



# Virginia Exchange Agents and Assistors Town Hall

September 20, 2023

Virginia's Insurance  
**Marketplace**

# Town Hall Reminders

Mics are muted



Please type  
questions in the chat



HBE is logging all  
questions and will  
provide answers in  
weekly email  
updates/FAQs

# Agenda

- Transition Update and Timeline
- Training and Certification Update
- Marketing and Outreach
- Consumer Data Migration and Communication
- FAQs





# Timeline

<b>Event:</b>	<b>Date</b>
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
Agent/Assister Training and Certification Registration Opened	July 28th
VAHBE notified carriers, agents, and assisters of official go/no-go and provides transition communications timeline	August 15th
Agent/Assister Training Modules Open	August 11th
<b>Consumer Data Migration</b>	<b>Underway</b>
Auto-Re-Enrollment Begins	Approx. Oct. 2
Platform and Consumer Assistance Center Soft Launch (agents and assisters)	Approx. Oct. 10
Agents Claim Books of Business	Approx. Oct. 10
Go-Live Open Enrollment PY 2023 Begins	Nov. 1

# Training and Certification Updates

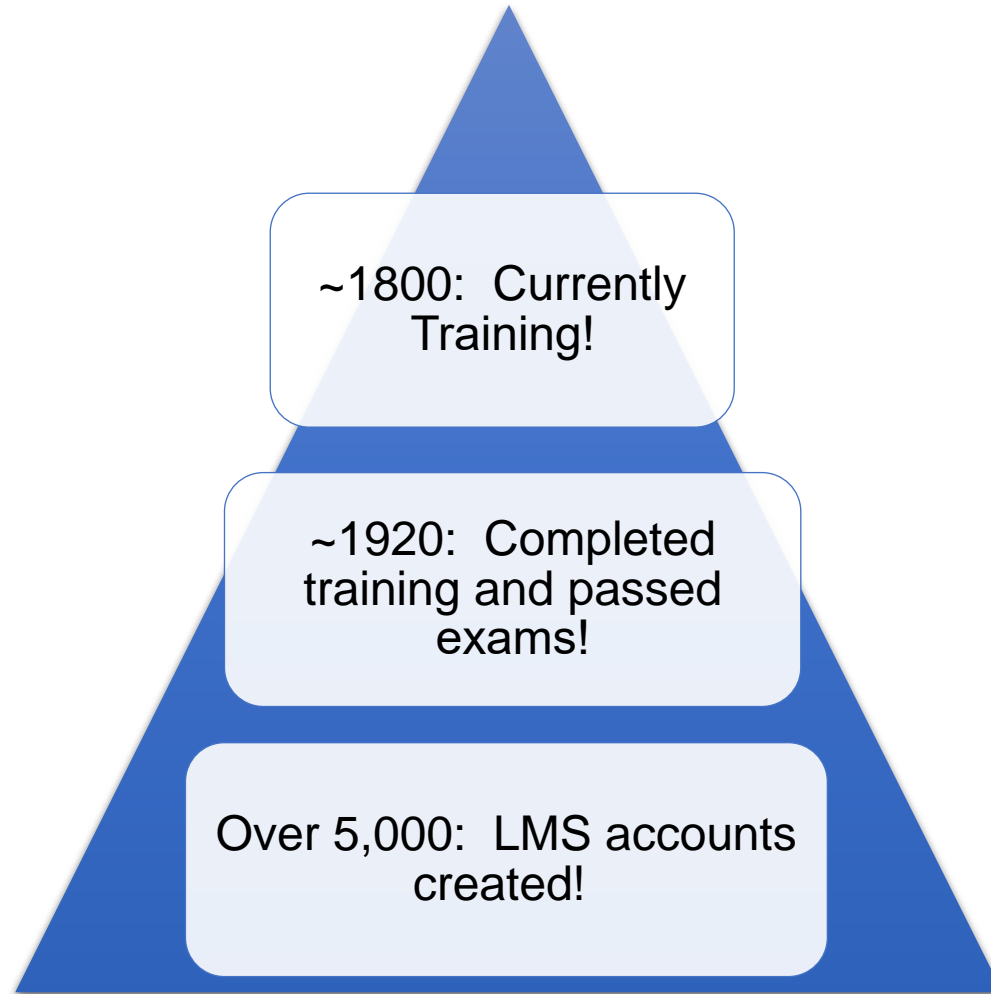
Readiness for Open Enrollment on November 1 means:

- Agents/agencies are licensed by VA Bureau of Insurance (<https://www.scc.virginia.gov/pages/Licensed-Agent>) and in good standing
- Navigators are registered with BOI and CDOs are designated by HBE
- Agents, Navigators, and Assisters complete all training on Virginia's Learning Management System and Agents submit the Agent Agreement on their LMS profile at <https://marketplacelms.scc.virginia.gov/>.
- If you need an LMS account, please email a request to [MarketplaceLMS@scc.virginia.gov](mailto:MarketplaceLMS@scc.virginia.gov) and include your name, unique email address, NPN (if applicable), and mobile phone number.

Complete all training and certification requirements by October 10th for certification by November 1. The LMS will remain open year-round to be available for others.

Additional information on completing training and exchange certification, visit <https://www.scc.virginia.gov/pages/ExchangeAssisters> and navigate to your applicable assister type. We are here to help at [ExchangeAgents@scc.virginia.gov](mailto:ExchangeAgents@scc.virginia.gov)!

# Training and Certification Updates



The Virginia Exchange agent, navigator, and assister communities have been very busy working through the training made available on the new Virginia's Insurance Marketplace Learning Management System!

