



Washington Health Benefit Exchange

Open Enrollment Readiness

Exchange Board Meeting

August 23, 2018

Michael Marchand, Chief Marketing Officer
Beth Walter, Chief Operating Officer
Vincent Barrailer, Chief Information Officer

Overview of topics

- Communication & Outreach
- Call Center Readiness
- Auto-Renewal
- Carrier Readiness
- HPF Updates



Opportunities & Challenges

Opportunities	Challenges
Renewal Population	No Mandate
Decision Support Tools / 1:1 Assistance	Affordability/ Competing Products
Coordinated communications	Shorter Open Enrollment

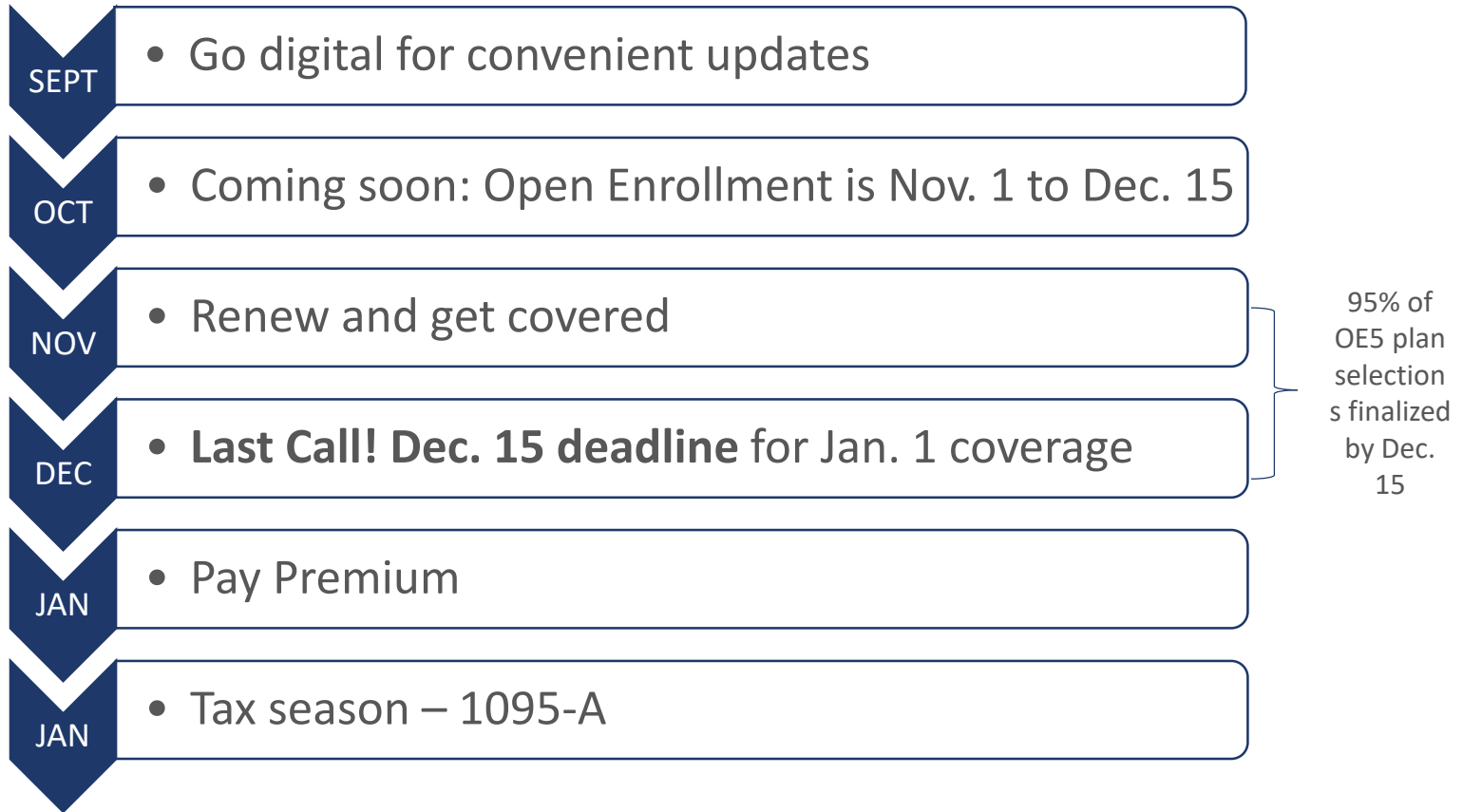


Key Demo Targets

- Young Invisibles with/without coverage
- Individuals moving from Medicaid
- Individuals with/between jobs and no coverage
- Individuals over 400% of FPL
- Existing renewal population

