

April 24 and 30, 2025

State-based Marketplace Project Partner Listening Sessions



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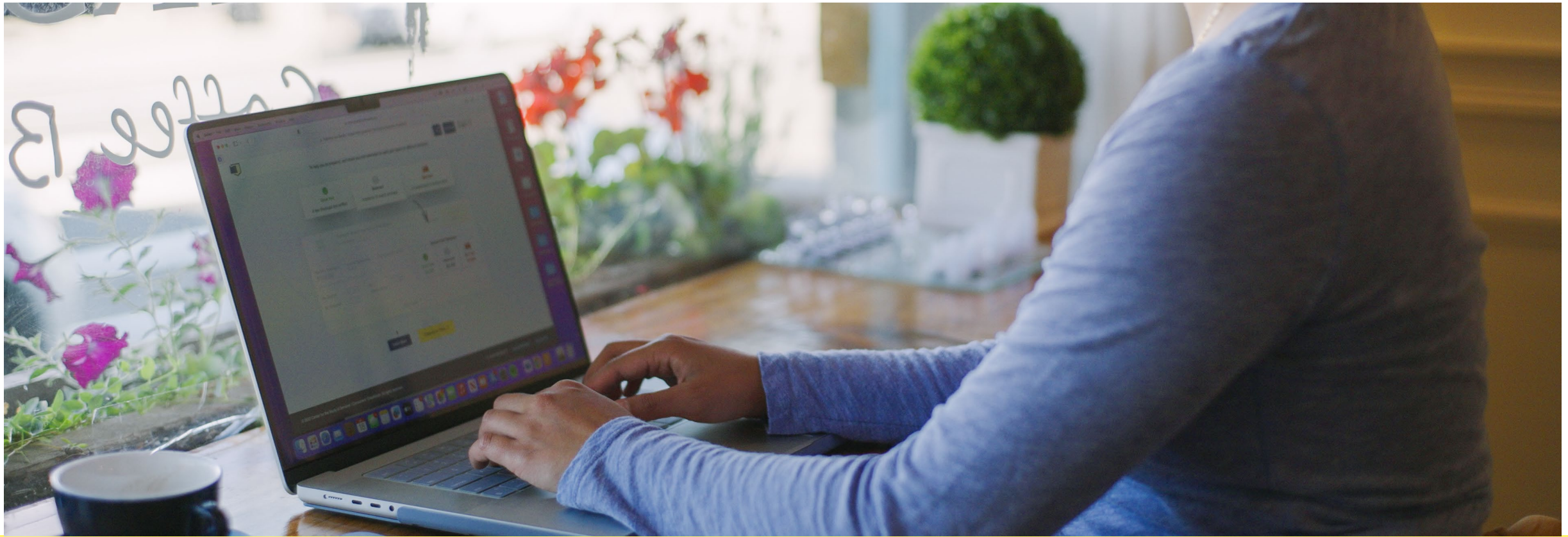
Listening Sessions: Purpose

To solicit feedback from key partners (insurance carriers, community partners who provide application assistance, and insurance agents/brokers) about their experience using HealthCare.gov and desired improvements within the new state-based marketplace (SBM) enrollment and eligibility platform and consumer assistance center.

