

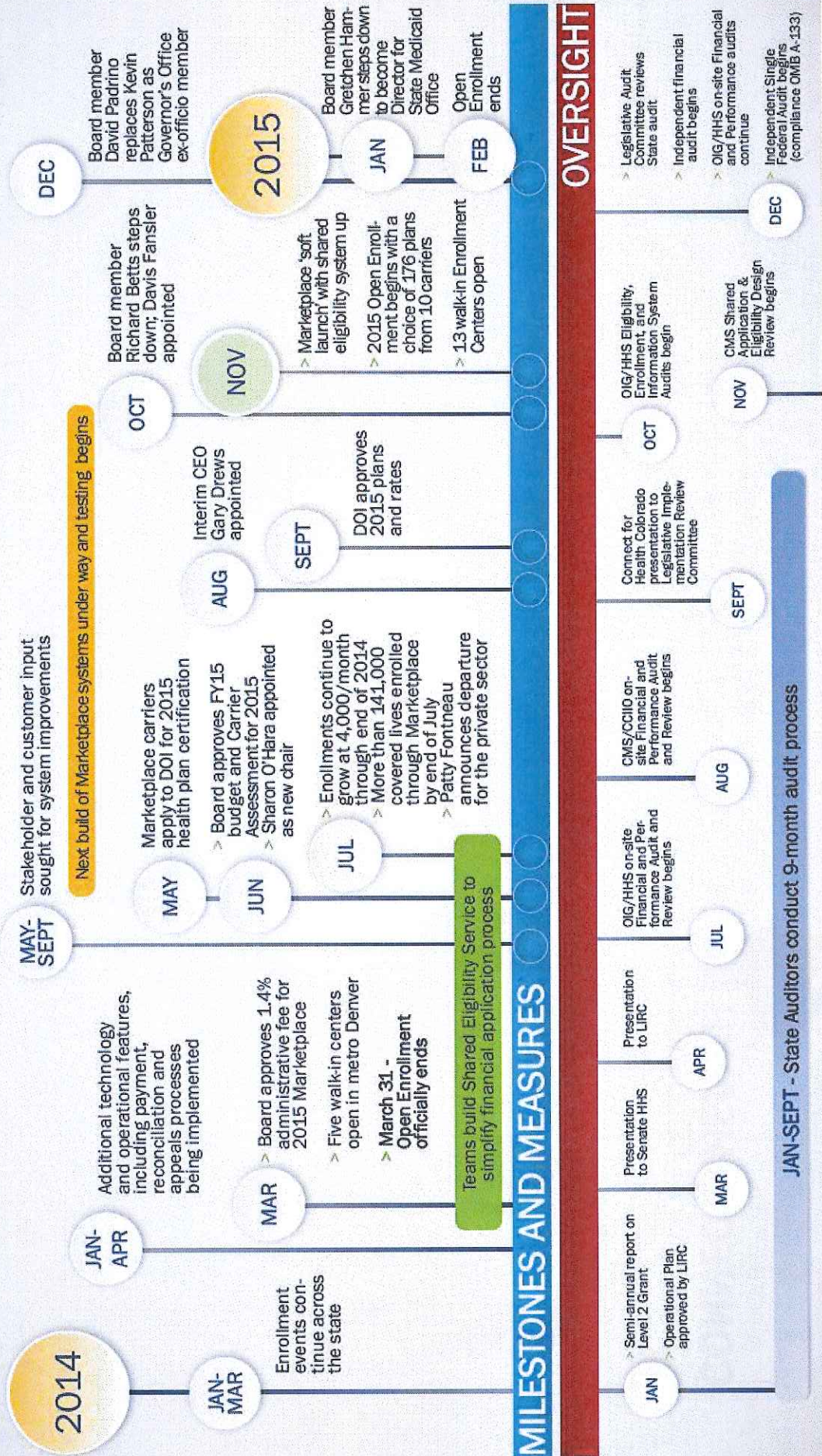
**CONNECT FOR HEALTH COLORADO UPDATE  
TO JOINT LEGISLATIVE HEALTH COMMITTEE**

January 15, 2015

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# Milestones, Measures and Oversight





## 2014 Summary

- 150,000 Coloradans signed up for coverage at peak
- 335 Small Businesses covered (1,800 employees)
- 4<sup>th</sup> highest private insurance enrollment of states w/own exchange
- Uninsured population dropped from 17% to 11%
- 45,508 Coloradans enrolled in coverage outside open enrollment (between 4/15 and 11/15)
- \$191.3 Million given to Coloradans in premium savings through tax credits
- Competition strong: 10 Carriers with increase in health plan choices from 2014-2015 (150 up to 176)
- Premiums stable from 2014 to 2015: 1% increase across state (on and off Marketplace)
- Continuous technology upgrades and releases to improve systems
- New tools deployed for customers, Brokers
- Shared Eligibility Service deployed for 2<sup>nd</sup> Open Enrollment

## Board of Directors

- 9 voting members, 3 ex-officio members
- Gretchen Hammer stepped down as Chair in July 2014
- Sharon O'Hara was elected Chair in July 2014
- Richard Betts and Ellen Daehnick left Board
- Davis Fansler of Telluride appointed in October 2014
- David Padrino replaced Kevin Patterson as Governor's appointee
- 22 full Board meetings
- Finance, Operations, Policy and Regulations, Executive committees met 20 times
- Appointed interim ED/CEO in August 2014
- Hiring permanent ED/CEO by Spring 2015
- Strategic planning process under way for future of Marketplace

## Legislative Health Benefit Exchange Implementation Review Committee

- 2014 Chair: Rep. Beth McCann
- 2014 Vice-Chair: Sen. Irene Aguilar
- 3 meetings in 2014
- Approved operational and financial plans by 7-2-1 votes
- Updates on enrollments, operations, financials, sustainability
- Communication throughout year with members



