

Insuring America



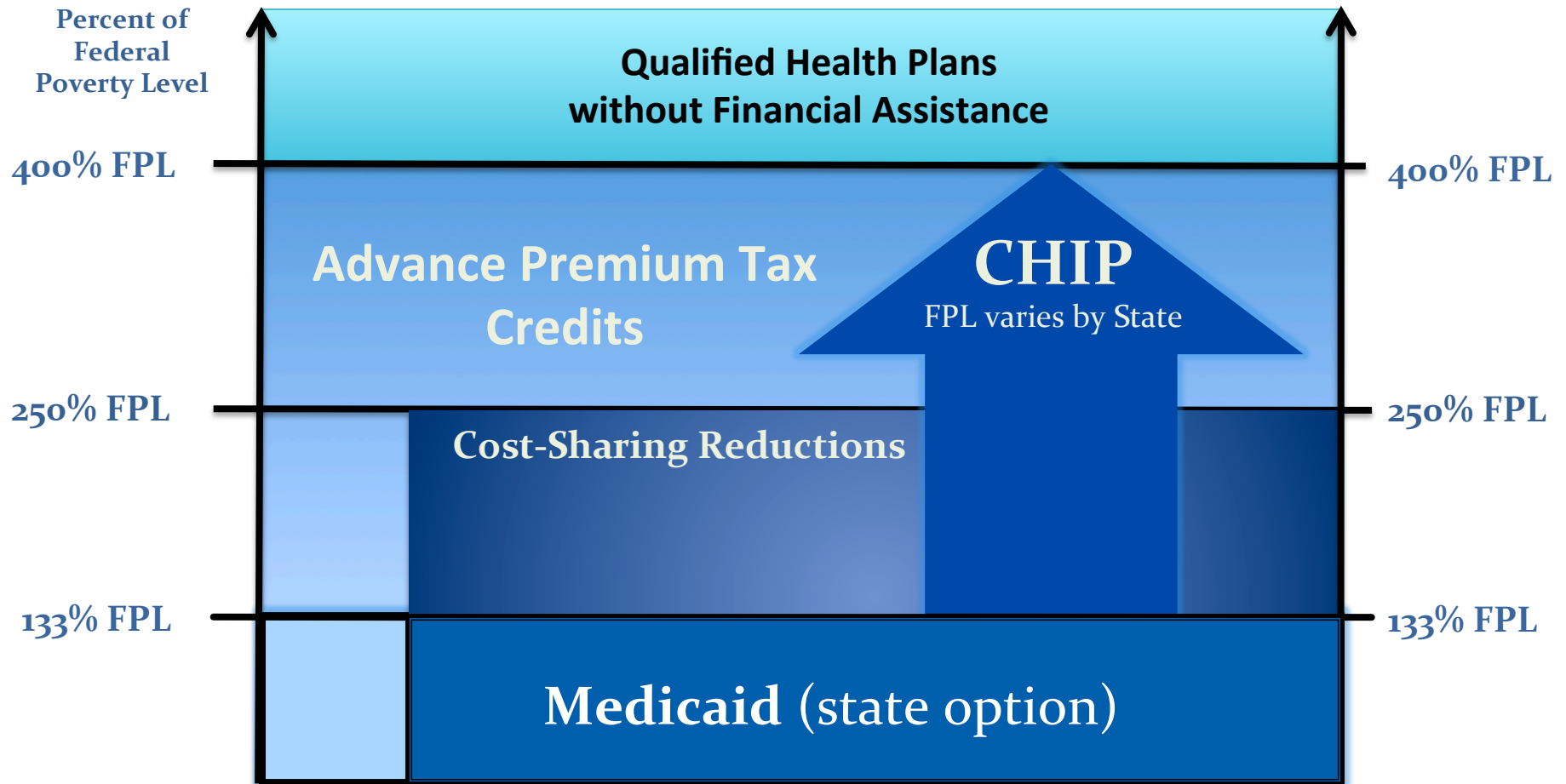
*Marketplace
Implementation and
Consumer Outreach*

May 2013

Our Goal

- Our goal is to ensure Americans have quality, affordable health coverage.
- The White House, the Department of Health and Human Services, and Departments across the Administration are committed to achieving this goal.

Health coverage options for individuals in 2014



Accomplishments

- Most Marketplace regulations are completed.
- Information technology is being put into place.
- State landscape on Marketplaces is set.

