

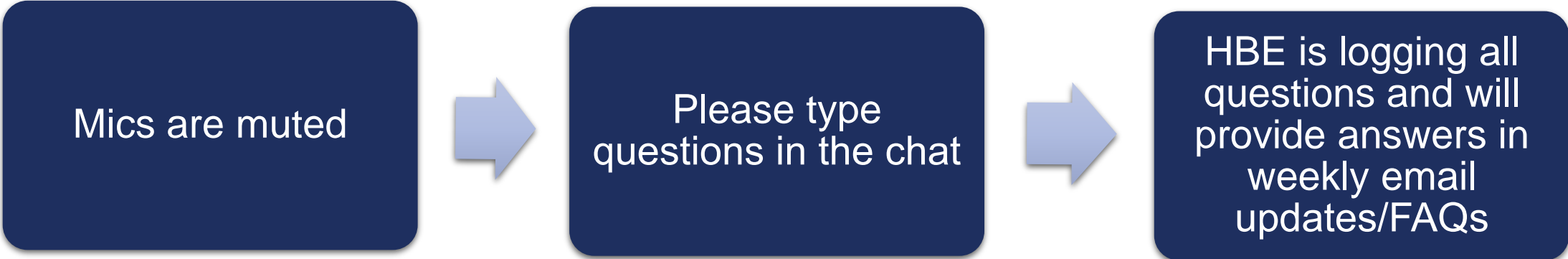


**Carrier Town Hall**  
**Virginia's Insurance Marketplace**

February 8, 2024



# Town Hall Reminders



# Agenda

Special Enrollment Periods

Marketing Analytics

Open Enrollment Data

Updates From GI



# What is a Special Enrollment Period (SEP)?

- ❖ Generally, consumers must enroll in health coverage during the annual open enrollment period
  - ❖ November 1<sup>st</sup>-December 15<sup>th</sup> for coverage effective January 1<sup>st</sup>
  - ❖ December 16<sup>th</sup>-January 15<sup>th</sup> for coverage effective February 1<sup>st</sup>
- ❖ An SEP may be opened when someone experiences a Qualifying Life Event (QLE)
- ❖ Consumers generally have 60 days to enroll in coverage once they experience a QLE
  - ❖ Exception: Medicaid Unwinding (more on this later)

# Qualifying Life Events (QLEs)

- **Loss of Health Coverage**
  - Loss of Medicaid
  - Loss of coverage through employer
  - Loss of other minimum essential coverage
- **Changes in Household**
  - Marriage
  - Divorce
  - Birth
  - Adoption
  - Legal separation
  - Gain of court-appointed dependent
  - Death in the family
- **Changes in Residence**
  - Moved into the state
  - Change of address
- **Other Qualifying Life Events**
  - Cancellation of hardship exemption
  - Change in income
  - Covered child ages out (at age 26)
  - Change in American Indian/Native American status
  - Gain of American Indian/Alaska Native status
  - Change in incarceration status
  - Change in legal status
  - Change in U.S. citizenship status

# Medicaid Unwinding SEP

- ❖ Virginians who lose Medicaid coverage between March 31, 2023, and July 31, 2024, are eligible for a Special Enrollment Period to apply for health insurance.
- ❖ Virginians who lose Medicaid and want to apply for health insurance during this Special Enrollment Period may apply for coverage at any point between these two dates.
  - After visiting Virginia's Insurance Marketplace and submitting an application, they will have 90 days to complete plan enrollment.



# Marketing Analytics

- Open Enrollment Paid Media Campaign:
  - November: 67.8 million impressions and over 223,000 clicks to our website
  - December: 73.3 million impressions, over 227,000 clicks to our website, and 11.5 million video views
- Website Analytics:
  - 821,000 total users during OEP
  - Average time spent on website: 14 minutes
- Top 3 ways users found our website:
  - Paid advertising
  - Directly typing in Marketplace.gov
  - Referrals from links displayed on partner websites



# Final Open Enrollment Certification

- Total number of agents certified as of 1/16/24:  
3,537
- Total number of assisters certified as of 1/16/24:  
105





# Open Enrollment By the Numbers:

## Total Enrollments during Open Enrollment:

- Total individuals enrolled in health plans as of 1/16/24: 400,058
- Total individuals migrated from Healthcare.gov: 343,029
- Total individuals new to Marketplace: 57,029

## Outcomes for Consumers Migrated from Healthcare.gov:

- Of the 343,029 individuals migrated from Healthcare.gov:
  - 73,105 made a plan change after they were migrated to Virginia's Insurance Marketplace
  - 269,924 individuals were migrated from Healthcare.gov to Virginia's Insurance Marketplace, auto-re-enrolled, and made no plan change

# Ticketing System Reminder

Issuers should expect to receive tickets from the Virginia Contact Center on a regular basis.

