Plan Management Stakeholder Committee

September 5, 2019

Standing Agenda

Welcome and Introductions

Meeting Minute Approval

Feedback from the Field

2019 PMSC Meeting Schedule

- March 7th- 2018 Renewals & OE Recap, IT/EDI Overview, MD SHOP, 2019 Legislation

- May 2nd- Plan Certification, Legislative Updates, 2019 Renewals, Business Improvement Survey

- July 11th- Plan Management, Testing and Renewals Schedule, Video and Consumer Assistance Information

- September 5th- Open Enrollment Readiness, Marketing Plan (Buys and Engagement)

- November 7th- 2020 Carrier Reference Manual, 2021 Annual Letter to Issuers and Plan Certification Standards, 2020 Regulatory Focus

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Plan Management

HRA Rule Implementation

Background. June, 2019, HHS issued a new policy that expands the use of health reimbursement arrangements (HRAs) by allowing employers to offer an Individual Coverage HRA. Employees who have an HRA offer are now able to purchase plans in the individual market. Employers can begin offering Individual Coverage HRAs on January 1, 2020. Employees who wish to enroll in a plan with an effective date of January 1, 2020 will need to enroll during the individual market's open enrollment period.

HRA Rule Implementation

In response to the HRA rule, MHBE will implement the following process during OE7:

- Assessment worksheet will be available on MHC that will assist consumer with making an affordability determination.

- If employee's exposure to cost is deemed unaffordable, consumer can accept premium tax credit (if eligible), and enroll on exchange. Employee must rescind HRA offer from employer.

- If employee's exposure to cost is deemed affordable consumer may be eligible to purchase an unassisted QHP in the individual market.

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HRA Rule Implementation

The HRA rule also allows for a special enrollment period (SEP) for employees who gain access to an Individual HRA during the plan year.

Considerations for HRA SEP include:

- Effective dates

- Retroactivity

- EDI Indicator

- Expected Volume

- Carrier input & feedback

MHBE will process the SEP for this population manually for the beginning of PY 2020.

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Carrier Interchange Application Update

- ✖ MHBE continues to work on the Carrier Interchange application which will move our current excel based tracker process to Salesforce.

- ✖ MHBE asks carriers to please identify the number of staff that will need access to Salesforce in order to coordinate escalated cases efforts.

Plan Certification

Carrier & Stakeholder UAT

UAT took place at MHBE on Thursday, August 29th and Friday, August 30th. Carriers and stakeholders were able to preview and provide feedback on changes to plan display design as well as plan benefits and services.

Next steps:

- Next round extracts will be Monday, September 9, 2019. This round will include updates to correct any errors identified from UAT.

Plan Certification

The PM team would like to call attention to the following reminders as we near the end of plan certification:

- Following rate approval by the MIA, both dental and health carriers should send an email acknowledging approved rates are the same as those currently in the rate template submitted in SERFF. Any changes should be documented via email to PM team accompanied by a new template submission in SERFF.

- Additional documentation should be submitted by Friday, September 6, 2019.

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Consumer Assistance OE7

Call Center Update

The call center is currently undergoing a hiring and training ramp up through November.

Ramp up efforts also include:

- Staffing call center with approximately 270 customer service representatives (CSRs)

- Finalizing updates to the IVR messaging and call flow

- BATPhone (Broker-assisted transfer) will be in place

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Call Center Update

The call center hours during OE7 are as follows:

