UPDATE TO THE JOINT SELECT COMMITTEE FOR HEALTH CARE REFORM

October 15, 2013

Richard K Onizuka, PhD
CEO
A New Way to Get Health Insurance

Find a Plan that Fits Your Needs and Budget
Building The Exchange

2011
- HCA receives one-year $22.9 million grant to design and develop Exchange
- SSB 5445 passed creating Exchange as “public private partnership”
- Governor names 11 member, bipartisan Exchange Board members

2012
- Board begins governing authority
- ESSHB 2319 passed
  - Deloitte Consulting signs on as system integrator
- Exchange names first CEO

2013
- Legislative action taken on sustainability, ESHB 1947.
  - Call center opens, first TV ads
    - Open Enrollment begins Oct. 1

2014
- Open enrollment ends March 31.
- Open enrollment for 2015 coverage begins in Oct 15.

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Governance

Eleven member, bi-partisan board assumed authority on March 15, 2012

Margaret Stanley – Chair, Retired Executive Director, Puget Sound Health Alliance
Steve Appel – Farmer, Past President of the Washington Farm Bureau
William Baldwin – Partner, The Partners Group
Donald Conant – General Manager, Valley Nut & Bolt, Assistant Professor
Doug Conrad – Professor, University of Washington
Melanie Curtice – Partner, Stoel Rives
Ben Danielson – Medical Director, Odessa Brown
Phil Dyer – Senior VP, Kibble & Prentice, and Former Legislator
Teresa Mosqueda – Legislative & Policy Director, Washington Labor Council
*Mike Kreidler – Insurance Commissioner
*Dorothy Frost Teeter – HCA Director

* non voting, ex officio
Plan Participation

Individual Exchange

▪ 8 issuers, 38 QHPs, up to 152 plans, plus 8 multi-state plan QHPs
  ▪ 3 traditional Medicaid issuers
  ▪ Gold, Silver and Bronze offerings (No platinum plans)
  ▪ 2 catastrophic plans (both HMO)

▪ 5 pediatric dental issuers and QDPs

SHOP – Healthplanfinder Business

▪ 1 carrier, 2 counties
Cost Range for Plans Before Tax Credit

<table>
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<tr>
<th>Age</th>
<th>Rating Area 1</th>
<th>Rating Area 2</th>
<th>Rating Area 3</th>
<th>Rating Area 4</th>
<th>Rating Area 5</th>
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<td>29</td>
<td>$162.64 - $354.20</td>
<td>$178.75 - $378.64</td>
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<td>$155.98 - $358.22</td>
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<td>$433.53 - $918.34</td>
<td>$492.27 - $877.10</td>
<td>$378.30 - $868.81</td>
<td>$430.77 - $946.69</td>
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**Rating Area 1 - Counties Covered**
- King

**Rating Area 2 - Counties Covered**
- Clallam, Cowlitz, Grays Harbor, Island, Jefferson, Kitsap, Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Wahkiakum, Whatcom

**Rating Area 3 - Counties Covered**
- Clark, Klickitat, Skamania

**Rating Area 4 - Counties Covered**
- Ferry, Lincoln, Pend Oreille, Spokane, Stevens

**Rating Area 5 - Counties Covered**
- Adams, Asotin, Benton, Chelan, Columbia, Douglas, Franklin, Garfield, Grant, Kittitas, Okanogan, Walla Walla, Whitman, Yakima
Outreach and Marketing

- Ten Lead Organization In Person Assistor Organizations (IPAs), over 100 community based organizations
- Over 800 trained and certified IPAs
- Over 2000 trained and certified agents/brokers
- Call center opened in September
- Significant earned media
- TV ads began mid September
- Advertising theme “Don’t leave it to chance”
- Enrollment bus tour mid October, kickoff in Spokane with Governor
- [http://www.youtube.com/watch?v=s0YzmwrszPY](http://www.youtube.com/watch?v=s0YzmwrszPY)
Expert Help is Available
Key Challenges & Lessons Learned

▪ First day/week issues
  ▪ First day shut down
  ▪ Second day minimal improvements, paper applications
  ▪ Third day operational

▪ Call Center volume

▪ Frequency of updates and communications

▪ Credentialing certified users

▪ Chokepoints vs. overall capacity

▪ We didn’t know what we didn’t know

▪ Testing the system: limited time, real world environment
National & Local Media Coverage

The Washington Post

Here’s what Obamacare looks like when it works
By Sarah Kliff, Published: October 8 at 12:18 pm  E-mail the writer
When you play around with the site, it’s easy to see why Washington has some of the best enrollment numbers: It’s pretty easy to use.

The New York Times

Uninsured Find More Success via Health Exchanges Run by States

CNBC

One Washington gets Obamacare right

The Spokesman-Review

Health plan website fixes errors, draws customers

KING 5.com

HealthLink

More than 9,400 sign up through health exchange

OLYMPIA, Wash. — Officials say that more than 9,400 people in Washington state have signed up for insurance in the first week of the state’s new health exchange open enrollment period.
Second Week Metrics

Website traffic and call center

- Unique visitors: 270,851; total visits: 1,423,673
- Page views: 5,569,165; unique page views: 4,053,023
- Accounts created: 66,776
- Call center volume: 53,039; average wait time: 18 minutes

Enrollments and applications

- QHPs: 3,084
- Total enrollments: 24,949
- QHP applications completed: 21,766
- QHP applicants: 37,252
Membership Growth: “New” Members

Projected QHP Member Enrollment
(2014 – 2017 Year End)

- 2014: 280,000
- 2015: 343,750
- 2016: 407,500
- 2017: 471,250
Moving Forward – Operational Excellence

Going from a development to operational environment.

Technical & Operational

- Addressing immediate site fixes
- Ongoing website augmentation
- Future enhancements, e.g., Medicaid shopping and adult dental

Policy & Governance

- Onboarding new board members
- Financial sustainability
- Additional level 1 grant request
- Board strategic planning
Resources

www.wahealthplanfinder.org

www.wahbexchange.org

1-855-WAFINDER (1-855-923-4633)

TTY/TTD for Deaf : 1-855-627-9604

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