



Washington Health Benefit Exchange Open Enrollment and Outreach Update

Exchange Board Meeting
November 19, 2015

Beth Walter, Director of Operations
Michael Marchand, Director of Communications

Overview of topics

- System performance and site traffic
- Media coverage
- In-person and digital engagement
- Enrollment process and confirmation of coverage
- QHP Withdrawal from Exchange
- Call center



System Performance and Site Traffic

- System performance is readily handling volumes
- Response time has been good, faster than previous years
- No unplanned downtime
- Use was highest on November 2nd with over 20,000 total visits and almost 700,000 total page views



Earned Media



Social Media and Digital Advertising

Pediatric Dental Plans Available

Washington healthplanfinder
AHC Company Limited

Nervousness ✓
Sore Throat ✓
Armchair Tendinitis ✓

It's a long season.
Got health insurance?
Enroll at wahealthplanfinder.org

Washington healthplanfinder
AHC Company Limited

It's Time to Shop!

Washington healthplanfinder
AHC Company Limited

Financial Help is Available

Washington healthplanfinder
AHC Company Limited

Open Enrollment is Nov. 1 - Jan. 31

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Over 140 Plans to Choose From

Washington healthplanfinder
AHC Company Limited

YOUR HEALTH PLAN SHOULDN'T COST YOU AN ARM OR A LEG.

OUR EXPERTS CAN HELP YOU COMPARE AND SAVE.
GET COVERED ▶

Washington healthplanfinder

APPENDICITIS\$. ITCHY RASH. DISLOCATED SHOULDER. SCHNAUZER BITE.

You could be paying less for your health coverage.

Compare and save with our in-person experts. ▶

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APPENDICITIS\$. ITCHY RASH. DISLOCATED SHOULDER. SCHNAUZER BITE. ONE-HUNDRED-AND-SIX DEGREE FEVER. DIABETES\$. ACL TEARS\$. BACK \$PA\$M\$. SLIPPING ON ICE. STREP THROAT. C-SECTION. MONONUCLEOSIS. HIGH BLOOD PRESSURE.

New health plans. New ways to save.

Get in-person help to compare plans and prices ▶

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IT'S TIME TO SHOP AROUND FOR HEALTH INSURANCE.

GET IN-PERSON HELP TO COMPARE AND SAVE.
SEE YOUR OPTIONS ▶

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DISLOCATED SHOULDER. ITCHY RASH. A... ONE-HUNDRED-AND-SIX...

Compare your health plan options and save.

Get in-person help to compare new plans and prices. ▶

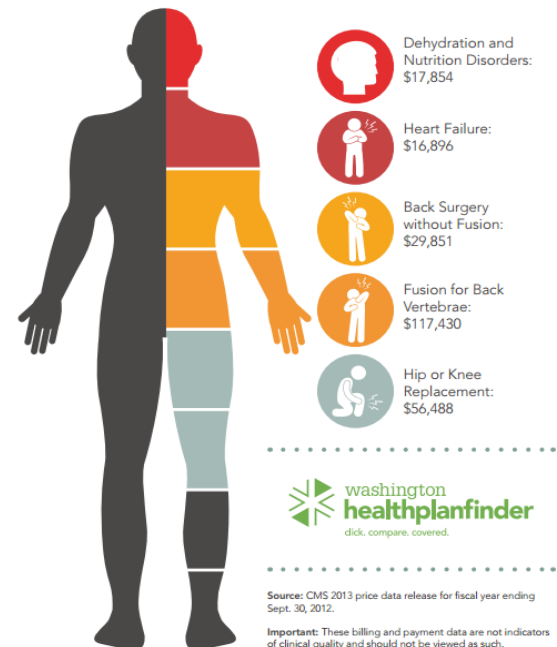
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In-Person and Digital Engagement

- 1,600 Brokers (300 new)
- 1,038 Navigators (113 new)
- From Nov. 1 to Nov. 4, more than 43,000 page views on wabexchange.org
 1. Insurance Company Payment Options
 2. Application Quick Tips
 3. Renew Coverage
- Health Literacy
 - Knowyourplan.org
 - Partner toolkit materials
 - Navigator Enrollment Guide
 - 170,000+ outreach materials shipped to Navigator organizations for OE3

HOW MUCH WOULD IT COST?
Below is a list of injuries and what it could cost without insurance:



Source: CMS 2013 price data release for fiscal year ending Sept. 30, 2012.