- **November 1, 2019-December 7, 2019**

    -Monday through Friday: 8:00am-6:00pm

    -Saturdays: 8:00am- 2:00pm

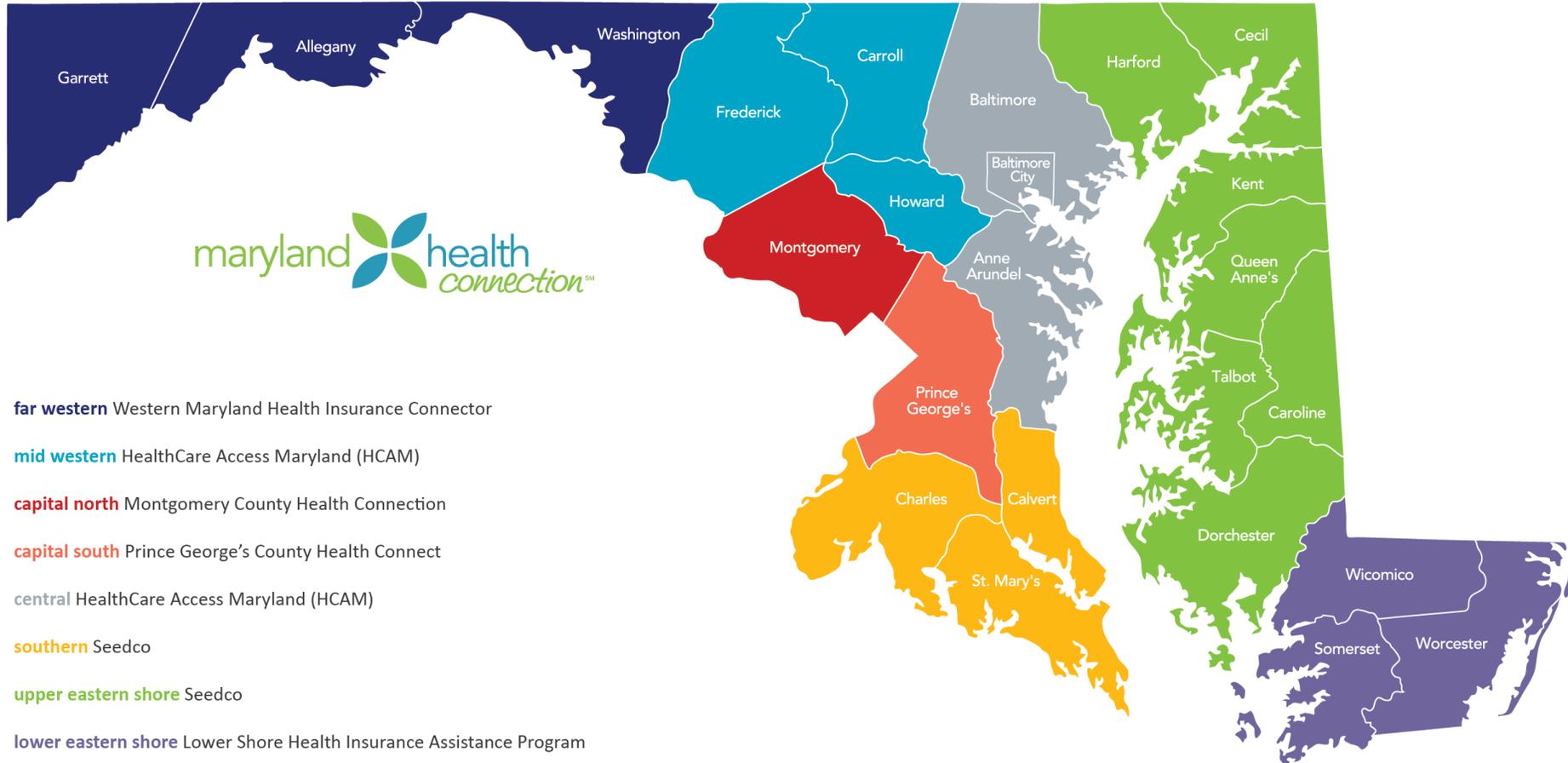- **December 8, 2019-December 15, 2019**

    -Sunday, December 8, 2019: closed

    -Wednesday, December 11th – Sunday, December 15th open from 8:00am – 10:00pm

The call center will be closed on Thursday, November 28, 2019 to observe Thanksgiving.

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Consumer Assistance Regions

far western Western Maryland Health Insurance Connector

mid western HealthCare Access Maryland (HCAM)

capital north Montgomery County Health Connection

capital south Prince George's County Health Connect

central HealthCare Access Maryland (HCAM)

southern Seedco

upper eastern shore Seedco

lower eastern shore Lower Shore Health Insurance Assistance Program

2018-19 CONSUMER ASSISTANCE PROGRAMS

Each Consumer Assistance Program has their own phone number and web page

Navigators during OE
12
39
15
8
15
27
16
6
138 total

MARYLAND HEALTH CONNECTION CONSUMER ASSISTANCE ORGANIZATIONS

Region	Counties Served	Entity Name	Phone and Website
FAR WEST	Garrett, Allegany, Washington	Western Maryland Health Insurance Connector	Call 1-888-202-0212 or visit www.wmdhealthconnect.org
CENTRAL	Baltimore City, Baltimore County, Anne Arundel	HealthCare Access Maryland	Call 410-500-4710 or visit www.healthcareaccessmaryland.org
MIDWEST	Frederick, Carroll, Howard	HealthCare Access Maryland	Call 410-500-4710 or visit www.healthcareaccessmaryland.org
LOWER SHORE	Wicomico, Somerset, Worcester	Lower Shore Health Insurance Assistance Program	Call 1-855-445-5540 or visit lowershorehealth.org
MONTGOMERY	Montgomery	Montgomery County Health Connection	Call 240-777-1815 or visit www.montgomeryhealthconnection.org
PRINCE GEORGE'S	Prince George's	Prince George's County Health Connect	Call 301-927-4500 or visit www.PGchealthconnect.org
UPPER SHORE	Harford, Cecil, Kent, Queen Anne's, Talbot, Caroline, and Dorchester	Seedco	Call 1-866-492-6057 or visit www.SEEDCO.org/affordable-health-care-maryland
SOUTHERN	Calvert, Charles, and St. Mary's	Seedco	Call 1-855-339-3007 or visit www.SEEDCO.org/affordable-health-care-maryland

16

Navigators from across the state will be participating in the two statewide event weeks

Get Connected: Health Insurance Open House

Nov. 1 – 8

Meet a navigator; prepare to enroll; schedule an appointment

Last Chance!

Dec. 9 – 15

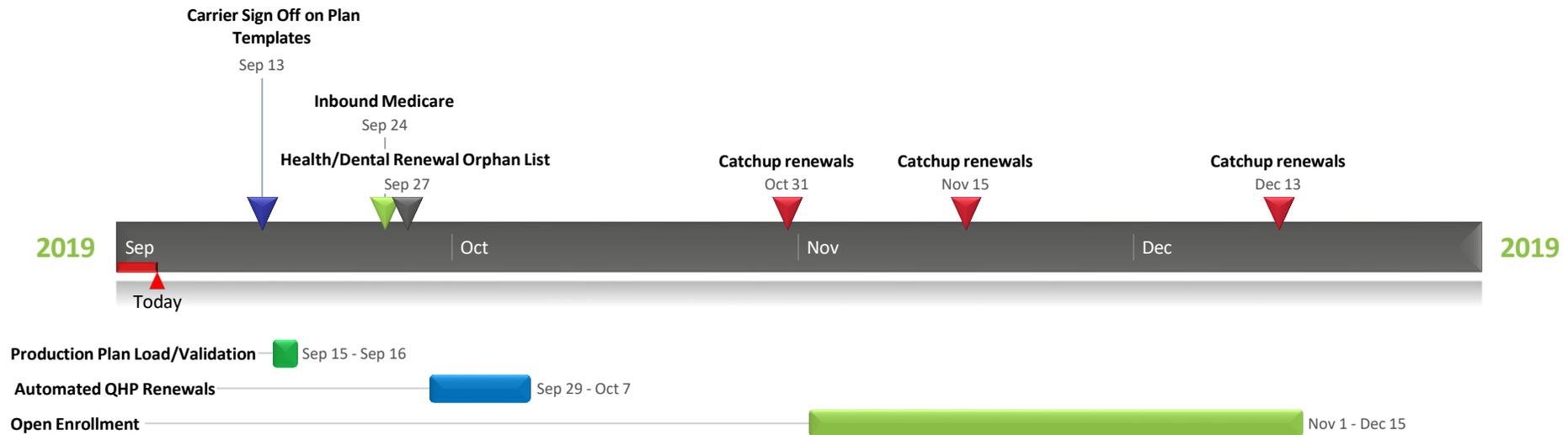*On-site enrollment assistance*

Consumer Assistance Update

Plan offerings for PY 2020 will be reviewed with Producers and Navigators at each group's respective OE readiness meetings:

- Annual Producer Meeting, Thursday, September 19, 2019

- Lead Navigator Meeting, Tuesday, September 24, 2019

PMSC Presentation from MHBE IT

September 5, 2019

COLLABORATIVE MARKETING AND OUTREACH PLANS

MHBE + GMMB marketing agency + Regional Consumer Assistance Organizations (CEs)

1-hour calls to review:

- Preliminary media plans (MHBE and CE)

- Message and content needs

- Statewide event needs

- Community-based forums

- Story collection efforts

Late August, early September

Objectives

- Increase enrollment in Qualified Health Plans – particularly among African American, Hispanic/Latino, and young adult Marylanders.