Listening Sessions

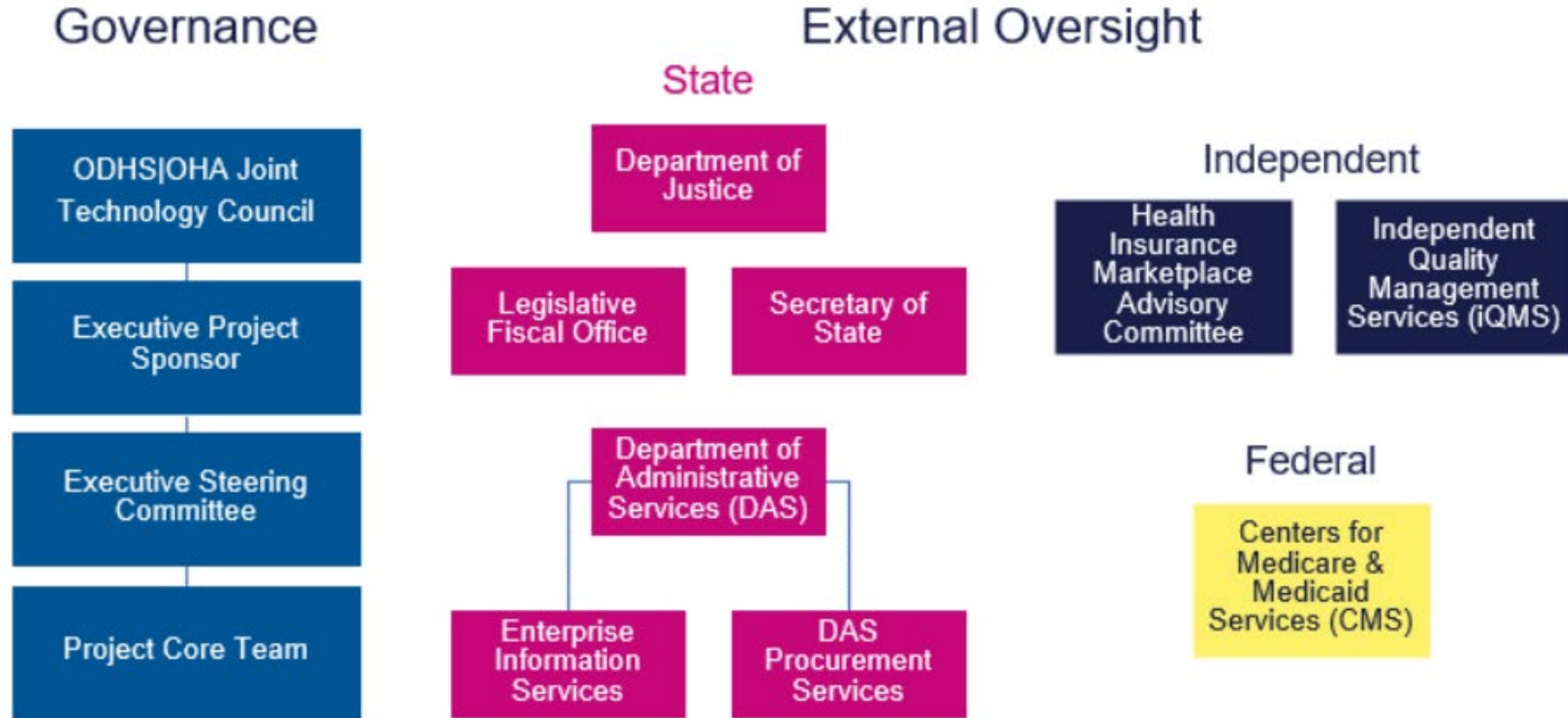
Please remember to...

1. Stay mentally and physically present
2. Contribute to meeting goals
3. Let everyone participate
4. Listen with an open mind
5. Stay on point and on time
6. Identify potential action items



Project Update

Project Oversight Structure



Phase 1: Planning

Status: On Track

Total Project Duration: 3 Years & 9 Months



Key: Done In Progress Not Started

Phase I: Funding

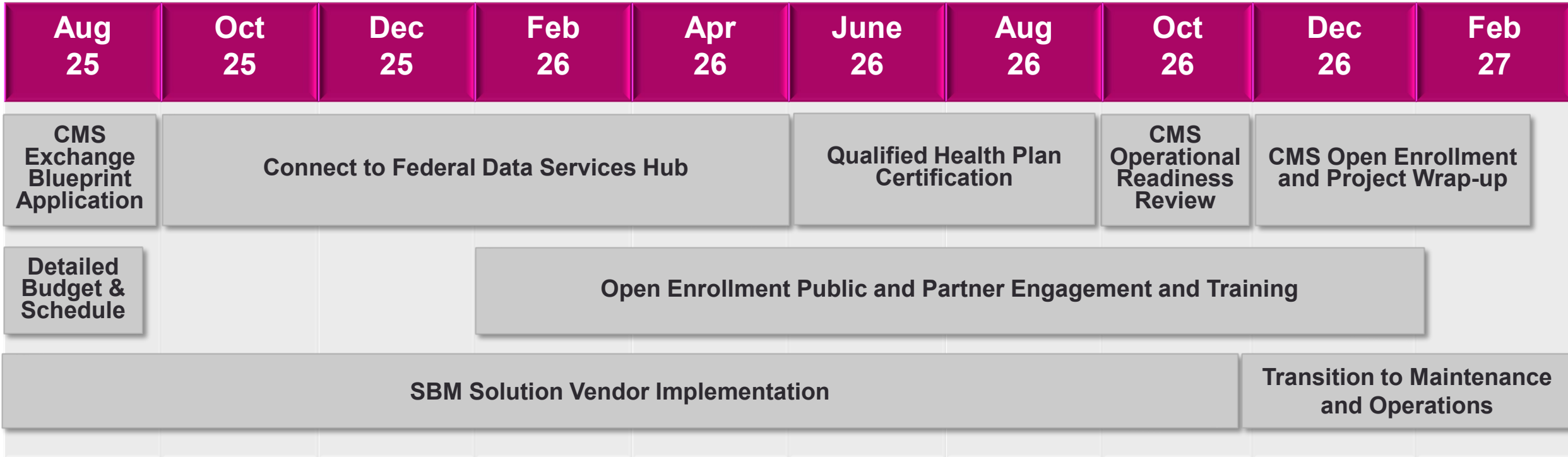
- Senate Bill 972 (2023) authorized OHA to transition to a state-based marketplace and funded the initial planning, partner engagement, and procurement.
- Funds were used for research and planning purposes through the request for proposals (RFP) stage, drafting of the required federal blueprint to transition from an SBM-FP to a full SBM, and vendor selection under Phase 1.
- Staff were tasked with specialized expertise in expertise in technology project management, technology/architecture, planning, and research, to name a few.
- An Independent Quality Management Services (IQMS) vendor was onboarded to perform Quality Assurance (QA) services for the project.

