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AGENDA ITEM

For Possible Action

Information Only

Date: November 10, 2016

Item Number: V

Title: Executive Director’s Report; Open Enrollment Update

PURPOSE

The purpose of this report is to provide information to the Board and public regarding the status of the Exchange’s implementation of a state based health insurance exchange and other operational matters of the Exchange.

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GENERAL COMMENTS

Open Enrollment began on Tuesday November 1st, and the Exchange was geared up and ready. We have rolled out a comprehensive and robust marketing, advertising, and outreach campaign with the theme of “It’s Time to Get Connected.” Our television ads began airing on Wednesday November 9, 2016. Our Communications Officer, Janel Davis and I have been busy speaking with media and generating attention on our Open Enrollment activities. You can find more information and see up-to-date media activity on our website here: <http://www.nevadahealthlink.com/sshix/media/> (scroll down to “In the News”). Patty Halabuk with Penna Powers will provide more details about our marketing campaign and impressions later.

Aside from being interested in Open Enrollment activities, statewide media has been primarily interested in premium increases. While the Exchange notes that the national average for premium increases is 25%, Nevada’s on-exchange increase is 11.93%--well below the national average. It is also important to note that the bulk of our consumers receive federal subsidies and will see an

increase in subsidy assistance which will help offset the cost of monthly premium. Part of our messaging includes encouraging Nevada consumers to shop the marketplace to ensure that they find a plan that works for their specific health and financial needs.

The Exchange will begin receiving weekly updates from CMS who will publically release Nevada's enrollment numbers sometime in the next few weeks. The number will not include auto re-enrollments until sometime in early December when CMS will begin automatically renewing enrollments for returning consumers who have not shopped the marketplace and selected new plans.

Healthcare.gov continues to experience intermittent latency (delay) issues; most of the issues are related to login and account changes. Consumers are put into "waiting rooms" (online) while healthcare.gov works on issues. November 1st and 2nd delays resulted in some people experiencing delays of up to 45 minutes. We are paying close attention to the maintenance and outage notices. It appears that the latency matters have been resolved for the time being.

The November 1st kickoff events in the North and South were successful in that media helped to promote the events and the fact that Open Enrollment has begun. We continue to attend community outreach events statewide and have also joined the Hispanic Business Chamber as well as the Latin Chamber of Commerce and the Las Vegas Metro Chamber of Commerce in order to have more exposure at future events to collaborate our resources with stakeholders.

The Exchange has hired a new Chief Operations Officer, Ryan High. Ryan has a Bachelor's degree in English and a Juris Doctor degree in law. He is currently a candidate for a Business Intelligence Analysis Certification with the University of San Diego. Ryan worked for the Secretary of State's office from 2008-2014 where he was the Deputy Secretary of State (SOS) of Operations and oversaw \$12 million in expenses and \$164 million in revenue. In the SOS office he managed the IT department and negotiated and approved professional services, IT, inter-governmental, and cross-agency contracts.

Ryan has spent the past several years as the Strategic Initiatives Manager for the City of Reno in the City Manager's office. He has developed departmental and cross-departmental initiatives with strategic priorities by collaborating with all of the city departments. He has identified performance metrics for the city's annual budget book and managed portions of the City Manager's office operations. I am excited to welcome Ryan to the team. Not only is he well qualified and enthusiastic, he's a good fit.

Ryan and I spent time in Las Vegas last week at our Open Enrollment kickoff event where he was able to see the excitement that surrounds Open Enrollment. Thanks to our board member, Jose Melendrez we were also able to meet with leadership of the Latin Chamber of Commerce, the Coalition for the Office of Minority Health, and representatives of University of Nevada Las Vegas School of Community Health Sciences. It was a productive trip with several new partnership opportunities.

The Exchange continues to await the finalized Notice of Benefits and Payment Parameters (NBPP) for 2018. This document will establish the user fee for plan year 2018 to allow for continued access to Healthcare.gov application, eligibility, enrollment, and consumer service center. We anticipate that this will be finalized and released prior to January 2017 when the new presidential administration will take over.

Finally, the Exchange is working with the Nevada Division of Insurance to coordinate an On-Exchange Advisory Committee wherein we request feedback from both on-exchange carriers, along with carriers who are interested in selling on-exchange, to determine a course forward to establish a vibrant marketplace. We hope to begin these conversations sometime in early December.

Patty Halabuk from Penna Powers will now present information about the Exchange's Open Enrollment marketing campaign.