

STATE NETWORK ANNUAL MEETING

April 29 – May 1, 2015
Hyatt Regency New Orleans
601 Loyola Avenue
New Orleans, LA 70113

Wednesday, April 29

7:30 – 8:30 a.m. **Registration & Breakfast**
Empire Foyer

8:30 – 8:45 a.m. **Welcome**
Empire D Heather Howard – Director, State Health Reform Assistance Network

8:45 – 10:15 a.m. **Opening Session & State Team Introductions**
Empire D

10:15 – 10:30 a.m. Move to Breakout Session I

10:30 – 12:00 p.m. **Concurrent Breakout I – State teams stay together**

Empire D **I. Lessons from OEP 2 – Strategies for Effective Renewal and Maximizing Enrollment**
(CO, RI, NY, AL, VA)
Moderator: Isabel Friedenzohn
TAP Leads: Melinda Dutton (Manatt), Alison Gould Kruzel (GMMB)
TAP Participants: David Cusano (Georgetown), Chris Heiss (CHCS), Julia Lerche (Wakely), Claudia Page, Elizabeth Lukanen (SHADAC)

After the second Open Enrollment, states have a better understanding of how their insurance market, Medicaid renewal strategies, outreach efforts and policy decisions affect renewal and new enrollment statistics. This session will review state experiences from Marketplaces, Medicaid and Departments of Insurance and begin the preparation for the third OEP.

- Lessons learned from OEP2
- Challenges & Strategies for OEP3
- Improving all aspects of the consumer enrollment experience
- Consumer assistance and education

Empire C

II. Preparing for Long-Term Sustainability of Coverage Programs

(MD, KY, WA, MN, WV, NM)

Moderator: Dan Meuse

TAP Leads: Deborah Bachrach (Manatt), Patrick Holland (KPMG), Tricia Leddy (CHCS)

TAP Participants: Sally McCarty (Georgetown), Alison Betty (GMMB), Lynn Blewett (SHADAC)

States are rapidly approaching the point at which they need to spend non-federal dollars to support ACA coverage programs. This session will examine alternatives to general revenue, efficiencies in operations and savings in other programs as a base for communicating the value of a coverage programs in budget conversations.

Elite Hall A

III. Emerging Marketplace Models

(OR, PA, MI, IL)

Moderator: Enrique Martinez-Vidal

TAP Leads: Joel Ario (Manatt), Jon Kingsdale (Wakely)

TAP Participants: Justin Giovannelli (Georgetown), Patti Boozang (Manatt), Brett Fried (SHADAC)

Three states are currently State-Based Marketplaces that use the Healthcare.gov platform (Supported SBMs). What are the policy considerations for these models and how might a current FFM/Partnership state think about a Supported SBM model that leverages Healthcare.gov’s eligibility and enrollment system?

- Regulatory framework to get to an SBM/SSBM & challenges to getting there: Blueprint requirements; Timeline
- Division of responsibility for various functions: Tasks; Financing
- Insights from the field (Breakout #1: OR/Breakout #2: NM)
- Discussion, including implications for: Medicaid integration; plan management (DOIs); data issues (e.g, limitations of relying on data from HC.gov); and marketing/consumer assistance (where do funds come from?)

12:00 – 1:00 p.m.

Lunch – No Programming

Empire D

1:00 – 1:30 p.m.