- Implement previously successful as well as new targeted outreach to hard-to-reach uninsured populations.

- Increase awareness of Maryland Health Connection as a trusted agency, emphasizing rate stability and consumer privacy.
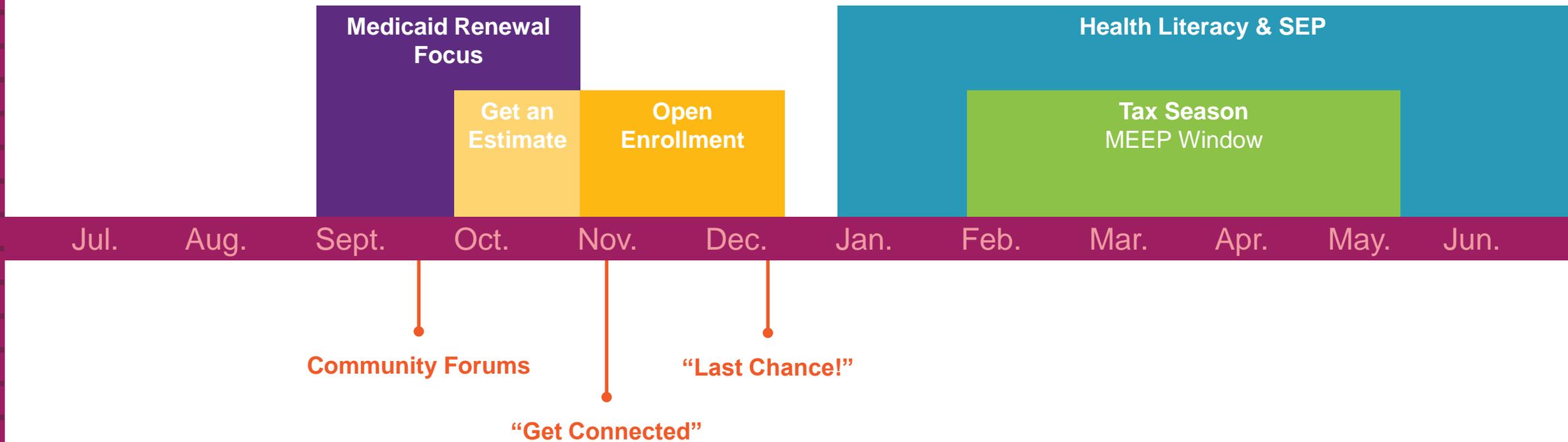
Priority Audiences

- QHP-eligible uninsured (138-399% FPL)

  - Young adults

  - African American Marylanders

  - Hispanic/Latino Marylanders

  - Rural, with an emphasis on the Upper Eastern Shore & Southern regions

Secondary Audience

- Medicaid-eligible uninsured

Marketing opportunities throughout the year

Medicaid Renewal Focus

Get an Estimate

Open Enrollment

Health Literacy & SEP

Tax Season
MEEP Window

Jul. Aug. Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr. May. Jun.

Community Forums

"Last Chance!"

"Get Connected"

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Research

Market Research: Understanding perceptions among young adults

- Critical enrollment population; largest uninsured demographic

- Shifting population

- Latest research is from 2014

Stakeholder Interviews: Hispanic community leaders/Understanding the immigrant community in 2019

- 45-minute interviews by phone or in-person

- 8-10 community leaders with varying roles (nonprofit, health, media, faith)

Content Objectives

1. **Increase** health insurance literacy among Marylanders, including awareness of new opportunities for coverage

2. **Reach** minority and young adult populations with tailored content

3. **Meet** content needs of consumer assistance organizations, partners, and elected officials

Reuse Successful Think Again TV Spot

Content Ideas

- Produce "About Maryland Health Connection" video in variety of languages for evergreen, educational use

- Develop collateral for tax preparers, promoting Maryland Easy Enrollment Program and tax-time special enrollment

- Develop newspaper insert detailing regional in-person help locations

- Produce 30-second Spanish-language video that can be used as ad content

- Create branded GIF library for Instagram and Facebook stories

- Produce social media graphics in additional languages

- Create a "Get an Estimate" video by screen-capture, demonstrating the quick and easy tool

- Produce "Meet a Navigator" content to promote events and availability of in-person help, address FAQs

Toolkits

Building on the success of the new, e-toolkits used in OE6, we will prepare easy-to-use content for connector entities, partners, elected officials, and other stakeholders.

Potential toolkits:

- Window-shopping opens in early October

- Open enrollment

- Get Connected events

- Last Chance! events

Toolkit content:

- Email copy with easy steps

- Social media posts

- Newsletter copy

Statewide event weeks

Get Connected: Health Insurance Open House

Nov. 1-8

Meet a navigator; prepare to enroll; schedule an appointment

Last Chance!

Dec. 9-15

On-site enrollment assistance

Carriers/brokers included if space allows.

