

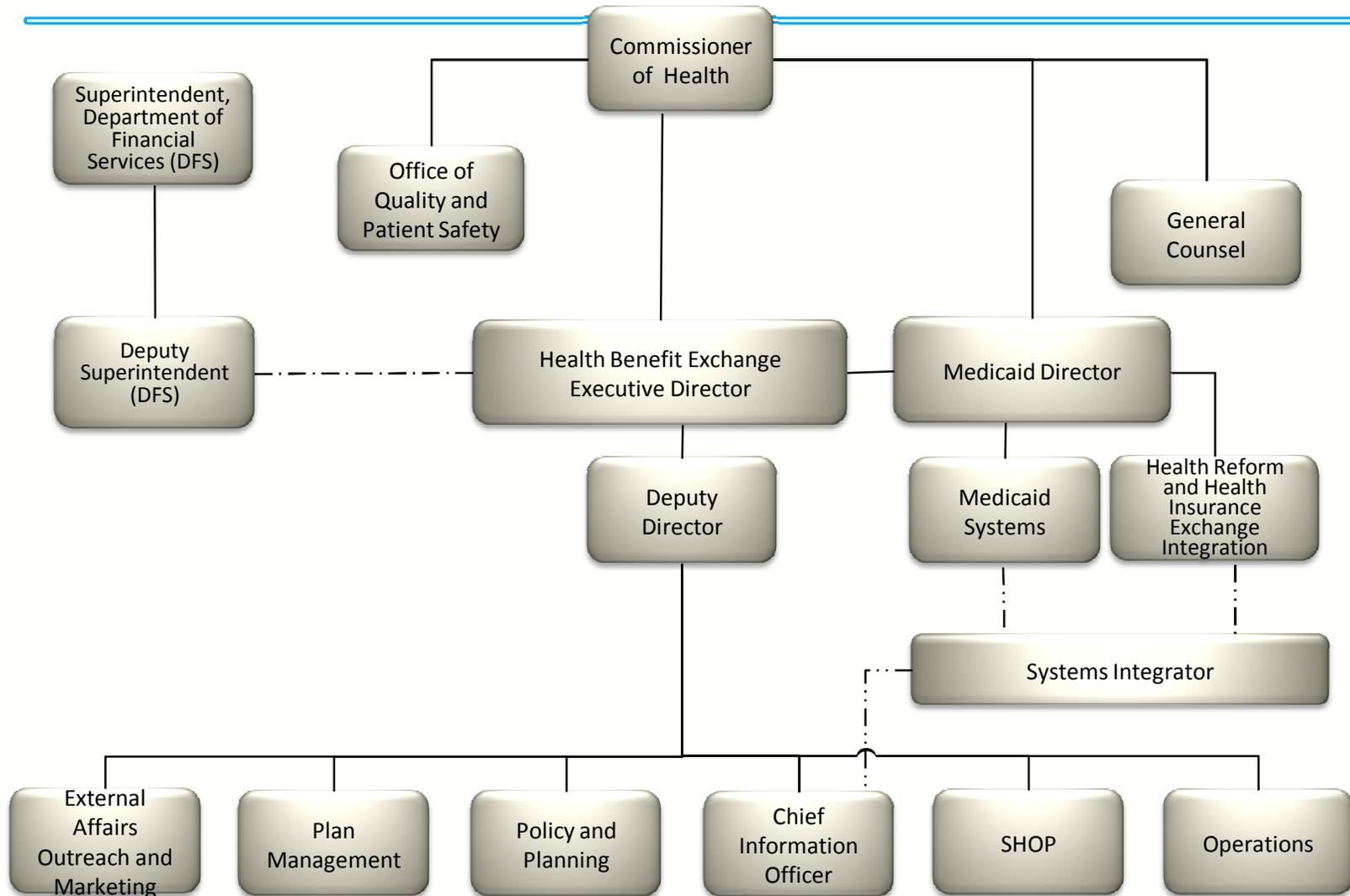
New York Health Benefit Exchange

*Regional Advisory Committee Meetings
May 2013*

Agenda

- Welcome
- Health Benefit Exchange Updates
- Outreach and Communications
 - Media
 - Marketing Materials
 - Community Outreach
 - Timeline
- Discussion

Department of Health (DOH) Health Benefit Exchange Organization Chart



Data Center and Development Area Solution

Rensselaer Data Center



Rensselaer IT Facility



CSC Development Area



Customer Service Center Facilities Solution

Albany, NY



11 Corporate Woods

- Customer Service Center operations
- Eight (8) training rooms with capacity to train approximately 120 staff at one time
- Approximate capacity – 500 staff



Customer Service Center Facilities Solution

Albany, NY



22 Corporate Woods

- Eight (8) training rooms with capacity to train approximately 150 staff at one time
- Approximate capacity – 400 staff