Break Time for Emails and Calls/Move to Breakout Session II

- 1:30 – 3:00 p.m. Concurrent Breakout II – (See Concurrent Breakout I for full description)
- Empire D** **I. Lessons from OEP 2 – Strategies for Effective Renewal and Maximizing Enrollment**
(MD, KY, WA, IL, MN)
Moderator: Alyssa Walen
TAP Leads: Melinda Dutton (Manatt), Alison Gould Kruzel (GMMB)
TAP Participants: Sally McCarty (Georgetown), Chris Heiss (CHCS), Julia Lerche (Wakely), Lynn Blewett (SHADAC)
- Empire C** **II. Preparing for Long-Term Sustainability of Coverage Programs**
(CO, RI, NY, PA, OR, MI)
Moderator: Dan Meuse
TAP Leads: Deborah Bachrach (Manatt), Patrick Holland (KPMG), Tricia Leddy (CHCS)
TAP Participants: David Cusano (Georgetown), Alison Betty (GMMB), Elizabeth Lukanen (SHADAC)
- Elite Hall A** **III. Emerging Marketplace Models**
(NM, AL, WV, VA)
Moderator: Enrique Martinez-Vidal
TAP Leads: Joel Ario (Manatt), Jon Kingsdale (Wakely)
TAP Participants: Justin Giovannelli (Georgetown), Patti Boozang (Manatt), Brett Fried (SHADAC)
- 3:00 – 3:15 p.m. Break with Refreshments/Move to Team Rooms
Empire Foyer
- 3:15 – 4:15 p.m. **State Team Strategy Session #1**
State teams will gather with a Technical Assistance Expert to set an agenda for the continued reform efforts.

For the state team room assignments, please refer to the attachment at the end of the agenda.
- 4:15 – 4:20 p.m. TAPs Move to Next Team Room
- 4:20 – 5:20 p.m. **State Team Strategy Session #2**
State teams will gather with a Technical Assistance Expert to set an agenda for the continued reform efforts.
- 5:20 – 6:30 p.m. **Networking Reception**
8 Block Kitchen & Bar

Thursday, April 30

8:00 – 9:00 a.m.

Empire D

Breakfast Roundtables (Optional)

- Residual uninsured populations (Jocelyn Guyer)
- SHOP (Jon Kingsdale)
- States using Deloitte as a vendor (Dan Meuse)
- States using Maximus as a vendor (Heather Howard)
- Evaluation and Consumer Satisfaction Surveys (SHADAC)

9:00 – 9:15 a.m.

Move to Breakout Sessions

9:15 – 10:45 a.m.

Concurrent Breakout III - Choose Your Own Adventure!
Participants select breakout topic based on personal preference; not required to stay with state team or agency affiliation.

Empire C

I. Customer Service

Moderator: Isabel Friedenzohn

TAP Leads: Kathie Mazza (Wakely)

TAP Participants: Jocelyn Guyer (Manatt), Claudia Page, Georgetown, Brett Fried (SHADAC)

Call Centers, navigators, assisters, brokers, vendors and marketplace staff all touch our customer base and all have an effect on customer satisfaction, enrollment and budgets. This session will dive into strategies to gain the most value from customer service and enrollment functions across the coverage system and offer ideas on how to make customers and front line staff happier in the process. Find out where your peers stand on some interesting questions and hear how MNsure partnered with a few brokers to produce a lot of enrollment.

Elite Hall A

II. Benefit Design: Trends and Ongoing Issues

Moderator: Alyssa Walen

TAP Leads: Chris Heiss (CHCS), David Cusano (Georgetown), Julia Lerche (Wakely)

TAP Participants: Deborah Bachrach and Joel Ario (Manatt), Lynn Blewett (SHADAC)

Regulators, Marketplaces and Medicaid agencies are all dealing with a rapidly shifting benefit design scenario. This cross cutting session will look at benefit “innovations,” their role in the coverage landscape, and the need to help consumers navigate the new benefit paradigm.

- Selection of EHB benchmark and Medicaid alternative benefit plans: considerations, limits, and potential for alignment

- Innovation in plan designs: narrow networks, value-based purchasing, cost-sharing, waiver opportunities, QHP standardization, impact on churn, and how policy and purchasing levers (e.g. certification standards) affect these innovations
- Consumer education: How do these new plans work?