Materials
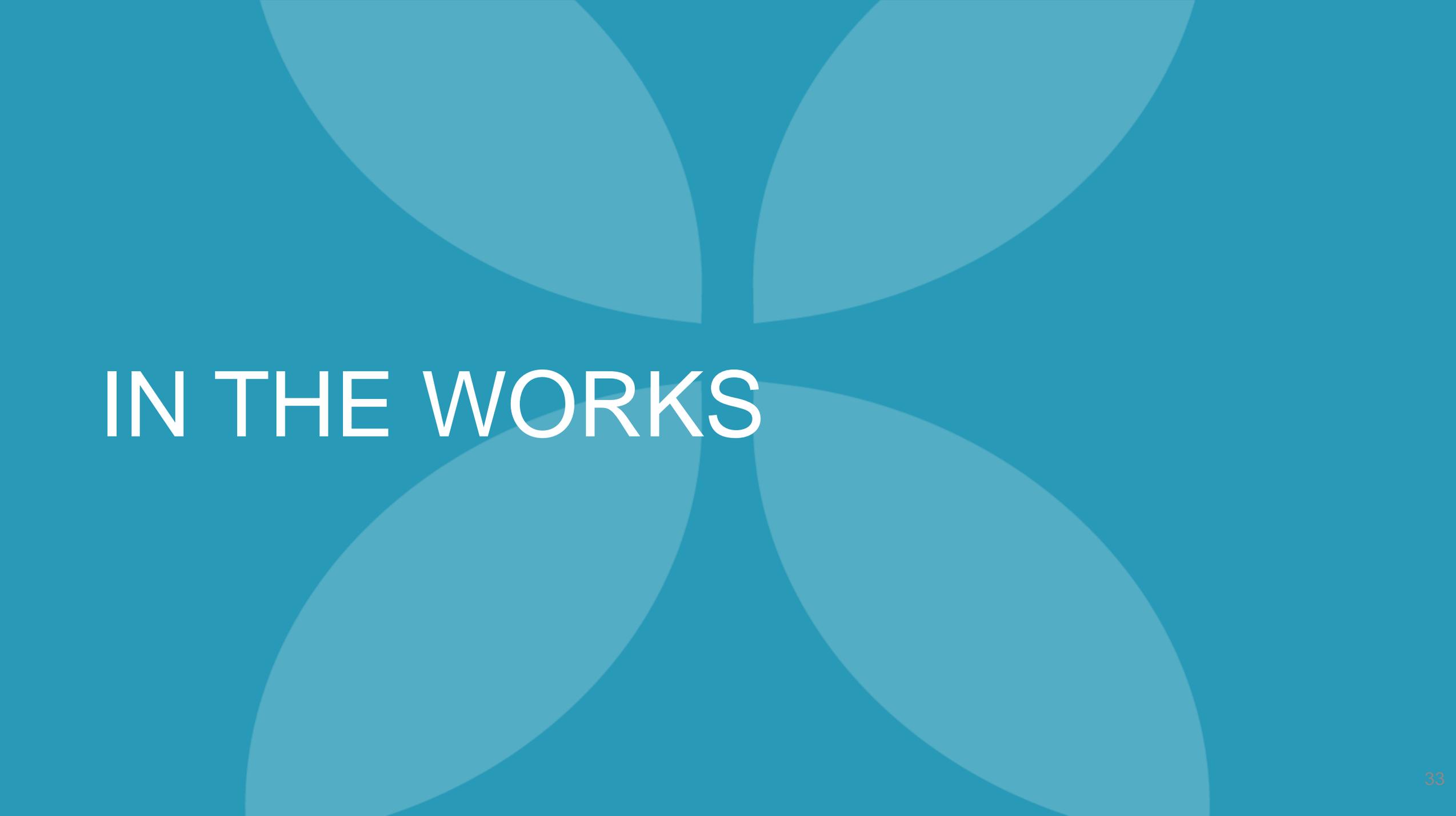
- Template flier

- Social media posts

Community-driven forums

Building off the regional forums' success, we will host community-driven forums to further engage community leaders and organizations serving key populations, creating a space for dialogue so that we can understand their needs and they can learn more about MHC.

Event Details	Hispanic/Latino	Faith
Timing	Week of Sept. 25 during Hispanic Heritage Month	Early October
Location	Montgomery County	Baltimore
Potential Co-Hosts	Latino Health Initiative (existing convener)	HBCU
Potential Invitees	Community leaders Community organizations Service-providers Spanish-language media	Faith leaders across denominations Black and Hispanic community leaders Local media Micro-influencers

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Awareness events

We are in the process of securing or exploring:

- Maryland Business Innovation Association
- Maryland Realtors Annual Conference and Trade EXPO
- Festival Salvadoreñísimo de la Independencia
- Hispanic Health Festival & Resources
- The National Folk Festival Salisbury, MD
- Fiesta DC

- Frederick Oktober Fest
- El Zol Health Fair
- Fells Point Fun Festival
- Harvest Festival and Business Fair
- 2019 Maryland Rural Health Conference
- TEDCO's Entrepreneur Expo 2019
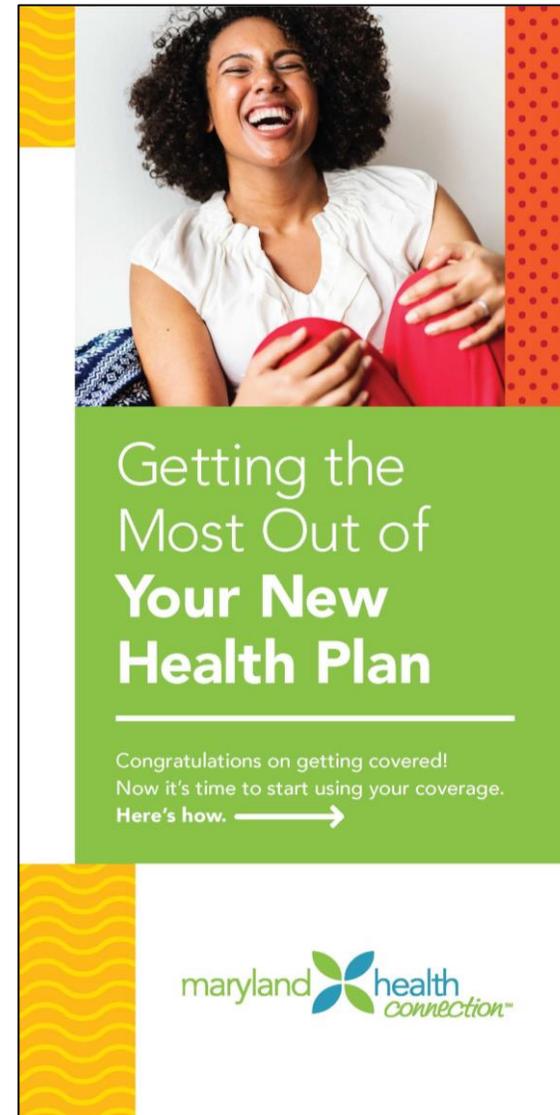- BBJ 2019 Fall Business Growth Expo

IN THE WORKS

Giveaways

- Evaluating most popular items to prioritize orders.