Albany, NY



14 Corporate Woods

- Approximate capacity – 175 staff

Customer Service Center Facilities Solution

New York, NY



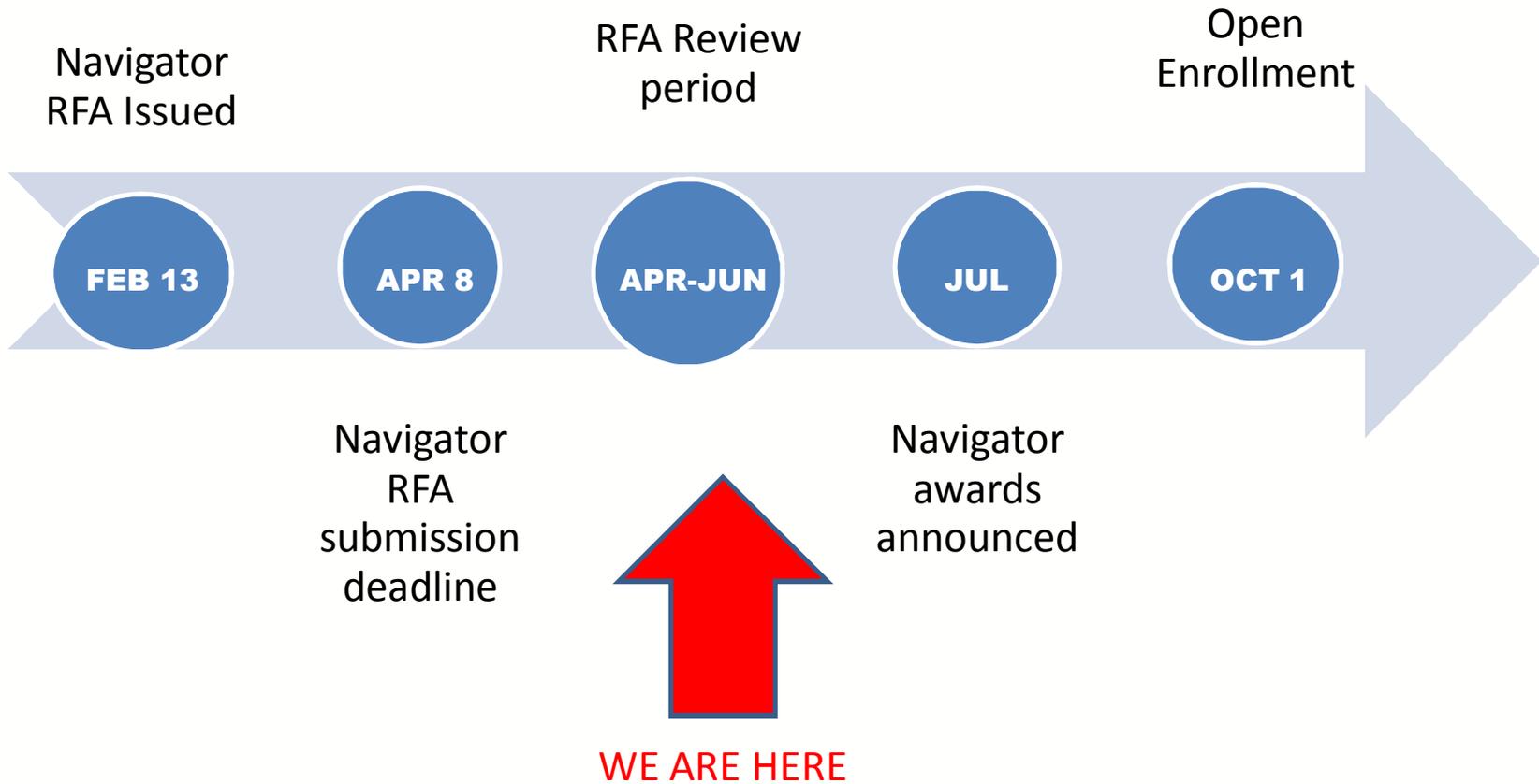
30 Broad Street

- Three (3) training rooms with capacity to train approximately 95 staff at one time
- Approximate capacity – 250 staff

Health Plan Invitation



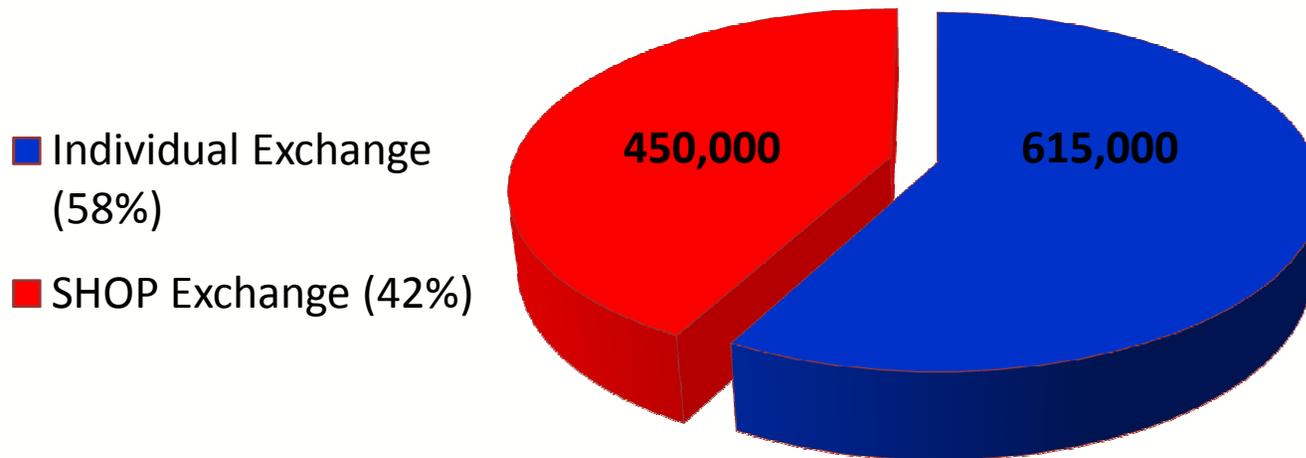
IPA/Navigator Program



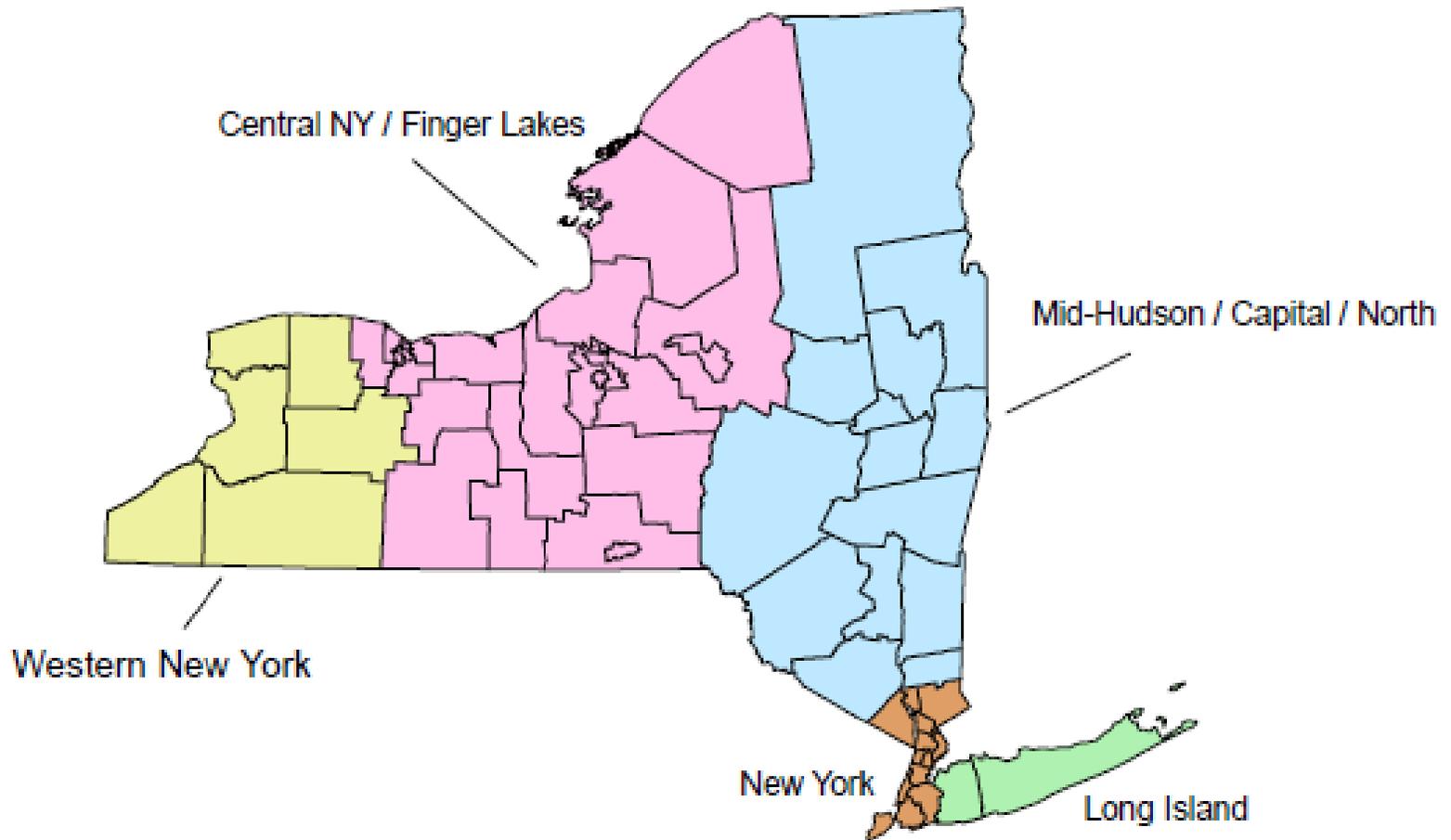
Who is projected to enroll in coverage through the New York Health Benefit Exchange?

