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To: METLEN Joel C * DCBS
Subject: Agent Newsletter

Oregon Health Insurance Marketplace

Agent Newsletter

2016 Enrollment Numbers

As of Jan. 31, 2016, 147,109 Oregonians enrolled through HealthCare.gov, an increase of more than 35,000 or 31 percent over last year, which had 112,000 enrollees. Oregon is first among the 38 HealthCare.gov states for highest percentage of enrollment compared to last year and first among HealthCare.gov states for enrolling subsidy-eligible consumers.

Agent Storefront Program

The Marketplace's program exceeded expectations in its inaugural year and substantially increased the book of business for participating agents. **Our 24 partner agents served more than 16,000 customers**, including 11,724 existing customers and 4,655 new customers. Also, these agents garnered 120 earned media efforts (in-depth newspaper articles, radio interviews, etc.) across the state, which helped build positive visibility for agents and the Marketplace.

Watch for an announcement in coming months about applying for the 2017 program.

The Cost of Using HealthCare.gov

In November 2015, HHS proposed charging state-based exchanges on the federal platform (SBE-FPs) like Oregon a user fee of 3 percent of premiums for use of HealthCare.gov. In the final rule, HHS states that it has sought a waiver from the Office of Management and Budget (OMB) to reduce the user fee from 3 percent to 1.5 percent of premiums for the 2017 benefit year.

In future years, HHS expects to propose charging the full user fee. Three percent of premium starting in 2018 is a significant amount of money — about \$13 million per year for Oregon. The state has a responsibility to explore all of the options available to make sure paying for HealthCare.gov is the best use of public dollars. A few months ago, the Department of Consumer and Business Services (DCBS) released a request for proposals to collect information from private vendors so that we can compare the costs and benefits of the federal platform to other existing, successful systems. In the coming months, DCBS will complete an analysis of the options so Oregon policymakers have the information they need to determine the best option. "It's important for the citizens of Oregon to have the information

Oregon's Assessment Fee

The federal user fee is in addition to the per member per month fee Oregon currently collects to pay for everything associated with the Marketplace, including its state-based call center, outreach and education programs, plan management functions, administration, and operations.

The per member per month fee for 2016 is \$9.66 for medical plans and 97 cents for dental plans. For the 2017 plan year, DCBS proposes a reduced per member per month fee of \$6 for medical plans and 57 cents for dental plans. The department is proposing this reduction in the assessments for 2017 because the Marketplace has achieved operational savings under the department's SBE-FP model.

Materials for Consumers, Agents, and Community Partners

While open enrollment has ended, there are still a number of important materials available on OregonHealthCare.gov that can be useful for consumers, agents, and community partners.

Free Preventive Services Flyers (NEW!)

- For children: <http://www.oregon.gov/oha/2015Coverage/Documents/5094.pdf>
- For adults: <http://www.oregon.gov/oha/2015Coverage/Documents/5093.pdf>
- For women: <http://www.oregon.gov/oha/2015Coverage/Documents/5096.pdf>
- For pregnant women:
<http://www.oregon.gov/oha/2015Coverage/Documents/5095.pdf>

Still Need Health Insurance? Brochure (NEW!)

<http://www.oregon.gov/oha/2015Coverage/Documents/5089.pdf>

Taxes and Health Insurance Brochure

<http://www.oregon.gov/oha/2015Coverage/Documents/5087.pdf>

Using Your Health Insurance Brochure

<http://www.oregon.gov/oha/2015Coverage/Documents/5079.pdf>

Health Insurance Guide for Small Businesses

<http://www.oregon.gov/oha/2015Coverage/Documents/5069.pdf>

We are currently translating the brochures into Spanish and will make them available once complete. New materials will continue to be posted on the following pages:

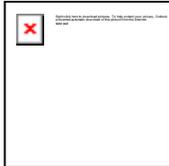
<http://www.oregonhealthcare.gov/community-resources.html>

<http://www.oregonhealthcare.gov/agent-resources.html>

For information about these materials or to request additional materials or translations, please contact joel.c.metlen@oregon.gov.

In December 2015, DCBS began a project to integrate the Marketplace and the Senior Health Insurance Benefits Assistance (SHIBA) program. The goal of the project is to find ways to make best use of staff resources, outreach and education efforts, and provide better service to Oregonians seeking health insurance, whether through the Marketplace or Medicare.

SHIBA staff members moved to the Marketplace's area on the second floor of 350 Winter St. NE in Salem the week of March 1, 2016. DCBS expects to complete integration of the programs by June 30, 2016. SHIBA's toll-free helpline number 800-722-4134 will remain the same.



Oregon Health Insurance Marketplace

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