- Reverting back to POs to the lowest priced vendor rather than a contract that binds us to predicting what we will need for the year.
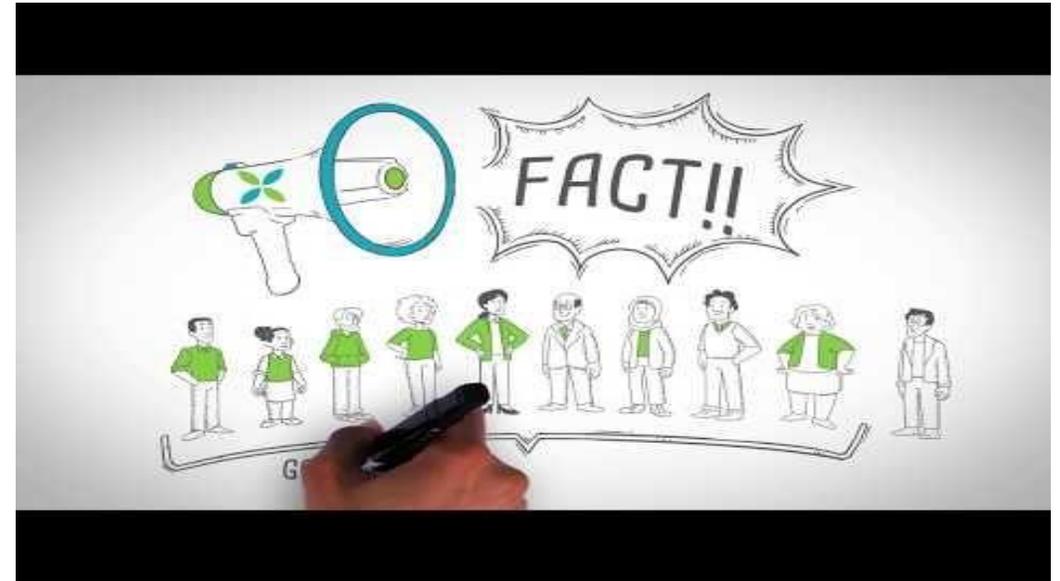
Brochures

- Open Enrollment brochures (new)

  - Printed/delivered to 150+ locations: libraries, hospitals, courthouses, health departments, state agencies, job centers, Department of Social Services, school-based health centers and consumer assistance organizations

- Special Enrollment Period brochures (reprint)

- Getting the Most Out of Your New Health Plan

Videos

Spanish-speaking navigator

How to Estimate Income When You Don't Know What It Will Be

MEDIA PLAN OVERVIEW
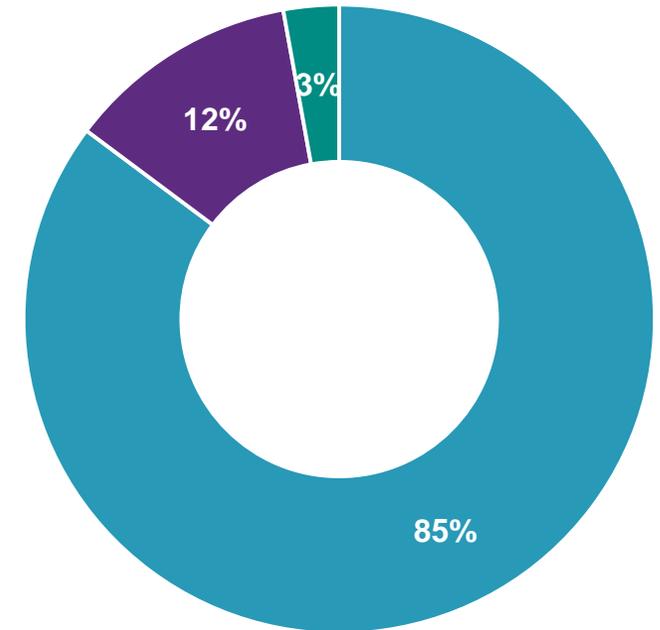
Media Planning

- **Objectives**

  - Raise awareness of open enrollment and deadlines in geographies with high propensities of QHP-eligible uninsured audiences

  - Drive quality traffic to website to increase enrollment

- **Target audiences**

  - QHP-eligible, 138-399% FPL

  - Young adults (18-34)

  - Hispanic Marylanders

  - African American Marylanders

Budget Allocation

- OEP - Pre-OEP - Tax Season

3%

12%

85%

Campaign Parameters

Goal: Increase awareness of Maryland Health Connection and enrollment in Qualified Health Plans (QHP) among remaining eligible populations.

Target Audience: Uninsured Marylanders, with targeted placements to reach:

- QHP-eligible, 138%-400% FPL

- Young Adults (18-34)

- Hispanics

- African Americans

Timing: Monday, Oct. 7 – Sunday, Dec. 15, 2019

Budget: $1.7 million

Our Approach

- **Television**: Statewide coverage, excluding the DC market where we will target geographically dense/efficient portions of the market. New: Expansion of Univision Partnership to include :30s spot.

- **Radio**: Top targeted markets and additional radio to include difficult-to-reach geographies, giving us statewide reach with radio. New: Statewide weather sponsorships and an interview opportunity that will air across 48 stations.

- **Print**: Targeted publications to reach the African American and Hispanic communities. New: Inserts featuring locations offering in-person help.

- **Out of Home:** We will continue placements in grocery stores with carts and floor decals, along with billboards, continuing to utilize movie theater advertising as the holiday season is a great time to be in theaters. New: Gas station TV as a way to reach targets with our message via video.

- **Digital**: Hyper-targeting uninsured audiences and driving quality traffic to MarylandHealthConnection.gov. New: Digital placements on Hulu Connected TV, homepage takeovers, Instagram stories and more.

Advertising Flights

Week of:	October				November				December	
	7	14	21	28	4	11	18	25	2	9
TV/Pre-Roll					███	███	███	███	███	███
Radio			███	███	███	███	███	███	███	███
Print			███	███	███	███	███	███	███	███
Out-of-Home	███	███	███	███	███	███	███	███	███	███
Search	███	███	███	███	███	███	███	███	███	███
Display			███	███	███	███	███	███	███	███
Paid Social	███	███	███	███	███	███	███	███	███	███
Digital Radio		███	███	███						
Digital Video		███	███	███	███	███				
Local Publishers			███	███	███	███	███	███	███	███

Paid Media Plan

TYPE	MARKET	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9
TV	Baltimore					X	X			X	X
	Salisbury					X	X			X	X
	DC Cable					X	X			X	X
	VOD/MD Public TV/Univision					X	X	X	X	X	X
RADIO	Baltimore General				X	X				X	X
	Baltimore AA			X	X	X				X	X
	Salisbury General				X	X				X	X
	Salisbury AA			X	X	X				X	X
	Rural/Statewide Network		X	X	X	X	X	X	X	X	X
	DC General				X	X				X	X
	DC AA			X	X	X				X	X
	DC/Baltimore Hispanic			X	X	X				X	X
PRINT	African American/Hispanic			X	X			X		X	X
OUT OF HOME	Grocery Stores	X	X	X	X	X	X	X	X		
	Gas Station TV		X	X	X	X	X	X	X	X	
	Billboards					X	X	X	X		
	Movie Theaters					X	X	X	X	X	X
DIGITAL	Awareness	X	X	X	X						
	Conversion				X	X	X	X	X	X	X

TRADITIONAL MEDIA

Traditional Media Overview

- **Strategy:** Raise awareness about open enrollment window and deadlines in targeted geographies and among targeted populations.

