



Washington Health Benefit Exchange

Open Enrollment Readiness

Exchange Operations Committee
October 18, 2018

Michael Marchand, Chief Marketing Officer
Beth Walter, Chief Operating Officer
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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.

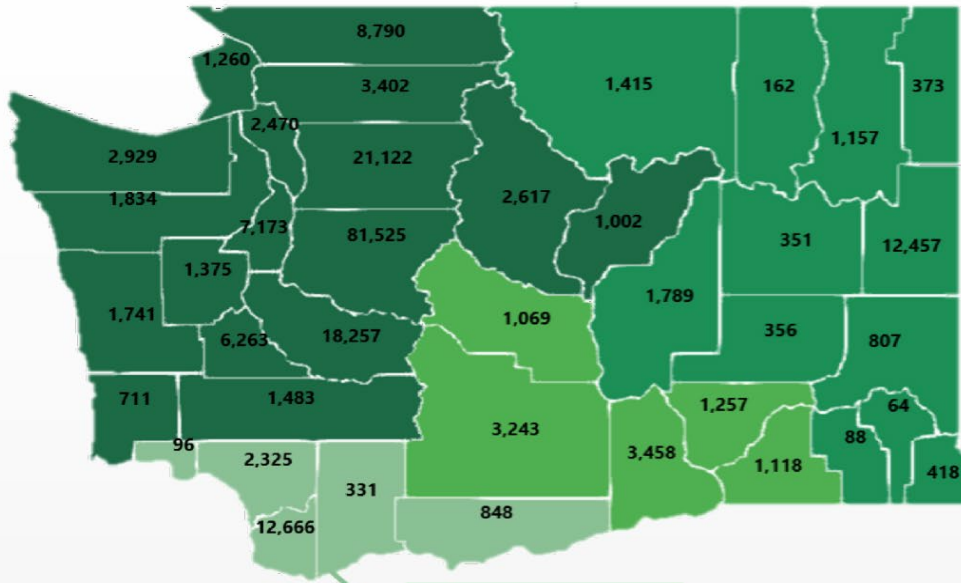
WHPF is the only place to compare plans and receive financial help with your plans.

Proof points, supporting information, examples, deadlines



Paid Media Focus

WAHBE	October				November				December				
	1	8	15	22	29	5	12	19	26	3	10	17	24
TOTAL BUDGET													
					Awareness								
					Research								
									Enroll				
Video/OTT/TV Sponsorship													
Audio Streaming													
Cross Channel Display													
Social													
Mobile													
Native													
Search													



We will target Clark County not the Portland DMA to reduce waste

Top 10

- KING 81,525
- SNOHOMISH..... 21,122
- PIERCE..... 18,257
- CLARK 12,666
- SPOKANE 12,457
- WHATCOM..... 8,790
- KITSAP 7,173
- THURSTON 6,263
- BENTON 3,458
- SKAGIT..... 3,402

Budget Allocation

- 5%** YAKIMA – TRI CITIES DMA
- 80%** SEATTLE – TACOMA DMA
- 9%** SPOKANE DMA
- 8%** CLARK COUNTY



Direct Email & Push Outreach

Audience	CTA	Timing
QHP/QDP customers who have mail preference selected	Go paperless	Oct.
All QHP/QDP autorenewal	Shopping tips	Nov.
QHP autorenewal, no QDP	Shop dental	Nov.
All QHP/QDP manual renewal	Action required - Renewal checklist	Nov.
Customers churned out of WAH and did not enroll in QHP in 2018	Pick a plan by Dec. 15	Nov. – Dec. rolling
New QHP/QDP, haven't finalized	Pick a plan by Dec. 15	Nov. – Dec. rolling
New applicants, haven't submitted	Submit your application by Dec. 15	Nov. – Dec. rolling
QHP/QDP 35 and younger, did not report income	Financial help is available	Nov.
TE1/2 conditionally eligible	Submit documents	Dec. – Feb. rolling
QHP/QDP non-effectuated	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

- CSR training classes continue with a projected 400+ staff 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 technology and facilities infrastructure including the data center and toll free infrastructure to provide greater capacity and increase redundancy to improve system performance



Call Center Readiness

- Simplified IVR menu and added features for customer call back option and customer satisfaction survey
- Enhanced call routing with the IVR using the Customer Service Application



Plan Management and Auto-Renewal

- Board approved plans loaded into Healthplanfinder and reviewed/approved by carriers
- Successful eligibility re-determination pilots ran on October 15th-16th
- Full run of auto-renewals will to be complete the week of October 29th
- Enrollment files will be sent to carriers on November 1st
- Correspondence will be available on customer dashboards the week of October 29th



