

Oct. 29 and 30, 2025

# State-based Marketplace Project Partner Listening Sessions



**Amy Coven**  
Communications and Public Engagement Analyst



# Listening Sessions: Purpose

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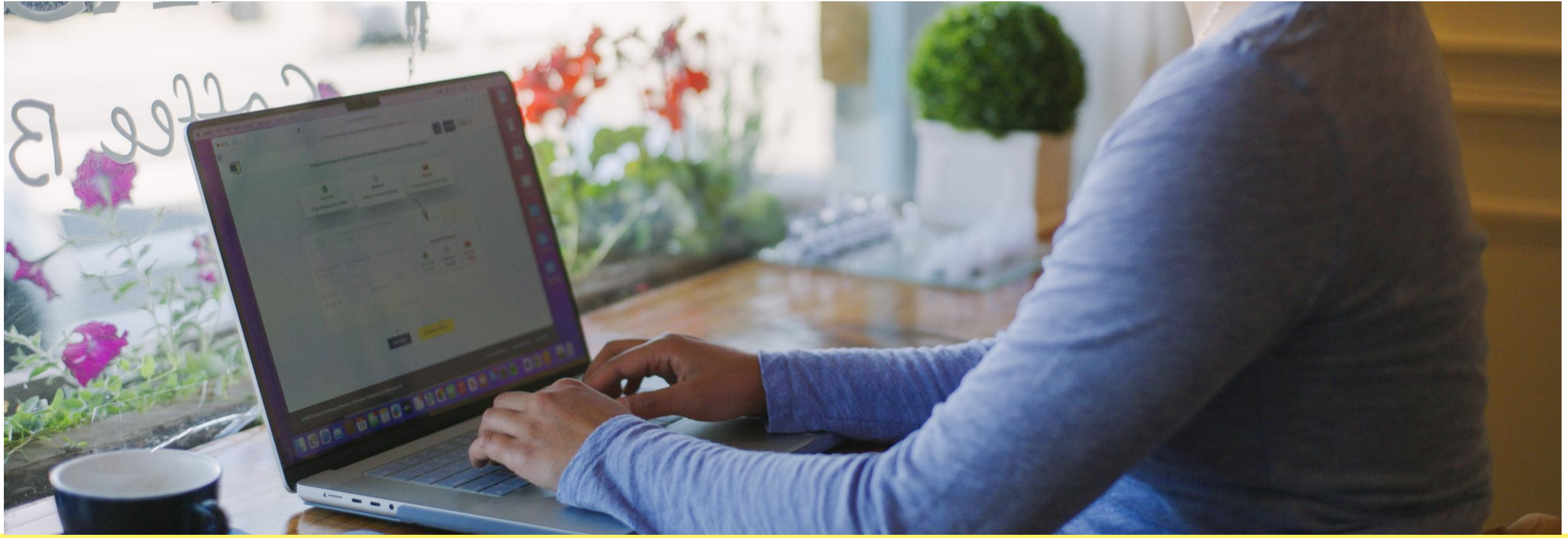
To solicit feedback from key partners (insurance carriers, community partners who provide application assistance, and insurance agents/brokers) about their experience using HealthCare.gov and desired improvements within the new state-based marketplace (SBM) enrollment and eligibility platform and consumer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

# Listening Sessions

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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

