

# Virginia Exchange Agent Town Hall

June 28, 2023

# HBE Introductions

**Keven Patchett**

HBE Director

**Holly Mortlock**

Deputy Director of External Affairs and Policy

**Kendra Weindling**

Stakeholder Engagement Manager

**Brionna Jones**

Marketing and Outreach Manager

**Kenyata Tyler-Moore**

Consumer Center Manager

**Toni Janoski**

Deputy Director of Operations and Finance

**Christine Houchens**

Certification and Compliance Manager

# Housekeeping

1. Please mute mics.
2. Participants can unmute and raise their hands for questions.
3. HBE is logging all questions and will respond in the Town Hall as time permits or follow-up in email/FAQ.

# Agenda



# Exchange Updates and Reminders

- 1. Email Update:** Exchange Agent email update sent Friday, June 23rd. Please send any questions or comments to [ExchangeAgents@scc.virginia.gov](mailto:ExchangeAgents@scc.virginia.gov)
- 2. Town Halls:** Continue monthly on Wednesdays, at 11am. Please note the dates on your calendar, and we will send out invites one month in advance. Please send suggested topics to: [ExchangeAgents@scc.virginia.gov](mailto:ExchangeAgents@scc.virginia.gov)

Dates: *June 28, July 26, August 23*

- 3. Operational Readiness Reviews:** HBE is participating in a series of Operational Readiness Reviews (ORRs) with CMS which involve executing specific test cases that should produce expected results when a consumer applies for health and dental insurance coverage on the Exchange. ORRs are going very well.
- 4. Carrier Onboarding:** Onboarding of 18 Health and Dental Carriers to the Exchange platform remains on schedule with current activities focused on platform configuration and file transfer (EDI) testing. July activities will focus on production readiness and loading Carrier plan and rate data on the platform. Carriers continue to engage in weekly one-on-one meetings and monthly Carrier town halls.

# Continuous Coverage Unwinding Update

## **CMS Required Coordinated Unwinding Plan**

VAHBE submitted an Unwinding plan to reflect coordinated planning between VAHBE and DMAS on unwinding activities. This plan is iterative and will be updated with lessons learned and landscape changes.

## **Unwinding Marketing/Advertising Plan**

- Our Unwinding Marketing Campaign is underway and will run until October 31<sup>st</sup>. Messaging to support consumers impacted by the Unwinding will continue through July 2024.
- Applies researched strategies to best target individuals based on a wide variety of demographic and geographic information, including areas of high concentrations of Medicaid enrollees.

## **Channels used include:**

- Statewide radio and streaming audio advertisements
- Google Search Ads
- Digital Display Ads
- Connected TV

# Marketing and Communications

## Examples for Brand Launch and Open Enrollment- Fall 2023

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.

# Training and Certification

- Training and Certification is free of charge and will be open to all Agents.
- Registration for training will open July 28, 2023.
- Agents must successfully complete training for certification.
- FFE-certified agents who completed plan year 2023 FFE registration and training will be eligible to complete a shorter training program for plan year 2024 along with Virginia-specific modules.
- Agents will continue to be required to be licensed and in good standing through the VA Bureau of Insurance.
- Agents will be required to sign a Virginia-specific agent agreement.
- Updates to requirements will be published on the HBE's website and communicated in Monthly Town Halls and via email FAQs.



# Training and Certification



- HBE will utilize the Meridian Learning Management System (LMS) to offer agent, navigator, and assister training in Virginia.
- Training modules will go live August 11<sup>th</sup> and should be completed by October 10<sup>th</sup> for November 1 Exchange certification.
- Agents, navigators, and assisters with active PY23 certifications will be able to take a limited “renewal” curriculum.
- Accounts will be created for those with active PY23 certifications upon account transfer date.

# Training and Certification

The screenshot displays the Meridian Knowledge Solutions LMS interface. At the top, there is a navigation bar with the Meridian logo, 'Learn', 'Manage', 'Administer', and 'Catalog' menus. A search bar labeled 'Search Catalog' and a 'Create' button are also present. Below the navigation bar, the user is logged in as 'Learn / Transcript'. The main heading is 'Transcript', and there are tabs for 'All Training', 'Curriculums', 'External Learning', 'Training Assignments', 'Certifications', and 'More'. The 'All Training' tab is active, showing a search bar for content, filters for Type (All Training), Status (All), and date ranges (From and To). A 'Filter' button is located below the search bar. To the right of the search bar are 'Print' and 'Save as PDF' buttons. Below the search bar is a table with the following columns: Title, Type, Status, Score, Start Date, Completion Date, Expiration Date, Credits, and Action. The table contains one row with the following data: Title: atest, Type: Online, Status: Started, Start Date: 5/23/2023.

