



WASHINGTON HEALTHPLANFINDER NEWS TODAY

March 2013

THE FUTURE OF HEALTH CARE

By Margaret Stanley, Washington Health Benefit Exchange Board Chair

Building Washington Healthplanfinder

I am honored to chair the Washington Health Benefit Exchange Board and to work with the dedicated members of the Exchange staff. Together, we are working diligently to make critical decisions about the implementation of Washington Healthplanfinder, our state's new online health insurance marketplace, which will launch next fall. With the support of our Governor and Legislature, Washington continues to be a national leader in this arena with significant progress achieved on our state-based Exchange to-date.

However, despite our early start and good progress, there are still plenty of challenges to meet between now and open enrollment on Oct. 1, 2013. The IT system build is complicated, with many interdependencies with other state and federal agency systems. Sometimes we must wait for federal guidance on key issues. We are also responsible for creating awareness of the coming changes through a statewide, integrated marketing and advertising campaign — an enormous task.

While we can't predict all the bumps in the road, we know there will be some — there always are. But we will be ready, and we believe that a state-based Exchange will provide us with the best opportunity to break down the barriers that have traditionally kept hundreds of thousands of residents in Washington from accessing quality health coverage.

A New Tomorrow

Rather than predicting the future of health care, I would like to instead share my five wishes for the future for health care in our state, not just for 2013, but also for the years beyond.

1. First, I wish and fervently hope that we shall be successful in implementing the Affordable Care Act and bringing health care coverage to the uninsured in our state.
2. Second, I wish that we shall insist on having completely transparent information on the cost and quality of our health care system so that we can act on the information and make the system better.
3. Third, I wish that we shall pick up the pace of change, particularly in implementing sensible ways to control costs. I know we can do it without rationing necessary care.
4. Fourth, I wish that our system will do a better job of informing patients of their options when making health care decisions.
5. Fifth, and finally, I wish and expect that our health care leaders will continue the spirit of collaboration we have shown over the past four decades to improve our health care system in the future.

Here's to hoping that today's health care aspirations become tomorrow's realities. For any questions, please email info@wahbexchange.org.



Congratulations to Margaret!

The Washington Health Benefit Exchange would like to congratulate Margaret for receiving the Seattle Business Magazine 2013 Leaders in Health Care Lifetime Achievement Award, which was recently highlighted in the March 2013 edition of the magazine. To learn more, please visit the Seattle Business Magazine [website](#).

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CONTACT US

info@wahbexchange.org

360-407-4100



PROGRESS UPDATES

Ensuring Health Insurance Access for Indian Tribes

American Indians and Alaska Natives living in Washington State will be eligible for additional benefits when Washington Healthplanfinder opens for business October 1, 2013. The Exchange has recently established a government-to-government Tribal Consultation Policy that outlines how the Exchange will collaborate with Indian Tribal Governments in the development of Exchange policies or actions that have a substantial direct effect on tribal members and the 29 Federally Recognized Tribes of Washington.

During the drafting process, the Exchange collaborated with Tribal Leaders, Urban Health Programs, the American Indian Health Commission (AIHC) and other tribal health care organizations and partner agencies. It can be [viewed here](#).

The Exchange is committed to working with the Tribes to ensure they are able to enroll in Washington Healthplanfinder and access needed health services and benefits. Thank you to the Tribal Leaders and AIHC for their active participation in establishing the final Policy.

RFP Released for In-Person Assistance Network

The Exchange recently released an In-Person Assistance Request for Proposal (RFP) for lead organizations that will build a community network of in-person assistance to help state residents find, compare and enroll in Qualified Health Plans through Washington Healthplanfinder. Lead organizations will be responsible for providing training and oversight in a designated geographic area or to targeted populations in Washington state. The RFP is available [here](#).

In the RFP, you will note a change in terminology from “Navigator” to “In-Person Assister.” CCI-IO requires that the Exchange clearly distinguish the In-Person Assistance program, and its grant funding, from the Navigator Program. This modification was necessary given all activities and services under this RFP will be funded using In-Person Assistance grant funding. Please continue to visit our [procurements page](#) for additional addendums or updates.

The Exchange will also release an RFP in early April that will focus on building a Tribal Assister Program. Only proposals from tribal entities will be accepted. Any communication with the public or potential bidders regarding these RFPs shall be directed to the RFP Coordinator, Kathy Krulich at Kathy.Krulich@wahbexchange.org or 360-407-4171.

Get a Sneak Peek at Washington Healthplanfinder

Are you interested in getting an early look at Washington Healthplanfinder? The Exchange recently presented a demo that shares how individuals and families, small business employers and employees, and call center representatives will use the online insurance marketplace. The demo also includes an overview of an agent and broker search tool that will allow individuals and small businesses to find an agent or broker in their local area by name or zip code.

This demo is part of an ongoing series of demos the Exchange will host for interested consumers and stakeholders leading up to open enrollment on Oct. 1, 2013. More scenarios will be available for review as development progresses.

To view the most recent 90-minute demo, [please click here](#).



ADMINISTRATIVE UPDATES

Welcoming Tricia Bell, Senior Program Specialist

We are pleased to announce that Tricia Bell has joined the Exchange as the Senior Program Specialist for Translation and Print, a role that is unique to the Exchange. Tricia will plan, manage and implement Exchange translation and printing business processes, including managing the translation of Exchange-generated notices in English plus eight additional languages that our state's Medicaid program uses for customer communications. These languages include Cambodian, Chinese (Simplified), Korean, Laotian, Russian, Somali, Spanish and Vietnamese.

Tricia brings a wealth of experience from her work at the Dept. Of Health & Social Services where she developed and managed production processes for printing and mailing client related materials. Please join us in welcoming Tricia to the Exchange.

We're Hiring

Are you interested in working with us? The Washington Health Benefit Exchange is hiring for several positions, ranging from a Small Business Health Options Program Manager to a Premium Staff Accountant.

View our current job openings and benefits package by [clicking here](#).

Upcoming Meetings

- [Board Meeting](#): April 17, 2013
- [Operations Committee](#): April 15, 2013
- [Policy Committee](#): April 1, 2013
- [Consumer Workgroup](#): April 24, 2013
- [Advisory Committee](#): April 9, 2013
- [Role of Agents & Brokers](#): April 3, 2013
- [Small Business TAC](#): April 11, 2013
- [Navigator TAC](#): March 28, 2013
- [Plan Management Workgroup](#): April 9, 2013

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<http://wabhexchange.org/>

Question of the Month

I'm a licensed agent or broker and I want to sell products through Washington Healthplanfinder. How do I get appointed by the Exchange to do so?

Agents and brokers will need to be appointed by both the respective health insurance carriers as well as the Washington Health Benefit Exchange to sell products through the online marketplace. Exchange staff are currently developing a training and certification program for producers, as well as an educational outreach program to provide more information for agents and brokers across the state. For any questions about how producers can get involved, please email Shaina Mittelstead, Senior Program Specialist for the Small Business Health Options Program: Shaina.Mittelstead@wabhexchange.org.

HELPFUL LINKS

- [About the Exchange](#)
- [Submit Public Comment](#)
- [Board Members](#)
- [FAQ](#)

PARTNERS

- [Insurance Commissioner](#)
- [Health Care Authority](#)

WA Health Benefit Exchange
PO Box 657
Olympia, WA 98507

Phone: 360-407-4100
Fax: 360-586-1177
info@wabhexchange.org