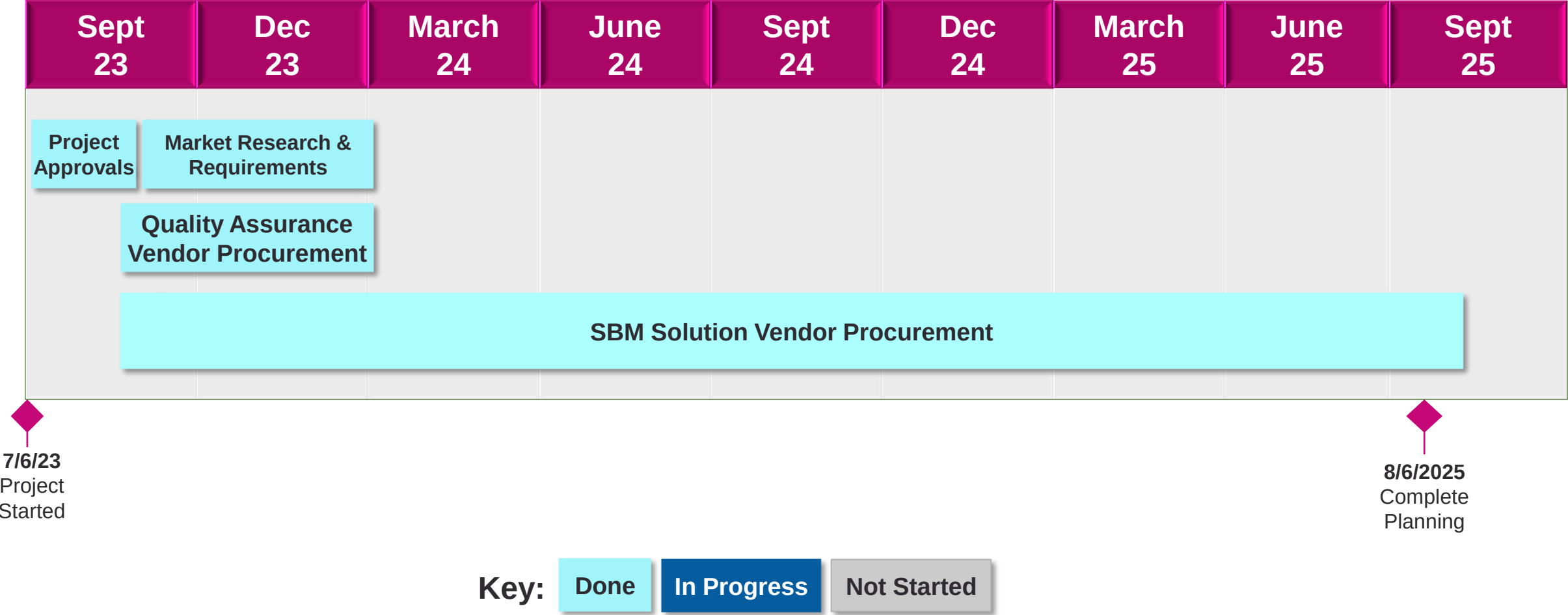


# Project Update

# Phase 1: Planning

Status: On Track

Total Project Duration: 3 Years & 9 Months



# Phase 1: Accomplishments to Date

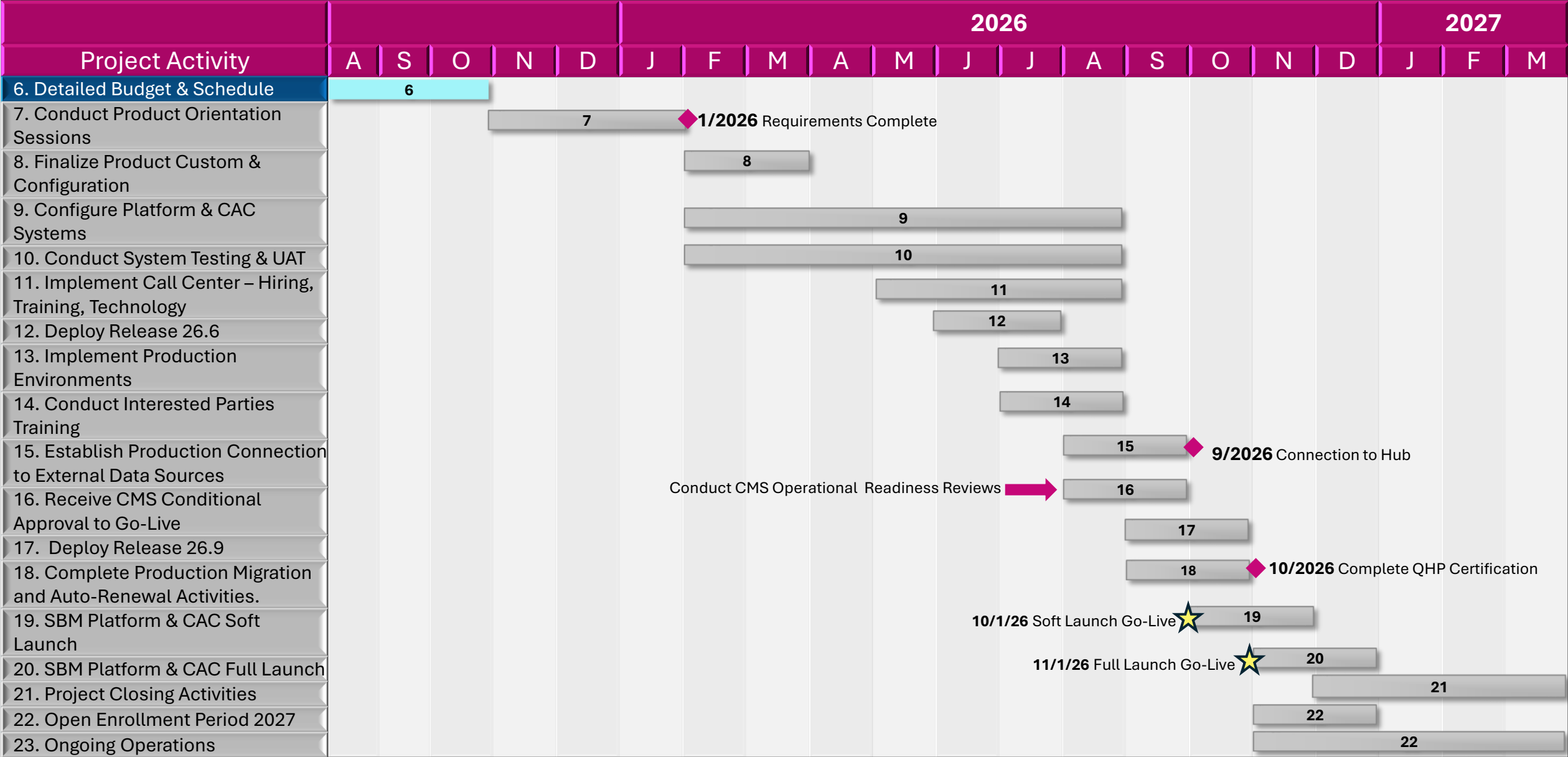
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- ✓ Received Stage Gate 2 Endorsement
- ✓ Onboarded Bluecrane as Independent Quality Management Services partner
- ✓ Completed business requirements
- ✓ Submitted letter of intent for SBM to CMS
- ✓ Posted a Request for Proposals for SBM platform and consumer assistance center solution providers
- ✓ Policy Option Package 424 approved by Legislature for Phase 2 funding authority and limited duration positions
- ✓ Completed research and development for SBM brand name and creative development
- ✓ Executed contract with GetInsured, SBM solution partner
- ✓ Received Stage Gate 3 Endorsement

