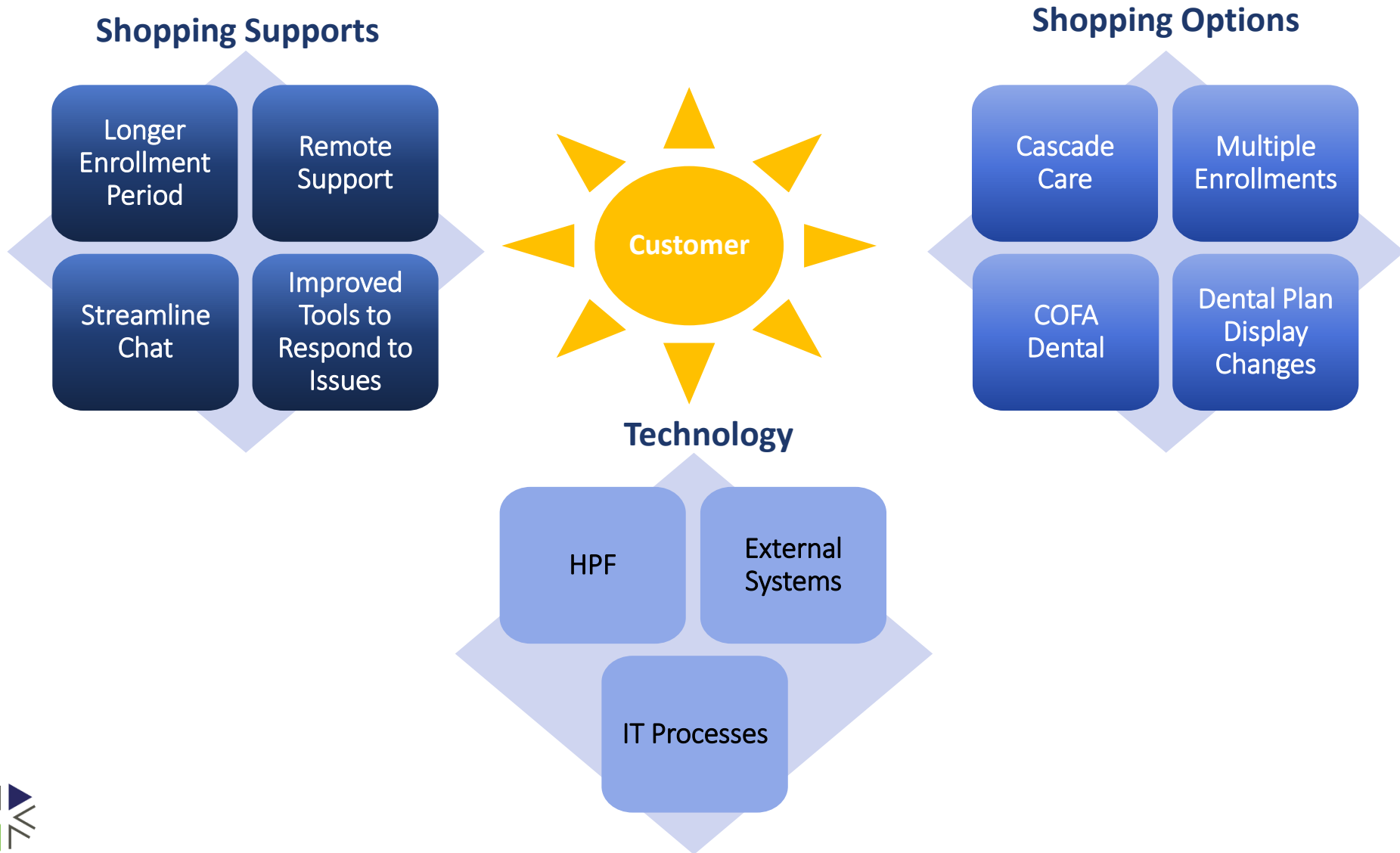




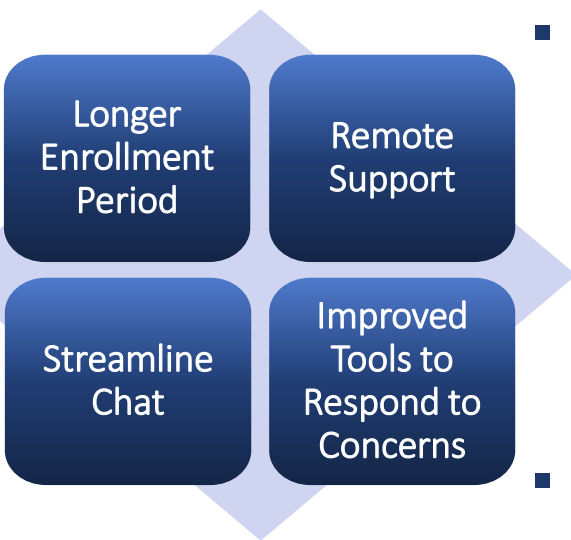
Customer Experience: What's New for 2021

Vincent Barrailler, Chief Information Officer
Carla Reyes, Chief Operating Officer
Exchange Board Meeting
September 16, 2020

What's New for Open Enrollment 8?



What's New: Shopping Experience



- **Lengthened Open Enrollment**

- ❖ 11/1/20-12/15/20 for 1/1/21 coverage
- ❖ 12/16/20-1/15/21 for 2/1/21 coverage

- **Most Customer Support is Remote**

- ❖ Majority of WAHBE staff and Call Center staff will be working remotely
- ❖ Brokers/Navigators/Enrollment Centers—leveraging Zoom meetings and in-person support by appointment

