

Connecticut Health Insurance Exchange



WEEKLY UPDATE

June 13, 2012



Staffing Updates

The Exchange is happy to welcome three new members to the team! Jason Madrak has joined as the new Director of Marketing and Consumer Outreach, David Lynch as a Sr. Planning Associate, and Margo Lachowicz as an Administrative Assistant. Please join us in extending a warm welcome to our newest colleagues.

KPMG Partnership

As the Exchange heads into its next phase of design and development, KPMG is making significant progress in their engagement as our lead Technical Advisor. KPMG will be assisting the State of Connecticut and the Exchange in several key areas. Specifically, they will be focusing on supporting compliance with Modified Adjusted Gross Income (MAGI) and related eligibility requirements, as well as supporting the replacement of DSS's Eligibility Management System (EMS) with an integrated system that serves health and human service agency functionality across the enterprise, including the needs of the Health Insurance Exchange (HIX).

Advisory Committee Updates

Upcoming Advisory Committee meetings are currently focusing on significant policy considerations with discussions on Essential Health Benefits (EHB), definition of Navigator and Broker roles, and issues around the SHOP program. Meeting agendas and dates/times can be found on the Exchange web site:

www.healthreform.ct.gov/ohri/cwp/view.asp?a=2742&q=333530

Consumer Research Underway



Mintz & Hoke continues work on in-depth market research with webinar forums, focus groups, and intercepts around the state. They are on track to talk to more than 90 consumers in the month of June. Currently, Exchange staff is working with Mintz & Hoke to determine any outstanding research needs as we look to begin utilizing the findings in the development of the next phase of the Exchange's consumer efforts.

Bridging Communication

In direct response to the outreach efforts conducted in 2nd quarter, the Exchange will be launching a new "bridge" communication program this June. The effort, focused on ensuring key stakeholders and the community at large have easy access to frequent and comprehensive updates on exchange activity, will feature an updated and improved Exchange web site, post-card launch communication, bi-weekly email and social media updates. This program will focus on communicating Exchange development activity to interested parties, and provide an interim platform until the full-scale consumer and marketplace Exchange properties are launched.

UX 2014 Design Release

On June 8, the Enroll UX 2014 design deliverables were released at a session in San Francisco. The UX 2014 design recommendations offer a standard for public and private health insurance enrollment, and serves as a reference model for a first-class user experience design. Details of the release can be found below:

www.ux2014.org/design-release/final-project-meeting-2

What Else?

- ◆ Exchange staff had a productive week with counterparts from other states at the System-wide CCIIO meeting of state Exchanges during the week of May 21st.
- ◆ The Exchange will soon be switching over to its own computers and internal network, with guidance from OPM and BEST.

Noteworthy:

The Exchange conducted a successful Federal Gate Review during the week of May 21st in DC.

An evaluation of that review will be issued within the next several weeks. The next step for the Exchange is a pre-Design IT Consultation in early Fall—anticipated in Hartford.

Breaking News:

Health Law Ruling Won't Alter Plans by Insurer

UnitedHealth Group, one of the nation's largest health insurers, announced Sunday night that it planned to continue offering some of the popular consumer protections required by the federal health care law, even if the Supreme Court declares the entire law unconstitutional later this month.

www.nytimes.com/2012/06/11/health/unitedhealth-to-offer-protections-in-health-law-even-if-it-is-struck-down.html?_r=1

