

# 2019 Open Enrollment: Weeks 1 - 4





- Through 11/17/2018 there have been 41,882 active plan selections
- 10,000 fewer *active* plan selections this year compared to last year
- 8% *higher* number of pending auto re-enrollments over last year
- Total active plan selections in addition to pending auto re-enrollments is estimated to be 2.8% behind last year's pace

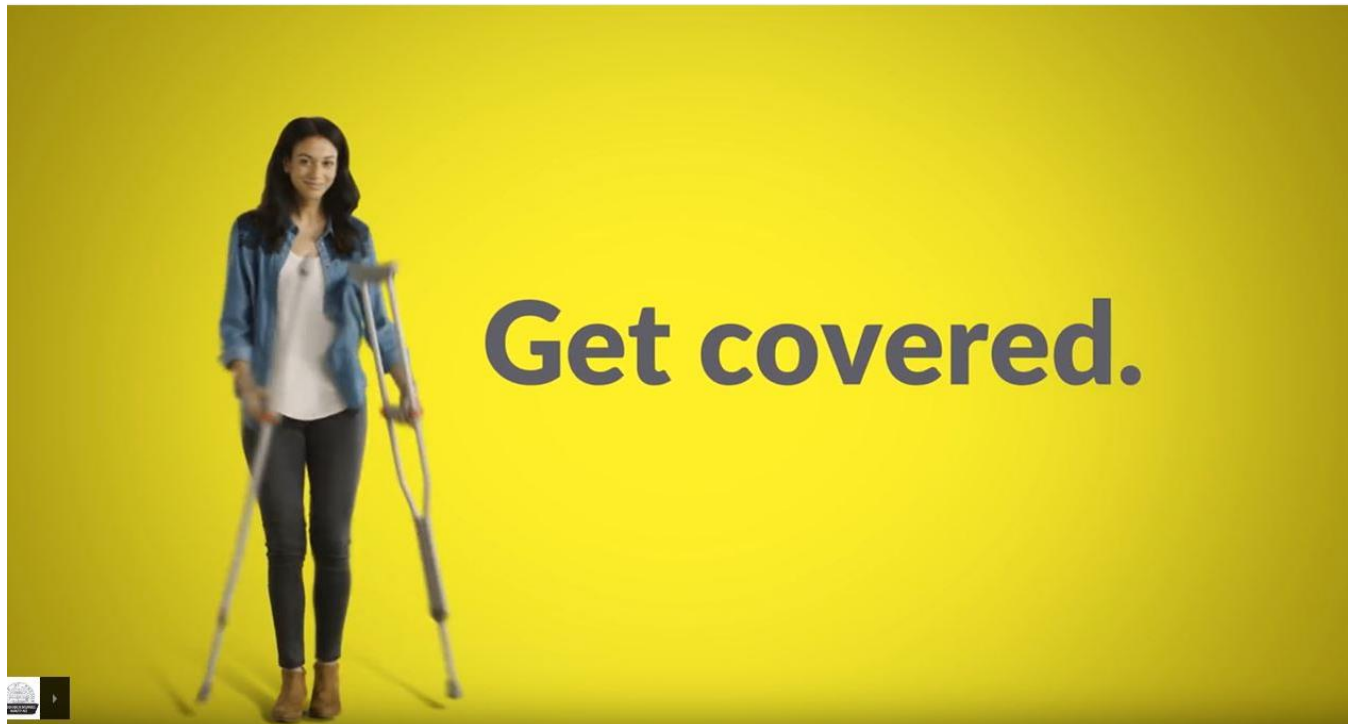
# 2019 Open Enrollment: Marketing Highlights





# Creative Approach

- Retained and updated “straightforward” ads from last year





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- Added “personal approach” ads





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# Dissemination of New Ads

- Online, including Hulu, Spotify, and YouTube
- Broadcast TV, including Bend, Eugene, Medford, Portland
- Cable TV in Bend, Eugene, Medford, Portland, and Pendleton/Hermiston
- Medford and Pendleton/Hermiston are new this year



