



COVER OREGON UPDATE

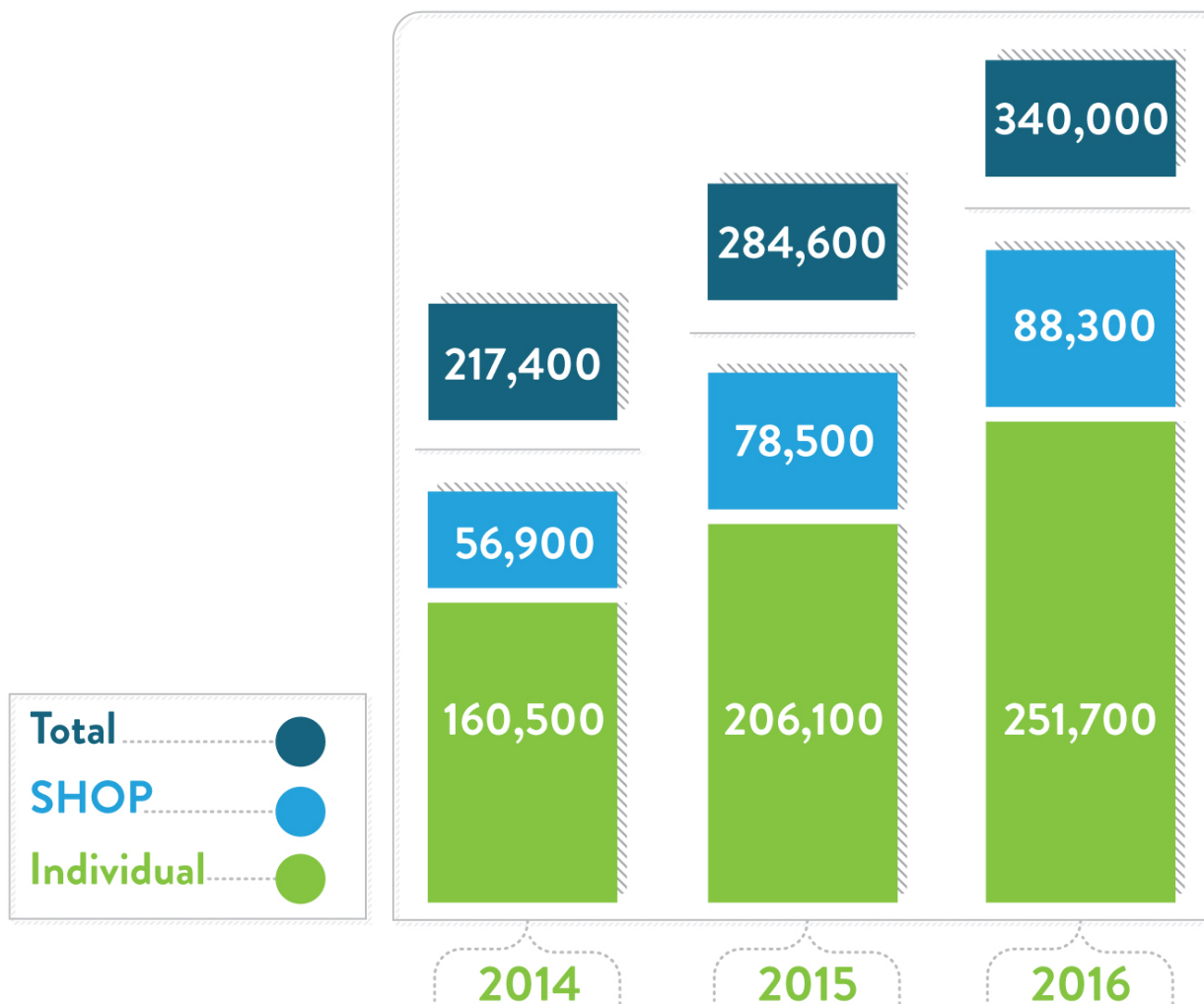
ROCKY KING, EXECUTIVE DIRECTOR

SEPTEMBER 16, 2013

REMINDER OF WHY WE'RE DOING THIS

- More than 560,000 uninsured Oregonians
- Big enrollment goals – public and private programs
- 400,000+ individuals/families will be eligible for financial help
- ACA makes health care more accessible and affordable
- For Oregonians — By Oregonians

ENROLLMENT GOALS (MID-LEVEL)



WE'VE BEEN BUSY

- Building an online marketplace
- User testing
- Trained 1,590+ agents/
1,220+ community partners
- Launched ad campaign
- Opened call center
- Finalized rates (OID) and certified
carriers/plans
- 100+ community presentations
- Created evaluation metrics



INDIVIDUAL PRIVATE PLAN CARRIERS



PUBLIC MEDICAL PROGRAMS



SMALL GROUP CARRIERS



DENTAL CARRIERS



PLAN CHOICE

Number of plans in individual market:

102

Number of plans in small group market:

72

Number of HSA-qualified plans (tentative):