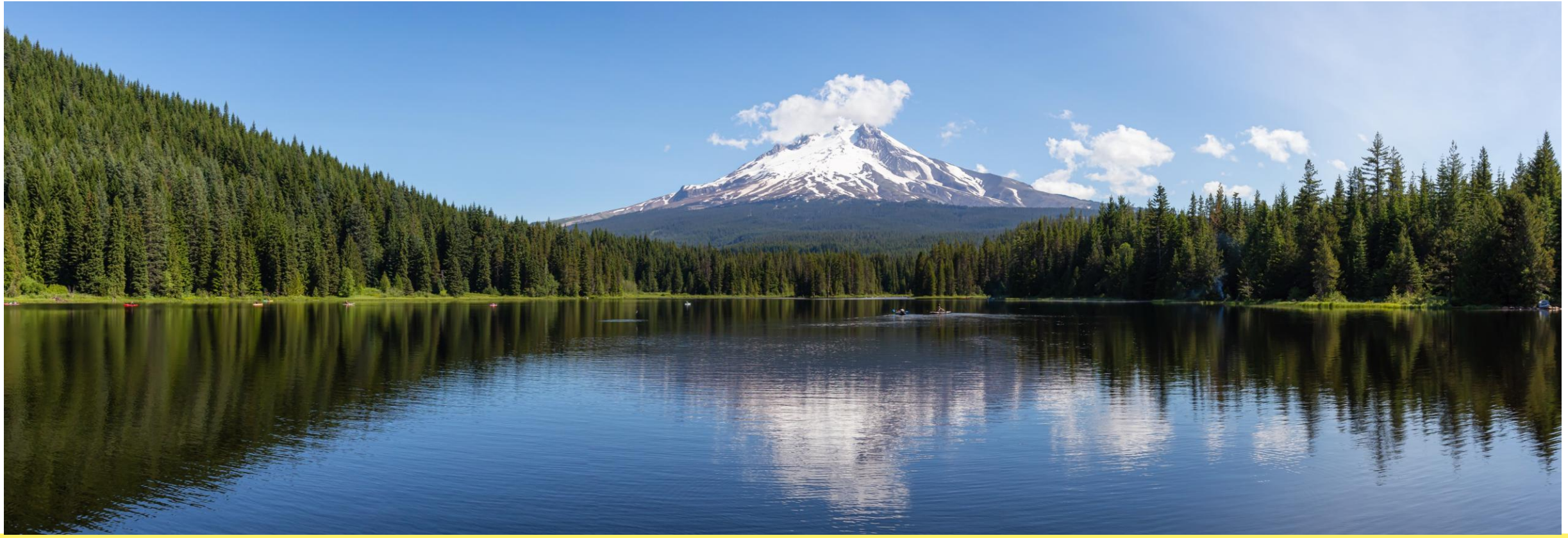
# SBM Project Timeline: Implementation

Key: Done In-Progress Not Started

Status: On Track Phase: Executing Total Project Duration: 3 Years & 9 Months







# GetInsured Overview



# GetInsured Implementation Team & Leadership



**Jason Sparks**

Implementation Director

20+ years of information technology and operations management experience



**Seema Sud**

VP, Product Management

20+ years of leading product-management teams across B2B and B2C



**Heather Korbolic**

Policy Lead

19+ years in healthcare policy, government administration and affairs, the ACA, and strategic planning



**Claire Houterman**

Project Manager

10+ years in healthcare operations management and client engagement



**Gurmeet Singh**

Functional Lead

15+ years of experience in product management and GTM strategy



**Carol Trapp**

Functional Lead

24+ years of experience in healthcare eligibility implementations and operations



# Our Experience

## Your Health Idaho (Idaho)

GetInsured system integrates with the Idaho Medicaid Eligibility System (IBES), run by the State Medicaid Department (Department of Health and Welfare) in Idaho.

## Covered California (California)

GetInsured system interfaces electronically with the integrated eligibility system, which is operated jointly by the State Medicaid Department (Department of Health Care Services) and the Exchange.

## MNsure (Minnesota)

Migrated anonymous shopping, consumer decision support and enrollment system of record from the existing vendor and integrated with the Medicaid eligibility system in 2019 for OEP 2020.

## Washington Health Benefit Exchange

Integrated the GetInsured Consumer Decision Support Tools.

## Nevada Health Link (Nevada)

Successfully transitioned from the FFM and went live with eligibility, enrollment and the integrated contact center for the 2020 plan year. Integrates with the Nevada Medicaid Department (Division of Welfare and Supportive Services [DWSS]) using the Account Transfer protocol.

## Pennie (Pennsylvania)

Successfully transitioned from the FFM and went live for OEP 2021. Has been successfully integrated with Pennsylvania's Medicaid Agency (Department of Human Services [DHS]) using the standard FFM Account Transfer protocol.

## GetCovered NJ (New Jersey)

Successfully transitioned from the FFM and went live for OEP 2021. GetInsured's implementation of Account Transfer enabled the exchange of information for eligible members between the Exchange and New Jersey's Medicaid Agency (DMAHS).

## Virginia's Insurance Marketplace (Virginia)

Successfully transitioned from the FFE, maintaining the state's status as a determination state by implementing MAGI determination and integration with the Department of Medical Assistance Services (DMAS) and Department of Social Services (DSS).

## Georgia Access (Georgia)

Successfully transitioned to a state-based exchange for plan year 2025, with record-breaking enrollment.

## BeWell (New Mexico)

In the process of transitioning from existing SBE vendor to GetInsured technology and call center platforms for Go Live for OEP 2026.

## Get Covered Illinois (Illinois)

In implementation for a plan year 2026 launch.

## Oregon Health Insurance Marketplace (Oregon)

In implementation for a plan year 2027 launch.

