



Avenue

Health Insurance Marketplace



Health System Reform Task Force

May 16, 2013

Presented by Patty Conner, Director

Where small business shops for health insurance

Certification Next Steps

- ❑ Jan 3, 2013 - HHS provided Conditional Approval
- ❑ Jan. 30 - CCIO/OCHS preliminary certification review of Avenue H
- ❑ XX/XX - HHS to amend rules to allow Utah model
- ❑ XX/XX - CCIO to develop certification requirements for bifurcated model

Upcoming Activities

Technology Changes

- Qualified Health Plans
 - All new plans for 2014
 - Add filters for QHP metallic levels
 - Extract of plan and rate information from SERFF
 - Develop processes for carriers to review and audit data
- Modified Community Rating
 - Elimination of health applications
 - Pre-quote availability
 - Rates based on age, location and tobacco use
 - Participation Requirements
 - Enhanced Portal, including Spanish Version
- New carriers for 2014
 - Medical, Dental and H.S.A. Administrators
 - Vision will not be offered
- RFP for technology partners issued April 9th
 - Currently evaluating bidders
 - Decision by first of June

Upcoming Activities

- Expanded Call Center Capacity
- Navigator Outreach and Education
 - Select at least 2 licensed Navigators
 - Must have a proven relationship with Small Business
 - Must attend broker training course

- Broker Training
 - Beginning June through October
 - All currently credential brokers will need to attend

- Marketing and Outreach
 - Develop Marketing campaign to begin in July
 - Focus on employer and employee education of available options
 - Preservation of small employer market

