



Health System Reform Task Force

Presented by Office of
Consumer Health
Services

September 29, 2016



Avenue H Value Proposition

- **Competitive Multi-Carrier Marketplace**
- **Employee Choice**
- **Defined Contribution**
- **Small Employer Premium Tax Credit**
- **Single Consolidated Invoice**

Avenue H Stats

As of October 1, 2016



Small Businesses: 801



Employees: 5,597



Dependents: 8,578

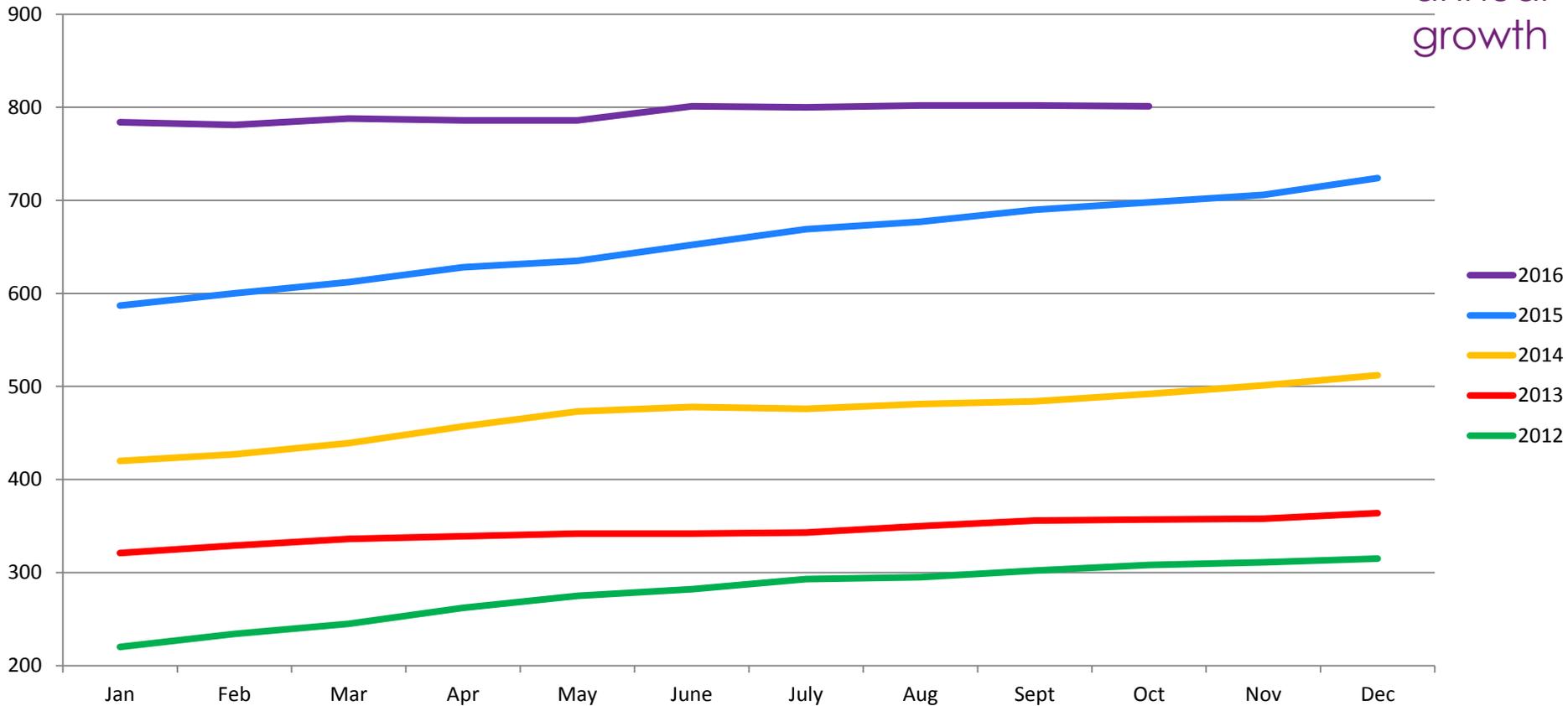
14,175

Total Covered Lives

Growth- Employers

Total Net Growth by Month

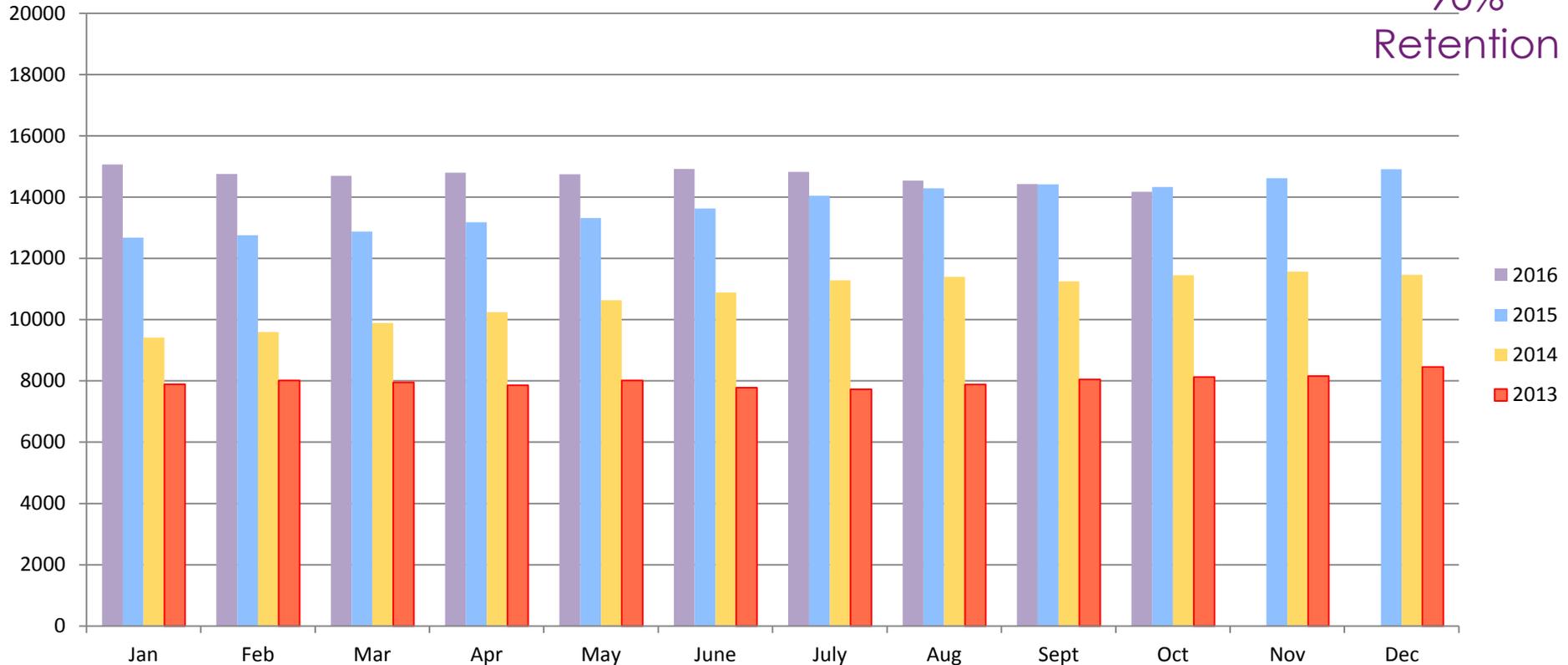
18%
annual
growth



Growth- Members

Total Covered Lives Comparison by Year

90%
Retention



SHOP Enrollment Nationwide

State	Online vs. Direct Enrollment	State-Reported Data	Total Groups	Total Lives	Average Group Size
Vermont	Direct	16-Apr	4,007	44,787	NA
California	Online	16-Mar	3,663	27,467	7.5
D.C.	Online	16-May	924	19,768	6
Utah	Online	16-May	786	14,748	8
New York	Online	15-Apr	3,708	14,628	NA
Massachusetts	Online	16-Apr	1,290	5,522	NA
Rhode Island	Online	16-Apr	570	4,223	4.4
Colorado	Online	16-Mar	380	2,872	8
Minnesota	Online	16-Apr	284	1,929	6
Oregon	Direct	16-Apr	222	1,661	NA
Connecticut	Online	16-May	263	1,560	6.6
New Mexico	Online	16-May	198	1,402	7.1
Hawaii	Direct	16-Mar	259	1,183	3.8
Maryland	Direct	16-Apr	118	947	5.2
Washington	Online	16-Apr	172	790	NA
Kentucky	Online	16-May	98	717	5.2
Idaho	Direct	16-Apr	27	264	9.2
Mississippi	Online	NA	NA	NA	NA