Empire D

III. Marketing and Outreach on Your Dime

Moderator: Galen Benshoof

TAP Leads: GMMB

TAP Participants: Elizabeth Lukanen (SHADAC), Jon Kingsdale (Wakely), Patrick Holland (KPMG), Melinda Dutton (Manatt)

This session will dive into the needs of Marketplaces that can no longer rely on 1311 funds to support marketing and outreach efforts. Generally, how can states, no matter their Marketplace type, sustain consumer assistance activity on a limited budget? Other topics of discussion will include:

- Your new target audiences and how can you best reach them
- How data and analytics can support this work
- The value of new partnerships with carriers, unemployment offices, convenience stores, etc.
- The role of brokers
- Effective renewal strategies

10:45 – 11:00 a.m. Move to Team Rooms

11:00 – 12:00 p.m. **State Team Session #3**
 State teams will gather with a Technical Assistance Expert to set an agenda for the continued reform efforts.

For the state team room assignments, please refer to the attachment at the end of the agenda.

12:00 – 12:45 p.m. Lunch – No Programming

Empire D

12:45 – 1:15 p.m. Break Time for Emails and Calls/Move to Breakout Session IV

1:15 – 2:30 p.m.

Concurrent Breakout IV – (State teams split up based on agency affiliation): Part 1

We encourage states to come prepared to discuss specific successes and challenges within their individual agencies. The peer-to-peer discussion and sharing here will be guided by current state thinking on the topics outlined for each session below, but participants should feel free to raise additional topics of concern.

Empire D

I. Medicaid

Moderator: Dan Meuse

TAP Leads: Deborah Bachrach and Jocelyn Guyer (Manatt), Chris Heiss (CHCS)

TAP Participants: GMMB

- Flexibility and Sustaining the Expansion
- Implementing Innovative Program Design
- Purchasing Strategies for New Populations

Elite Hall A

II. Exchanges on State-Specific Platforms

Moderator: Becky Normile

TAP Leads: Patrick Holland (KPMG), Kathie Mazza (Wakely), Tricia Leddy (CHCS), Melinda Dutton (Manatt), Elizabeth Lukanen (SHADAC)

- **Sustainability:** Revenue models and the need to focus on a value-proposition; Expense management and tightening down key vendor contracts; Understanding Medicaid/Exchange cost allocations for shared administrative functions
- **Status of IT systems and Needs for Improvement:** What is the current state functionality and what are the various options for getting the job done?
- **Vendor Management/Re-contracting:** “Are you managing your vendors or are your vendors managing you?”
- **Enrollment projections:** The how, what and whys of enrollment forecasting and the challenges states face in developing projections

Elite Hall A

III. Exchanges on Healthcare.gov

Moderator: Enrique Martinez-Vidal

TAP Leads: Joel Ario and Patti Boozang (Manatt), Jon Kingsdale (Wakely)

TAP Participants: GMMB, Brett Fried (SHADAC); Justin Giovannelli (Georgetown)

This session will drill down more granularly into the policy and operational issues that were raised during the first two Concurrent

breakouts on *Emerging Marketplace Models* with a greater focus on implications for Exchange staff.

Empire C

IV. Departments of Insurance

Moderator: Alyssa Walen

TAP Leads: Georgetown, Julia Lerche (Wakely)

TAP Participants: GMMB

- Colorado Focus Group Results: Awareness, Knowledge and Perceptions of the DOI
- DOI role in consumer engagement, education and outreach

2:30 – 2:45 p.m.

Break

2:45 – 4:00 p.m.

Concurrent Breakout IV – (State teams split up based on agency affiliation): Part 2

Empire D

I. Medicaid

Moderator: Brian Shott

TAP Leads: Deborah Bachrach and Patti Boozang (Manatt),

TAP Participants: GMMB, Chris Heiss (CHCS)

- **State Budget Impacts of Medicaid Expansion**
 - Deeper dive into the categories of expansion related costs, savings and new revenues
 - Communicating the data to media and legislatures – common challenges and strategies to address them
 - Looking ahead – longer-term savings analysis, macroeconomics, sustaining the expansion
 - Beyond the dollars – measuring the impact of expansion on access, quality, outcomes

Elite Hall A

II. Exchanges on State-Specific Platforms & Exchanges on Healthcare.gov

Moderator: Becky Normile

TAP Leads: Patrick Holland (KPMG), Kathie Mazza (Wakely), Tricia Leddy (CHCS), Melinda Dutton (Manatt), Claudia Page, Brett Fried (SHADAC)

TAP Participants: GMMB

- **User Experience**

There are multiple channels for assessing the user experience, and some show you what consumers do and others show you why consumers do something. Both are critical to truly understand the customer experience and, in this session, we will ask states about the channels they have tapped into and what they are learning.