Key Marketplace Dates for 2013

- April 2013– Issuers in States participating in the Federally-Facilitated Marketplace (FFM) submit QHP rating and benefit data.
- April 2013 – Single Streamlined Application finalized and provided to states.
- June 2013 – Call Center launched.
- July 2013 – Training for consumer assistance begins.
- August 2013 – Web portal loaded and tested.
- October 1, 2013 – Open Enrollment Period begins.

Information Technology (IT)

- The Health Insurance Oversight System (HIOS)
- The Data Services Hub
- The Health Insurance Marketplace (Marketplace) IT System

State Status—As of 3/29/2013

FFE		Partnership		Conditionally-Approved SBE 1		
		Letter of Intent Received	Blueprint Submitted and Conditionally Approved	Significant Impediments	Challenges	On Track
Alabama	Tennessee	Kansas	Arkansas (both)	Hawaii	California	Connecticut
Alaska**	Texas	Maine	Delaware (both)**	Idaho	Colorado**	Maryland
Arizona	Wisconsin**	Montana**	Illinois (both)	New Mexico	DC	Massachusetts**
Florida**	Wyoming	Nebraska	Iowa (PM)	Utah*	Kentucky	New York
Georgia		Ohio	Michigan (both)		Minnesota	Oregon
Indiana		South Dakota	New Hampshire (both)		Nevada	Washington
Louisiana**		Virginia	West Virginia (both)		Rhode Island	
Mississippi					Vermont	
Missouri						
New Jersey						
North Carolina						
North Dakota						
Oklahoma						
Pennsylvania						
South Carolina						
		Total: 7	Total: 7	Total: 4	Total: 8	Total: 6
Total: 19		Total: 14		Total: 18		

* **=model is under consideration Red = Direct enforcement states ** = In discussion Collaborative Enforcement Agreement

Medicaid/CHIP Operations

- State Medicaid/CHIP Programs will:
 - Accept single application from consumer
 - Make eligibility determinations for certain populations using Modified Adjusted Gross Income-based (MAGI) methodologies
 - Implement MAGI rules engine for state eligibility and enrollment (E&E) systems
 - Coordinate eligibility decisions with Marketplace
 - Connect to the Data Services Hub (The Hub)
 - Claim enhanced FMAP for newly eligible population's cost
 - Provide alternate benefit plans to newly eligible population through contract changes with plans / providers

Marketplace Outreach

- The specific goal of our Marketplace Outreach efforts is to ensure that consumers have access to and enroll in quality, affordable health coverage.

Marketplace Campaign Objectives/ Strategic Imperatives

- Raise awareness of the Marketplace as an accessible, objective source for finding affordable health coverage
- Reinforce the availability of financial assistance
- Encourage uninsured Americans to go to the Marketplace to find, compare and enroll in coverage
- Demonstrate the value of health coverage to skeptical audiences
- Micro-target audiences for better, more efficient marketing while raising awareness broadly
- Engage consumers where they are both online and offline
- Enlist and equip allies, partners, Federal, State and local agencies, providers, caregivers, stakeholders and others to reach, engage and assist potential enrollees

Marketplace Consumers: National Snapshot



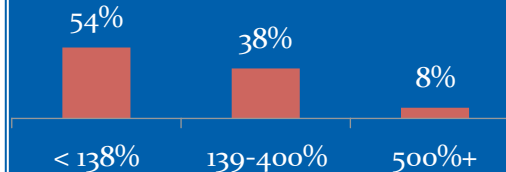
Geography

- 41.3 million uninsured and eligible
- 28.1 million uninsured and eligible in 33 FFM/ Partnership states
- 18 SBM states
- Need to communicate at national, state and community level at same time



National Demographics

- 3.8 million rely on Spanish and more than one million rely on some other language
- 20% have not graduated High School
- Poverty Level:



Segmentation

- **Healthy & Young:** Feel invulnerable; unlikely to see value
 - 17.8 million 18-35 years old
 - 58% male
 - 42% female
 - 26% Latino
 - 18% African American
- **Active Sick and Worried:** Need and want coverage but don't know how to choose
- **Passive & Unengaged:** Uninterested in coverage; mistrust government

Customer Service Timeline: *Anticipation Phase*

- **Anticipation/Get Ready Phase (June 2013-October 1, 2013)**
 - Additional consumer content made available on re-launched HealthCare.gov
 - Call Center begins taking calls
 - Training begins for navigators and certified application counselors

Customer Service Timeline: *Anticipation Phase*

- **Enrollment Phase (October 1, 2013 to March 31, 2014)**
 - Open Enrollment Begins
 - Major launch effort/media blitz
 - Field in action