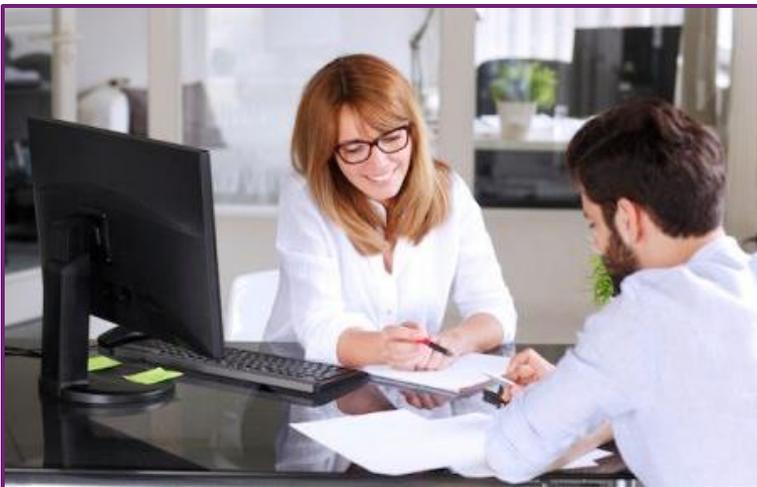
Types of Businesses Participating



Real Estate/Construction



Technology



Professional Services



HVAC/Electrical/Plumbing

2017 Marketplace



Carrier Participation

Carriers	2010	2011	2012	2013	2014	2015	2016	2017
SelectHealth	✓	✓	✓	✓	✓	✓	✓	✓
Regence BCBS	✓	✓	✓	✓	○			
Humana	✓	✓	○					
UHC		✓	✓	✓	✓	✓	✓	
Arches Health Plan					✓	✓		
HSA Health Plan							✓	✓
Total Options	3	4	3	3	3	3	3	2

Employee Choice

70 Medical plans available

33 Dental plans

3 HSA Administrators

Employee shopping tools

- Side by side comparison
- Provider search
- Cost total and contribution costs

SBC's

The screenshot shows a web interface for comparing health plans. At the top, there's a header "Health Plans" with a "Compare (4)" button. Below the header, a note says "Select 2 or more plan bookmarks, then click the 'Compare' button to narrow down your choices." The main content area shows "4 of 76 Plans (72 Plans Hidden)". Four plan cards are displayed side-by-side, each with a bookmark icon in the top left corner. Each card contains the plan name, the provider, the monthly cost, and an "Elect" button. Below each card, the coverage is listed as "Employee + Children".

Plan Name	Provider	Monthly Cost	Coverage
Select Med Plus HealthSave \$2,000	SelectHealth	\$ 729. ⁵⁷ monthly	Employee + Children
Select Care Plus HealthSave \$1,500	SelectHealth	\$ 832. ⁹⁹ monthly	Employee + Children
UnitedHealthcare Bronze Navigate HSA 5000-1	UnitedHealthcare	\$ 727. ⁴⁷ monthly	Employee + Children
UnitedHealthcare Silver Navigate 2000	UnitedHealthcare	\$ 908. ⁵³ monthly	Employee + Children