# Technology

- Continuous technology upgrades, patches and new releases done
- System available 99.9% of time
- New customer tools launched to help: compare plans; search medication by plans; better understand health insurance
- Shared eligibility service designed, tested and deployed jointly with HCPF to allow customers to apply for tax credits or Medicaid using a single application
- Renewals systems deployed
- Enrollment smooth for customers without financial application
- Financial application issues being addressed
- Billing and reconciliation systems being tested, refined and deployed
- System improvements begun for Small Business Marketplace

## Customer Service

- Customer Service Center experienced high volumes, requiring additional resources and Service Representatives
- Service Center deploying additional technology and phone functions to meet and reduce demand
- 357 full-time and seasonal jobs created by Customer Service Center in 2014
- 1,300 Brokers trained and certified for 2<sup>nd</sup> open enrollment
- 467 Health Coverage Guides trained and certified
- 205 Certified Application Counselors
- Broker team deployed to provide additional help to customers and Service agents

## Outreach

- Over 1,000 educational and enrollment events conducted
- Targeted campaigns to reach young adults, Latinos, African-Americans, uninsured but eligible, small businesses
- Spanish-language spots & partnerships with Spanish-language media
- Paid media focusing on real customer stories and 'We all need health insurance' to encourage enrollments
- Enrollment Centers and 16<sup>th</sup> Street Mall store open throughout 2<sup>nd</sup> Open Enrollment Period
- Partnership with Brokers, Liberty Tax offices, Assistance Sites



## Financials

- Federal grants 2011-2014 with total award of \$183M supporting technology build and organization operations (page 16)
- \$4.5M in grants from Colorado Health Foundation to support Assistance Network
- \$38M in transitional funding (reserves)
- Total expenditures at \$172.9M
  - Technology – 56%
  - Customer Service – 24%
  - Outreach and marketing – 6%
  - Finance, administration, operations – 14%
- \$53.5M remaining in available funds

## Audits and Reviews

- 27 audits and reviews completed or in process by outside entities since 2012
  - Federal program compliance reviews by HHS and the IRS (detailed reviews of technology readiness, financial and sustainability plans, financial application system readiness, and privacy and security)
  - Federal financial and program compliance reviews by the Office of Inspector General
  - 6 independent financial audits required by the federal government
  - Financial audit by State Auditor
  - Security and privacy testing/reviews by independent firms
  - Independent technology and operational readiness reviews (IV&V)



## Sustainability

- Original projections are being adjusted due to insurance industry changes and market challenges
- Unspent grant funding extended through end of 2015
- Transitional funding available from CoverColorado
- Broad Carrier Assessment takes effect in 2015 (\$1.25 per policy/month)
- Administrative fee on carriers participating in Marketplace stable in 2014 & 2015 (1.4%); among lowest in US; less than half of Federal Marketplace
- Other sources of revenue
- Streamlining operating budget

## 2014 Enrollment Metrics

- 123,138 Coloradans under active policies as of December 31, 2014
- 58% enrollments with tax credits
- \$262 per month (average tax credit received statewide)
- Premiums
  - \$287 avg. premium plan chosen by customers without tax credits
  - \$400 avg. premium plan chosen by customers before tax credit applied
- 71.3% of enrollees are individuals; 18.8% families of 2; 9.8% families of 3 or more
- 12.3% ages 0-17, 25.8% ages 18-34, 35.3% ages 35-54, 26.7% ages 55 and older
- 75.5% urban (pop is 77.5%), 14.3% ag urban (pop is 14.5%), 10.1% rural (pop is 8%)



## Shopping and Customer Outreach Metrics

- 1.2 million unique website visitors
- 502,000 calls and chats serviced
- 11:30-minute average call wait time during open enrollment
- 19-minute average call length
- 243,000 notices sent to customers
- 1.1 million emails sent to customers

## 2<sup>nd</sup> Open Enrollment Period

120,000+ covered lives enrolled for 2015 so far (1 month left):

- 82% renewing customers; 18% new to Marketplace
- 67% stayed with same carrier
- 83% of Small Businesses renewed so far (is no open enrollment deadline for small employers)

Two distinct tracks in first 2 months (Nov 15 to Jan 14)

- Those who did not apply for financial assistance (46%) generally had a smooth experience
- Those applying for or renewing financial assistance have seen a number of issues that delayed enrollments for 2015



## 2<sup>nd</sup> Open Enrollment Period, cont.

### Types of issues identified:

- Customer confusion around how to complete application
- Customers unable to report changes to their accounts automatically due to system issues; changes are being done manually; some technical enhancement planned late Jan.
- Returning customers were given additional time to choose a new plan for 2015, unintentionally resulted in incorrect auto-debit of some Jan. premiums
- Customers reported that the system calculated their income inaccurately – e.g., compounding annual income, over-counting one-time payments as monthly – resulting in incorrect eligibility results
- People unsatisfied with eligibility determination (e.g., Medicaid eligibility or Premium Tax Credit amount)
- Legal Permanent Resident eligibility incorrect – must manually enter proper tax credit amounts
- Other technical errors (error messages; can't check out)

## Strategic Planning for 2015 and Beyond

- Increasing enrollments
- Ensuring sustainability of Marketplace for Coloradans
- Deepening relationships with key partners (Brokers, Assistance Sites, Community Groups, State)
- Enhancing the enrollment experience online, in-person and through Customer Service Center
- Improving operations with Carriers
- Evolving the organization to increase effectiveness and efficiency
- Recruiting for key management and staff
- Enhancing compliance and financial controls systems