

# Virginia Exchange Carrier Town Hall

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**July 21, 2023**

# Town Hall Reminders

Mics are muted.

Participants can unmute and raise their hands for questions or add questions in the chat.

HBE is logging all questions and will respond in the Town Hall as time permits, or follow up in email/FAQ.

# Agenda



# General Reminders

- Town Halls will continue monthly. Please send questions and suggested topics to: [ExchangeCarriers@scc.virginia.gov](mailto:ExchangeCarriers@scc.virginia.gov)
  - **Friday, August 18<sup>th</sup>**: 11:30-12:30pm
  - **Wednesday, September 27<sup>th</sup>**: 11:00-12:00pm
- Registration for Exchange Agent Training and Certification will open on **July 28<sup>th</sup>**. Training will open **August 11<sup>th</sup>** and will be delivered virtually.
- Exchange Carrier email updates are sent weekly on Fridays. Please send any questions or comments to [ExchangeCarriers@scc.virginia.gov](mailto:ExchangeCarriers@scc.virginia.gov).
- Exchange materials for Virginia agents are now hosted on the SCC website- [Virginia SCC - Exchange Carriers](#).

# Key Transition Updates- July 2023

- VAHBE Operational Readiness Reviews (ORRs) with CMS were successfully completed in early July. ORRs involved:
  - Executing specific test cases to produce expected results when a consumer applies for health and dental insurance coverage on the Exchange.
  - End-to-end testing of account transfers to demonstrate effective transition of receiving/sending Medicaid account transfers from the FFE to the Exchange.
- On July 13<sup>th</sup> CMS granted VAHBE the Authority to Connect (ATC) to the CMS Federal Data Services Hub.
- Policy-Based Payments (PBP) work with CMS has been initiated which includes the submission of the carrier workbooks validation of APTC data.
- VAHBE is in the process of finalizing Exchange website content.
  - Content will be in English and Spanish.
  - Interpreter services will be provided via the Exchange Consumer Assistance Center.

# Timeline Review

Event:	Date:
Carrier Onboarding: Systems Integration and Electronic Data Integration (EDI) Testing	May-September 2023
CMS Operational Readiness Review Completion	Completed
PY 2024 Plans Loaded into Platform	July-November 2023
❖ <b>Agent/Assister Training and Certification Registration Opens</b>	<b>July 28</b>
❖ <b>VAHBE notifies carriers, agents, assisters of official go/no-go and provide transition communications timeline</b>	<b>Early-mid August</b>
❖ <b>Bureau of Insurance 2024 Health Insurance Rate Presentations</b>	<b>August 9</b>
❖ <b>Agent/Assister Training Modules Open</b>	<b>August 11</b>
Consumer Data Migration	Mid-late September 2023
Auto-Re-Enrollment Begins	October 2
Platform and Consumer Assistance Center (CAC) Soft Launch (agents and assisters)	~October 10
Agents Claim Books of Business	~October 10
Go-Live Open Enrollment PY 2023 Begins	November 1

# Carrier Onboarding Update

- We appreciate carriers' continued collaboration and engagement in EDI testing and our 1:1 meetings.
- Carrier 834 EDI testing initiated on 5/30 and will run through 9/1/23.

Activity	Start Date	End Date
<b>Environment Setup</b>		
Test Environment - Carriers return Admin Forms	3/15/2023	3/15/2023
Test Environment - Carriers provide Rate & Provider Directory Data	3/15/2023	3/15/2023
Test SFTP Credentials Provided	3/16/2023	3/29/2023
Test Issuer Portal Credentials Provided	3/22/2023	3/29/2023
Rate Data Loaded into Test Environment	4/3/2023	4/14/2023
Carriers review rate data in test environment	4/17/2023	4/28/2023
<b>EDI Testing</b>		
SFTP Connectivity Test	4/3/2023	4/28/2023
Carrier 834 Testing	5/30/2023	8/4/2023
RCNI Testing	8/7/2023	9/1/2023
PayNow Testing	8/7/2023	9/1/2023

# Carrier EDI Testing Status

- 100% of issuers have sent successful TA1/999/effectuation files.
- Test Cases 15 – 17 apply to QHP issuers only; Dental issuers are complete after TC 14.
- GetInsured will drop all pending initials by Monday 7/24, inclusive of the Week of 7/31 transactions.

Activity	Start Date	End Date
<b>Environment Setup</b>		
Test Environment - Carriers return Admin Forms	3/15/2023	3/15/2023
Test Environment - Carriers provide Rate & Provider Directory Data	3/15/2023	3/15/2023
Test SFTP Credentials Provided	3/16/2023	3/29/2023
Test Issuer Portal Credentials Provided	3/22/2023	3/29/2023
Rate Data Loaded into Test Environment	4/3/2023	4/14/2023
Carriers review rate data in test environment	4/17/2023	4/28/2023
<b>EDI Testing</b>		
SFTP Connectivity Test	4/3/2023	4/28/2023
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RCNI Testing	8/7/2023	9/1/2023
PayNow Testing	8/7/2023	9/1/2023



# Production Readiness Schedule

- The updated Production Readiness timeline is below.
- We have updated activities to align with the final Plan Management deadlines