Important: These billing and payment data are not indicators of clinical quality and should not be viewed as such.

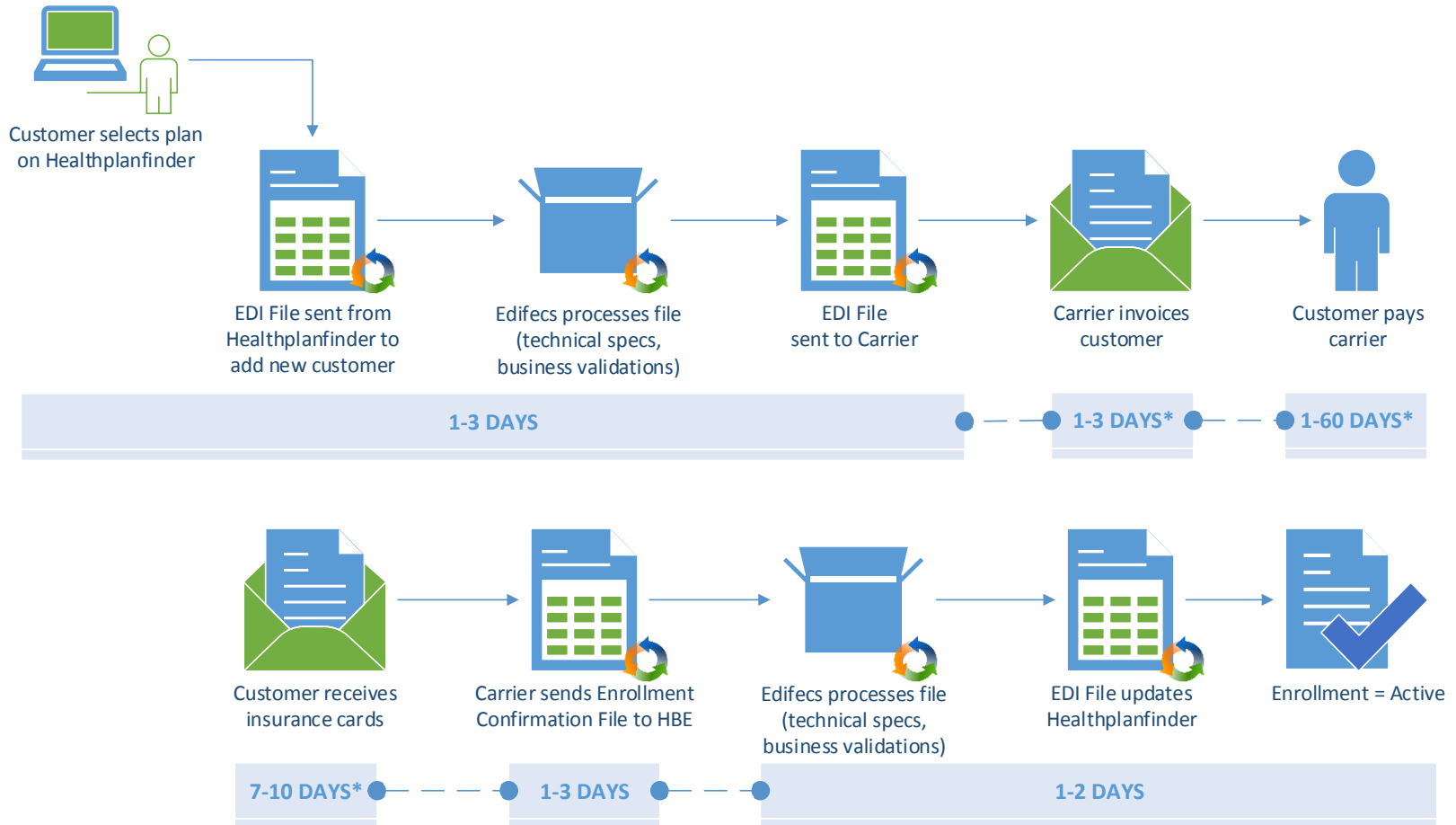


Exchange Enrollment Data

- Current QHP Enrollment – 150,000
- QHP Enrollment Projections
 - 3-5% Increase
 - Projection – 165,000
- QHP Enrollment Reporting
 - Selecting a plan v. first payment made