Plan Mapping for 2019

- Most consumers will be renewed into their same plan for 2019
 - 170,000 enrollees (88% of enrollees)
- For PY 2019, 16,000 enrollees will be auto-renewed into a new plan offered by their same carrier
- 7,500 enrollees will be auto-renewed into a plan with a different carrier due to service area changes
 - LifeWise and Premera no longer offering in the same county
- Significantly fewer enrollees will be mapped to a different carrier in 2019 compared to last year
 - 27,000 in 2018

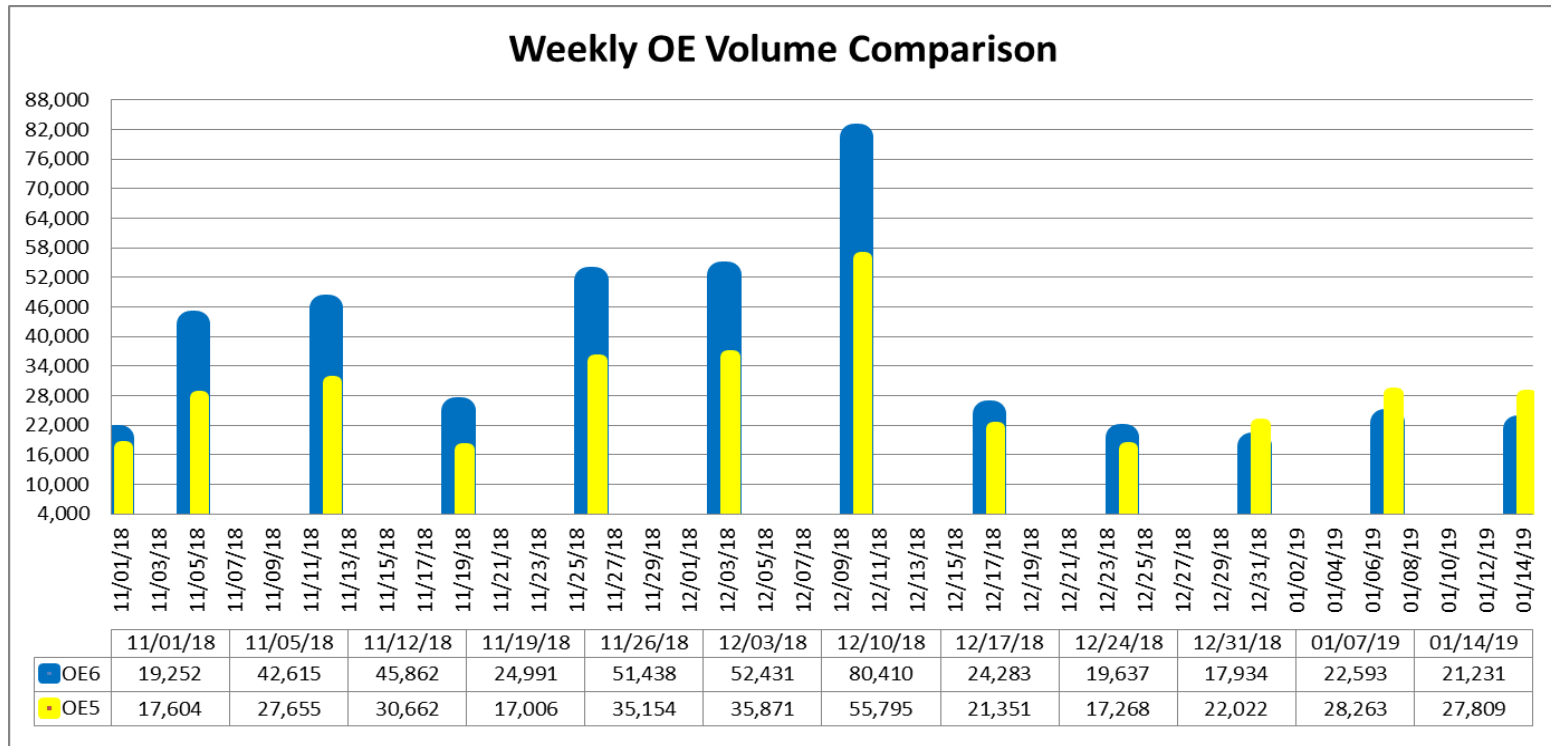


Appendix

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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