Washington Health Benefit Exchange

Open Enrollment Readiness

Health Equity TAC Meeting
September 27, 2017

Nelly Kinsella, Communications Manager
Outreach Update

• Continuing to build out outreach capabilities
  o On-day, in-person, in-service training for Navigators in four statewide locations
  o Over 700 pre-registered for broker trainings
  o Additional real-time system support
  o Over 230 Orgs and CACs back for OE5
  o Involved in enrollment centers
Marketing Update

• Sponsorships ramping up
• Real people, Real stories
• Focus Groups
Customer Engagement

- App Downloads and Email notification
- Correspondence preparation
- Homepage modifications and other changes
HPF Improvements – Customer Experience

- Customer Decision Support Tool
- Provider Directory
- Responsive Website and Mobile App
HPF Improvements – Streamlining Operations

- Streamlined WAH Renewals
- Clarified Password Policy and On-Screen Guidance
- Documentation Submission Through Mobile App
HPF Improvements – Account Worker Tools

- Increased access to detailed plan information
- Ability to manage CEV throughout OE
- Ability to make data corrections through user intuitive screens
QHP Eligibility Redeterminations & Auto-Renewals

- Eligibility redeterminations will begin on 10/18
- Correspondence will be sent to customers with their 2018 eligibility results
- Customers will be able to change plans until 12/15 for January coverage
### Communications Plan

<table>
<thead>
<tr>
<th>Week of:</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<td>9/04</td>
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<td>10/02</td>
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<th>wahealthplanfinder.org</th>
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- **Open Enrollment: Nov. 1 to Jan. 15**
- **OE is coming, go digital**
- **Shop 2018 plans**
- **Deadline for: Jan. 1 coverage**
- **Feb. 1 coverage**

<table>
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<th>Customer renewal letters</th>
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- **From carriers**
- **From Healthplanfinder**
- **Notice of coverage ending Dec. 31 for manual renewal with no action**

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- **/plans**
- **/mobile**
- **/renew**
- **/payments**

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<th>Direct-to-customer outreach</th>
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- **Go digital**
- **Autorenew w/ financial help**
- **Manual renewal, take action!**
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<th>Marketing sponsorships and events</th>
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<th>Social media and PR outreach</th>
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- **Deadline for: Jan. 1 coverage**
- **Feb. 1 coverage**

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<th>WAPlanfinder mobile app</th>
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- **Shop 2018 plans**
- **Select plan!**
- **Select plan!**

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<tr>
<th>1095-As (and 1095-Bs)</th>
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<th>wahbexchange.org/1095A</th>
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Revised 8/7/17
Coordinated Consumer Messaging

Select health and dental by Dec. 15 to ensure your coverage is active by Jan. 1.

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<tr>
<th>Month</th>
<th>Message</th>
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<tr>
<td>SEPT</td>
<td>• Go digital for convenient updates</td>
</tr>
<tr>
<td>OCT</td>
<td>• Coming soon: Open Enrollment</td>
</tr>
<tr>
<td>NOV</td>
<td>• Renew and get covered</td>
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<tr>
<td>DEC</td>
<td>• <strong>Dec. 15 deadline</strong> for Jan. 1 coverage</td>
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<tr>
<td>JAN</td>
<td>• Last call!</td>
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<td>FEB</td>
<td>• Tax season – 1095-A</td>
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83% of total plan selections finalized by Dec. 15 during OE4!
Go Digital - WAPlanfinder

- Sign in to your account
- View coverage status
- View important messages, including renewal notices and tax forms
- Upload documents quickly and securely
- Update your notification preferences
- Search for in-person help
- Access the help center and FAQs
- Get push notifications about upcoming deadlines
Community-Based Outreach

- Grayland Open, 8/10-8/13
- Morton Loggers’ Jubilee, 8/10-8/13
- Spokane County Fair, 9/8-9/17
- Central WA State Fair, Yakima, 9/22-10/1
- Run Scared, Seattle, 10/29
- Columbia River Rodeo, Yakima, 11/3-11/5