	Other Funds	Total Funds	Positions	FTE
SB 972 (2023)	\$2,059,864	\$2,059,864	4	3.25

Phase 1: Accomplishments to Date

- ✓ Submitted Business Case
- ✓ Received project approvals and Stage Gate 1 Endorsement
- ✓ Completed market research
- ✓ Launched partner engagement sessions with community partners, insurance agents, and insurance carriers
- ✓ Received Stage Gate 2 Endorsement
- ✓ Onboarded independent Quality Management Services partner
- ✓ Completed business requirements
- ✓ Submitted letter of intent for SBM to CMS
- ✓ Posted a Request for Proposals for SBM platform and consumer assistance center solution providers
- ✓ Released a Notice of Intent to Award

Phase 2: Implementation



11/1/26
Go Live & Move to Operations

3/27
Close Project

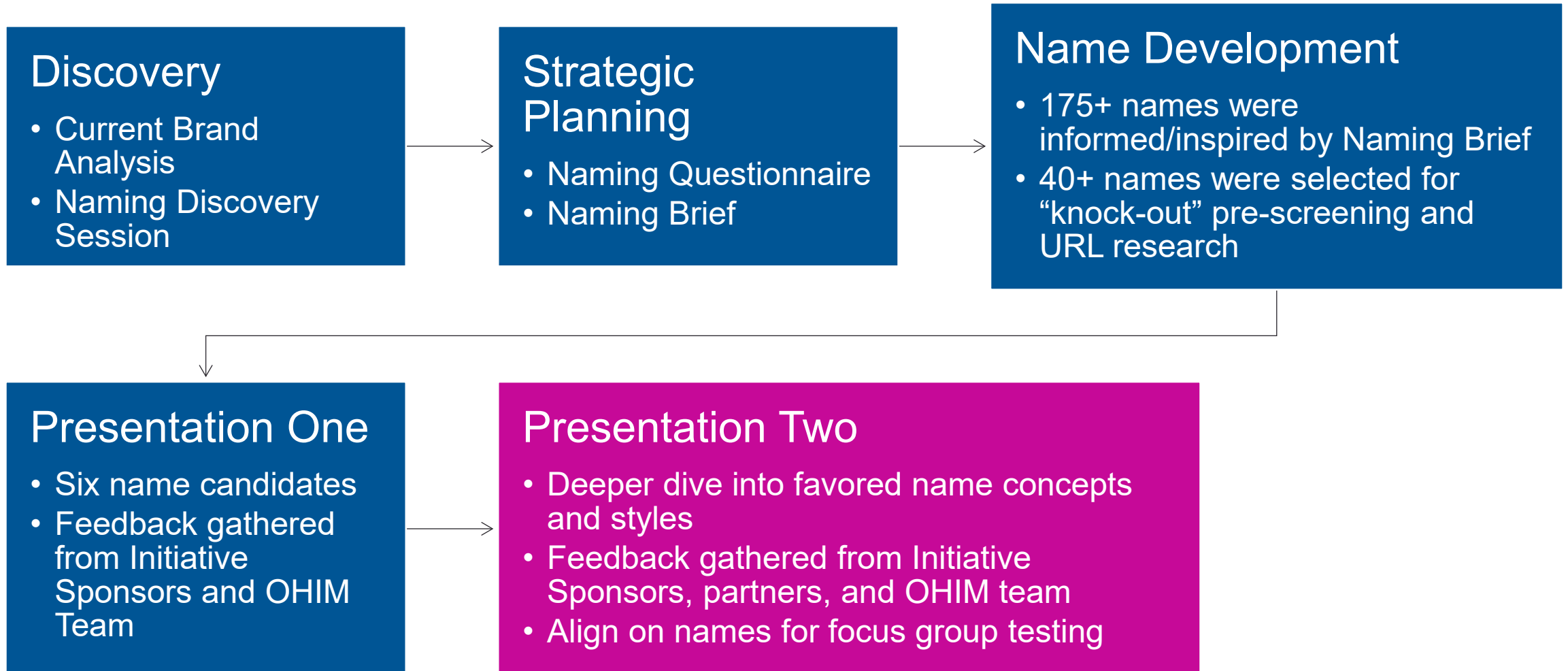
Key: Done In Progress Not Started



Let's Discuss

State-based Marketplace Brand Initiative

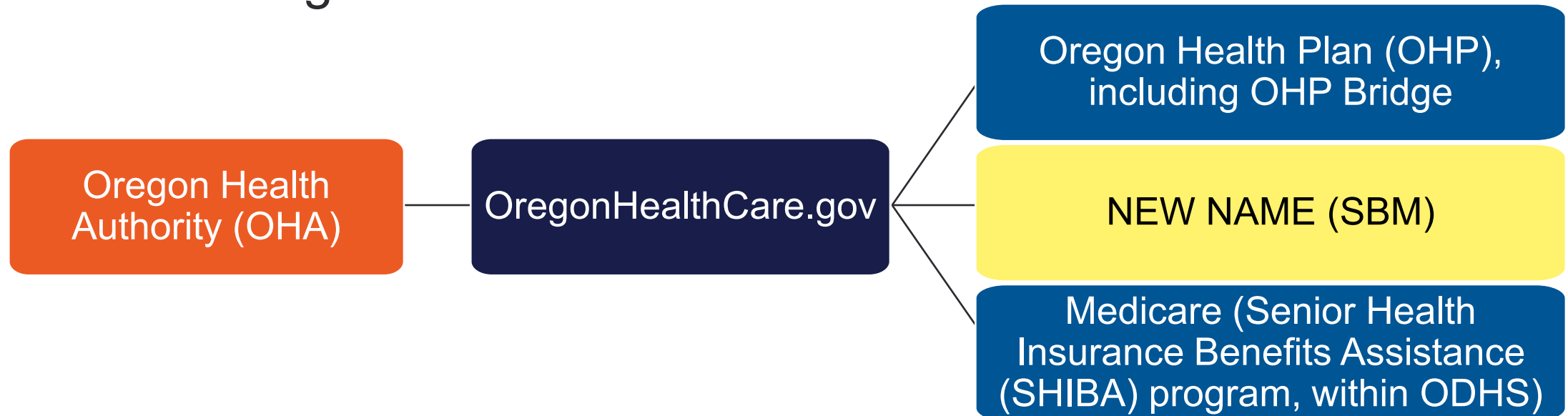
SBM Naming Journey



Naming Brief Highlights

Goal

Develop a range of smart, memorable, legally viable brand name options for Oregon's state-based marketplace solution and consumer assistance center. Name candidates must work well within the OHA ecosystem and separate this entity from OHP and SHIBA offerings.



Naming Brief Highlights

- Audiences

- Diverse communities of Oregonians seeking individual health coverage
- Community groups and advocates who serve these Oregonians

- Objective Criteria

- Reflect OHIM's mission
- Feel trustworthy and approachable — an “insider” friend who says it like it is
- Distinct, memorable and ownable — steer clear of healthcare and insurance providers/orgs
- Easy to say, spell and understand when heard — avoid misspellings
- Credible, flexible, and enduring
- Can be successfully transcreated for Spanish speakers or resonate well without translation
- Be a cultural fit for all Oregonians: E and W sides, Tribes, Spanish speakers, etc.

Let's Talk About the Options

- 1 To Your Health
- 2 Chorus
- 3 Explore Health

“_____ made it easy to get health insurance for my family. We even got financial assistance!”

“_____ empowers Oregonians to improve their lives with access to affordable high-quality health coverage.”