- **Streamlined Chat**

- ❖ Key customer information passed to CSR

- **Tools to Respond to Customer Concerns**

- ❖ “Contact Customer Support Form” available
- ❖ Key customer information in tickets to streamline issue resolution



What's New: Shopping Options

▪ Cascade Care

- ❖ Default plans at top of plan shopping experience
- ❖ Plans identified with Cascade Care logo
- ❖ Cascade Care plans can be viewed via pre-application and post-application flows

▪ Dental Plan Display Changes

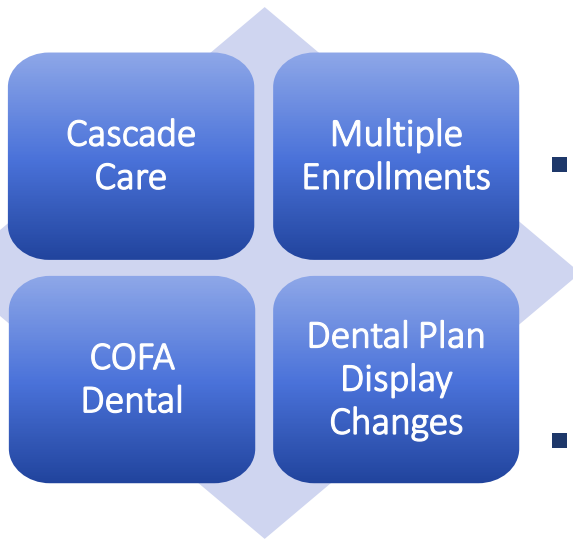
- ❖ Updated to match QHP shopping page display
- ❖ Can select up to 3 plans for comparison