2013

2018

2019

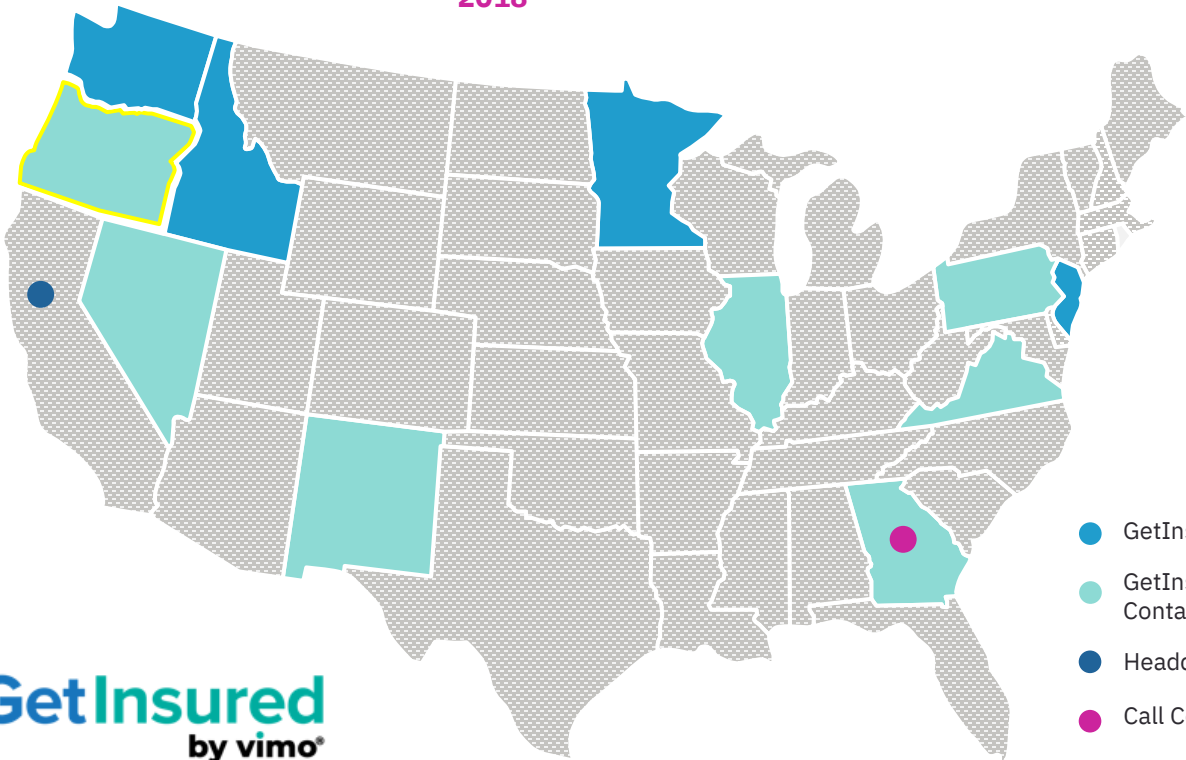
2020

2023

2024

2025

2026

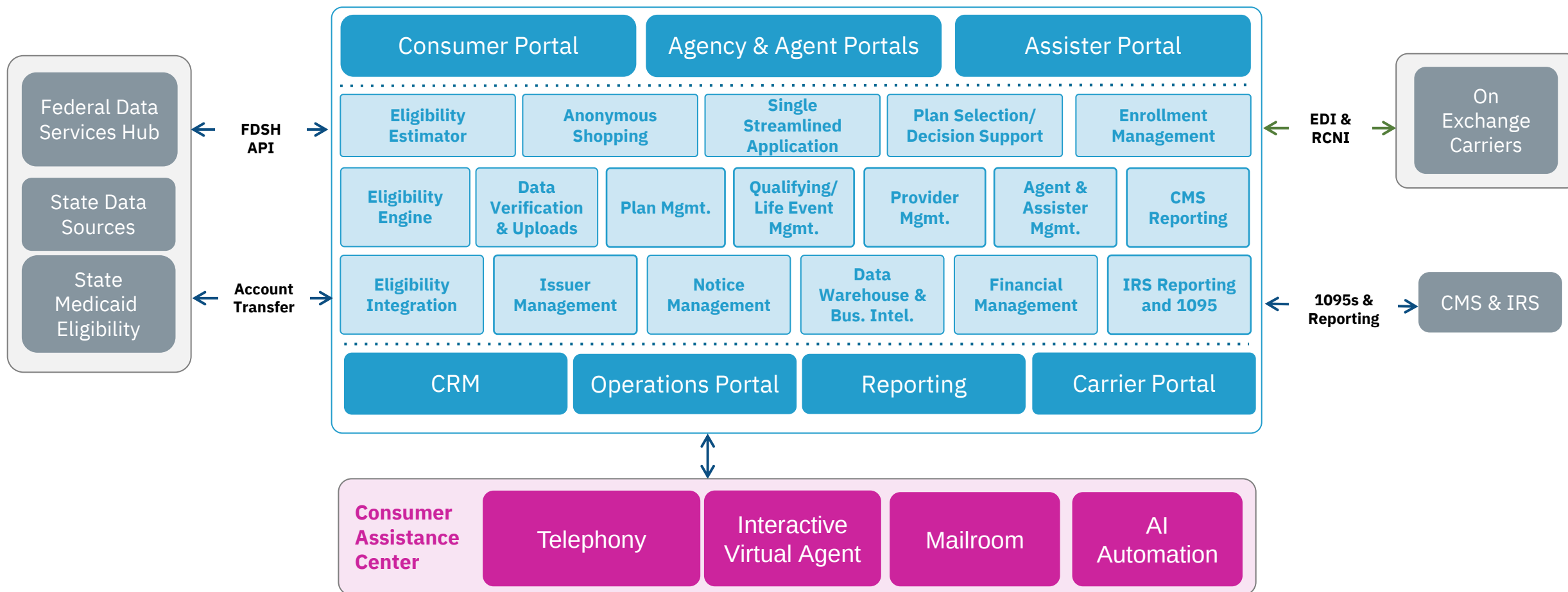


- GetInsured Exchange Client
- GetInsured Exchange + Contact Center Client
- Headquarters
- Call Center Headquarters



# Our Marketplace Platform

- Common, configurable SaaS platform
- Dedicated runtime environments
- Modular architecture
- Prebuilt integrations
- Tightly integrated Contact Center
- We supply all software components



# Summary & Highlights: Assisters

## Summary

- GetInsured provides a one-of-a-kind Assister Solution with a dedicated portal allowing assisters and assister entities to serve their local communities, while providing the SBM with visibility into the important work they are doing.
- The Assister Solution enables certified assisters as well as SBM entity administrators to help consumers complete their applications for health coverage, manage assister's day-to-day business, and oversee assisters within the organization.
- A well-integrated suite of portals support Assisters, as well as Assister entities and Entity administrators, with appropriate administrative privileges specified to each role.

# Summary & Highlights: Agents

## Summary

- The Agent Solution is an integrated suite of portals that matches the real-world workflow of the agent/broker ecosystem.
- This mature solution can support a single Agent with a few consumers, as well as a single agency with multiple Agents and thousands of consumers.



# Key Features for Assisters

## Contact Center Support

- Dedicated Contact Center support for assisters and consumers
- Multi-lingual frontline consumer phone and chat support

## Acting on Behalf of Consumers

- Self-service portal allowing Act on Behalf of Consumers, including full-service consumer application and enrollment support

## Streamlined Profile Creation

- Create profiles to reflect physical presence across the state, including hours of operations and communities served

## Built in Reporting Functionality

- Built-in reporting functionality for assisters and the Marketplace to view applications and enrollments at the assister level

# Key Features for Agents

## Contact Center Support

- Dedicated Contact Center support for agents and consumers
- Multi-lingual frontline consumer phone and chat support