Who will enroll in the Health Benefit Exchange?

Exchange enrollment is estimated to be
1.1 million New Yorkers

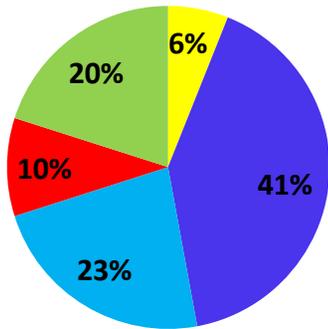


New York State Regions

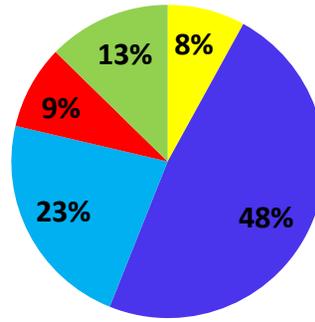


Uninsured New Yorkers Expected to Gain Private Coverage, By Income and Region

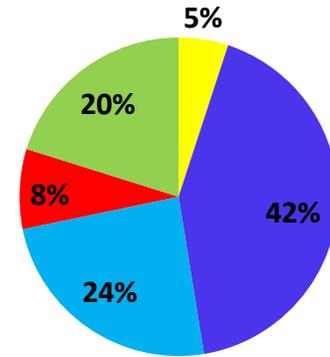
NYC, Westchester, Rockland



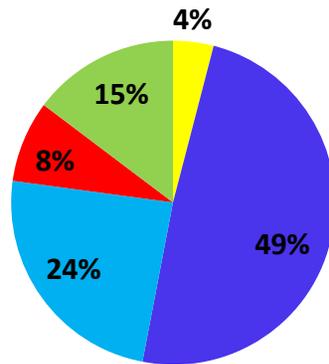
Central NY, Finger Lakes



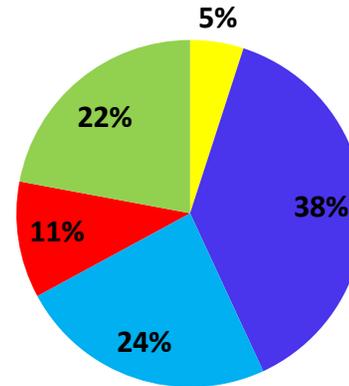
Mid-Hudson, Capital, North Country



Western NY



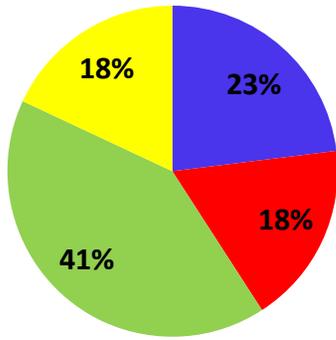
Long Island



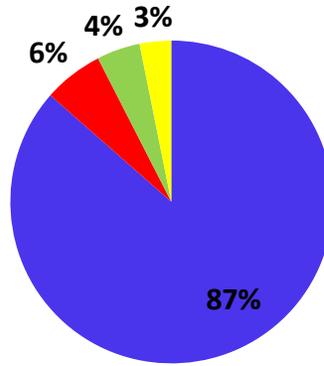
■ Under 138% FPL
 ■ 138-200% FPL
 ■ 200-300% FPL
 ■ 300-400% FPL
 ■ 400%+ FPL

Uninsured New Yorkers Expected to Gain Private Coverage, By Race/Ethnicity and Region

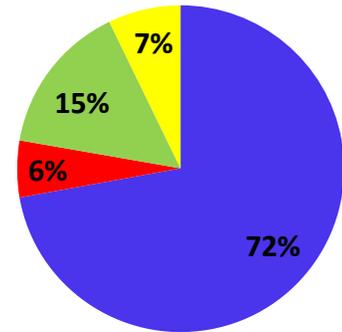
NYC, Westchester, Rockland



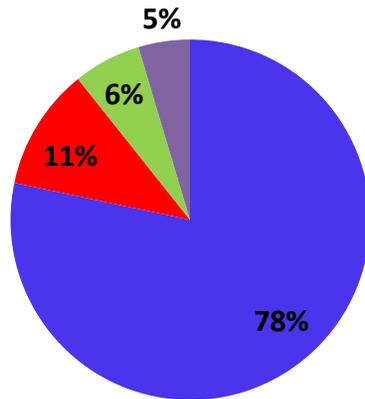
Central NY, Finger Lakes



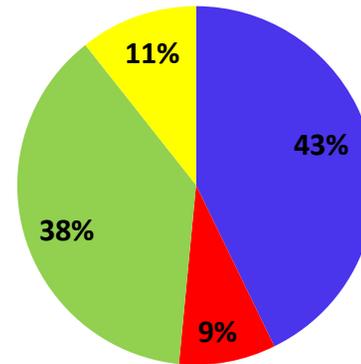
Mid-Hudson, Capital, North Country



Western NY



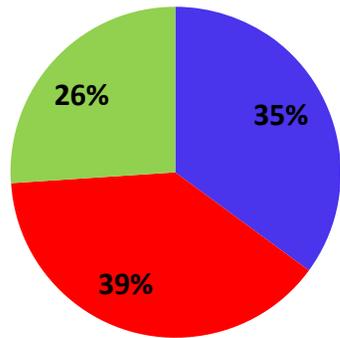
Long Island



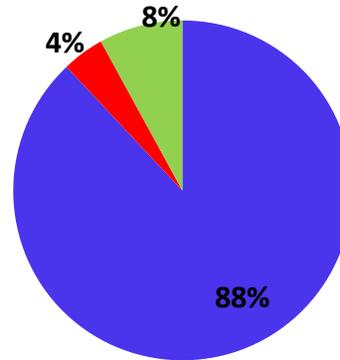
■ White, Non-Hispanic
 ■ Black, Non-Hispanic
 ■ Hispanic
 ■ Other

