

# OPERATIONAL PLAN 2018



## Exchange Board Goals

## Key Tactics

## Outcomes

### Define and Deliver Operational Excellence

- Implement Lean to streamline operational processes
- Improve customer self-service tools
- Enhance Washington Healthplanfinder security, privacy and data integrity
- Provide staff with innovative, state of the art tools and equipment
- Maximize existing resources

- 100% Exchange staff receive training in Lean 101
- 5% decrease in Open Enrollment call volume
- Simplify consumer password requirements by July 2018
- 100% Exchange staff are in compliance with Standard Operating Procedures related to Personally Identifiable Information
- 50% decrease in data anomalies
- 5% reduction in time of resolution to customer issues through enhanced HPF and CSA functionality
- 100% of HPF and HBE system software is current within 6 months of major releases
- 100% of systems and hardware to have security patches within 30 days
- Reduce operational Per Member Per Month costs annually

### Increase the Number of Insured and Access to Affordable Coverage

- Improve application, eligibility and enrollment experience for Qualified Health Plans and Medicaid through password simplification, responsive web pages, and new correspondences
- Coordinate broker and navigator outreach to ensure year-around awareness of health coverage options
- Leverage customer feedback to better understand and address barriers to enrollment and retention

- 1-3% increase in enrollment
- 15% increase in mobile application downloads
- 15% increase in number of documents uploaded via mobile
- 5% increase in customers completing Open Enrollment applications on mobile devices
- Maintain 93% Qualified Health Plan auto renewal rate
- Retain 70% of existing customers
- 25% increase of customer survey participants

### Advance Consumer Choice and Decision-Making

- Improve the customer's experience with Smart Planfinder and Provider Directory
- Support all carriers to participate in Pay Now
- Use consumer data to improve health insurance literacy information and utilization

- 20% increase in the use of Smart Planfinder at the time of plan selection
- 5% increase in users that select recommended "Smart Choice" plans
- 5% increase in carrier reconciliation of Provider Directory data
- 5% increase in consumer use of Pay Now
- 10% increase in unique visitors to wabhexchange.org

### Promote Equity Across System

- Develop disability access plan
- Improve ADA compliance
- Update language access plan
- Compile and distribute best practices for providing cultural and linguistic appropriate services to groups at risk
- Designate HBE staff to advance equity initiatives and develop a method for inclusion in organizational decision-making

- Publish disability access plan by December 2018
- Update language access plan by September 2018
- Develop work plan for Washington Healthplanfinder ADA compliance by July 2018
- Compile and publish education and outreach best practices by August 2018
- Launch HBE Diversity Committee by June 2018

## CORE DUTIES

1 Increase covered lives in Washington state

2 Provide responsible fiscal and operational stewardship

3 Promote enrollment and retention for both QHPs and WAH populations

4 Build a competitive marketplace that accounts for the price, access, quality, and innovation of both its products and services

5 Promote health equity through policy, education, and measuring success

6 Create an environment of inclusion for stakeholders, partners, and the public