- Please ensure that your teams are checking your issuer workgroup claim queue on a daily basis to review consumer-initiated escalations.
- Issuers claim tickets by navigating to the “Ticketing” tab selecting “Claim New Ticket.”
- After the issues are resolved, please re-assign the ticket to the “Insurer-return” workgroup for review and closure.
- GetInsured will be providing reports to issuers on a weekly basis with a status of all tickets in each issuer’s workgroup.

# Operational Meeting Cadence and POCs Post Go-Live

- **Issuer Operational 1:1 Meetings:** SCC will be establishing new series for these meeting that will begin the week of 2/19. The cadence will be bi-weekly.
- **Ticketing Weekly Touchbase:** GetInsured will be reaching out to health issuers to schedule weekly 15-minute 1:1 meetings that will be focused on tickets and open cases beginning the week of 2/19.
- **Carrier Townhalls:** Carrier townhalls will continue to be held on a monthly basis.
- **Issuer Points of Contact:** Issuers should continue to reach out to [VAcarriers@getinsured.com](mailto:VAcarriers@getinsured.com) and [ExchangeCarriers@scc.virginia.gov](mailto:ExchangeCarriers@scc.virginia.gov) with questions and submit tickets via the Ticketing System following the processes shared. The primary POC for issuers for QHP/QDP certification questions is Toni Janoski. The primary POC for any escalations via the ticketing system is [VAcarriers@getinsured.com](mailto:VAcarriers@getinsured.com).

# Provider Directory Transition

Virginia will be transitioning to an in-house provider directory solution in June 2024. The subsequent slides provide the timeline and technical details of this change. Summary of key changes with the transition are below:

- Issuers will submit their provider directory file in a providers.json file following the standard CMS json file format.
- The json file will be submitted on a weekly basis to the Virginia SFTP site instead of the current Ideon SFTP beginning in June.
- Dental issuers will now submit the providers.json file in addition to health issuers.



# Provider Directory JSON File – Format and Naming Convention

The providers.json file will be submitted in a standard json file following the CMS format. The json files should follow the naming convention below:

**<State>\_<Carrier ID>\_<Service Year>\_<File Date>\_<File Time>\_<Distinguishing String>.JSON**

- <State>: Standard two-character State abbreviation
- <Carrier ID>: Five-digit issuer ID
- <Service Year>: Calendar Year (format: YYYY)
- <File Date>: Date file or file set was generated (format YYYYMMDD)
- <File Time>: Time (military) file or file set was generated (format HHMMSS)
- <Distinguishing String>: Optional string for carriers that submit all providers in a single file. Carriers that submit multiple files in a set must use it to distinguish/label multiple files within a set (e.g., INDIVIDUAL, FACILITY) , etc.) or simply a sequence number to distinguish multiple files in a set.). No intelligence is derived from the string. Carriers have complete discretion on how they want to generate this.

**Example:** VA\_12345\_2024\_20220331\_032740\_1.JSON

# Provider Directory – Production Submission Location

The provider directory json file will be transmitted to a folder in the existing SFTP where issuers send/receive their EDI files. The folder structure for the provider directory folder will be as follows:

- **/Provider\_Directory/In** -- Location where issuers submit provider directory file
- **/Provider\_Directory/Out** -- Placeholder folder for any reports as needed

For reference: In your existing SFTP, there will now be 3 folders upon log-in: in, out, and Provider\_Directory. This folder does not yet exist in your production SFTP location and will be added as a third folder below:



# Provider Directory – Timeline Summary

The provider directory transition will consist of the following 4 main phases. The dates and tasks are detailed on the subsequent slides.

