>
<td>$1,198.00</td>
<td>- $200.00</td>
<td>- $998.00</td>
</tr>
</tbody>
</table>

Subsciber ID: 45053257
Use your Subscriber ID when communicating with your insurance company.

Health Premium History for Current Year
Dental and Washington Apple Health premiums are not included.
Shopping Experience Improvement

- Updated QDP screens to match Cascade Care 1.0 Improvements
- Updated QHP sorting logic to help consumers identify “Smart Choice Plans” and/or CSR eligible plans
- Added on-screen language around insulin cost capping
- Updated display of deductibles amounts for non-integrated health plans
- Provided consumers with a guided experience in identifying silver plans
Enhanced Tools for Income and Deductions Reporting

New service to provide account workers with the ability to target income and deduction changes

Increased account worker base leveraging internal account worker tools

Reduced call time for consumers requiring updates to income and/or deductions

One step further into modernization with the HPF application
Call Center Preparations

Spring Tudich, Call Center Manager
Randi Schaff, Associate Director Call Center
Customer Support Center - OE 9 Readiness

Key planning for OE 9 Service delivery
- OE 9 Calendar
- Service delivery
- Initial ramp up planning
- Collaborations with call center teams across WAHBE landscape
Customer Support Center –
Open Enrollment (OE 9) Calendar

Time frame: November 1, 2021 – January 15, 2022

Hours: Monday – Friday, 7:30 a.m. to 7:00 p.m.

Exceptions for key enrollment dates
• November 1, Monday
• December 15, Wednesday (open 7:30 AM to 11:59 PM)
• January 14, Friday (open 7:30 AM to 7:00 PM)
• January 15, Saturday (open 10:00 AM to 2:30 PM)
• No Saturday/Sundays except for 1/15/2021
Service Delivery

Customer Support Center services are provided through a vendor procured contract. Our vendor holds contracts with a total of 5 State-based marketplaces.

Customer contact channels include
  • Inbound calls and chats
  • Back-office processing services for email, paper applications, document uploads, ticketing system triage and case by case analysis and tier one issue resolution
Initial Ramp-Up Planning

Staffing model

• Majority of tenured staff in Spokane will continue to work from home
• Orlando staff will continue to work from home
• New hire OE9 ramp up staff recruitments seek Spokane and Orlando work from home, with an option for Spokane on-site as needed
• Forecast model assumes higher volumes in Dec & Jan for OE and to support customers receiving Apple Health termination notices in response to the Public Health Emergency end date

Locations

• Majority of staff will work from home near a vendor facility
• Spokane Valley site capacity is 120 seats with planned utilization of 30 seats to allow for social distancing six feet apart requirement
Ramp-Up Training Plan

Training
• 90 Tenured phone and chat staff, plus back office and management staff will receive annual Security awareness training and Open Enrollment Readiness training
• Projections provide for up to 5 training waves to prepare up to 140 new hires, all classes delivered remotely (recruitment target 175)
• Begin new hire training on Sept 27. Final wave available for phones Nov. 17
• Recruitment contingency planning is underway to consider unknowns for volume changes and/or low response to job postings
OE 9 Forecasting Considerations

- SEP for American Rescue Plan Act (ARPA) Public Health Emergency (PHE) expired 8/15/2021
- Unemployment Insurance (CARES Act) provisions expire the week ending Sept. 4, 2021
- Unemployment Insurance ARPA benefit (maximum amount of premium tax credits for those reporting unemployment income in HPF) ends 12/31/2021
- COBRA Premium Subsidy expires 9/30/2021
- TBD – Child Care Worker Subsidy program implementation (no later than Nov 1, 2021)
- Medicaid PHE roll back – Watchpoint for HCA driven notices to clients (anticipate notices to begin in December)
# Collaborations with Customer-Focused Support Teams

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<th>Internal customer-focused support teams</th>
<th>External call center partner collaborations</th>
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<tr>
<td><strong>External Call Center Partner Collaborations</strong></td>
<td><strong>Joint WAHBE/Carrier Call Center Operations (JOG) Manager meetings</strong></td>
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<tr>
<td>Provide status of contact volume</td>
<td>Provide status of HPF contact volume, key HPF customer insights and relevant calendar reminders</td>
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<tr>
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<td>Forum to share carrier call center operations perspectives for customer experience with HPF</td>
</tr>
<tr>
<td><strong>OE Customer Support Collaboration (bi-weekly)</strong></td>
<td><strong>Joint WAHBE/State Agency Call Center Operations (COG) Manager meetings</strong></td>
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<tr>
<td>Connect on OE prep and OE accomplishments, barriers, &amp; customer insights across brokers, navigators and call center programs</td>
<td>Provide status of HPF contact volume, key HPF customer insights and relevant calendar reminders</td>
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<tr>
<td>Problem solve</td>
<td>Forum to share state agency call center operations perspectives for customer experience with HPF</td>
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Infrastructure & Technology Changes

Vincent Barrailler, Chief Information Officer
Infrastructure and Technology Changes

Since last Open Enrollment we have remediated previously encountered issues AND made progress on our modernization Roadmap

We are headed into OE with a stable technology stack and strong supporting processes

A couple of projects remain in flight however, we will ensure they are completed by early September:

- HCA AX / Ephesoft migration project
- Image Now to Azure File transition
Infrastructure and Technology Changes – Issue Remediation

Firewall change:
• Over 18 months ago we encountered a failure on our firewall which brought down all of HPF.
• The team has been able to implement a “high availability” solution so that if one of our firewalls encounters this issue again, we will have redundancy and HPF will stay up.

