

Virginia Health Benefit Exchange Advisory Committee Meeting

Sabrina Corlette, Chair

December 1, 2022

Welcome, Call to Order

Reminder:

- Only committee members should have cameras turned on.
- Committee members can raise their hand to ask a question of the presenter.
- Stay muted until you are called on to speak.
- The transcript of this meeting will be made available online at <https://www.scc.virginia.gov/pages/Exchange-Administration>

Roll Call

Ex-officio Members:

Secretary John Littel – Health and Human Resources

Director Cheryl Roberts – Department of Medical Assistance Services

Commissioner Colin Greene – State Health Commissioner

Commissioner Danny Avula – Department of Social Services

Commissioner Scott White – Bureau of Insurance

Appointed / Voting Members:

Sabrina Corlette, Chair

Julie Green Bataille

Lee Biedrycki

Scott N. Castro

Elizabeth Cunningham

Doug Gray

Ikeita Cantu Hinojosa

Starla Kiser

Louis Rossiter

Agenda

1. Welcome, Call To Order
2. Roll Call
3. Election of Vice Chair
4. Exchange Director's Update
5. Subcommittee Reports
6. Other Business
7. Public Comment

Director's Update

Committee Recommendations

Contract Award

Stakeholder Engagement

Open Enrollment

State and Federal Policy

HBE Response to Committee Recommendations

- Responses to the Advisory Committee's October 27, 2022 recommendations have been submitted.

Contract Award

- After a robust 6-month evaluation and negotiation process, the multi-agency evaluation committee made a unanimous selection of the contractor for Virginia's platform and customer assistance center.
- On September 29, 2022, the State Corporation Commission awarded a nine-year contract to GetInsured - an industry leader in Exchange technology operating in 7 of the 18 state-based Exchanges nationwide.
- Since 2019, GetInsured has successfully transitioned three states from the federally facilitated marketplace to their own state-based platforms (Nevada, Pennsylvania, and New Jersey).
- Implementation activities for the new solution began on October 1 and are well underway.

Virginia's Platform

- Leveraging proven technology from an experienced vendor
- Serves as the foundation for a health insurance marketplace that is operated in Virginia for Virginians.
- Paired with a consumer assistance center that leverages the same technology as our platform and staffed by customer service representatives dedicated to Virginia.

Staffing Updates

- The Virginia Health Benefit Exchange is now a staff of 12. Since September 2022, HBE has hired:
 - Deputy Director for Organizational Change and Program Governance
 - Outreach and Education Manager
 - Call Center Manager
 - Finance Manager
 - Financial Analysts
- Active recruitments for a Certification & Compliance Manager, Quality Assurance Analysts, and other program coordination and business process support.
- Beginning in Q1 of 2023, we will begin recruiting for positions in the areas of Appeals, Training and Certification, Consumer Service, and Stakeholder Engagement.

Stakeholder Engagement

- Meeting with carriers, agents and brokers, and state agency partners.
- Formal kick-offs for stakeholder townhall meetings begin January 2023.
- Engagement with stakeholders will include regular monthly meetings with VAHBE and email updates in between.

Timeline to Launch

September 28, 2022	Official vendor contract start date.
Fall 2022	Begin Design & Development of Platform and Call Center Implementation Continue Medicaid Coordination with three work groups: Eligibility and Enrollment, Customer Service Call Center, and Data Transfer and Verifications.
Spring 2023	Systems integration testing Account Transfer testing
Spring/Summer 2023	Plan loaded and import Healthcare.gov consumer data.
Summer 2023	Training for carriers and assisters (agents and brokers, navigators, and other assisters).
Early Fall 2023	Soft launch & plan preview.
November 1, 2023-January 15, 2024	Enroll at Virginia Health Benefit Exchange.

Open Enrollment PY 2023

- Focus on Education and Action

- Educate Virginians about their health insurance options and the importance of having coverage.
- Motivate Virginians to act and purchase insurance on Healthcare.gov.

- Strategies

- Digital Marketing and Advertising**

- Statewide radio and streaming audio advertisements
 - Google Search Ads
 - Digital Display Ads

- Social Media**

- Social media posts- Facebook, Twitter, LinkedIn.

- Navigator Outreach and Events**

- 32 navigators at 24 physical locations statewide.
 - Leverage navigators and community-based non-profits to engage hard to reach populations. 27 in-person enrollment assistance events, 4 online events, statewide (Hampton Roads, NoVA, Central VA, Southwest VA)

Federal and State Policy Update

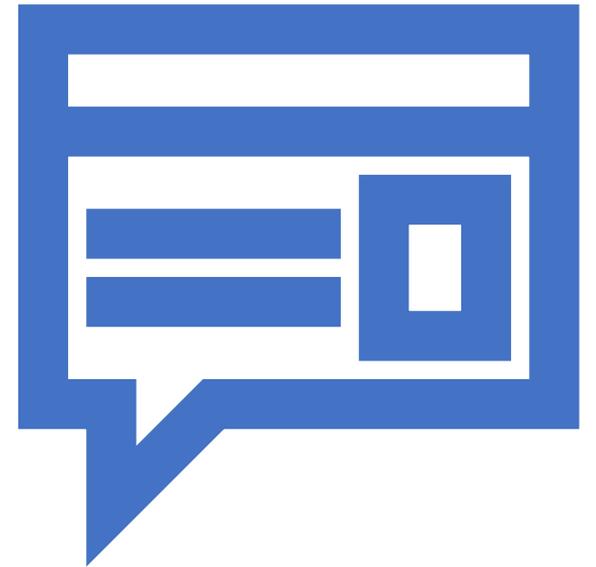
- **Section 1557 Proposed Rule**
- **Family Glitch Rule Finalized-** On October 13, 2022, the IRS published the [Affordability of Employer Coverage for Family Members of Employees](#) final rule, to be in effect for Plan Year 2023.
- **End of Public Health Emergency- now extended to at least April 2023**

Subcommittee Reports

Other Business

Topics for Committee Discussion

Public Comments



CONTACTS

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