## Maintenance of Book of Business

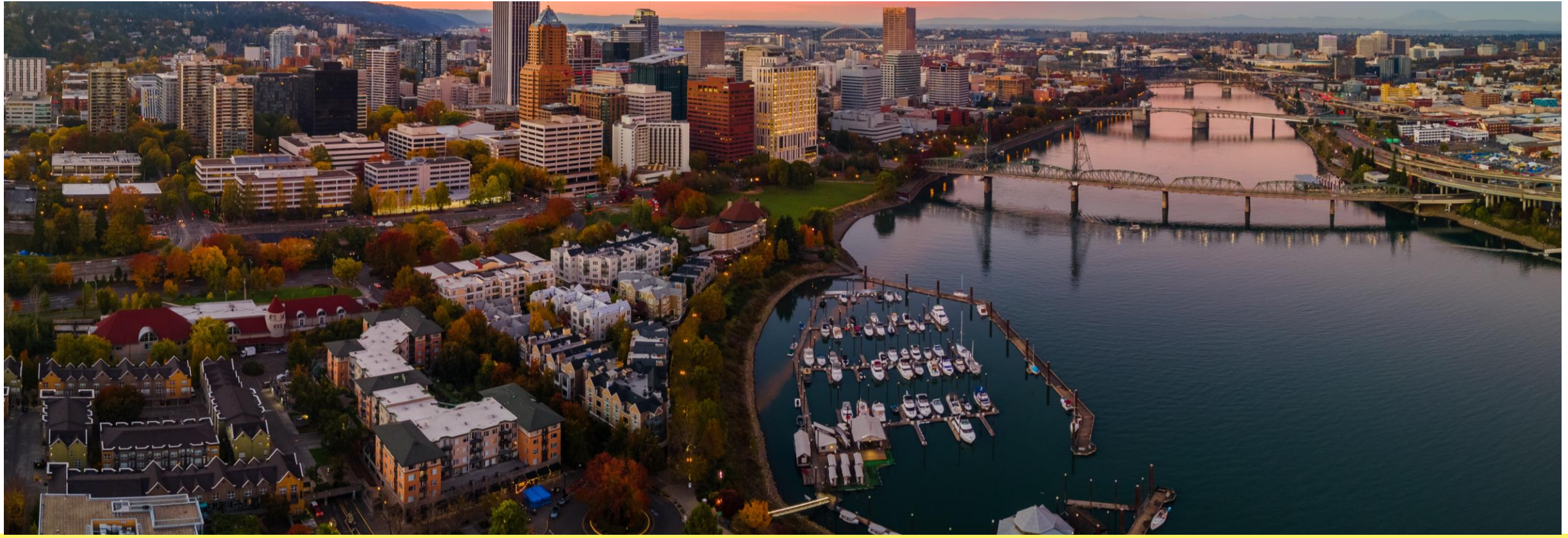
- Self-service portal allowing maintenance of Book of Business with designation capabilities

## Streamlined Profile Creation

- Create profiles to reflect physical presence across the state, including hours of operations and communities served

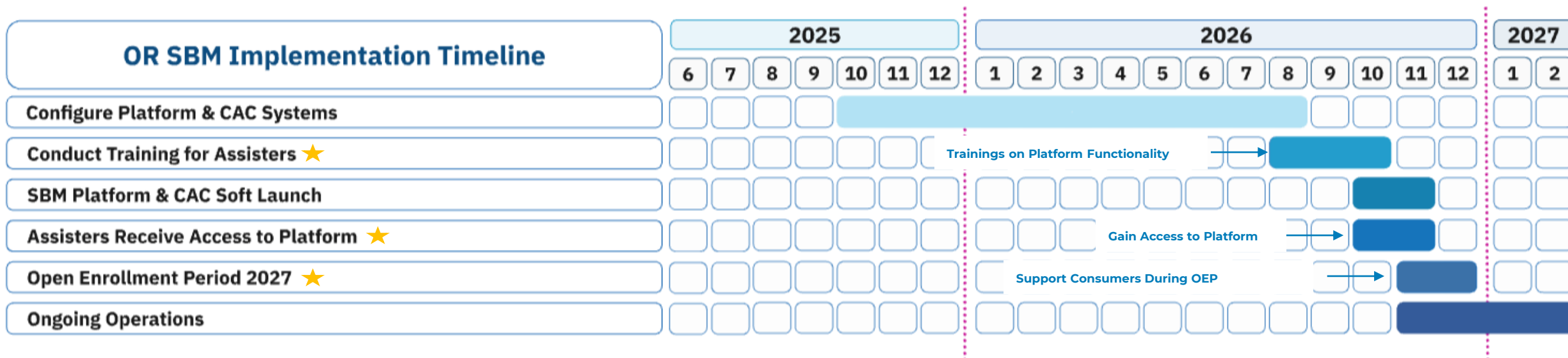
## Built in Reporting Functionality

- Built-in reporting functionality for the Marketplace to view applications and enrollments by agents