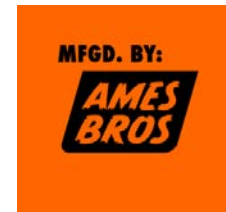


Coordinated Consumer Messaging



Community Outreach

- Community fairs, festivals, events, farmer's markets
- Presence at sponsored events and activities (hockey, rodeo)
- Storefronts
- Rural residents
- Colleges and universities



Navigator Lead Organizations

Service Area by County

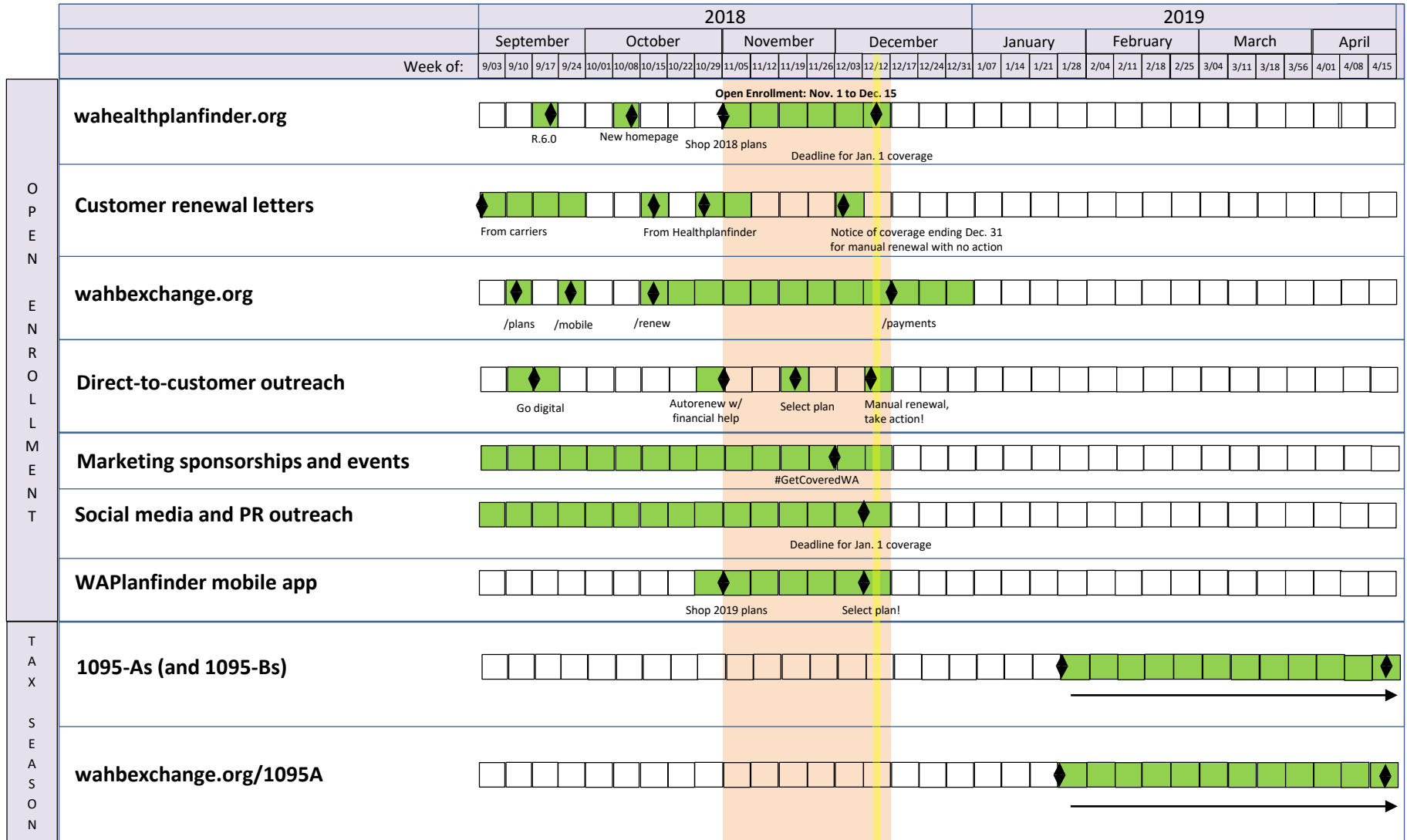


Next Steps

- Finalize consumer messaging and paid advertising
- Produce digital, radio, print advertising, online video and additional collateral
- Identify and execute on opportunities earned media and sponsorship/event opportunities
- Complete trainings and certification of producers and Navigators