Phase	Description	Timeframe
Initial JSON File Validation (Health Issuers Only): <b>One-Time Submission</b>	Health issuers will submit their existing provider json file to SCC and GetInsured via the BOX site. This is a one-time submission for pre-validation of the json file. For issuers who already are submitting in the json format, GetInsured will run an initial validation and reach out with any errors/feedback.	February – March 2024
Issuer UAT Environment Prep	Issuers will provide the information and IP addresses of individuals who will be performing the UAT in May.	April 2024
Issuer UAT of Provider Directory Data in Test Environment	Issuers will review the provider directory information via the anonymous shopping tool in a test environment to validate that their providers and facilities are appearing as expected.	May 2024
Transition to Production	After validation by issuers and approval by SCC, the new solution will be turned on in production, and issuers will submit their production files to the SFTP on a weekly basis.	June 2024

# Provider Directory – Summary of Key Dates

During the initial setup phase, health issuers will provide a one-time submission of their providers.json file to SCC/GetInsured for initial review and validation. Dental issuers and some health issuers will require modifications to the existing file. GetInsured will only perform the existing validation for issuers who are already submitting in the json format.

The key milestone dates are below:

- **Friday 2/23/24:** Health issuers provide one-time submission of existing provider json file to GetInsured/SCC for initial validation prior to the formal UAT period.
- **Tuesday 5/7/24:** All issuers submit their provider json file to the production SFTP. Note that the in-house provider directory solution will not be turned on until June, so the files will not be imported into production until issuers' review period has ended.
- **Wednesday 5/29/24 – Friday 6/14/24:** Issuer UAT of provider directory data in the test environment.



# Provider Directory Transition – Detailed Timeline

Task Name	Responsible Party	Start	Finish
<b>Provider Directory Implementation</b>			
Provider Directory Transition Kick-Off with Carriers	GetInsured/SCC	Thurs 2/8/24	Thurs 2/8/24
Issuers prepare json file in specified format	Issuers	Mon 2/12/24	Tue 5/7/24
<b>Initial File Validation - Health Issuers Only</b>			
Provide one-time submission of Provider Directory Files to BOX Site	Issuers	Thurs 2/8/24	Fri 2/23/2024
Validation by GetInsured Team	GetInsured	Mon 2/26/24	Fri 3/8/24
GetInsured provide initial feedback on json file	GetInsured	Wed 2/28/24	Tue 3/19/24
<b>Issuer Test Prep</b>			
Provide issuers with form to add provider directory testers	GetInsured	Mon 4/1/24	Mon 4/1/2024
Issuers return forms with names and IP addresses of testers	Issuers	Mon 4/1/24	Fri 4/12/24
GetInsured whitelists IP addresses of individuals who will be testing	GetInsured	Mon 4/15/24	Fri 4/28/24
<b>Issuer UAT of Provider Directory</b>			
Issuers submit provider.json file to SFTP folder	Issuers	Wed 5/1/24	Tue 5/7/24
GetInsured validates provider.json file and provides feedback if errors	GetInsured	Wed 5/8/24	Tue 5/14/24
Carriers send corrected files if needed after validation	Issuers	Wed 5/15/24	Tue 5/21/24
UAT system loaded with provider.json files	GetInsured	Wed 5/22/24	Tue 5/28/24
UAT access provided to issuers who will be validating	GetInsured	Tue 5/28/24	Tue 5/28/24
Carriers Review and Validate in UAT Environment	Issuers	Wed 5/29/24	Fri 6/14/24
Production Implementation	SCC	June TBD	June TBD

# Provider Directory Transition – Key Next Steps

- ❑ SCC and GetInsured will provide this deck and CMS json file specifications following this meeting.
- ❑ Health issuers provide one-time submission of existing providers.json file to GetInsured/SCC via the BOX site by Friday 2/23/24 for initial validation. Issuers should continue to send their normal weekly submissions to Ideon until the go-live date for the new solution is confirmed.
- ❑ All issuers will submit their providers.json file to the SFTP on Tuesday 5/7/24 for validation in the test environment.

# Contacts

**For questions, email us at:**

[ExchangeCarriers@scc.virginia.gov](mailto:ExchangeCarriers@scc.virginia.gov)

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