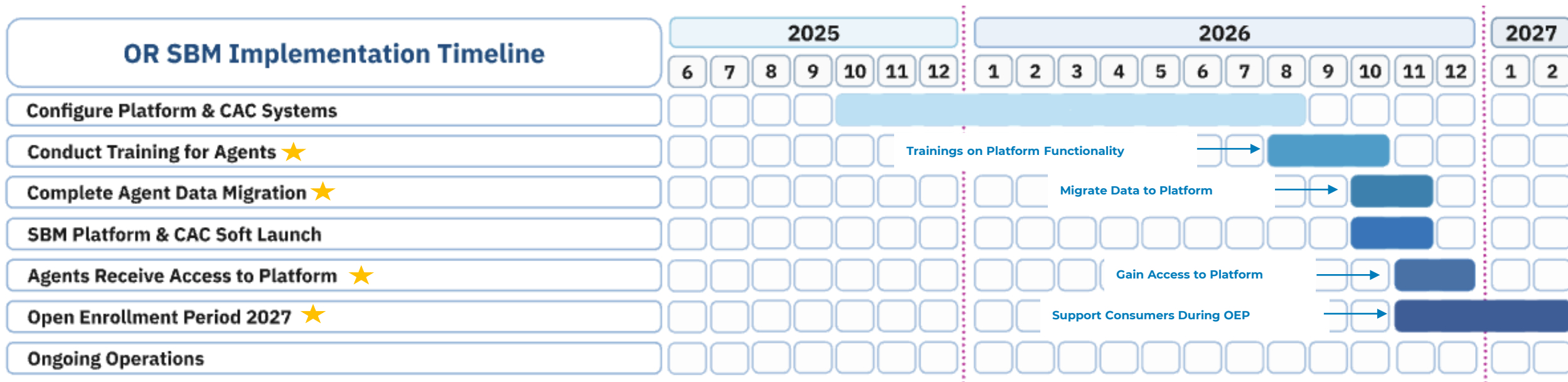
# Timeline Overview

# High Level Timeline: Assisters





# High Level Timeline: Agents





# Questions & Support for Partners



# Discussion Questions

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What types of communication or engagement would be most helpful as we move through each phase of implementation?

- Emails
- Sharing information through regional outreach coordinators

How much lead time do you need to prepare your teams for system changes or new functionality?

- At least a few weeks, if possible

# Discussion Questions

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Are there specific times of year or operational cycles we should avoid when planning testing or training activities?

- “If this is really launching for us at the start of open enrollment [for plan year] 2027, what kind of agent support is going to be in place to ensure things go smoothly?”
- “Many [agents] have back-to-back calls with clients, and only 30 minutes to complete their renewals. If the platform shuts down, what workflows are in place to ensure timely support?”
- “Everyone wants to roll out their new system right before Open Enrollment, when brokers are super busy, trying to deal with Medicare clients, etc. Frankly, I would prefer the new platform to be rolled out in February of 2027, when it would be possible to ease into it.”
- “I agree with [redacted], its really hard to have to do something like this for brokers right in our busiest time of year, we would much prefer it go live in a slower season so we can get better acclimated and support our clients well”

# Additional Questions and Comments

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- Explain problems with Georgia rollout for agents
- Please talk about agency management for shared book of business
- Will the new system work with enhanced direct enrollment (EDE) software?
- Will data be migrated from HealthCare.gov or will that need to be done manually?
- What process will you have to get consent from our clients that will make it a seamless process to move forward with application with your clients?
- Will agents be provided any reference number or a representative full name [when calling the CAC]? I have received many incorrect information with no method of tracking of where the incorrect information came from specifically.
  - I am referring to the customer support representative that may provide an answer that is an incorrect answer but I have no way to get that representative trained to provide a correct answer as there is no method in place to track that representative down.



# Closing

# Stay Up to Date

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## Questions?

- Email us at [marketplace.sbmproject@oha.oregon.gov](mailto:marketplace.sbmproject@oha.oregon.gov)
- Complete a form to submit questions and comments at [orhim.info/sbmfaqs](http://orhim.info/sbmfaqs)

## Sign up for email updates

- [orhim.info/SBMupdates](http://orhim.info/SBMupdates)

## Keep an eye on our project website

- [orhim.info/SBMtransition](http://orhim.info/SBMtransition)



# Other Formats

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