Uninsured New Yorkers Expected to Gain Private Coverage, By Language and Region

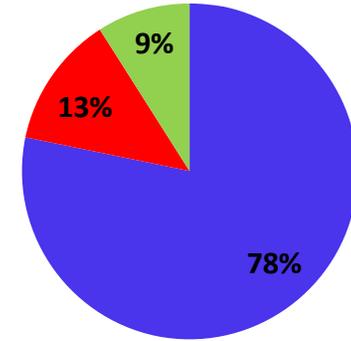
NYC, Westchester, Rockland



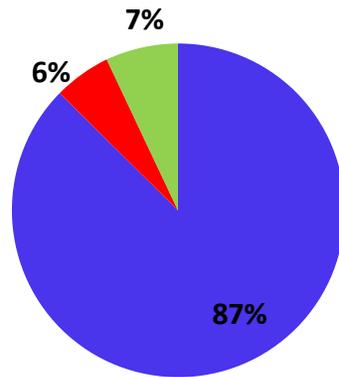
Central NY, Finger Lakes



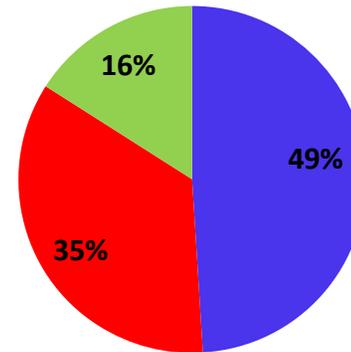
Mid-Hudson, Capital, North Country



Western NY



Long Island



English

Spanish

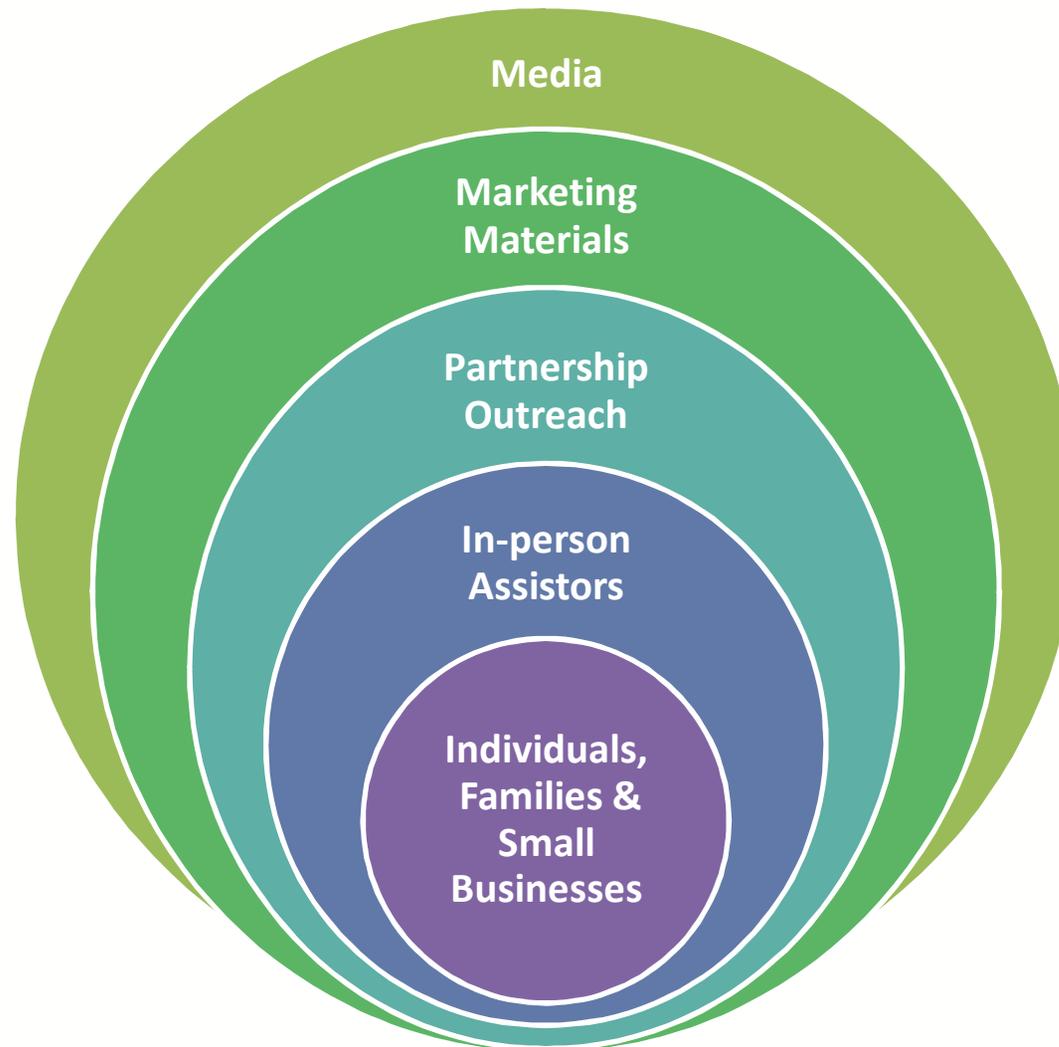
Other/NA

Health Benefit Exchange Outreach Activities

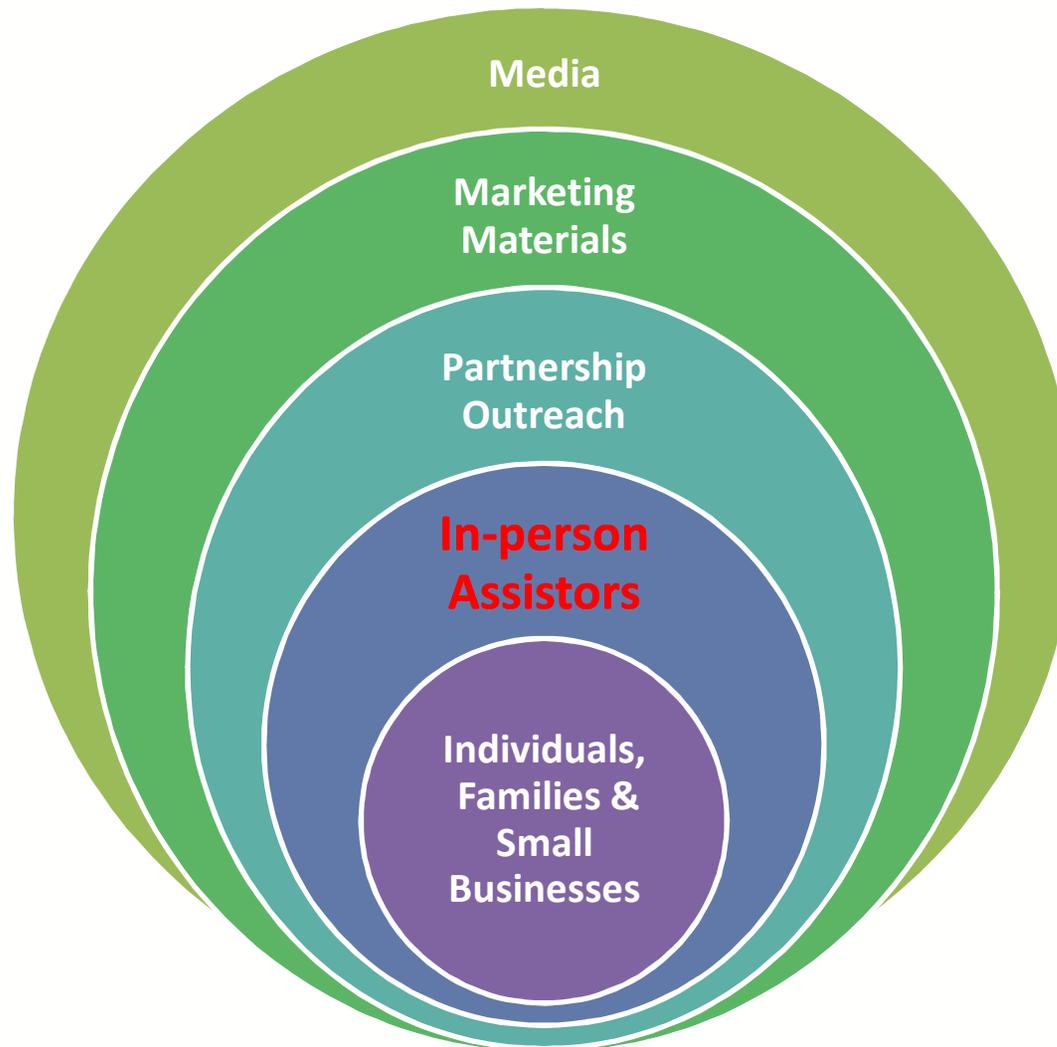
Outreach Objectives

- To develop culturally and linguistically appropriate strategies to inform and reach New York's individuals and small businesses about the New York Health Benefit Exchange
- Convey the benefits of the Exchange, generate excitement and drive people to enroll