25

INTEGRATED OUTREACH CAMPAIGN



REACHING DIVERSE POPULATIONS

- Materials in 7 languages
- Grants:
 - 31 outreach and enrollment grants awarded (first round)
 - 10 small business outreach grants awarded
 - Provider and general outreach grants (2nd round; under review)
- Spanish-language ad campaign
- Assistance in multiple languages
- Culturally relevant materials for tribes
- Search for agents, community partners and tribes by geography and language

TIMELINE

- Oct. 1, 2013:
Open enrollment begins
- Dec. 15: Deadline to apply
for coverage starting
Jan. 1, 2014
- Jan. 1, 2014: Coverage
for commercial plans begins
- March 31, 2014: Open
enrollment ends for
individual market commercial
plans





**KEEP
CALM
AND
GO
LIVE**

LAUNCH STRATEGY

- Individuals and small businesses can only enroll with help of agents, community partners or tribes through mid-October
- Agents, community partners and tribes will have access to portal to help customers apply for financial help, compare plans and enroll
- Focus is customer experience
- Call center staff prepped to answer questions and report technical issues

LAUNCH STRATEGY

- Later in October, Oregonians can apply online by themselves, if desired
- Decision dates: Next week for SHOP and early October for wider access
- Approach is standard practice in IT industry
- Allows Cover Oregon to work out operational issues (plans, carriers, call center, etc.)
- Go-Live Team

WHAT CUSTOMERS CAN EXPECT:

- When customer goes to CoverOregon.com, they will be directed to a searchable database of community partners or agents
- Customers will not be able to enroll online by themselves until mid-October; only a community partner or agent can enroll them (service is free)
- Potential long wait times at 1-855-CoverOR
- Customers may not be able to get appointments with community partners or agents on October 1 due to high demand

HOME PAGE






EXPLORE
COVERAGE

GET
STARTED

LEARN
MORE

FIND AGENT OR PARTNER

 Phone |  Languages |  Help |

Welcome to Cover Oregon

Cover Oregon is an online marketplace where Oregonians can compare and enroll in health coverage that fits their needs and budget. We believe that health insurance should be affordable, flexible and accessible to everyone.



Individuals
and Families



Enrolling
Employees



Employers

FIND APPLICATION ASSISTANCE

PARTICIPATING CARRIERS

AFFILIATED AGENTS

COMMUNITY PARTNERS

REGISTER YOUR TRIBE

SEARCH DATABASE

[COVERAGE CHOICES](#)[GET STARTED](#)[LEARN MORE](#)[Phone](#)[Help](#)

Find Help

Use any field below to begin a search. Certified, licensed agents can sell insurance products through Cover Oregon and offer advice about carriers and plans. Certified community partners are trained to help you apply and enroll. They cannot give advice on carriers or plans.

First name

Organization

Last name

City

ID number

County

Assister type

Select One ▼

ZIP code

Languages spoken

Select One ▼

SEARCH

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SEARCH RESULTS

NAME	ORGANIZATION	CITY	LANGUAGES	
Jake Smith	Family Insurance	Portland	English, Chinese	VIEW
Jackson Smith	Blue Agency	Durham	English, Spanish, Japanese	VIEW
Joe Usher	Multnomah Insurance	Bridgeport	English, Spanish	VIEW
Ann Marie	Family Insurance	Salem	Spanish	VIEW
Jake Stone	Family Insurance	Vancouver	English, Spanish	VIEW
Penelope Stone	ANC Agency	Tigard	English, Spanish	VIEW
Shawn Paul	Family Insurance	Eugene	English, Spanish, German, Russian	VIEW

IT UPDATE: COMPLETED

- ✓ Production servers up and running
- ✓ Insurance plans and details loaded
- ✓ Carrier accounts established
- ✓ Agent, community partner accounts established
- ✓ Internal system live testing
- ✓ Federal operations and implementation review

IT UPDATE: NEED TO COMPLETE

- ☐ Federal hub authority to connect
- ☐ Carrier interface testing – data validation
- ☐ Continued portal testing
- ☐ Ongoing technology challenges
- ☐ Implement contingencies where needed

BOTTOM LINE: WE ARE ON TRACK TO LAUNCH

CONTINGENCY PLANS

- The Situation Room
- Triage team
- 50 priority one contingency plan scenarios
- Morning, afternoon and evening debriefs
- On-the-ground partners reporting issues/problems
- 24/7 problem resolution



WHAT KEEPS US UP AT NIGHT

- Scope
- 13,000+ pages of regulations
- Testing (System, User, Performance)
- If you build it, will they come?



TECHNOLOGY CHALLENGES

- Medicaid and Commercial Coverage Integration
- Small Employer Program
- Provider Directories
- Federal Interfaces (IRS/HHS)
- Carrier Enrollment Reporting
- Financial – Reconciliation
- Deferred Scope
- Testing – internal and external



RESOURCES



- Legislator Toolkit
- CoverOregon.com
 - Online calculator
 - Fact sheets
 - Meetings/events
 - Email updates
- Marketing materials at CoverOregonStore.com
- 1-855-CoverOR
- Facebook, Twitter, etc.



CoverOregon.com