Metallic Level Selection

2016

Bronze 9

Silver 29

Gold 32

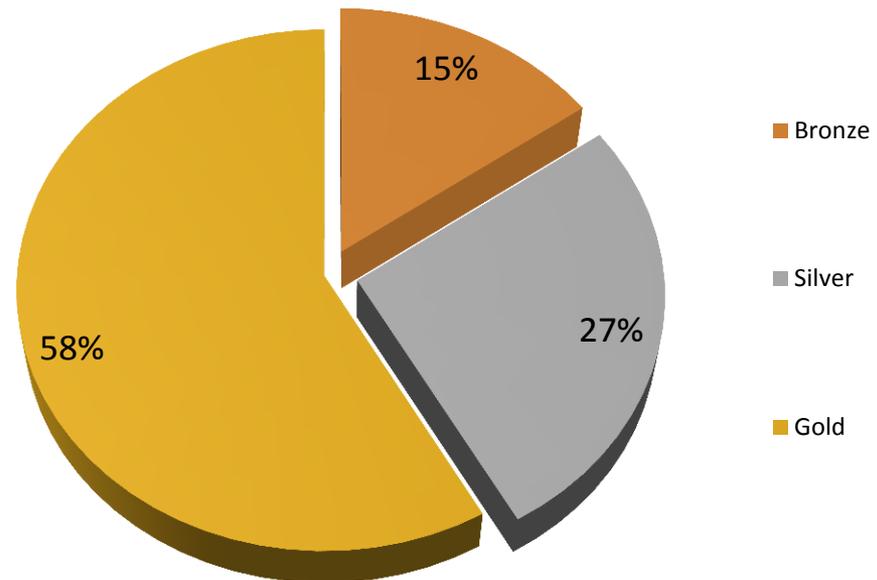
2017

Bronze 4

Silver 9

Gold 15

Enrollment in Plans



High Deductible Plans

2016 HSA plans: 34

2017 HSA plans: 11



21% of the employees have an HSA

\$2100 employee average annual contribution

Defined Contribution

Average Employer Contribution

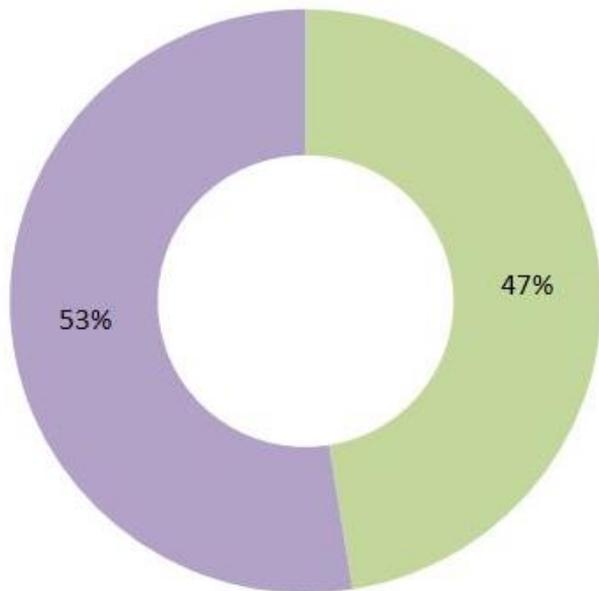
Employee: \$367

Employer: \$522

Total Average Premium: \$890

58.6% of employer contributions

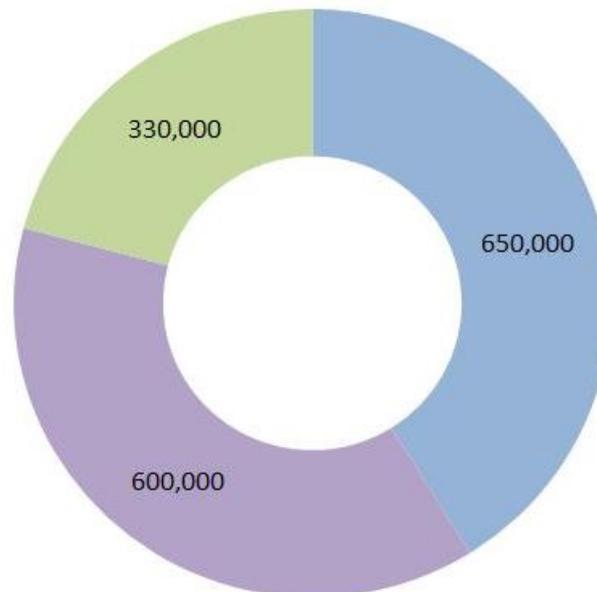
FY 2017 Budget



■ General Appropriations ■ Administration Fees

Income

General Appropriations	\$ 750,000
Administrative Fees	\$ 830,000
Total Income	\$1,580,000



■ Technology Partners ■ Personnel ■ Marketing/Sales

Expenses

Technology	\$ 650,000
Administrative Fees	\$ 600,000
Marketing	\$ 330,000
Total Income	\$1,580,000

Market Impacts

- **Loss of Arches Health Plan**
 - 14% of Avenue H enrollment
 - Non-IHC network
 - Competitively priced
 - Out of state network options
- **United Health Care is pulling out for 2017**
- **Rates increases for 2016 and 2017**

2017 Challenges

- **Carrier Participation**
 - Multiple Networks, Statewide coverage
 - Choice of Plans
 - Out of State options
- **Market Size Limited to 50**
 - Small Employers have many options:
 - Not offer group coverage- send employees to healthcare.gov
 - Self-insure
 - Direct to Carrier
 - Avenue H
 - Grandmother plans
- **QHP Rates for 2017**

Potential Non-Profit Status

- **Salt Lake Chamber contemplated a large employer multi-carrier marketplace**
- **Potential to move Ave H to non-profit status and expand to larger markets**
- **Commissioned a feasibility study**
 - Determine Market Potential
 - Other potential organizations
 - Financial Projections
- **Preliminary Findings presented to SLChamber Board**
- **Sub-Committee formed for a comprehensive review**