



Health Care Oversight Committee

September 12, 2013

Commissioner Mark Larson

Department of Vermont Health Access

Agenda



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- Overview
 - Transition Plan
 - Call Center Update
 - Outreach & Education News

Our mission is to provide all Vermonters with the knowledge and tools needed to easily compare and choose a quality, affordable, and comprehensive health plan.

Vermonters will:



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- 1** Compare health insurance options
 - 2** Enroll in a health plan
 - 3** Secure financial assistance to help pay for care

How to Enroll



Website
VermontHealthConnect.gov



**Customer Support
Center**



In-Person Enrollment Assistance
Navigator or Broker

Transition Plan

Transition Timeline



August:

- Some reviews extended to 2014
- Notices to current populations who do not have to apply at VHC

September - December:

- Notices to current populations who must apply at VHC

Transition Plan



Who must apply at VHC in 2013?

- Individuals in sunseting programs >133% FPL

Who does not need to apply at VHC in 2013?

- ABD (aged, blind, disabled) Individuals
- ANFC-Medicaid & Sunsetters <133% FPL

When to Apply



QHP:

- Must pick a plan by 12/15/13 & pay premium by 12/31/13 for 1/1/14 enrollment

Medicaid/Dr. Dynasaur:

- Applications & submitted by 1/31/14 will be effective 1/1/14

Enrollment in VHC



At review in 2014:

- Recipients sent the new application & instructions on how to enroll.
 - ❖ Ways to enroll:
 - Web
 - Phone - Customer Service Center
 - Navigator, Broker, Assistor
 - Paper
- Applications will be processed in VHC

VHC Customer Support Center Timeline

September — November 2013

Starting September 3rd



Other toll-free phone numbers now live in addition to the GMC line and VHC Small Business Support line:

1. VHC Customer Support: 855-899-9600
 2. Assister Support: 855-554-4488
 3. Carrier Support: 855-677-9998
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- Small Business Support: 855-499-9800
 - Green Mountain Care: 800-250-8427

September, cont'd



- Expanded hours: 8am-8pm M-F & 8am-1pm Saturdays
- 65 new employees completed one month of training
- Now answering questions from vetted and growing FAQ list
- When an answer is not available, calls are escalated to SoV internal support groups
- Rapid Response process in place to resolve and publish answers

October



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- Application processing will be handled over the telephone, using the portal
 - Escalations and Case Management will be handled using the new Customer Relationship Management (CRM) system
 - 2nd wave of new hire trainees will begin

November



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- New dedicated line for payment assistance and questions
 - Credit Card, Debit Card and ACH payments can be taken over the phone
 - Outbound calls begin for enrollment and payment reminders and education

Outreach & Education

Media Campaign



- Advertising Highlights
- TV Ad
- General & Small Business Radio Ad
- Print Ad

Advertising Highlights



- Launched *By Vermonters for Vermonters* advertising campaign September 3.
- TV ad filmed with more than 60 Vermont volunteers.
- General and Small Business radio ads created through conversations with TV ad volunteers.
- Campaign includes:
 - Complimentary :60 spot in all NBC (WPTZ) football games
 - Frequency spike Oct. 7 to Nov. 11
 - Sponsorship of Dr. Lewis First begins 10/1
 - Access to all Front Porch Forums sites begins 10/1

OPEN ENROLLMENT STARTS

OCTOBER 1ST

NOW YOU CAN COMPARE HEALTH PLANS SIDE BY SIDE.

HOW DO YOU LIKE THEM APPLES?



It's time to enjoy a little variety. Now there's a new way to compare health care plans side-by-side, so you can find the right one for your budget and lifestyle.

HEALTH COVERAGE FOR VERMONTERS BY VERMONTERS



Call 1855-899-9600 or visit us at VermontHealthConnect.gov to get started.

Outreach Events

- ~200 forums, webinars, events, and private presentations
- Trained & on the ground:
 - 200+ Navigators, 100+ CACs, ~180 Brokers
- Small business one-on-one support events in every county



Partnerships in Progress



Comcast – offering Wi-Fi to assisters and PSA

National Education Association – getting the word out to teachers on the benefits for kids and families

VT Association of Hospitals and Health Systems – getting the word out to hospitals to provide information to uninsured patients through their insurance and billing departments

Libraries – hosting Navigators and enrollment days, providing librarians with resources to direct patrons who use the library to get information and enroll

Tax professionals organizations – sharing with tax professionals, connecting tax professionals with resources in the Tax Department

Pharmacies – spreading awareness to their customers

Training



Navigators, CAC, Brokers

- 4 Sessions of state-wide training with Vermont Interactive Technologies completed
- System training for ~100 brokers Sept. 12 and 13
- Certification Exam and additional training on Learning Management System (LMS)
- Currently have 375 active in-person assisters on LMS

Forums & Presentations through Oct. 18



Public Forums

Dummerstown	9.17
Montpelier	9.18
Milton	9.18
Warren	9.19
Williston	9.21
Springfield	9.24
Jericho	9.25
Rutland	9.25
St. Johnsbury	9.25
St. Albans	9.26
Burlington	10.1
Montpelier	10.6

Presentations

Green Mtn Payroll Associates	9.12
VPIRG	9.12
North County Hospital	9.17
VDH Alcohol & Drug Abuse	9.17
Hope Lodge	9.17
Lamoille County Planning Commission	9.24
VT Tax Preparer's Association	9.25
Program Management Institute	10.17
VT Association for Young Children	10.18

Looking Ahead



Vermont Health Connect will be go live on October 1.

Our focus is helping Vermonters get ready for October:

- Rates available now, before open-enrollment starts.
- Navigators on the ground educating Vermonters and providing in-person enrollment support.
- Small business tools and one-on-one support to help make health coverage decisions *before* October.

Contact Us



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www.vermonthealthconnect.gov



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