# 2019 Open Enrollment: Outreach and Education





# Call Center

- Provides Oregonians with information and local resources using OregonHealthCare.gov
- Helps consumers walk through HealthCare.gov if needed
- Outreach team provides detailed support to consumers for escalated and urgent issues
- Maintained 90% and above customer service level



# Events

- Total number of events attended: 55
- Many of the events support underserved populations such as African Americans, Latinx, Russians, coastal communities, faith-based groups, rural communities, and AI/AN

# 2019 Open Enrollment: Community Partner Program





# 2018-2019 CP Grantees

OHIM has contracts with seven organizations to provide outreach and enrollment assistance to consumers in Oregon from September 2018 to July 2019.

- Asian Health and Services Center (Portland) - returning grantee
- Cascade AIDS Project (Portland) - returning grantee
- Centro Latino Americano (Eugene) – new this year
- Interface Network (Salem) – new this year
- Northeast Oregon Network (LaGrande) - returning grantee
- Project Access NOW (Portland) - returning grantee
- Rinehart Clinic (Wheeler) - returning grantee

For this grant year, all awards total \$500,000. Grants are awarded after an open and competitive process.



# PY 2019 Marketplace Training

- OHIM developed its own training for Marketplace assisters in Plan Year 2019 due to abundant feedback from trainees about the barriers that were present in the previous online training provided by CMS.
- Development of this training began in February 2018, included a pilot in August 2018 with feedback from key community partner and state agency staff and a final rollout in late September of this year.



# PY 2019 Marketplace Training

The training includes two tiers:

- Tier One: an hour and a half training providing information on the ACA, health insurance concepts, and the financial assistance programs available on the Marketplace. This tier is intended for any person who provides health coverage assistance (OHP or QHP).
- Tier Two: A roughly four and a half hour presentation which trains on the specific duties of a Marketplace Assister, including: applications, comparing plans, service equity, post-enrollment follow-up, preventing fraud, appeals, and security/privacy, among other topics. Tier Two trainings also provide the information included in Tier One. Tier Two is required to assist consumers on HealthCare.gov
- Tier Two also requires attendees to complete a 35 question post-training quiz for certification.



# PY 2019 Marketplace Training

Since August 2018:

- 950 community partner assisters have received at least Tier One training throughout the state.
  - 430 have attended Tier One only
  - 519 have attended both Tier One and Two
- 53 trainings were provided by the Marketplace team in-person at locations throughout the state as well as via webinar as of this week.
- As of this writing, 432 people have passed their certification exam and are available to assist Oregon consumers with Marketplace applications.
- Additional trainings will be provided throughout the year.



# 2019 Open Enrollment: Agent Program





# 2018-19 Partner Agents

- 33 partner agent grantees
- \$321,500 in total grant awards
- New and/or returning partners in Eastern and Southern Oregon



# Feedback from Agents

- Enrollments through HealthCare.gov have been smooth, with very few glitches and little downtime this open enrollment
- Direct enrollments through Web Brokers have improved with the exception of ACA Express, which continues to have system issues
- The addition of Pacific Source has increased enrollment activity in Lane County, with many opting to switch plans
- Significantly fewer enrollments of new clients this year
- Overall, partner agents have reported steady, but somewhat decreased enrollment activity as compared to open enrollment last year.

# 2019 Open Enrollment: COFA Premium Assistance Program



**Compact of Free  
Association (COFA)**  
*Premium Assistance Program*



**OREGON HEALTH INSURANCE  
MARKETPLACE**



- 2017 premiums and out-of-pocket reimbursements paid by the program totaled \$186,382.00
- 2017 claims paid by carriers totaled \$1,768,750.00
- 2018 claims paid by carriers, January through June, total \$1,551,102.00
- The program has sponsored 635 eligible COFA citizens in 2018. This is an increase of 41% over year one of the program.



The program is sponsoring Standard Silver Plans for 2019.

- \$100 deductible
- \$900 maximum out-of-pocket

To date:

- 335 applications have been received for 2019.
- 163 applications have been approved for sponsorship.
- 91 applications have been approved pending enrollment into a program-approved qualified health plan.