Communications Plan



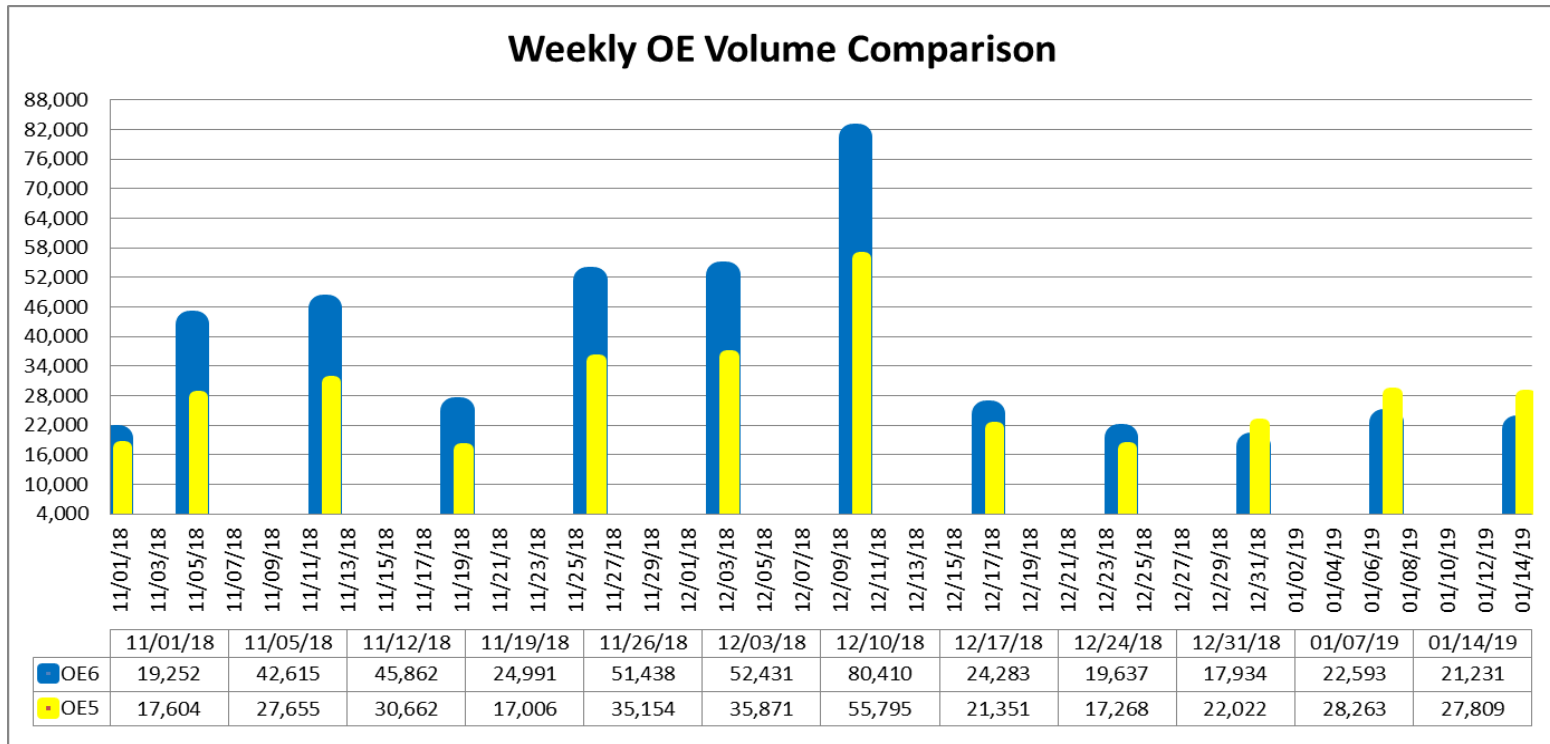
Call Center Readiness

- Spokane site will be at capacity with overflow sites in Orlando and Wichita
- Tenured staff from Spokane will support overflow sites for training and during OE
- Training classes begin in September and will continue until November
- Staffing level at 400 CSRs to manage volume



Call Projections

- Used last year's volume as starting point and decreased total by 5%
- Calls compressed into 6 week period



Auto-Renewal

- Customers find auto-renewal process confusing
- Correspondence/dashboard improvements for OE6
 - Improved language (plain talk) and instructions about next steps in notices from Healthplanfinder
 - Customer dashboard will have modals detailing next steps for customers
- Goal is 93% auto-renewal rate (same as last year)
- All customers are encouraged to shop and may change plans through December 15th



Carrier Readiness

- Carrier conference on July 18
- Provided details on changes to Provider Directory, renewal process
- Reviewed plan management timeline, including plan loading and carrier testing
- Reviewed lessons learned from OE5 and process improvements for OE6





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