Multiple Channels for Outreach



Outreach Channels



In-Person Assistors

IPA/Navigators

- Conduct community outreach/Complete Applications
- Compensation from DOH grant program
- 5-day training and certification required
- Serve Individuals and SHOP

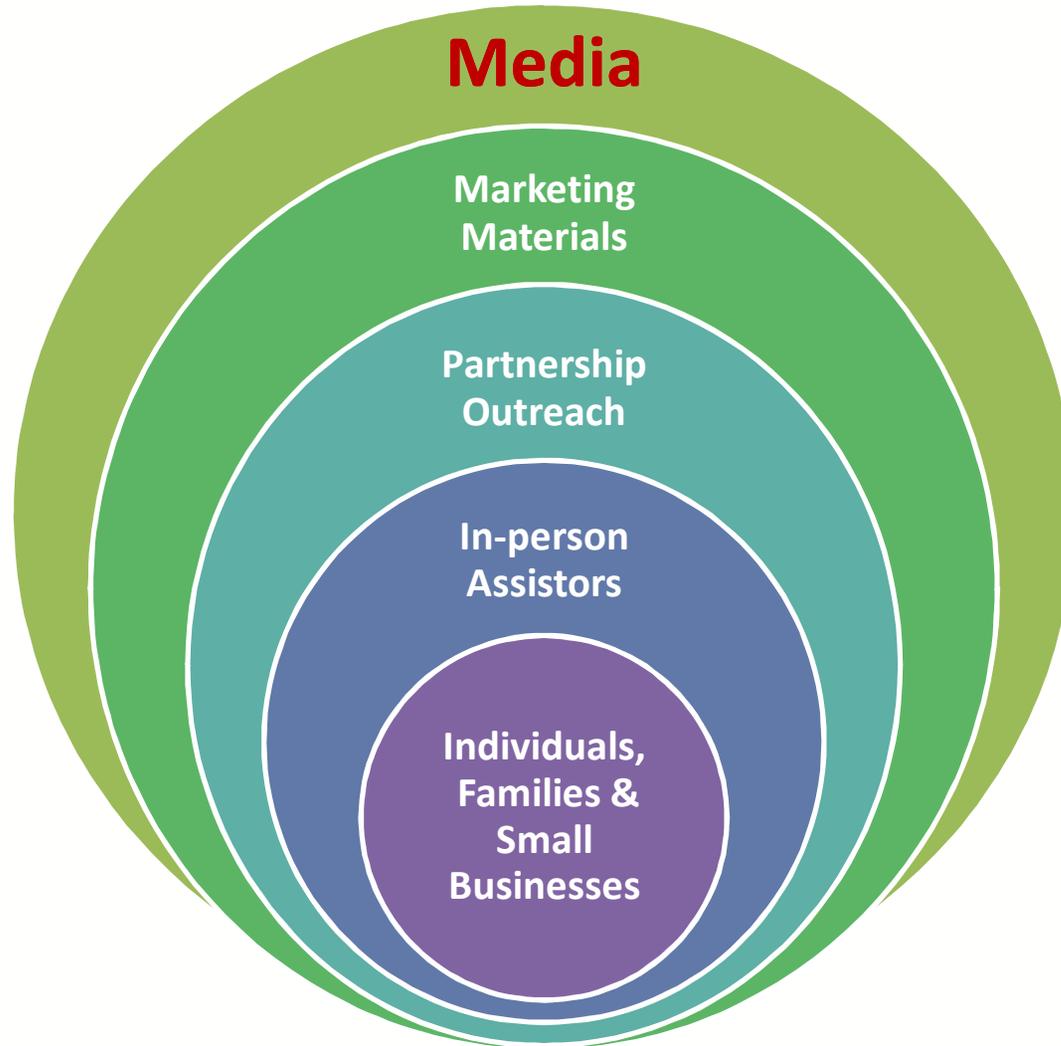
Insurance Brokers/Agents

- Complete Applications
- Commission-based compensation
- Training and certification required
- Choose to certify in SHOP, Individual, or both

Certified Application Counselors*

- Conduct community outreach/Complete Applications
- No compensation from Exchange
- 5-day training and certification required
- *Pending further federal guidance

Outreach Channels



Media

- Naming and “branding” the Exchange
- Developing strategic messages tailored to different target groups
- Advertising – TV, Radio, On-line, Print, “out-of-home”
- Public Relations – press conferences, earned media
- Digital/Social Media

