



# Washington Health Benefit Exchange

## Open Enrollment Readiness

Exchange Board Meeting  
October 25, 2018

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

# OE6 Message Map

The Washington Healthplanfinder is a trusted way to find and enroll in health insurance available to you and your family.

Your health matters. We want you to have the best resources available for choosing a health plan.

We understand choosing a health plan is stressful. We can help.

WHPF is the only place to compare plans and receive financial help with your plans.

Proof points, supporting information, examples, deadlines





# Direct Email & Push Outreach

Audience	Call to Action	Timing
Health and dental plan customers with mail preference selected	Go paperless	Oct.
Health and dental plan autorenewal	Shopping tips	Nov.
Health plan autorenewal	Shop dental	Nov.
All health and dental plan manual renewals	Action required - Renewal checklist	Nov.
Customers left Apple Health and did not enroll in health plan in 2018	Pick a plan by Dec. 15	Nov. – Dec. rolling
New health and dental plan customers who haven't finalized selections	Pick a plan by Dec. 15	Nov. – Dec. rolling
New applicants without submitted applications	Submit your application by Dec. 15	Nov. – Dec. rolling
Health and dental plan customers who did not report income	Financial help is available	Nov.
Conditionally eligible	Submit documents	Dec. – Feb. rolling
Health and dental plan selectees reminder	Pay your premium	Dec.



# In-Person Help & Storefronts

Exchange Enrollment Centers  
2018-19



CHOICE

Kitsap Public Health District

Whatcom Alliance for Health Advancement

SeaMar Community Health Clinics

Public Health Seattle-King County

Yakima Neighborhood Health Services

Better Health Together

Confluence Health/Wenatchee Valley Hospital

Tri-Cities Community Health



# Call Center Readiness

- Training classes continue with a projected 400+ customer service representatives ready by November 1st
- Operating hours are 7:30am-8:00pm Monday – Friday and 10:00am-2:30pm on Saturday
- Extended hours scheduled for the last week of Open Enrollment
- Faneuil made upgrades to the data center and toll free infrastructure to provide greater capacity, increase redundancy, and improve system performance



# Call Center Readiness

- Simplified menu options for call routing, integration with the account worker dashboard to improve efficiencies
- New features include customer call back option and customer satisfaction survey



# Plan Management and Auto-Renewal

- Board approved plans loaded into Healthplanfinder and reviewed/approved by carriers
- Completion of eligibility re-determination batches with 97% success rate (up from 93% last year)
- Full run of auto-renewals will be completed this week
- Correspondence will be available on all customer dashboards the week of October 29th
- Enrollment files will be sent to carriers on November 1<sup>st</sup>





# IT – OE Readiness

- All key systems have been updated to have a successful open enrollment:
  - HPF homepage
  - HPF Release 6.0 which improved the WAH and QHP renewal processes
  - Supporting systems: Edifecs, CSA, Granicus, etc.
- All key systems have the necessary capacity to support the expected surge in traffic
- All key systems have been patched and meet our security goals so as to keep customer data secured
- Things we're watching:
  - Secure-24: Last OE as our hardware host
  - DSHS System stability

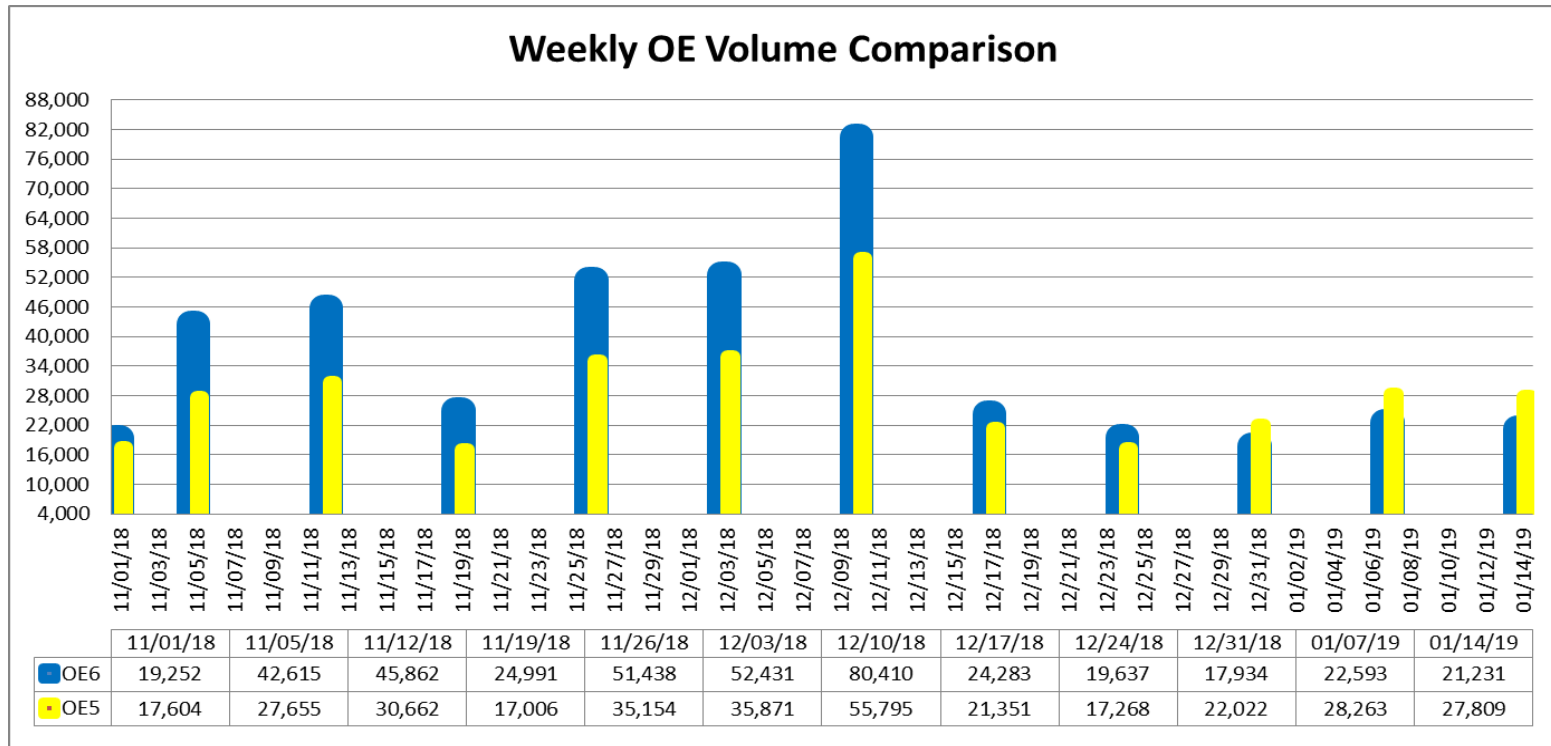


# Appendix

OPEN ENROLLMENT 6 CALL VOLUME PROJECTIONS

# Open Enrollment 6 Call Projections

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





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