CONFIRMATION OF COVERAGE



QHP Withdrawal from Exchange Market

- Moda and CUP
- Coordinated with both carriers and the OIC on communications
- Removed 2016 plans from *Washington Healthplanfinder*
- Did not impact existing 2015 coverage
- Notified affected enrollees that plans would not be available in 2016
 - removed from auto enrollment and instructed them on steps to enroll in a different plan
 - phone outreach to assist
- Notified SHOP enrollees that coverage would be in place through end of the 12-month contract period
- Call center, brokers, Navigators provided with updates and FAQs



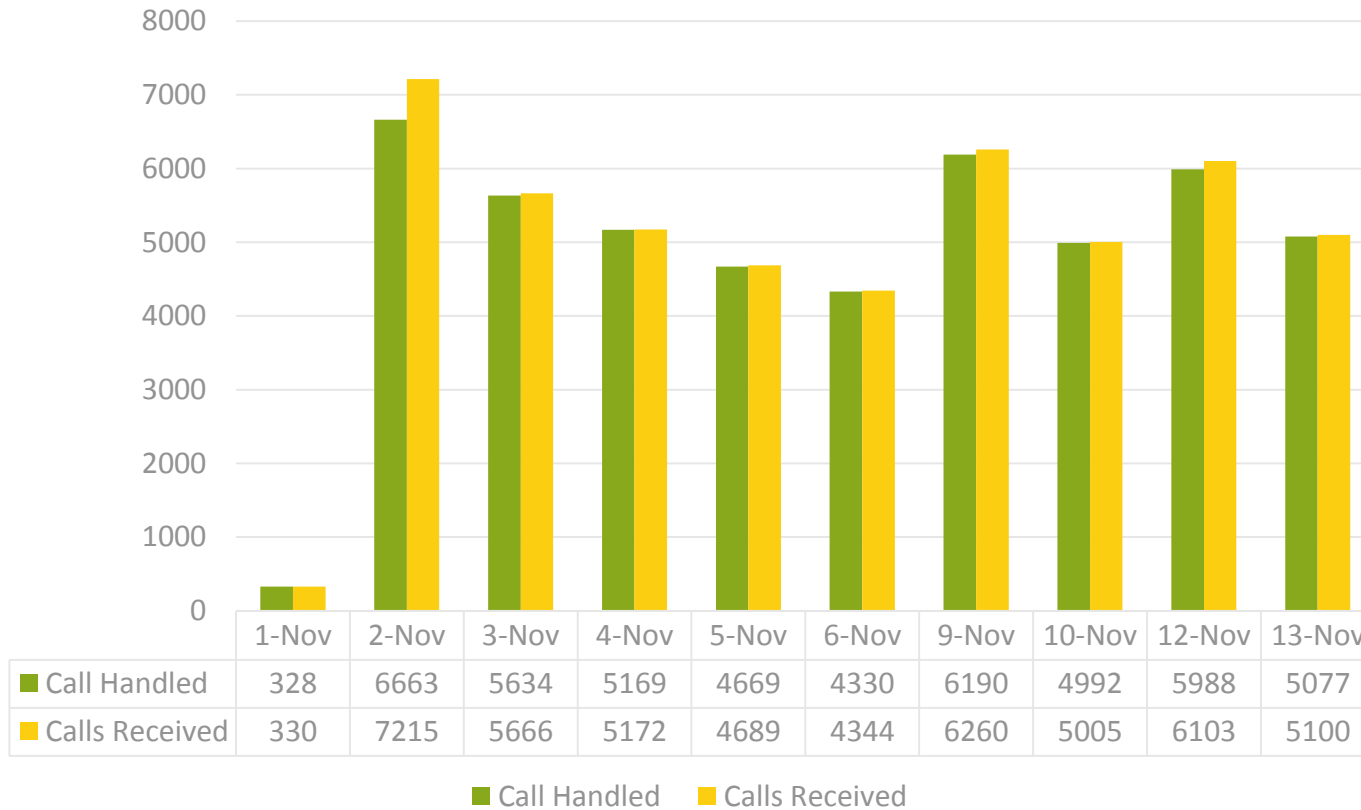
Call Center

- Call volume has been steady but manageable
- Performance metrics are being met
