

Dear Delegates,

I would like to inform you that the Washington Health Benefit Exchange Board has approved a name for the online marketplace to shop for health care coverage is now named "Healthplanfinder." For more information please visit www.hca.wa.gov/hbe. Please review the press release in the preceding email below.



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From: HCA Health Exchange Program [<mailto:HCA-HEALTH-EXCHANGE-PROGRAM@LISTSERV.WA.GOV>] **On Behalf Of** Frey, Bethany (HCA/HBE)
Sent: Tuesday, October 23, 2012 7:25 AM
To: HCA-HEALTH-EXCHANGE-PROGRAM@LISTSERV.WA.GOV
Subject: WA Health Benefit Exchange Reveals New Name [html][faked-from]

Hello All,

My name is Bethany Frey and I'm the new communications officer for the Washington Health Benefit Exchange. I wanted to take a moment to share our press release that announces *Washington Healthplanfinder* as the new name for the online marketplace that will offer individuals, families and small businesses in our state an easier way to shop for health care coverage starting Oct. 1, 2013, with coverage beginning Jan. 1, 2014. The name was formally approved by the Washington Health Benefit Exchange Board on Oct. 18.



More details are included in the press release below, but please let us know if you have questions. The logo is also attached for your reference.

Best,
Bethany

Washington Health Benefit Exchange Reveals New Name

"Washington Healthplanfinder" will make it easier to find, compare, and enroll in health coverage

OLYMPIA, Wash. — Oct. 23, 2012 — People in Washington state will soon have an easier way to shop for health care coverage with a new online marketplace designed to help individuals, families and small businesses find quality health plans that are right for them. The name for the marketplace, Washington Healthplanfinder, was announced today by the Washington Health Benefit Exchange. Consumers can start enrolling in health plans on Oct. 1, 2013, with coverage beginning Jan. 1, 2014.

"Washington Healthplanfinder will redefine people's experience with health care," said Richard Onizuka, Chief Executive Officer for Washington Healthplanfinder. "We believe the name will become synonymous with a new way for people in our state to get connected with the health plan that best fits their needs."

The name, logo, and tagline were developed based on face-to-face conversations statewide with Washington residents – including uninsured individuals, people who buy insurance on the private market, and small business owners – and then tested through focus groups and an online survey. It was formally approved by the Washington Health Benefit Exchange Board on Oct. 18.

“Residents repeatedly expressed a desire for a simple, memorable name – one which creates a feeling of trust and confidence in a new marketplace that will help them find the right health plan,” said Michael Marchand, Director of Communications. “The tagline, ‘*Click. Compare. Covered.*’ is a further extension of those attributes.”

Washington Healthplanfinder will allow visitors to make side-by-side plan comparisons based on factors such as cost and quality, and will also offer a calculator to help individuals determine if they qualify for financial assistance to help pay for their coverage. Help will be offered online, over the phone and in person for those who need additional assistance choosing and enrolling in a health plan.

“We are currently in the process of building Washington Healthplanfinder’s online presence,” said Marchand. “Our goal is to ensure we address the unique needs of the people of Washington. We will provide a direct and transparent experience so they ultimately feel confident in their health insurance decision.”

More information about Washington Healthplanfinder and the Washington Health Benefit Exchange is available at www.hca.wa.gov/hbe.

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About Washington Healthplanfinder

Washington Healthplanfinder will be a new online marketplace for individuals, families and small businesses in Washington to compare and enroll in health insurance coverage and gain access to tax credits, reduced cost sharing, and public programs such as Medicaid. Washington Healthplanfinder will begin enrolling consumers on October 1, 2013, for health insurance coverage beginning on January 1, 2014.

About the Washington Health Benefit Exchange

The Washington Health Benefit Exchange is a public-private partnership established in accordance with the Patient Protection and Affordable Care Act of 2010 (ACA) with the goal to redefine people’s experience with health care through the creation of a new health insurance marketplace for individuals and small businesses. The Exchange is separate from the state and governed by an independent 11-member board appointed by Gov. Gregoire in December 2011.

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