

Major Issues before the California Health Benefit Exchange

Major Issues:

- Business, Operations, and Financial Sustainability
- Enrollment & Information Technology
- Communication Support; Research and Marketing, Outreach, and Education
- Assisters Strategy
- Health Plan Management and Delivery Reform
- Small Business Health Options Program (SHOP)
- Essential Benefits
- Basic Health Plan

All supported by:

- Alignment and coordination with State partners
- Stakeholder Consultation
- Research and Analysis

California Health Benefit Exchange

2012 Working Discussion and Decision Calendar

April 26	May 15	June 12
<p>Information & Discussion:</p> <ol style="list-style-type: none"> Planning Process Update <ul style="list-style-type: none"> Potential Stakeholder Processes Potential Guidelines for Qualified Health Plan Decision-Making SHOP landscape <p>Potential Action:</p> <ol style="list-style-type: none"> CalHEERS Decision 	<p>Information and Discussion:</p> <ol style="list-style-type: none"> Outline of components of Level II grant Qualified Health Plan: <ul style="list-style-type: none"> Stakeholder Input Report Strategies that impact Level II Options for outreach and communications Options for Navigators, Assistors and Brokers Options for SHOP Options for Service Center 	<p>Discussion/Action:</p> <ol style="list-style-type: none"> Outreach and communications plan scope/nature Assistors and broker scope, policies and budget Rough of Level II Grant (2013-2015 budgets and plans with completed draft components)

Working Timeline: the Exchange Board may adjust meeting schedules and content.

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2012 Working Discussion and Decision Calendar

June 19	July 19 (SF Bay Area)	August 23
Discussion/Action: <ol style="list-style-type: none"> Issues Continued from June 12th Board Meeting SHOP policies (as needed for Level II Grant) Level II Grant (2013-2015 budgets and operations plans) 	Information and Discussion: <ol style="list-style-type: none"> Qualified Health Plan – Benefit Design, Network and Other Major Options SHOP Policies – Major Options 	Action: <ol style="list-style-type: none"> Qualified Health Plan – Benefit Design, Network SHOP Policies

Working Timeline: the Exchange Board may adjust meeting schedules and content.

Input and Engagement Opportunities – Beyond Board Meetings

Potential Date (week of)	Stakeholder Input Forum Subject
June 4 th	Recommendations for Navigators, Assistors and Brokers
June 4 th	Recommendations for Outreach and Marketing
June 4 th	Recommendations for Service Center
June 11 th	Recommendations for SHOP
July 9 th	Options for Qualified Health Plan – Plan Selection Criteria

Current Stakeholder Activities

- Board meetings and ongoing communications
 - Monthly Board meetings
 - Sharing reports and comment letters
 - Exchange email distribution list
 - Tribal consultation
 - One-on-one meetings and presentations
- Workgroups and topic-specific input
 - Individual and Small Business Workgroups
 - Ad hoc statewide meetings
 - Posted questions
 - Focused input on Exchange deliverables

Stakeholder Engagement Options

- Option 1: Topic specific advisory groups
 - Ongoing stakeholder input on core areas of Exchange work including plan management, communications and outreach and SHOP Exchange
- Option 2: Regional advisory groups
 - Ongoing stakeholder input on a variety of topics with specific focus on regional health care marketplace and population needs
- Option 3: Ad hoc groups
 - Convened around the state as needed by the Exchange for stakeholder input on a specific topic

Stakeholder Engagement Recommendation

- Continue current stakeholder engagement activities through 2012
- Implement Options 1 and 3 in 2013
 - 12-member topic specific workgroups on plan management, communications and outreach, and SHOP Exchange with quarterly meetings
 - Ad hoc groups as needed to understand stakeholder views around the state

Note: no action recommended for this Board meeting.

<h1>California Health Benefit Exchange</h1> <h2>Qualified Health Plan Update</h2>	

- Develop draft guidelines for selection of Qualified Health Plans.
- Finalize Stakeholder Input Report on Key Strategies for Health Plan Design and Selection; report to Board in early May.
- Exchange sponsored ten consumer focus groups (2 in Spanish) to be held statewide between 4/26/12 and 5/10/12 to gauge reaction to different cost-sharing structures of plans. Report due in late May.
- Continue issue identification and policy analysis related to plan selection criteria with staff and consultants to present options for public review and Board consideration.
- Preparing Qualified Health Plan portion of Level II grant application working with consultant.
- Continue meeting with wide variety of consumer groups and plan representatives to receive specific ideas and guidance regarding Qualified Health Plan selection.