- CSRs are reporting that the system is functioning better than during OE1 or OE2
- Utilizing new tool that equips CSRs with more information about enrollee applications



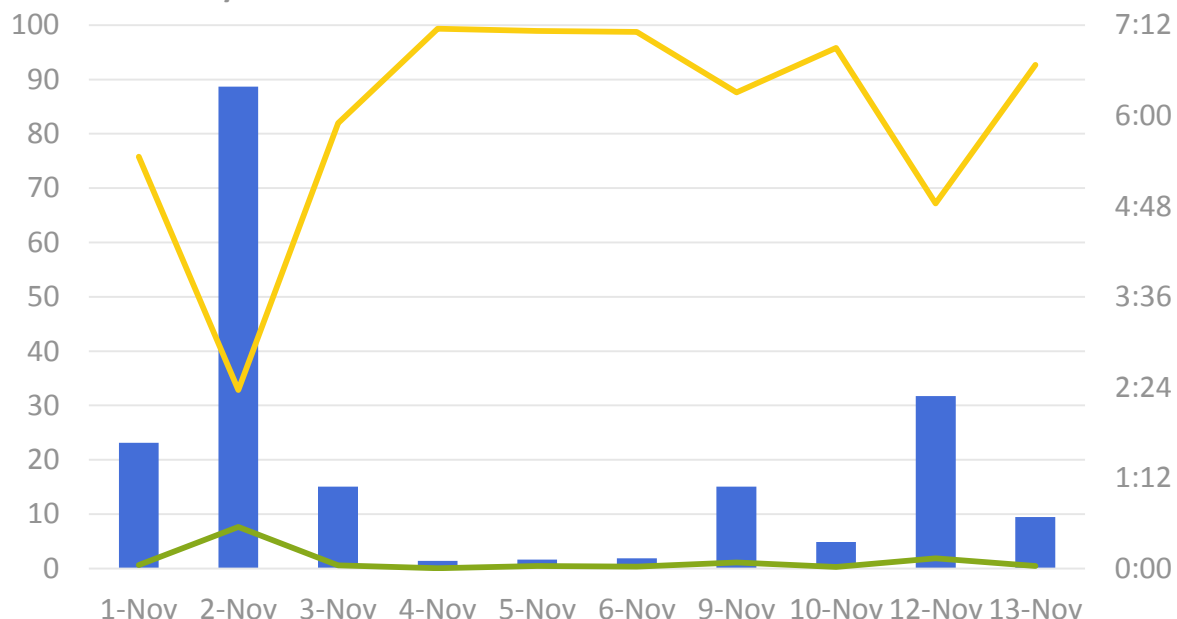
Call Center Metrics November 1-13

Call Volume



Call Center Metrics November 1-13

Key Performance Metrics



	1-Nov	2-Nov	3-Nov	4-Nov	5-Nov	6-Nov	9-Nov	10-Nov	12-Nov	13-Nov
Average Speed to Answer	1:40	6:23	1:05	0:06	0:07	0:08	1:05	0:21	2:17	0:41
Abandoned Call Rate	0.61	7.65	0.56	0.06	0.43	0.32	1.12	0.26	1.88	0.45
Service Level	75.76	32.83	81.94	99.36	98.93	98.78	87.6	95.8	67.16	92.67

Average Speed to Answer
 Abandoned Call Rate
 Service Level





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click. compare. covered.