- **Tactics:**

  - Television: Statewide coverage excluding the DC market, where we will target geographically dense efficient portions of the market.

  - Radio: Top targeted markets and rural radio, including a statewide News/Farm network to increase our reach in rural areas.

  - Print: Targeted publications to reach the African American and Hispanic communities.

  - Out of Home: Reaching audiences at multiple points during their day via grocery stores, gas stations, billboards, and movie theaters.

- **Timing:** 10/7-12/15

- **Budget:** $1.325M

Out of Home

CE	Movie Theaters	Billboards	Grocery Stores	Gas Station TV
Far Western	X	X	X	X
Mid-Western			X	X
Capitol North			X	X
Capitol South			X	X
Central			X	X
Southern	X	X	X	X
Upper Eastern Shore	X	X	X	X
Lower Easter Shore	X	X	X	X

DIGITAL MEDIA

Overview

- **Strategy:** Reach target audiences through surround sound advertising on a full range of audio, display, social and video platforms. Ads will target users during the highest level of intent: when they are searching for information about health insurance and enrollment.

- **Tactics**: We will use a variety of targeting tactics to reach the uninsured population in Maryland within digital ecosystem, including:

  - Multi-screen (with heavy emphasis on mobile)

  - Demographic – Age, HHI

  - Geographic – Statewide, heavy-up based on PUMA data, rural

  - Behavioral – Utilizing first- and third-party data to reach our audiences

  - Contextual – Reach people at the precise moment they are consuming relevant content

  - Retargeting – those who land on the homepage but did not click on the "Create an account" or "Sign in" buttons will be served ads to remind them to complete the process of enrollment

- **Timing:** Awareness: 10/7-11/3; Conversion: 11/1-12/15

- **Budget:** $375k

30% Awareness
70% Conversion

Video

Use premium and pre-roll video to raise awareness among target audiences across devices to prime them with information about how and where to sign up for insurance during the open enrollment period. Targeting tactics can include interest, language, geographic, demographic, placement, contextual and retargeting.

YouTube:

- Ad Units: :30 video

- Timing: 10/14-11/10

- Impressions: 952,381

- CPM: $12

- Budget: $20,000

Hulu: By advertising alongside premium video content, we are able to reach a more engaged and diverse audience using precise demographic, location and interest data.

- Ad Units: :30 video

- Timing: 10/14-11/10

- Impressions: 1,323,529

- CPM: $34

- Budget: $45,000

Paid Social Media: Facebook and Instagram

User supplied and verified demographic data will allow the campaign to reach audiences through various methods of targeting at cost-effective CPMs. We will use Website Click and Video ad formats to drive traffic to Maryland Health Connection.

- Audiences: Adults 18-64, Young Invincibles, African American, Hispanics

- Timing: Awareness: 10/7-11/3; Conversion: 11/1-12/15

- Impressions: 14,666,666

- CPM: $6-10

- Budget: $100,000

Paid Social Media: Twitter

African Americans are one of the most active user segments. 28% of Twitter users are African-American and 20% "self-identify" as using Black Twitter. We can also add in keyword and conversation targeting to capture anyone talking about health insurance/open enrollment during the campaign window.

- Audiences: African Americans, Adults 18-64, Young Invincibles

- Timing: Awareness: 10/21-11/3; Conversion: 11/1-12/15

- Impressions: 1,600,000

- CPM: $5

- Budget: $8,000

Digital Radio: Pandora

Pandora is a leading music platform, with 2.5 million monthly visitors (Maryland statewide). We will utilize demographic, and geo-targeted counties to reach the target audiences through video on desktop, mobile and tablet.

- Audiences: Uninsured Adults 18-64, Young Invincibles who are uninsured, African Americans, Hispanics

- Timing: 10/14-11/3

- Impressions: 1,086,957

- CPM: $23

- Budget: $25,000

MEASURING SUCCESS

Key Performance Indicators

- **Traditional media** through television, radio and print will drive awareness, measured by reach.

- **Digital media** will drive awareness and drive quality traffic to the Maryland Health Connection website.

  - **Awareness KPIs:**

    - Impressions
    - Clicks
    - Click through rates

  - **Conversion KPIs:**

    - "Create account"
    - "Sign in"
    - "Get an Estimate"

Data Analysis at MHBE

Elizabeth Leo

Inter-agency Data Analysis Requests:

Dept. of Legislative Services
- Requested a more granular breakdown of enrollment for those with incomes between 100-116% of FPL (pre-ACA Medicaid Expansion limit)
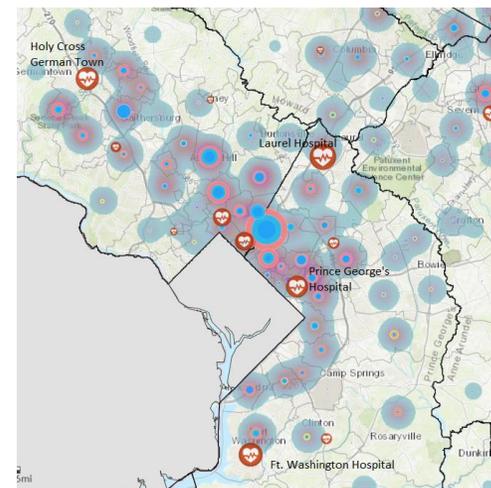
Maryland AutoFund
- Requested training and resource sharing/collaboration on ArcGIS Mapping of large datasets

Office of the Attorney General
- Requested a report on how the ACA affected uncompensated care in Maryland.