[MarketplaceLMS.scc.virginia.gov](https://MarketplaceLMS.scc.virginia.gov)



# Marketing and Outreach

Approx. Date(s)	Activities	
9/12/23 – 1/15/24	Social media campaign	Launches 9/12. Paid ads: launch 10/10
10/1 – 10/31/23	Brand awareness campaign	Radio, Connected TV, social media, display ads and google search ads to create awareness about Virginia’s Insurance Marketplace and the transition from HealthCare.gov
11/1/23 – 1/15/24	PSA Campaign	Video and radio ads that create awareness about VIM and the importance of having insurance and will be distributed to media outlets statewide
11/1/23 – 1/15/24	Open Enrollment Campaign	Billboards, digital ads, social media, google search ads and streaming audio to encourage traffic to our website to get information and buy Qualified Health Plans
11/9	Satellite Media Tour	A series of back-to-back television and radio interviews with multiple stations and networks. Interviews will be aired during the open enrollment period.

# Marketing: Sample Post

## Facebook Copy

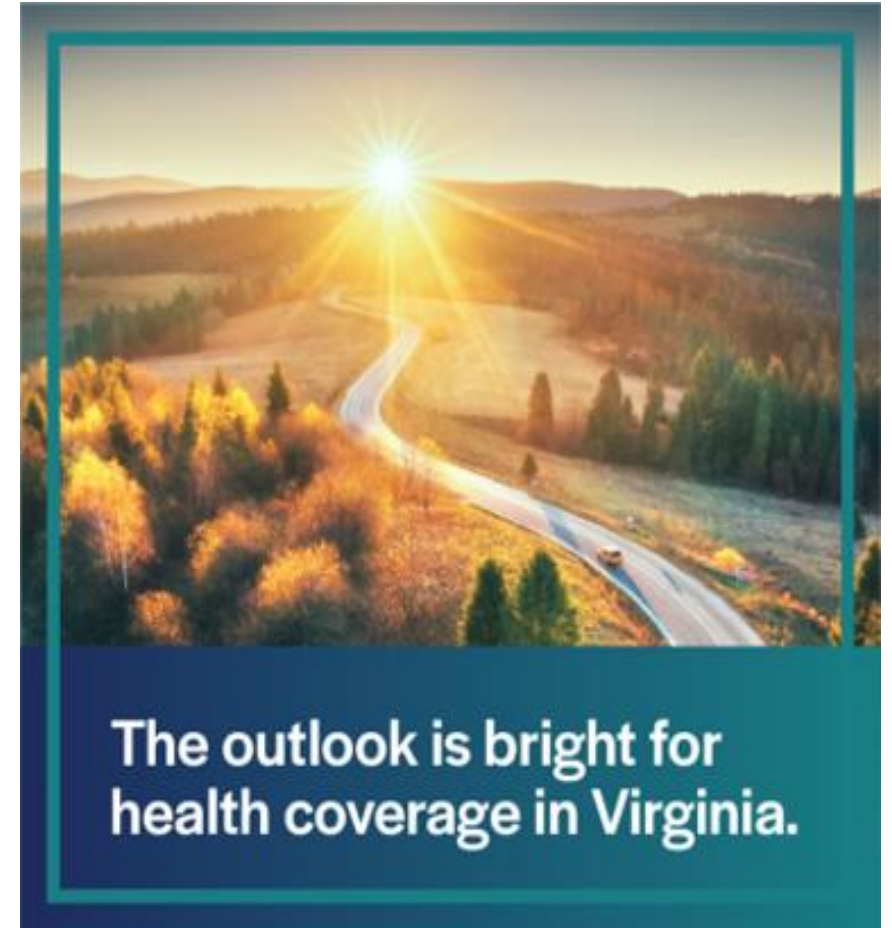
Virginia's future is bright, and it comes with affordable health insurance.

Starting November 1, Virginians can shop for health plans and apply for financial assistance on Virginia's Insurance Marketplace.

## Instagram Copy

Virginia's future is bright, and it comes with affordable health insurance.

Shop for quality health plans for every budget, starting November 1.





# Consumer Data Migration and Communication

Approx. Date(s)	Activities
9/15	GetInsured receives first extract of consumer data from the FFM
9/15 – 9/29	Consumer data migration – ongoing
10/4	CMS sends letter to consumers explaining the transition from healthcare.gov to marketplace.virginia.gov
10/5 – 10/18	Consumer eligibility redeterminations
10/9 – 10/22	Consumer auto-renewals are generated
10/10	Welcome letter for account activation goes to consumers via postal mail
10/12 – 10/25	Consumer renewals go to Carriers
10/16	Marketplace Welcome email goes to consumers
10/25	First “catch-up” data migration starts

# FAQs

## **When will agents, assisters, and consumers be able to view plans and compare rates?**

- Consumers, agents, and assisters can view plans and rates on the main landing page when the anonymous shopping flow opens, around 10/13.
- Consumers will be able to submit enrollments and save plans within their accounts when Open Enrollment begins on 11/1/23.

## **What happens if a consumer enrolls in a PY23 plan on the FFM after the consumer data migration that is occurring now?**

- There will be several "catch-up" migrations that will occur. We will provide more details on dates as soon as those are finalized.

# Contacts

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

[ExchangeAgents@scc.virginia.gov](mailto:ExchangeAgents@scc.virginia.gov)

[Assisterprograms@scc.virginia.gov](mailto:Assisterprograms@scc.virginia.gov)

## **Virginia Health Benefit Exchange**

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