<h1>California Health Benefit Exchange</h1> <h2>Guidelines for Selection & Oversight of QHP</h2>	

The policies, procedures and criteria for the California Health Benefit Exchange's selection and oversight of Qualified Health Plans (QHP) and the Small Employer Health Options Program (SHOP) should be specifically guided by the Exchange's vision, mission and values.

There will be "trade-offs" among competing goals and interests, but Exchange policies should consider those trade-offs and the implications of alternative policies.

<h1>California Health Benefit Exchange</h1> <h2>Guidelines for Selection & Oversight of QHP</h2>		

- I. **Promote affordability** for the consumer and small employer – both in terms of premium and at point of care .
- II. **Assure access to quality care** for consumers presenting with a range of health statuses and conditions
- III. **Facilitate informed choice of health plans and providers** by consumers and small employers .
- IV. **Promote wellness** and prevention .
- V. **Reduce health disparities** and foster health equity
- VI. **Be a catalyst for delivery system reform** while being mindful of the Exchange' s impact on and role in the broader health care delivery system .
- VII. **Operate with speed and agility** and use resources efficiently in the most focused possible way

<h1>California Health Benefit Exchange</h1> <h2>Outreach Update – Complete or In Process</h2>	

Survey and review of other states and best practices

- Maryland, Massachusetts, DC, Colorado, Oregon, New York

Identify key goals, objectives and strategies for reaching California’s ethnically and geographically diverse communities

- Initial work in progress to develop options.

Identify and research target populations and develop market segmentations

- Review of and exploration of UCLA and CHIS data, MRI (media habit research), U.S. Census Data, small business studies and others

Ongoing coordination and collaboration with project sponsors

- Weekly project update meetings & sharing of research and input from experts

Initial exploration of paid and social media plans

- Researching options to reach culturally and geographically diverse communities

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Outreach Update – Underway and Ongoing

Focus group testing – English and Spanish

- Two completed in Fresno, two in Los Angeles
- Report pending
- Additional focus groups to be scheduled in June

Identifying and exploring partnerships with CBOs/NGOs/FBOs/Labor Unions

- Review of stakeholder materials, staff meetings
- Submitted strategies for above outreach
- Exploration of public/private partnerships

Level II Grant funding

- In person meeting with grant writers
- Developing options for plan implementation to reach ethnically and geographically diverse communities, including rural and LEP

Ongoing press and PR responsibilities

- Dedicated phone line to handle media inquiries (answered in English and Spanish), press announcements, etc.

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Outreach Update – Initial Concepts

Explore development of two distinct but interrelated positionings:

1. Branding the new *marketplace** (*website portal that leads to all health insurance options*)
2. Branding the “idea of coverage” (core idea: coverage, care and the importance of getting covered)

Note: BOTH focus on driving people to enroll

In both options we articulate “what” we are marketing, but the two options place different emphasis on the new marketplace portal and its role.

We will continue to explore, seek input and test these options as we move forward and make final recommendations.

**similar to most states at this point*

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Assister Program – Complete or In Progress

RHA is making significant progress in developing options and recommendations for the Assisters Program.

Review and Analysis of Research Submitted

- A review and analysis of existing research, reports, focus groups, surveys, and information along with review of other State Exchanges was conducted to inform the design of the Assisters Program for the California Health Benefit Exchange.

Goals and Objectives for the Assisters Program Under Development

- Objectives developed will ensure that the Program meets or exceeds target enrollment goals, provides adequate geographic, cultural and linguistic access and maintains a high quality consumer experience to foster a positive public perception of the Exchange.

Roles and Responsibilities of Assisters

- Recommendations on the roles and responsibilities of assisters, including: different types of Assisters sanctioned by the Exchange; required activities and roles; option to specialize in target markets or products; and recruitment of an Assisters network.

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Assister Program – Complete or In Progress

RHA is working with project sponsor staff to develop options and recommendations on key program features:

Eligibility and Standards

- Review of the ACA mandates, including additional options and recommendations regarding Navigator and other Assister eligibility requirements and standards.

Assisters Training

- Training options for the Assisters Program and recommendations on training requirements and curriculum for Assisters and Navigators.

Assisters Compensation Structure

- Existing models of compensation structure, policy and qualification options and recommendations for the compensation of Navigators.

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Assister Program – Design Options and Report

Compensation Design Options:

Provides four design options regarding the compensation of Navigators.

Each contains:

- Projected Enrollment and Timeline
- Compensation Structure and Projected Costs
- Impact on recommended program features
- Assessment of viability and feasibility, and a rating of each option

RHA will submit the report to the Exchange in May.

For More Information:

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<http://www.hbex.ca.gov>
And join our listserv