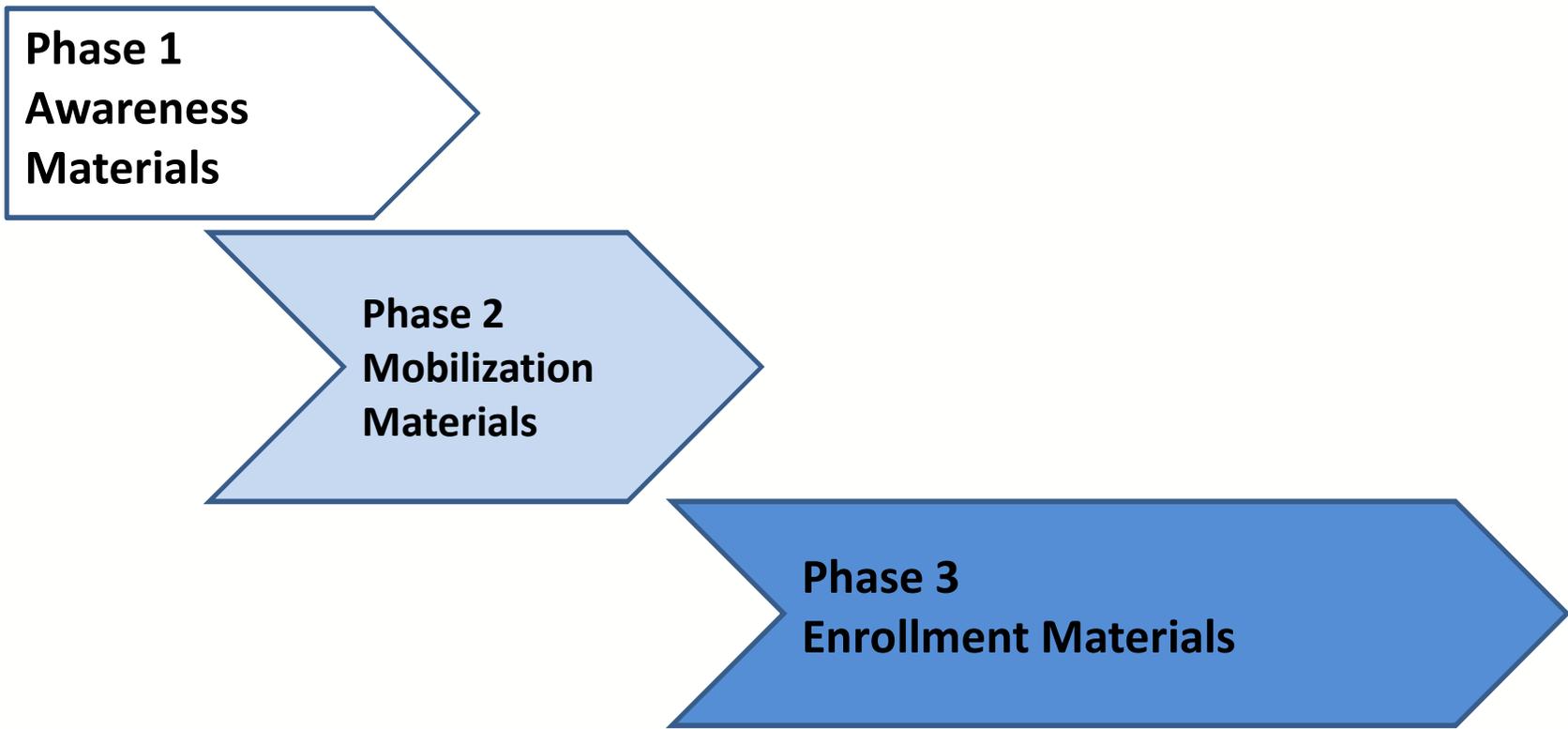
Outreach Channels



Marketing Materials

Phases

2013									2014		
Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar



Awareness: Marketing Materials

SHOP

New York Health Benefit Exchange

Why Should You Use New York's Small Business* Health Options Program (SHOP)?

Support When You Need It and Administrative Simplicity.

Get Answers to Your Questions

The New York Health Benefit Exchange is new and understandably, you and your employees will have many questions. You're not on your own. Brokers, agents, navigators and other in-person assistants who are trained and certified by the Exchange will be there to guide you and your employees through the enrollment process. Customer support will be available in-person, online, and via phone. Assistance will be available in multiple languages.

Administrative Simplicity

Since choice is a hallmark of New York's Exchange, your employees will likely select a variety of health plans. You have better things to do with your time than juggle multiple invoices from multiple health insurance plans. To make it easier for you, the Exchange will compile premiums for your employees and send you one monthly bill. You will pay the total amount due to the Exchange and we will handle payments to the health plans.

One account to set up, online enrollment for you and your employees and just one bill to pay. It's that easy.



*Small businesses with 50 or fewer eligible employees are able to participate in the SHOP.

HealthBenefitExchange.ny.gov

Individuals & Families

New York Health Benefit Exchange

Why is the New York Health Benefit Exchange right for you?

You work hard to make ends meet. Soon, the Exchange will make it easier and more affordable to get health insurance coverage.

The New York Health Benefit Exchange is where individuals and families will shop for, compare and buy health insurance coverage. It's the only place to get tax credits that reduce the cost of coverage.

To shop in the Exchange:

- You must live in New York
- You must be a U.S. citizen, national or lawfully present non-citizen

Health insurance offered on the Exchange will include a comprehensive set of benefits.

You're not on your own.

Experts will be available to guide you through the enrollment process, help you find the right health insurance based on your unique needs and help you figure out if you can get tax credits that reduce the cost of coverage.

Support will be available online, in-person in your community, by phone and by mail – you pick what works best for you.

Sign up starting on October 1, 2013 for health insurance that begins on January 1, 2014.



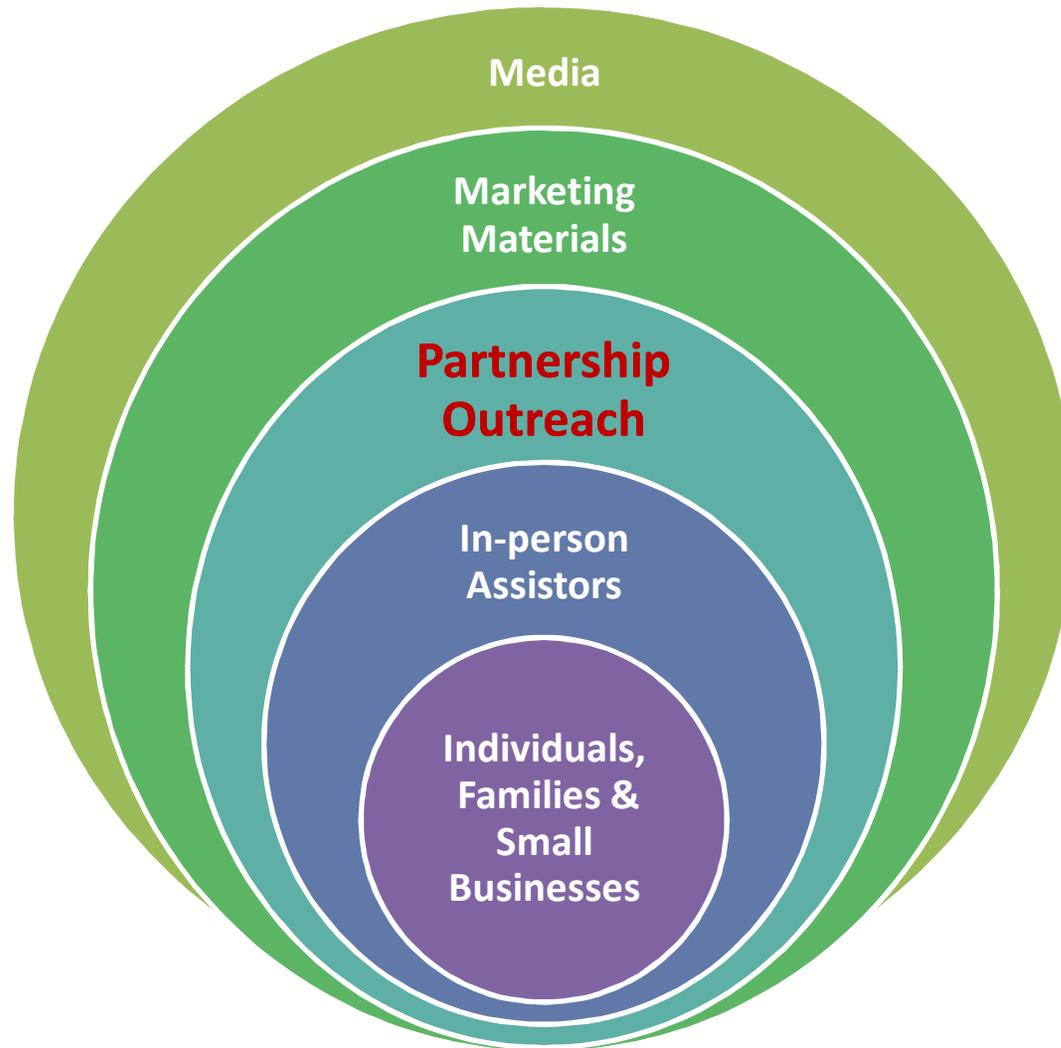
To learn more, visit HealthBenefitExchange.ny.gov or email exchange@health.state.ny.us.