▪ Multiple enrollments

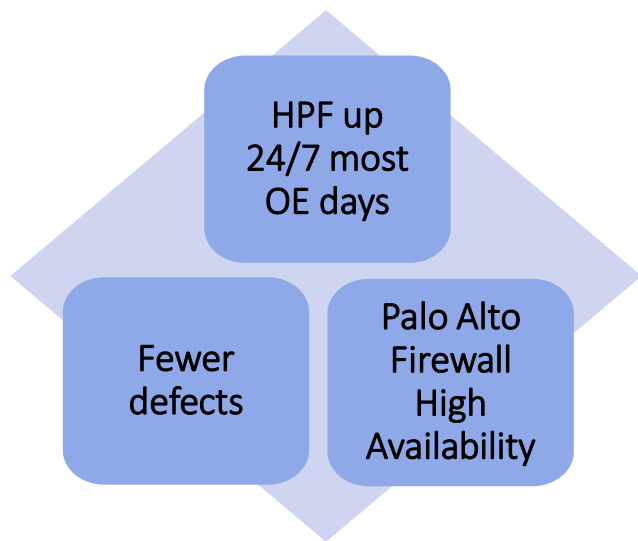
- ❖ Consumers from the same household can enroll in different plans

▪ COFA Dental

- ❖ Banner on Eligibility Results page if eligible
- ❖ COFA Dental Care plans identified with COFA logo



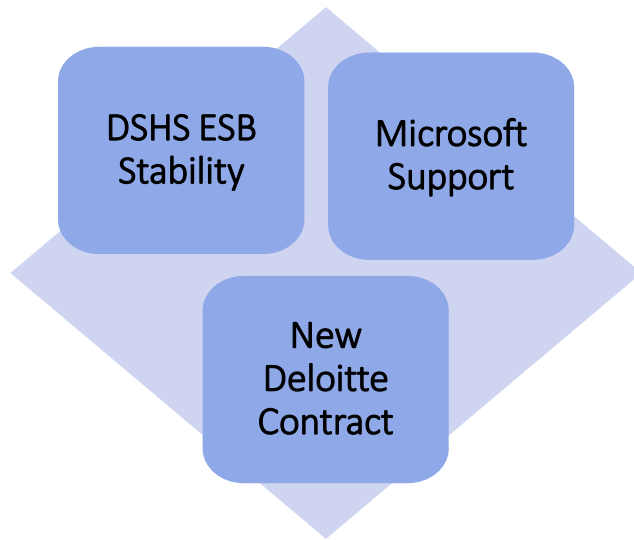
What's New: HPF



- HPF will be available 24/7 and will even stay up during DSHS system releases
- Fewest number of open defects heading into any OE
- Implemented safeguards across the entire product stack, including at the Palo Alto firewall level for the first time



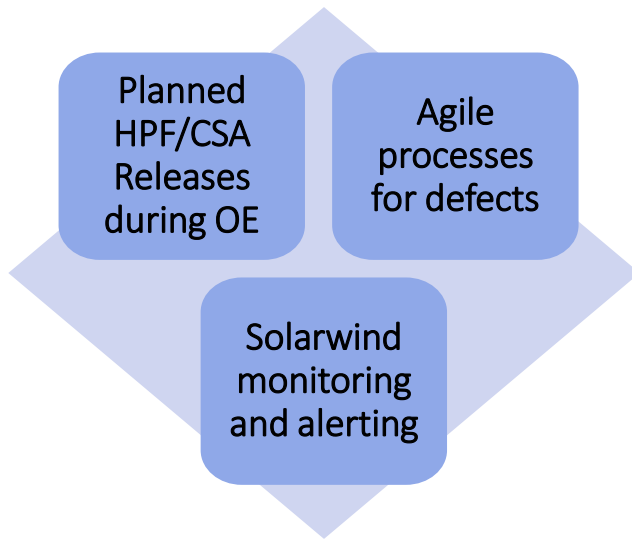
What's New: Partners and External Systems



- Unlike last OE, DSHS has stabilized its Enterprise Service Bus (ESB) and has moved production upgrades to off hours
- New support model with Microsoft. They now consider HPF a “critical first responder system” and provide increased monitoring
- New Deloitte contract which includes additional alerting capabilities



What's New: IT Processes



- Planned product releases during Open Enrollment to continuously improve customer experience
- New Solarwind product for improved monitoring and alerts when issues arise
- HBE agile scrum team dedicated to production defects and issue mitigation





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