Partner Feedback

Positive Comments

- To Your Health, Explore Health – like both
- Explore Health is my vote of the 3
- Explore Health for me
- I find Explore Health the most appealing
- I believe Explore Health flows nicely.
- Explore Health has a nice call to action, health is centered as users active participation and could lend to nice iconography
- Explore Health sounds best personally, has there be thought to adding Oregon at the end
- I love To your Health. I feel like To Your Health feels like "we're rooting for your health"
- I like Explore Health. It cuts across different cultural boundaries we have in different regions in Oregon.
- I really like Explore Health and I think it is a good way to also push people to be proactive to actually seek out healthcare

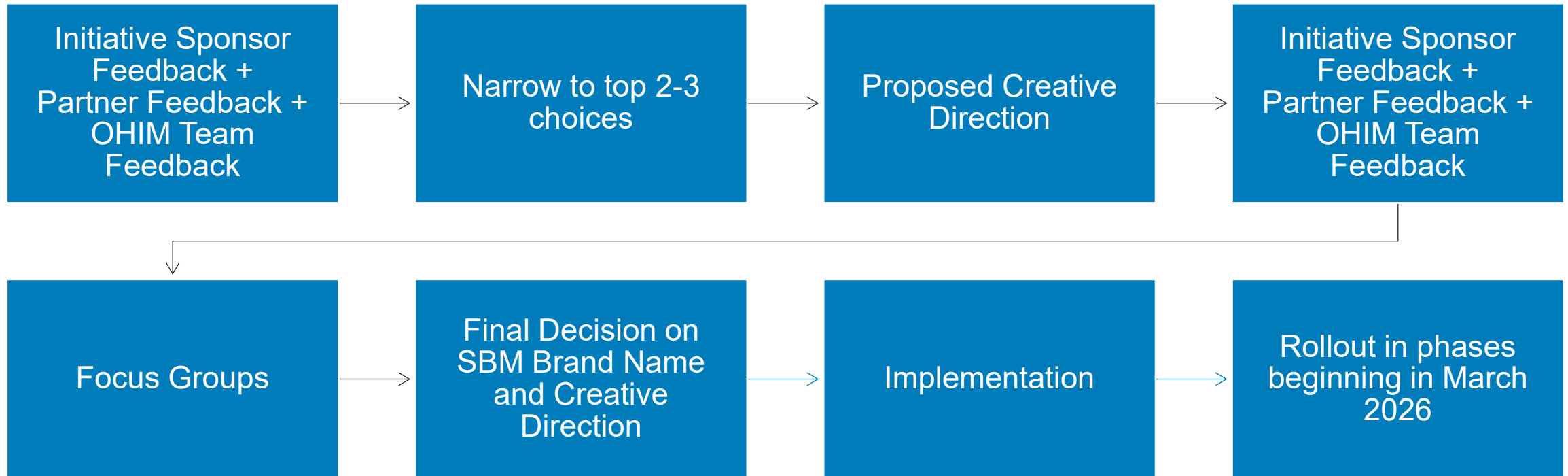
Negative Comments

- Do not like Chorus because it reminds of Cover Oregon
- "To Your Health" is giving me MLM or supplement blog vibes.
- Chorus Health is nice, but in order to understand must explain quite a bit which would be problematic
- I think Chorus (even typed ChORus) is a little too detached
- Explore health seems like, we want you to explore your health, but doesn't feel supportive.
- Chorus seems too detached for what the name is for, I think it would be confusing.

Additional Partner Feedback

- You keep calling it "the marketplace". That's the function. Have MarketPlace in the name. Oregon Marketplace. As a broker, I call the Fed's "Healthcare.gov" it also tells people how to find it in the name.
- I think the name GathOR would be a great name
- Curious about if we are doing focus groups or consumer testing
 - *Responded live:* Yes, names will be tested with at least two creative concepts each.

SBM Naming Initiative: Next Steps





Closing

Stay Up to Date

- Questions?

Email us at marketplace.sbmproject@oha.oregon.gov or complete a form that you can use to submit questions and comments at orhim.info/sbmfaqs

- Sign up for email updates

orhim.info/SBMupdates

- Keep an eye on our project website

orhim.info/SBMtransition

Future Listening Sessions

- Quarterly (Jan., April, July, Oct.) through Jan. 2027
- **Next topic:** Discussion on SBM brand development

Assisters

Last Weds. of the month
2-3:30 p.m.

orhim.info/SBMLS-Assisters



Agents/Brokers

Last Thurs. of the month
2-3:30 p.m.

orhim.info/SBMLS-Agents



Carriers

Last Thurs. of the month
3:30-4:30 p.m.

orhim.info/SBMLS-Carriers



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