HealthBenefitExchange.ny.gov

Plain English & Language Accessibility

- Materials will use language that is easily understood by all, including those with limited literacy, Limited English Proficiency, and people with disabilities
- The Exchange will provide materials in the languages most commonly spoken by New York's diverse population:
Chinese, Spanish, French, Haitian Creole, Italian, Korean and Russian

Outreach Channels



Partnership Outreach

Goals:

- **Build public awareness** of the Exchange
- **Build support, educate and earn buy-in** from organizations who work with targeted populations
- **Educate individuals and small businesses** about health insurance and the benefits of enrolling in the Exchange
- **Actively focus outreach efforts** on the most vulnerable and difficult to reach populations and address their needs and concerns
- **Drive potential enrollees to an enrollment mechanism** including online, by phone, in-person and by mail

Partnership Outreach

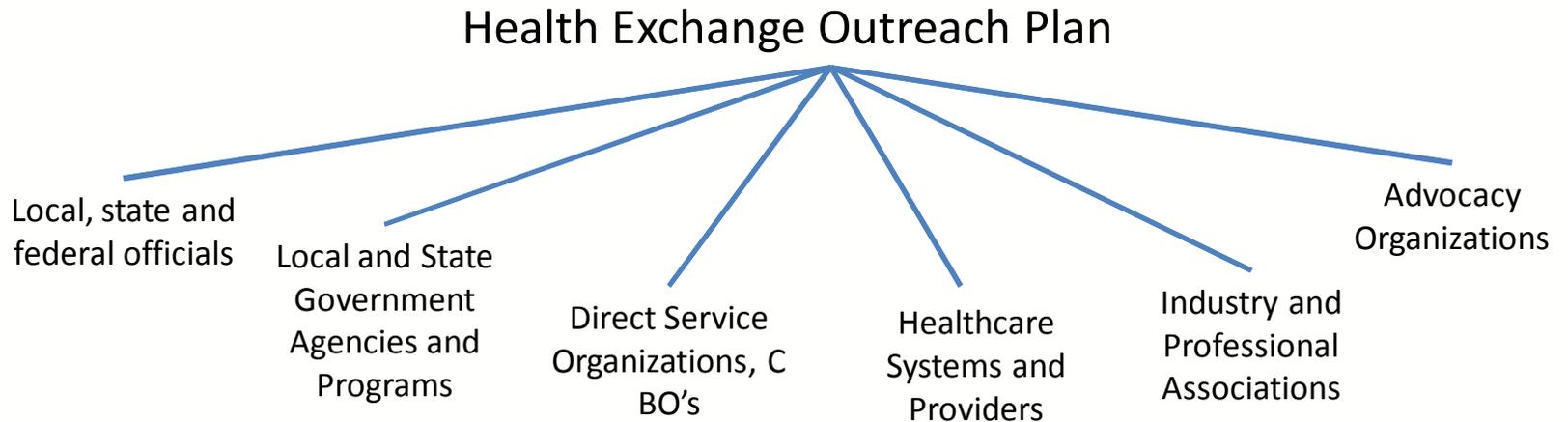
Plan Phases

2013						2014					
Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar



Partnership Outreach

Working with partners to help us reach potential Exchange enrollees



NOTE: Partners will include organizations on the Regional Advisory Committee as well as organizations that are not currently members

Outreach Partners

What Will Outreach Partners Do?

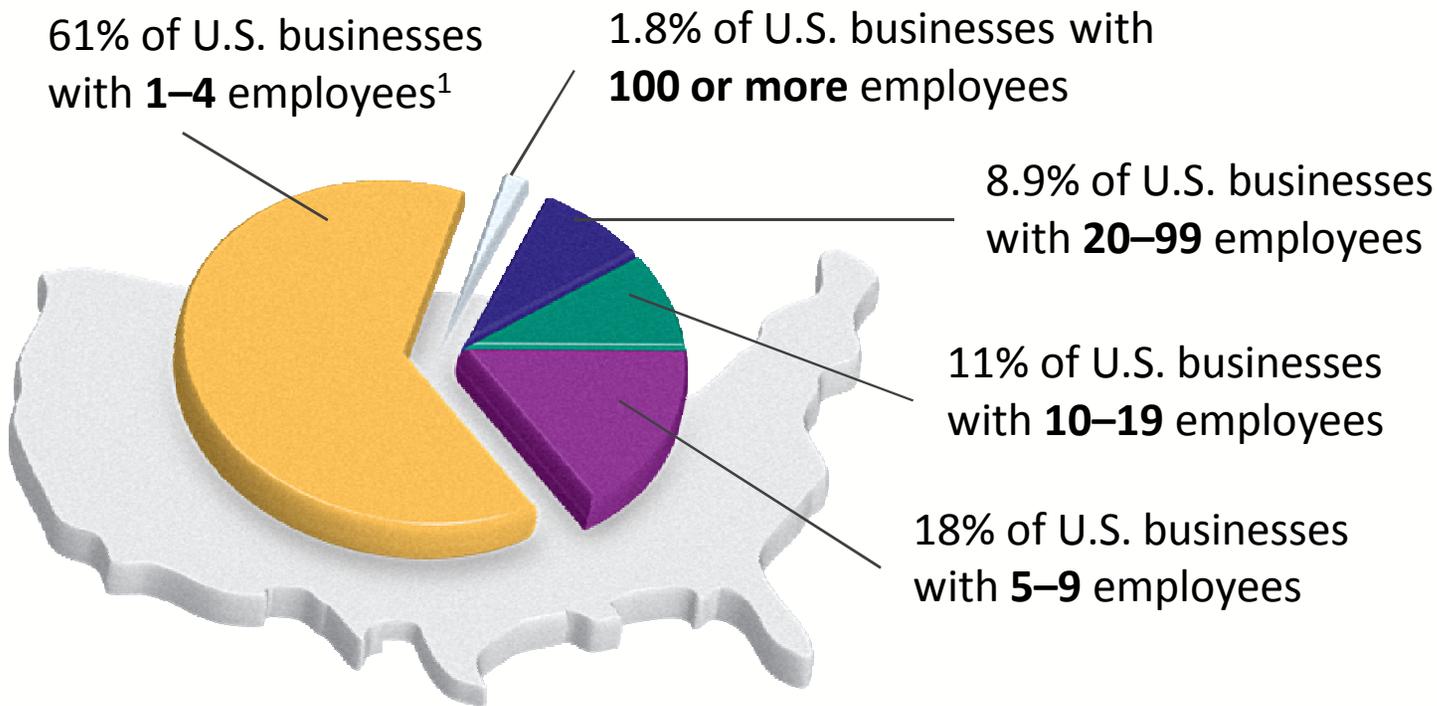
- **Sponsor** in-person or virtual events in the community
- **Distribute** printed materials at events or at brick-and-mortar locations
- **Include** information in established communication channels (e.g. organization newsletter)
- **Support** online content (e.g. linking to the Exchange, sharing information online via Facebook, etc.)
- **Assist** clients by providing referrals to the enrollment website, call center, or a certified Navigator or broker.
- **Identify** additional outreach partners and share information with colleagues
- **Other?**

Why be an Outreach Partner?

- **Work together** to achieve the common goal of enrolling over 1 million additional New Yorkers in affordable comprehensive health insurance coverage
- **Serve as resource** to your community/customers
- **Share information and knowledge** about the benefits of enrolling coverage through the Exchange
- **Get support** - the Exchange will provide materials and information to support your efforts

***Reaching Small Businesses through the
New York Health Benefit (SHOP) Exchange***

Small Businesses: An Important Market Segment



Producers sold 88% of small group business in New York.²

1. Source: U.S. Census Bureau, Statistics of U.S. Businesses

2. Source: Wakely Consulting Group, "The Role of Producers and Other Third Party Assistors in New York's Individual and SHOP Exchanges," June, 2012, p. 11.

