# THE CT HEALTH INSURANCE EXCHANGE ACTIVITY UPDATE

October 2012

STATE OF CONNECTICUT

Welcome to the latest issue of the CT Health Insurance Exchange eNewsletter. Issued on a monthly basis, we hope this will serve as a valuable resource for providing you updates on Exchange planning and implementation. We have joined Twitter @ExchangeCT. Please follow us to receive daily news and information on meetings. As always, this eNewsletter will also be posted to our new website, where you can continually find additional information on current and past Exchange activities. www.ct.gov/hix.

## A Message from the CEO

It is well understood that implementing a state-based exchange does not suffer from lack of challenges and opportunities. Many of the challenges may be summarized in three ways: imperfect information, demanding deadlines and dependencies beyond state Exchange control.

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## Upcoming Meetings

• Board Meeting, Thursday, November 29, 9:00 a.m. - 12:00 p.m.
• Advisory Committee meetings to be announced. View our calendar for updates

*All meetings (unless otherwise noted) will be held at the Legislative Office Building, 300 Capitol Avenue, Hartford.*

## News Feed

**Connecticut's Health Exchange CEO Clears Up Confusion**
The Hour: A health exchange is coming to Connecticut and along with it all the confusion that comes with huge undertakings regarding complicated matters. To help employers understand better what is coming next fall, three local firms sponsored an event featuring Kevin J. Counihan, the state's first health exchange CEO. (10/16)

**Americans Have Mixed Feelings About Healthcare: Reuters/Ipsos poll**
Reuters: It's no secret that 2010's Affordable Care Act is unpopular - except when it's not. Reuters/Ipsos polling reveals a remarkably high level of approval for nearly all the provisions of the act, often in the 80 percent range, even though respondents oppose the legislation, commonly known as "Obamacare," by 55 to 45. (10/5)

*More "In the News" items are posted on our site.*

## Exchange Updates

### Declaration of State-Based Exchange

Connecticut joined a handful of states in submitting its Blueprint and declaring plans for building a state-based exchange, all a month before the official HHS deadline. By choosing to operate a state-based exchange, Connecticut assumes full control and responsibility for the establishment and operation of a health insurance exchange that is in compliance with the guidelines of the Affordable Care Act (ACA). Other options for Exchange implementation in Connecticut included a state partnership exchange and a federally facilitated exchange, both of which would have involved more extensive collaboration with the Department of Health and Human Services (HHS) and a diminished amount of control over the end product. With this milestone, Connecticut is one step closer to state certification in January 2013.

### Systems Integrator Update

The Exchange has on-boarded Deloitte Consulting as its Systems Integrator, and will soon have about 40 Deloitte staff join its office. The biggest challenge from now until the Exchange goes live will be tight deadlines and managing the complex interrelationships inherent to Exchange development and implementation. At the October 18th Board meeting, four members of the Deloitte team provided a brief demonstration of the Integrated Eligibility (IE) solution, including the initial front-end consumer interface. As the design process progresses, members of the Board and Advisory committees will be asked to provide feedback and assist the team in creating a useful and accessible IE solution.

### Town Hall Series to Begin in November

The Exchange will kick off a series of town hall-style "Healthy Chat" meetings in November that will provide a public forum for state residents to ask questions about healthcare reform and Exchange implementation in an informal and relaxed atmosphere. These free events are open to the public and will be held in venues across the state, beginning with Hartford on November 27. Each 90-minute session will include a panel of individuals with expertise in exchanges and healthcare reform, including Exchange CEO Kevin Counihan. Final dates and locations for Healthy Chat events will be posted on the Exchange website.

## Committee & Board Updates

### Board Member Profile

The 14 members of the Exchange Board of Directors bring a wide range of experience and expertise to their roles, both in and outside the realm of health care and health insurance. In each issue of our newsletter, we will profile a different board member, and highlight their diverse background and professional passion that led to their inclusion in this historic effort. For this issue, we spoke with Commissioner Roderick Bremby, who leads the Connecticut Department of Social Services (DSS).

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### Board of Directors Update

At the October 18th meeting of the Board of Directors, members of the Board were given several updates on Exchange activities including the tribal consultation policy and the name and brand development process being led by the marketing team. They were also presented with an overview of the substantial activity in the IT department in regards to the on-boarding of Deloitte and the ongoing collaboration with DSS. Deloitte Consulting demonstrated key features of the IE solution, and in the future the Board will be called upon to provide feedback on certain design elements. In this and many other ongoing projects in the Exchange, the Board and Exchange staff will work to strike a balance between managing tight deadlines and customizing the solution to meet the unique needs of Connecticut residents. Finally, the Board voted to amend the bylaws to establish a Strategy subcommittee, aimed at identifying ways to realize the Board's goals and vision and to strategically promote the Exchange's success.

BOD Meeting Materials

### Advisory Committee Update

In October, a meeting was held by the Health Plan Benefits and Qualifications Committee, while other committee meetings were postponed due to weather conditions. Currently, key tasks for the Advisory Committees include a process for certification, recertification and decertification of Qualified Health Plans, coordinating input from the Committees for the design process of the IE solution, examining responses to the RFP for SHOP functions, and finalizing the Navigator program design.

Advisory Committee Details

## Did You Know?

Tolland is the healthiest county in Connecticut. A set of reports by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation ranks the health of nearly every county in the nation and shows that much of what affects health occurs outside of the doctor's office. The County Health Rankings confirms the critical role that factors such as education, jobs, income, and environment play in how healthy people are and how long they live. This online review allows users to compare the overall health of their counties against other counties in their state, and also compare their performance on specific health factors against national benchmarks of top-performing counties. Published online at www.countyhealthrankings.org.

Please feel free to forward this email to your constituents and colleagues. Anyone interested in more information can sign up to receive updates. As always, if you have news to share or questions, please contact us.

Sincerely,
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