ZIP Code	No Income Reported	Difference in Brackets (Between 166-138% FPL)	Pre-expanded Bracket (Between 100-116% FPL)	Expanded Bracket (Between 100-138% FPL)
20906	57	65	92	214
20904	58	70	88	216
20902	35	69	73	177
20783	33	67	66	166
20878	41	37	65	143
20874	42	59	58	159
20877	23	49	58	130
20903	33	35	56	124
20706	27	45	50	122

From the totals on this table, we can see that there are **2,880 enrollees with incomes between 100 and 116% of the FPL** and that the expansion to 138% of FPL increased the number of enrollees in this category by 3,144 (difference between the 100-116% and 100-138% FPL brackets). If you would like to see more details about the 100-116% of FPL subpopulation, you can view the table in the tab "Raw QHP Enrollment" by column N ("100-116% FPL"). which has been filtered to show only that subpopulation. This table contains other enrollment information that may be of interest to you such as APTC, Carrier, Age, and ZIP code and has been anonymized.
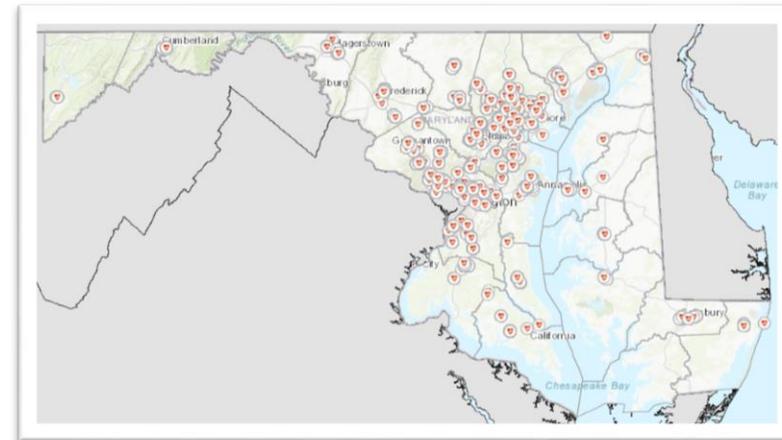

The area with the highest number of uninsured persons lies between the four hospitals reporting the highest rate of uncompensated care.

MARYLAND HEALTHBENEFIT EXCHANGE
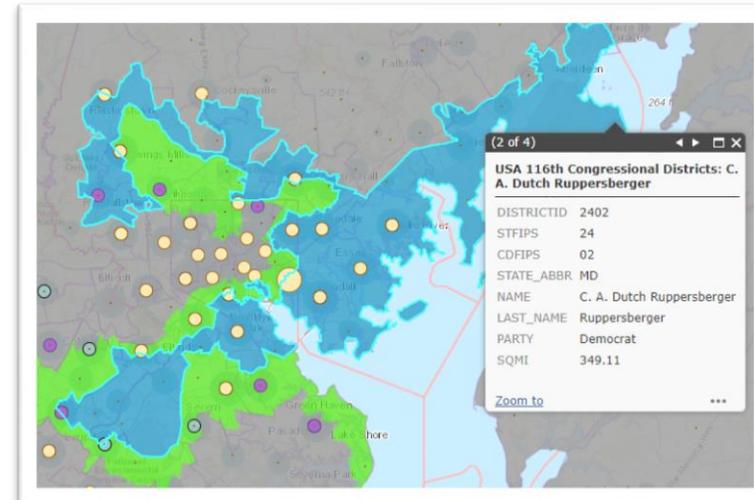
Other Data Analysis Requests:

Private Doctor's Inquiry about MCOs
- An orthopedic doctor reached out to MHBE after his patients reported less orthopedic surgeons accepting their insurance with concerns about network adequacy.

Legislative One-Pagers
- MHBE often meets with both state and federal legislators to discuss issues facing their constituents and we prepare one-page memos highlighting their district for discussion.
- http://arcg.is/ya0qv

What kind of analysis does MHBE do?

Upcoming Data Analysis Projects:

Remaining Uninsured

- Following completion of the Uninsured analysis, MHBE sought to estimate the remaining uninsured after the most recent open enrollment period.

ZIP Code	City	County	Rural/Urban Final	Population Growth Rate	Total Population	Total Uninsured Population - 0 to 64 years	Adjusted Total Uninsured Population - 0 to 64 years	Population Change Adjusted Total Uninsured - 0 to 64 years	PY 2017 to 2019 Difference Total Enrolled	Total Remaining Eligible Uninsured (Adjusted) - 0 to 64 years
20601	Waldorf	Charles	Urban	1.30%	25665	1191	851.30	862.36	-53.00	862.36
20602	Waldorf	Charles	Urban	1.30%	26126	798	798.00	808.37	-73.00	808.37
20603	Waldorf	Charles	Urban	1.30%	30263	1077	809.72	820.25	-8.00	820.25
20607	Accokeek	Prince Georges	Urban	0.10%	10706	414	472.00	472.47	-30.00	472.47
20613	Brandywine	Prince Georges	Rural	0.10%	13950	804	804.00	804.80	16.00	788.80
20616	Bryans Road	Charles	Urban	1.30%	6200	383	383.00	387.98	-15.00	387.98

MIA Collaboration Project

- At a meeting with the Schaeffer Center for Public Policy and the MIA, MHBE was tasked with determining the barriers to both coverage and utilization for Marylanders.

Geography		# Enrolled			# Uninsured		# Hospitals		# Providers				# ECPs CF Contracted With		
ZIP code	County	Total	Subsidized	Unsubsidized	Eligible Subsidy	Ineligible Subsidy	Trauma	Non-trauma	PCPs	Specialists	Mental/Behavioral Health	Health Departments	Mental/Behavioral Health	Somatic services	Health Department

Other Data Analysis Requests:

- Internal MHBE Plan Calculator – MOOP and deductible differences year over year
- IRS returns with Healthcare Individual Responsibility Payments – 2015 to 2016 trend analysis
- MHBE internal metrics dashboard – interactive Google Sheets dashboard allowing MHBE leadership to track internal metrics of all units
- Price Sensitivity of the Maryland Health Benefit Exchange – data mining analysis seeking to understand how sensitive consumers are to changes in premium or other OOP costs
- Various plan scenarios generated for marketing and outreach – examples of what specific consumers can expect in terms of Lowest Cost Silver Plan, etc.
- SHOP eligible businesses by county – breakdown of small businesses with less than 50 employees who may be eligible to participate in SHOP

Maryland SHOP

SHOP Advisory Committee

Our SHOP Advisory Committee (SHAC) is well underway with our committee members. Our first meeting was held on July 24th and our second meeting was held on August 30th.