Disaster Recovery readiness:
• In 2020 we did not have the opportunity to fully test our Disaster Recovery capabilities.
• Thankfully, our teams were able to complete a comprehensive DR exercise last month and we are headed into OE we confidence in our DR capabilities.
Infrastructure and Technology Changes – Modernization (1)

Web Application Firewall modernization:
  • From Akamai to CloudFlare

Security Authorization and Authentication Stack:
  • From Oracle IDM to ForgeRock

Front end changes
  • From PWW / Sitecraft / Druple to Adobe Experience Manager

Imaging management
  • From Image Now to Azure Files

Additional products decommissioned:
  • Oracle HTTPS, Oracle B2B, legacy EDI reporting module
Infrastructure and Technology Changes – Modernization (2)

HPF Data Warehouse launched:
  • Our new Data Warehouse will provide us with additional tracking and reporting capabilities. Expect additional information and improved reporting in the coming months

Improved processes:
  • Production monitoring
  • Incident management
  • HBE and Faneuil IT collaboration
Outreach & Communications

Michael Marchand, Chief Marketing Officer
Key Takeaways from SEP Marketing

Insight

• Digital media is less effective in the smaller/hard-to-reach communities

• Digital creative in Spanish performs well targeted to Spanish speaking audiences

Opportunity

• Focus on traditional media in these select areas

• Continue efforts with Spanish in-language media beyond social and Univision. Expand consideration to other languages.
Key Takeaways from SEP Marketing

Insight
• Search performed better than any other Open Enrollment campaign
• Digital creative performs best when focused on deadline awareness

Opportunity
• Aligning search frequency and timing to gain stronger market share
• Leveraging persona imagery when highlighting deadline awareness
Future of Open Enrollment

Further focused education and outreach brought on by the changes of ARPA to RETAIN current customers and reach underserved populations through preferred channels.


Continuing reaching the uninsured. Educating on the affordability of qualified health plans and to see from their income how federal tax credits can assist in affordability.
Key Components for Media Strategy

- Traditional TV
- Streaming Video
- Traditional Radio
- Streaming Audio
- Hardcopy Newspaper
- Digital Newspaper
- Hardcopy Magazine
- Digital Magazine
- Have noticed a billboard in the last 30 days
Preparing for the future: Adobe Experience Manager (AEM)

The AEM platform was purchased in October 2020 to better support the communication and marketing efforts of the Exchange. The initial work is defined as a lift and shift project, moving both the Healthplanfinder homepage/FAQs and the Corporate site pages to AEM.

**Snapshot of Project Go Live**

**AEM Platform Dev/Stage/Prod/Security**

4/30/2021

**HPF Go Live**

May 6, 2021

**Corp Site Go Live**

June 17, 2021
Preparing for the future: Adobe Experience Manager

In Preparation for Open Enrollment:

- Optimizing the customer experience by creating additional customer pages found on the corporate website onto Healthplanfinder.

  Customer Campaign landing pages supported on Healthplanfinder for ease of customers accessing and using the website to enroll.

- Maintaining our corporate website for the business aspects of the Exchange focusing on legislation, reporting, media relations, and our partners.
Assistance Available Statewide

- 750+ Navigators & Certified Application Counselors
- 90+ Tribal Assisters
- 2000+ Certified Producers
- 11 Enrollment Centers
Virtual Ways to Connect with Assisters

- Online Scheduling
- Virtual enrollment assistance via video conferencing
- Over-the-phone Enrollment
Carrier Week: October 5-7, 2021

• All QHP & QDP carriers will host presentations to share key information with navigators
• Topics covered will include:
  • Premium or formulary changes
  • Approach to case management and anything members need to be aware of
  • Tour of the carrier’s website so navigators know where to find information
  • Value-added benefits – MCOs
  • Staff contact information
• The Exchange Navigator Team will compile the full schedule of presentations and will provide invitation links to the navigators
Navigator In-Service Training Event: October 12-14, 2021

One virtual event for all navigators - all navigators receiving the same information statewide
Focus on health equity

Topics will include:
• American Indian/Alaskan Native: a history of medical services and the lasting impacts
• COFA Islanders: understanding the history of US engagement with this population
• Latinx community:
  • Effective ways to reach out to this population
  • Best practices when assisting this population
  • Access to care
  • Social Determinants of Health
• What navigators need to know when assisting transgender people
• Presentation from the Black Farmer’s Collective on rural community outreach/farming
• Carrier panels: QHP, QDP, & MCO