Call-in to listen: (855) 509-1782
Or listen via web
Focus on 2016: Time to Rock Enrollment

July 27, 2015, 2:00-3:00 p.m. Eastern

Call-in #: (855) 509-1782
## Agenda

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<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
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<td>2:00-2:05 p.m.</td>
<td><strong>Introduction</strong></td>
<td>Sarabeth Zemel, Project Director, National Academy for State Health Policy</td>
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<td>2:05–2:15 p.m.</td>
<td><strong>Leading States’ Enrollment Experiences</strong></td>
<td>Maureen Hensley-Quinn, Project Director, National Academy for State Health Policy</td>
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<td>2:15–2:45 p.m.</td>
<td><strong>Insights from the States</strong></td>
<td>Moderator: Sarabeth Zemel, NASHP</td>
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<td>Panelists:</td>
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<td>Richard Onizuka Chief Executive Officer, Washington Health Benefit Exchange</td>
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<td>Katie Ravel, Director, Program Policy, Research and Evaluation, Covered California</td>
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<td>2:45–2:55 p.m.</td>
<td><strong>Question and Answer</strong></td>
<td>*Use the chat feature to submit your questions</td>
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<td>2:55-3:00 p.m.</td>
<td><strong>Wrap-up</strong></td>
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Leading States’ Enrollment Experiences

Maureen Hensley-Quinn
Project Director, NASHP
Enrollment 2014 Informant States

State-Based Marketplace

Federally-Facilitated Marketplace

state reforum
Outreach/ Assistance Innovations

- Improving Accessibility
- Increasing Public Awareness
- Branding
- Targeting Populations
- Leveraging Resources
- Engaging Local Agencies
Eligibility/ Enrollment Innovations

- Smart system management/design
- SNAP targeted enrollment option
- Worker training and updates
- “Feedback Loop” with assisters
Transitions/Renewals & Operations

- **Transitions**
  - FFM coordination key

- **Renewals**
  - Implement simplifications, messaging

- **Operations Innovations**
  - Leveraging foundations to support financing/structures
  - Communications plans support cohesive/statewide messages
  - Business process/change management investments
Data Reporting Innovations

• Using data to manage and improve processes and practices
  o Managing call center experience
  o Staffing and business process changes

• Enrollment data collection and reporting
  o Regularly reported standard enrollment performance indicators provide timely national overview
  o Target federal, state and stakeholder resources
State Priorities for Open Enrollment

- Education
- System Build/Fixes/Improving Stability
- Improving Consumer Experience/Communication
- Call Center Investments (Training, Staffing, Separate Line for Navigators)
- Renewals
- Coordination, coordination, coordination!
Today’s Panel

Moderator: Sarabeth Zemel
Senior Project Director
NASHP

Richard Onizuka
Chief Executive Officer
Washington Health Benefit Exchange

Katie Ravel
Director, Program Policy, Evaluation and Research
Covered California
Question and Answer

Submit your questions in the chat box on the left
What were successes and challenges in OE2?

Tell us what your state is doing at statereforum.org
What outreach and consumer assistance strategies were most effective?
How is your exchange working with Medicaid and how do you deal with churn?
What are your state’s priorities in OE3 and beyond?

Tell us what your state is doing at statereforum.org
**New State Refor(u)m Chart: Retail Enrollment Centers**

<table>
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<tr>
<th>State</th>
<th>State Exchange Structure</th>
<th>Number/Location of Stores; Hours of Operation; Selection Process</th>
<th>Staffing</th>
<th>Operational Costs &amp; Expenses</th>
<th>Physical Plant</th>
<th>Number of People Enrolled at Stores; ROI</th>
<th>Development Timeline</th>
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<tr>
<td>CO</td>
<td>State Agency: Colorado Health Benefit Exchange &lt;br&gt; Exchange Name: Connect for Health Colorado &lt;br&gt; Structure: Public non-profit established by state law</td>
<td>Number/Location: 1 store in Downtown Denver (Years 1 and 2) (1) &lt;br&gt; Operating Hours: M-F: 10am-6pm Sat: 12pm-6pm Closed Sunday (except on open enrollment deadline) &lt;br&gt; Location Selection: Identified high uninsured area with</td>
<td>Positions: &lt;ul&gt;&lt;li&gt;Store manager and greeters&lt;/li&gt;&lt;li&gt;Customer service center reps&lt;/li&gt;&lt;li&gt;Brokers (not exchange employees)&lt;/li&gt;&lt;li&gt;Health coverage guides (Navigators)&lt;/li&gt;&lt;li&gt;Medicaid program reps (back-end access to Medicaid eligibility system)&lt;/li&gt;&lt;/ul&gt; Employees/</td>
<td>Operational Costs: &lt;ul&gt;&lt;li&gt;$16,000 rental&lt;/li&gt;&lt;li&gt;$42,314 operational (furniture, wifi, signage, security, etc.)&lt;/li&gt;&lt;/ul&gt; Additional Expenses: Night security (amount not provided)</td>
<td>Machinery/Technology: Repurposed staff laptops &amp; work cell phones; no new equipment purchased</td>
<td>Retail Space: 2,000 sq. ft. 4 month lease (Nov. 1-Feb. 28)</td>
<td>Enrolled: 238 enrolled 1,055 assisted (not including individuals who called or were assisted but didn’t want to be tracked)</td>
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Source: [https://www.statereforum.org/node/14506](https://www.statereforum.org/node/14506)
See you online!

• Webinar Q&A continues online at: https://www.statereforum.org/discussions/eligibility-and-enrollment
• Find resources on the topic at: https://www.statereforum.org/resources
• Health Insurance Exchange and Operations Chart: https://www.statereforum.org/exchange-operations-chart
• Find webinar recording and slides at: http://www.statereforum.org/webinars
• Visit and register to participate: http://www.statereforum.org/user/register
• Questions? Email us: statereforum@nashp.org