- **Decision Support Tools**

Plan selection is undoubtedly one of the hardest parts of the online process. Users confront complicated and inconsistent terms and concepts, and are often presented with a seemingly unmanageable number of options from which to choose. For users who muddle through the process, there is often sticker shock about the cost of coverage. We invite states to come prepared to share best practices and the most challenging dilemmas of plan choice, multiple provider networks and the maze of drug formularies.

Empire C

III. Departments of Insurance

Moderator: Alyssa Walen

TAP Leads: Georgetown, Julia Lerche (Wakely)

TAP Participants: GMMB, Elizabeth Lukanen (SHADAC)

- Discriminatory benefit design
- Network adequacy: trends, consumer feedback, regulatory responses, alternative access options
- Policy issues on the horizon

4:00 – 4:15 p.m.

Move to Workshop

4:15 – 5:30 p.m.

Empire D

Workshop: Increasing Value of Coverage Programs and Policies

Moderator: Dan Meuse

TAP Leads: Deborah Bachrach (Manatt), Patrick Holland (KPMG)

TAP Participants: David Cusano and Justin Giovannelli (Georgetown), Tricia Leddy (CHCS)

For the last four years, state officials have been working feverishly to expand coverage. The next phase of coverage expansion will focus on the value that the coverage offers to consumers – does it make sense financially, does it provide needed services and how can consumers connect with the best coverage for them? Yet even this phase of reform must look toward the future and how coverage programs are adding value to the health care system as a whole. This session will identify opportunities to add value and help states plan for strategies to capture those opportunities.

Friday, May 1

7:30 – 8:15 a.m.

Breakfast

Empire D

8:15 – 10:15 a.m.

Concurrent Intensive TA “Workshop” Sessions

Empire D

Workshop A: Section 1332 State Innovation Waivers

Moderator: Heather Howard

TAP Leads: Deborah Bachrach, and Patti Boozang (Manatt),

TAP Participants: Elizabeth Lukanen and Lynn Blewett (SHADAC), Chris Heiss and Tricia Leddy (CHCS), David Cusano (GU)

Section 1332 of the ACA allows states significant flexibility to provide coverage that is as affordable and as comprehensive as currently provided. This session will dig into some of the policy options available to states under a Section 1332 waiver and how states could leverage the available authority to reach coverage goals.

Empire B

Workshop B: 1095 Redux – the ABCs of 2015 1095 forms

Moderator: Dan Meuse

TAP Leads: Joel Ario and Jocelyn Guyer (Manatt), GMMB

Marketplaces have just finished their first tax season, providing customers with 1095A tax forms. Next year, Medicaid and employers will be providing similar forms, the 1095B and 1095C respectively. This session will review the requirements to date and the operational pitfalls to avoid when implementing a 1095 form distribution.

10:15 – 10:30 a.m.

Break/Move to Closing Session

10:30 – 12:00 p.m.

Workshop: Telling the Coverage Story – Solidifying a Permanent Culture of Coverage

Empire D

Moderator: Enrique Martinez-Vidal

TAP Leads: GMMB

TAP Participants: Elizabeth Lukanen and Brett Fried (SHADAC)

Efficient budgets, good statistics, a working IT system – these things enable coverage programs, but they don’t make coverage a priority to policy makers and constituents. This session will close our annual meeting with a charge to make a culture of health coverage a reality in your states. We’ll discuss effective strategies to demonstrate your value to the right people, at the right time.

12:00 p.m.

Adjourn