SHAC meetings will be held every two weeks. Our next meeting is on Friday, September 13th as follows:

Location: Maryland Department of Transportation, TSO Conference Room - Harry Hughes Suite 3, 7201 Corporate Center Drive, Hanover, MD 21076

SHAC Policy Workgroup from 10:00am to 12:00pm

SHAC Platform Workgroup from 12:30pm to 2:30pm

SHOP Advisory Committee

SHOP Advisory Committee (SHAC) Meeting Summary

<u>July 24, 2019</u>

- SHAC Charter Overview
- Upcoming Meeting Formats – 2 hours each for Policy and Platform workgroups
- Platform Functionality – account registration and set up
  - Key Discussion Topics
    - Accessibility for employees without easy access to emails or internet
    - Broker Functionality for assisting employers and employees
    - Notification Formats
    - Restrict available effective dates to an allowable timeframe
    - Provide enrollment timeline dates to be displayed to guide group or broker

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SHOP Advisory Committee

SHOP Advisory Committee (SHAC) Meeting Summary

August 30, 2019 (Webinar)

SHAC Policy Workgroup
- MHIP Overview and SHOP Today
- SHOP Regulations – status and timeframe (board presentation in September)
- SHOP 1332 Waiver
- Actuarial Firm contracted: Lewis & Ellis
- Discussion Topics sought by MHBE:
  - What considerations should MHBE be mindful of while developing a subsidy program for SHOP participants?
  - What additional policy initiatives should be considered for SHOP?

SHOP Advisory Committee

SHOP Advisory Committee (SHAC) Meeting Summary

August 30, 2019 (Webinar)

SHAC Platform Workgroup
- SHAC Mission Statement
- Plan Comparison & Quote Display Elements:
  - Benefits Displayed – primary / specialty care, pharmacy, etc.
  - Employer Contributions - display for employer/ employee
  - Potential Small Business Health Care Tax Credit estimate
  - Structure – Side by Side with Premiums at End or Plan Rate Table for each member by plan
  - Comparison Quote Page for each Employee

MARYLAND
HEALTH BENEFIT
EXCHANGE

SHOP Advisory Committee

SHOP Advisory Committee (SHAC) Meeting Summary

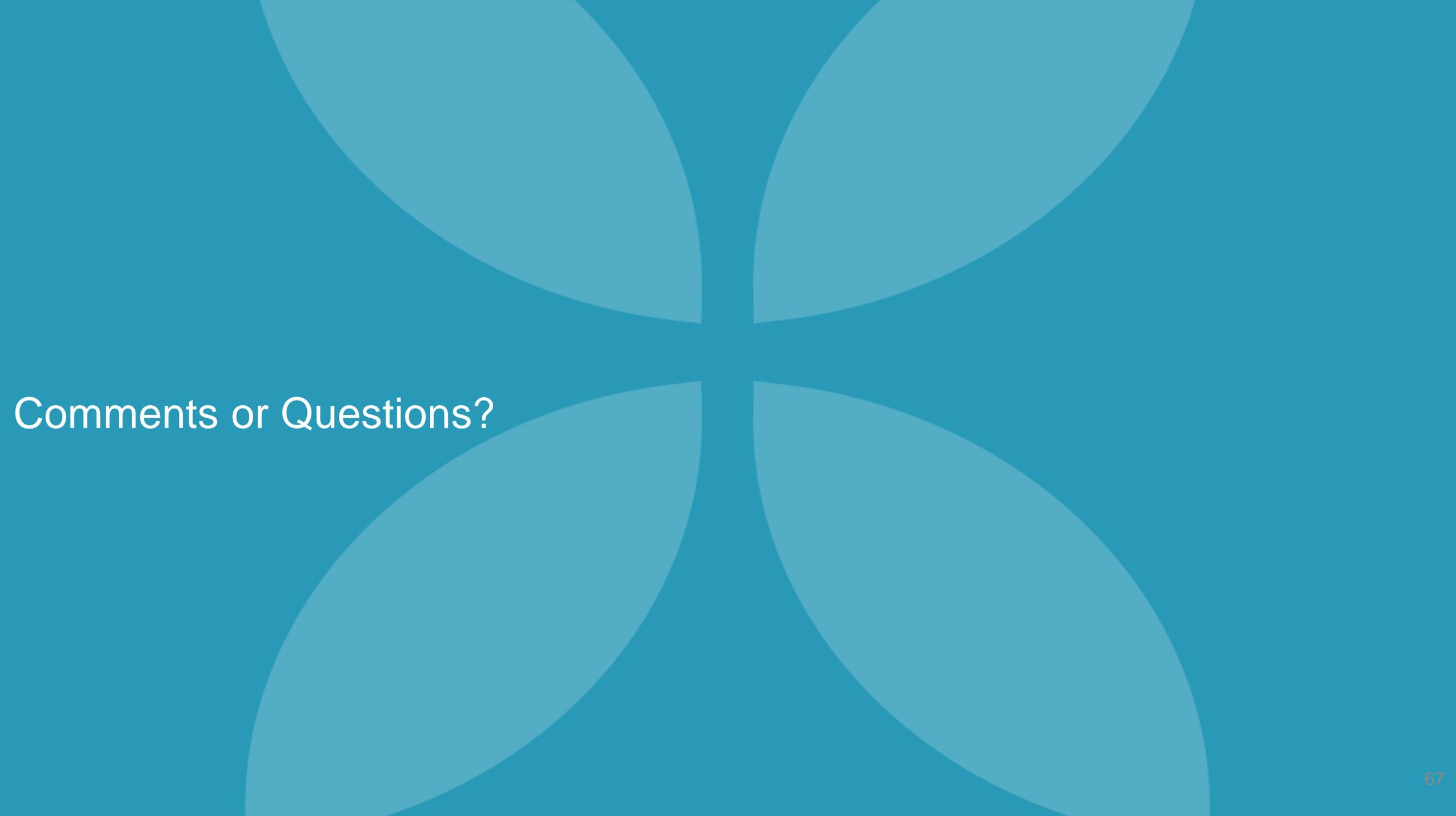August 30, 2019 (Webinar)

SHAC Platform Workgroup
- SHOP Quoting Tool Demonstration
- Employer & Broker Linkage Rules
- Group Installation Timeline
- Minimum Participation Requirement
- Request for Information (RFI) Responses for SHOP Back-Office Administration and Next Step is Request for Proposal (RFP)

SHOP Advisory Committee

SHOP Advisory Committee (SHAC) Upcoming Meetings

Future Discussion Items include:

- Employer Contributions

- Special Enrollment Periods

- Benefit Selection Page

- Broker Functionality Demo

Comments or Questions?