Activity	Start Date	End Date
<b>Plan Management System-Related Activities</b>	<b>7/14/2023</b>	<b>9/15/2023</b>
SERFF Transfer to VA HBE Platform	8/17/2023	8/17/2023
Carriers review Plan and Rate information in HBE platform	8/21/2023	9/1/2023
Deadline to mark plans as verified in HBE Platform	9/1/2023	9/1/2023
HBE sends Certification Agreements and carriers return agreements	9/4/2023	9/15/2023
Deadline for marketing URLs to be active	9/20/2023	9/20/2023
<b>Provider Directory Testing</b>	<b>7/17/2023</b>	<b>8/18/2023</b>
Ideon and GetInsured provide SFTP details to Issuers	7/17/2023	7/21/2023
Issuers submit providers.json file to Ideon	7/20/2023	8/4/2023
GetInsured and issuers load 2023 PY templates in Ideon system	7/20/2023	8/4/2023
Testing Window	8/7/2023	8/18/2023
<b>Production Readiness</b>	<b>8/1/2023</b>	<b>9/22/2023</b>
Prod Issuer Profile Setup	8/1/2023	8/7/2023
Prod Issuer Profile Credentials Provided to Carriers	8/7/2023	8/7/2023
Prod SFTP IP Address Whitelisting + SFTP Credential Creation	9/5/2023	9/8/2023
Prod SFTP Credentials Provided to Issuers	9/11/2023	9/22/2023
Carriers complete production SFTP connectivity test	9/11/2023	9/22/2023
<b>Provider Directory Production Validation</b>	<b>9/1/2023</b>	<b>9/18/2023</b>
Issuers submit providers.json file to Ideon	9/1/2023	9/1/2023
Testing Window	9/5/2023	9/18/2023
Issuers submit providers.json file to VA HBE SFTP	9/18/2023	9/18/2023

# Key Upcoming Next Steps This Month

## 834 Testing

- Prepare to receive all pending Initial Enrollments by Monday 7/24.

## RCNI and PayNow Testing

- RCNI testing initiates on Monday 8/7.
- Issuers should prepare to generate an RCNI file inclusive of all Test Cases.
- Issuers may submit RCNI file in advance of 8/7 if it is ready.
- Issuers may configure PayNow in the test environment at any time.

## Provider Directory

- Ideon and GetInsured will be reaching out to issuers with SFTP details by today (Friday 7/21).
- Issuers should prepare to transmit sample providers.json file by Friday 8/4.

# Agent and Assister Training and Certification Updates

- Registration for Plan Year 2024 training will open on July 28<sup>th</sup>.
- HBE will extend invitations to licensed Virginia agents, and agencies, and Virginia associations to register for training, and provide instructions.
- Training modules are expected to go live August 11<sup>th</sup>.
- HBE will utilize the Meridian Learning Management System (LMS) to offer agent, navigator, and assister training:
  - Users can log into their accounts 24/7 and can complete training at their own pace
  - Training will be free of charge
  - Agents with active PY23 certifications will be able to take a limited renewal curriculum
  - Agents must complete training and pass the exam with 80% or better for certification
- Training should be completed by October 10<sup>th</sup> for November 1<sup>st</sup> Exchange Certification
  - The Exchange cannot guarantee certification by November 1<sup>st</sup> for Agents not able to meet the October 10<sup>th</sup> training completion deadline

# Training and Certification, continued...

- Agents will continue to be required to be licensed and in good standing through the VA Bureau of Insurance and will be required to sign a Virginia-specific agent agreement.
- Updates to requirements will be published on HBE's website, and communicated in Monthly Town Halls and via weekly email updates.

# Transition Marketing Campaigns

**Medicaid Unwinding:** Messaging to support affected individuals will be ongoing through July 2024



**Brand Awareness Campaign:** Create awareness about the transition from HealthCare.gov to Virginia's Insurance Marketplace; beginning approximately Sept. 1st



**Open Enrollment Campaign:** Drive audiences to the Marketplace's website to buy insurance; Nov. 1st to Jan. 15st

# Communications and Marketing Media

Channel	Details
Programmatic Display and Video	Static or animated banner and video ads served on websites across the internet (news, entertainment, etc.).
Connected TV	Video ads placed on streaming platforms through the internet (e.g., YouTube TV, Amazon Prime Video, Sling TV, Hulu, Discovery+).
DOOH	Ads that appear on digital displays around the state (e.g., at gas pumps and bus stations).
Site Direct	Ads that run on specific partner sites to reach niche or distinct audiences.
Streaming Audio	Ads that run on music streaming platforms in between content.
Google Search	Text ads promoted on Google Search results pages for audiences that search with relevant search terms.
High-Impact Display	Premium display ad units that are interactive and encourage brand engagement through multiple touch points.
Social Media	Static banner and video ads promoted on social media platforms such as Facebook, Instagram, Twitter, and TikTok.
Moving Billboards	Digital or wrapped truck ads that serve as billboards.

# Policy Updates

## Deferred Action for Childhood Arrivals (DACA)

- On April 26, 2023, a new federal proposed rule would allow for DACA recipients to:
  - Purchase plans and receive income-based subsidies on healthcare exchanges
  - Participate in Medicaid or CHIP coverage for children and/or people who are pregnant in many states
- Federal Public comment period closed on June 23, 2023.
- The final rule is planned to take effect on November 1, 2023, to coincide with the Open Enrollment Period pending CMS notice.
- For more information, the proposed rule can be found at the [Federal Register](#).



# Contacts

**Questions, updates, and requests to be added to Monthly Town Halls:**

[Exchange carriers@scc.virginia.gov](mailto:Exchange carriers@scc.virginia.gov)

[VA carriers@getinsured.com](mailto:VA carriers@getinsured.com)

## **Virginia Health Benefit Exchange**

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