Slide Source: Manatt Health Solutions

SHOP Exchange: Value for Small Employers

Choice

- Employers and employees regard expanded choice as a key advantage to using the Exchange.

Administrative Simplicity

- The Exchange provides monthly billing to employers along with other administrative simplifications.

Tax Credits

- The Exchange will be the exclusive place to access small business tax credits in 2014.

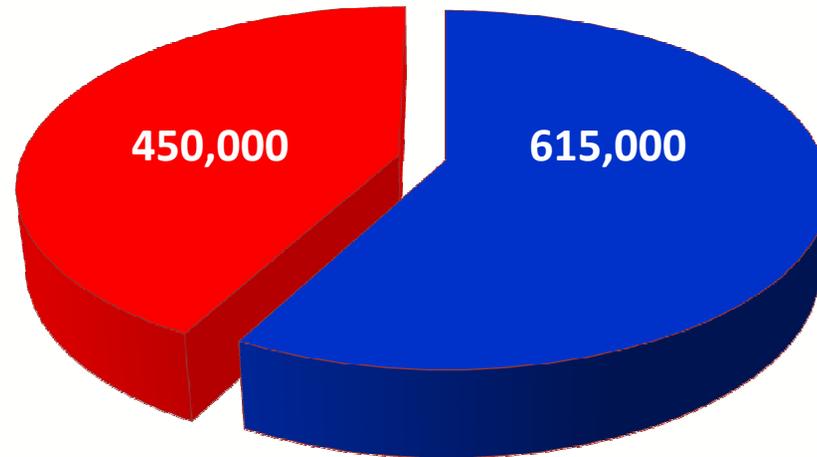
Contribution Options

- 76% of respondents believe this feature helps predict costs.

Goals for SHOP Enrollment

Enroll 100,000 small businesses covering 450,000 employees

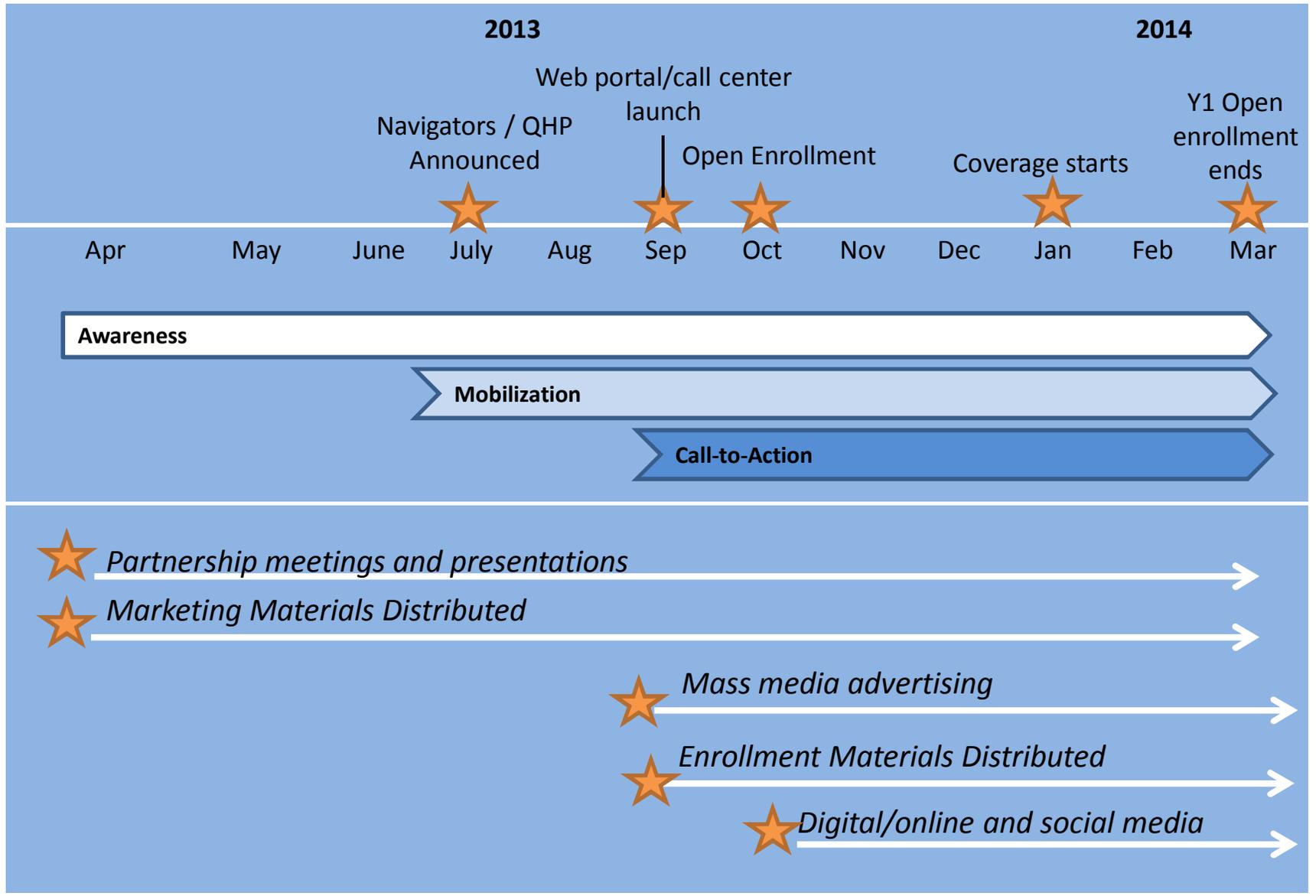
- Individual Exchange (58%)
- SHOP Exchange (42%)



Reaching Small Businesses

- Participate in small business expos across the state
- Host a series of webinars for agents/brokers and small business associations
- Meet regularly with chambers, state associations, professional organizations, industry trade groups, brokers and their clients
- Develop materials to promote SHOP

Outreach Timeline



Discussion

- What else should the Exchange do to raise public awareness?
- What additional partners are critical to success?
- How can the Regional Advisory Committee help the Exchange reach the enrollment goals

New York State State Agencies Search all of NY.gov

 **New York Health Benefit Exchange**
THE OFFICIAL HEALTH BENEFIT EXCHANGE FOR NEW YORK STATE

HOME WHAT IS AN EXCHANGE? INFO FOR YOU NEWS & EVENTS RESOURCES

Be Informed. Be Involved.

There are a wide array of resources and opportunities available to learn more about - and become involved in - New York's Exchange.

[READ MORE >](#) SLIDE 3 OF 3



✓ May 7, 2013

Fact Sheets: Individuals & Families, SHOP
Please print, copy, link to and share.

[Click here for details](#)

📅 Latest News & Events

MAY 2, 2013 New York Health Benefit Exchange Regional Advisory Committee Meetings: May 2013

MAY 1, 2013 New York Comments on Standards for Navigators and Non-Navigator Assistance Personnel Proposed Rule

APR 29, 2013 Now available: Individuals and Families Fact Sheet

[View The Full List >](#)