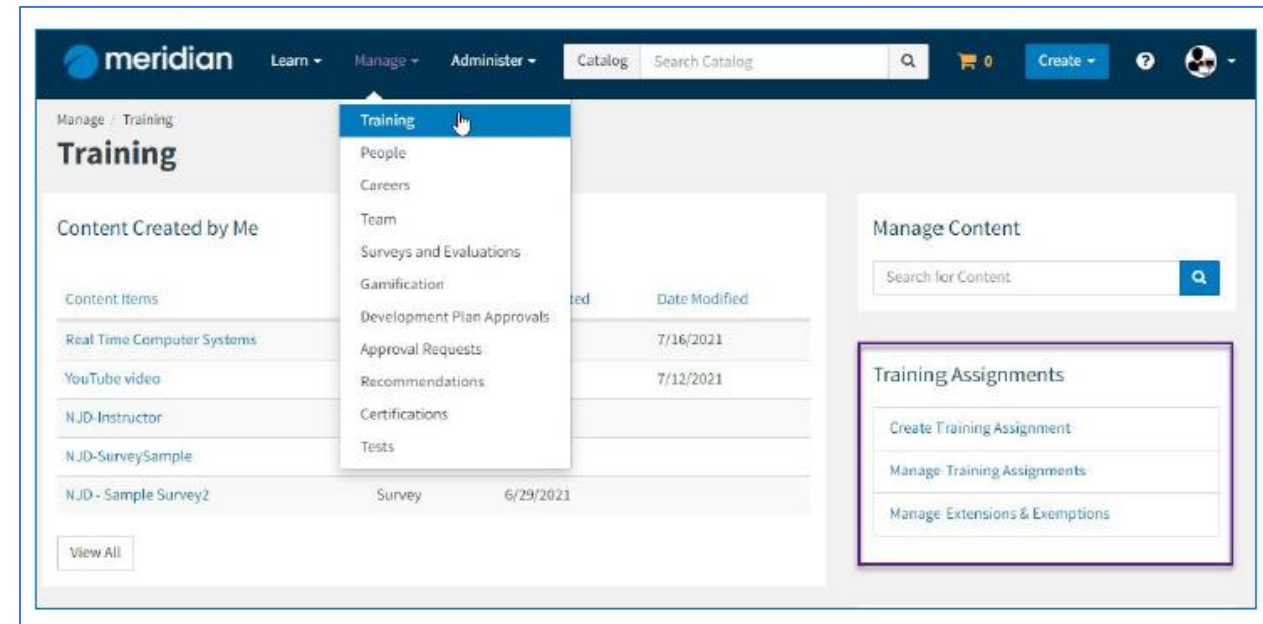
Title	Type	Status	Score	Start Date	Completion Date	Expiration Date	Credits	Action
atest	Online	Started		5/23/2023				

- Training Modules will be provided via PDFs and available 24/7.
- Users will be able to create/log in to their accounts and take the training at their own pace.
- Training assignments will load to your account based on your user type (agent or navigator/assister) and whether you are new or “renewing”.
- Content completion will be tracked, and an exam offered at the completion of training. Passing score is 80%.
- Upon passing the exam, agents will complete the Virginia Health Benefit Exchange/Agent Agreement and submit their signed agreement via their LMS account.

# Training and Certification

## Module Topic Samples:

- ✓ Welcome and Training Overview
- ✓ ACA Basics
- ✓ Privacy and Security and Fraud Prevention Standards
- ✓ Serving Vulnerable and Underserved Populations
- ✓ Cultural Competence and Language Assistance
- ✓ Assisting People with Disabilities
- ✓ Continuous Coverage Unwinding
- ✓ Customer Service and Outreach
- ✓ Remote Identity Proofing
- ✓ How to Resolve Income DMIs



# Training and Certification Communications

- Direct email to all agents currently registered with the FFE in the June data from CMS. (The LMS will create base accounts for each of these and message will ask agents to complete their registration.)
- VAHBE will provide information to all Virginia agent associations asking that they message to their Exchange agents regarding the LMS account creation and training opening August 11<sup>th</sup>.
- Information about registration, training, and certification will be posted on the SCC website.
- Information and messaging will be posted on SCC's social media pages.
- Send reminder emails approximately every 14 days.
- Email to all channels on August 11<sup>th</sup> that training is open. VAHBE will have website and social media blasts with new "training open" message and ask associations to do the same.
- When you receive these messages, agents should please forward to any colleagues that may interested in receiving the information.

# Agent Support

Agent Engagement  
Liaison

Dedicated HBE staff  
to support training and  
certification

Complex Case  
Resolution Specialist  
assigned to  
Agent/Assister  
submitted cases.

Dedicated and  
separate  
Agent/Assister phone  
number for Consumer  
Assistance Center

# A Few FAQs...

**1. Does consumer consent to Agent assistance belong exclusively to the Agent or to the Agency?**

The consent belongs to the Agent and the Agency.

**2. What happens if an Agent does not certify with Virginia's Exchange for PY 24?**

It is up to the Agency then to manage the Book of Business. Agency managers have the ability to re-assign clients to another agent.

**3. What happens when a consumer does not log into their account for PY 24?**

Consumers with PY 23 coverage receive multiple letters from the federal marketplace and the Virginia Exchange in a staged process to inform them of the transition, auto re-enrollment, and steps to create their account. Consumers will be auto re-enrolled regardless of whether or not they create their account; there is no impact to their auto-renewal if they do not create an account.

# Coming Next Month...

Deep Dive  
of Broker Connect and  
Ticketing System



# Contacts

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

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

## **Virginia Health Benefit Exchange**

Holly Mortlock, Deputy Director, External Affairs and Policy

[Holly.Mortlock@scc.virginia.gov](mailto:Holly.Mortlock@scc.virginia.gov)

Toni Janoski, Deputy Director, Operations and Finance

[Toni.Janoski@scc.virginia.gov](mailto:Toni.Janoski@scc.virginia.gov)

Kendra Weindling, Stakeholder Engagement Manager

[Kendra.Weindling@scc.virginia.gov](mailto:Kendra.Weindling@scc.virginia.gov)