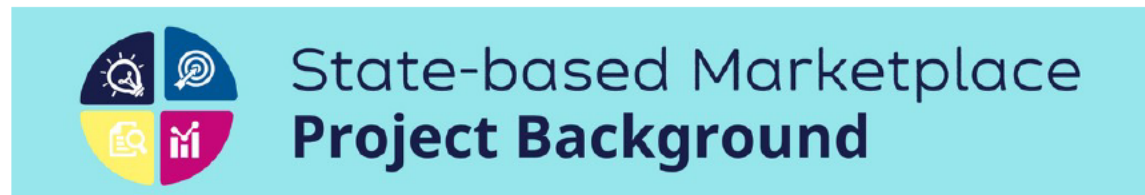


From: Oregon Health Insurance Marketplace
<ORHealthInsMarketplace@public.govdelivery.com>
Sent: Monday, August 18, 2025 3:07 PM
To: [REDACTED]
Subject: State-based Marketplace Project Updates for August 2025



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[Senate Bill 972 \(2023\)](#) requires the Oregon Health Authority (OHA) to transition the Marketplace from a state-based marketplace using the federal platform (SBM-FP) to a state-based marketplace (SBM) using its own technology in time for open enrollment for plan year 2027. Specifically, OHA is required to procure and administer an information technology platform or service and consumer assistance center, separate from the federal platform and call center, to provide electronic access to the health insurance exchange in this state by November 1, 2026.

The Oregon Health Insurance Marketplace helps people in Oregon access affordable, high-quality health insurance through enrollment in private health insurance and federal subsidies during annual open enrollment and special enrollment periods. A state-based marketplace will give the Marketplace more flexibility to make open enrollment fit the unique needs and budgets of people

across Oregon while also allowing for community input into process and procedure changes.

OHA is also dedicated to eliminating health inequities in Oregon by 2030. Below you will find some ways this change to the Marketplace will better serve communities of focus:

- Allows access to real-time data and evidence to tailor outreach and be more intentional about efforts to enroll disproportionately uninsured people, including people of color and rural residents.
- Collection of data, particularly on race and ethnicity, will facilitate our understanding of enrollment disparities.
- Additional and more reliable data will allow Oregon to refine its outreach and communication strategies, both overall and in real time to reach targeted communities.
- Immigrants and non-native English speakers may be more likely to enroll if additional translation and interpretation services are available to help them complete the application or to communicate effectively with navigators, agents and brokers, or the call center.

Project Progress Update



Since the last update in April 2025, the SBM Project completed a variety of deliverables which included:

- Request for Proposals #12121 for a platform and customer assistance center solution contract negotiations have been completed and the contract with Vimo dba GetInsured was executed on August 6, 2025. For additional details, please see OregonBuys.gov.
- [Initial Blueprint Application \(orhim.info/44cUpXJ\)](https://orhim.info/44cUpXJ) submitted to the Centers for Medicare & Medicaid Services on June 13, 2025.
- Monthly and quarterly reports provided by IQMS vendor.



Partner Engagement

The Marketplace continues to place an emphasis on the importance of partner engagement, with continued activities through the first quarter of 2025, which included:

- Insurance agent, applications assister, and insurance carrier listening sessions in April and July 2025. Individual reports of results are available for each series of listening sessions is available on the SBM Project website ([April: orhim.info/403JBj3](https://orhim.info/403JBj3); July: orhim.info/40YqFmm).

- Monthly updates given at partner collaborative meetings and through newsletters sent to insurance agents and application assisters.
- Quarterly SBM Project newsletter continued distribution in [April 2025](mailto:orhim.info/3TpT1Sd) (orhim.info/3TpT1Sd).
- Brand name and creative concept development complete for consumer focus groups and partner listening sessions took place in July 2025. A final presentation to the OHA Leadership Decision Council will take place in Aug. 2025.

High-level Timeline



Deliverable/Milestone	Start Date	End Date	Current Status
Project initiation Business case, charter, planning initialization	7/6/2023	8/29/2023	Complete
Stage gate 1 endorsement, Initiation complete Approved conditionally, contingent on independent quality management services (IQMS) vendor acquisition	7/6/2023	9/20/2023	Complete
Stage gate 2 endorsement, Resource & solution analysis and planning complete Resource and solution analysis and planning, includes cloud workbook, requirements collection, Quality Assurance vendor acquisition, start of RFP planning, 50% accuracy scope, schedule, and budget	9/7/2023	4/11/2024	Complete
Solution vendor procurement RFP planning and process through contract execution	Oct. 2023	July 2025	Complete
Stage gate 3 endorsement, Implementation planning complete Includes detailed budget and schedule, baseline project plan based on executed contract, approved LFO readiness assessment and execution funds	March 2025	August 2025	Complete

Go/No-go for November 2026 go-live Assessment to determine system readiness for target date. Marks point of no return for transition completion by Nov. 2026	Feb. 2026	Nov. 2026	Future Task
Go-live for new system Executed transition	Nov. 2026	Nov. 2026	Future Task
Stage Gate 4, Execution complete and move to operations Product/system acceptance, maintenance and operations in steady state begins	Dec. 2026	March 2027	Future Task

Get more information



- Visit orhim.info/SBMtransition
- Email marketplace.sbmproject@odhsoha.oregon.gov

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OregonHealthCare.gov
855-268-3767 (toll-free)



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Everyone has a right to know about and use Oregon Health Insurance Marketplace programs and services. Some examples of the free help we can provide include sign language and spoken language interpreters, written materials in other languages, Braille, large print,

audio, and other formats. If you need help or have questions, please [contact us](#).

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