

# Virginia Exchange Carrier Town Hall

June 21, 2023

# Town Hall Etiquette

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

# Agenda

01

VAHBE Updates

02

Carrier Onboarding  
Status

03

Transition Updates

# Exchange Updates and Reminders

- Exchange Carrier email update sent Friday, June 16. Please send any questions or comments to [ExchangeCarriers@scc.virginia.gov](mailto:ExchangeCarriers@scc.virginia.gov)
- Town Halls will 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 questions and suggested topics to: [ExchangeCarriers@scc.virginia.gov](mailto:ExchangeCarriers@scc.virginia.gov)
- June 21, July 19, August 16
- VAHBE selected and onboarded a website vendor. Design and development are underway. A soft launch of the website for agents and assisters will be available in early fall.
- VAHBE is now hosting consumer information regarding the continuous coverage unwinding on the SCC website at: <https://www.scc.virginia.gov/pages/Medicaid-Renewals>
- Registration for Exchange Agent Training and Certification will open on July 15. Training will be delivered virtually and will be available to all agents. Training will open in late summer/early fall 2023.

# Operational Readiness Review (ORR) Update

- 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.
- The final ORR involves end-to-end testing of account transfers to demonstrate that DSS/DMAS can effectively transition receiving/sending account transfers from the FFE to the Exchange.

# Carrier Onboarding Update

- 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-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>.
- 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:**

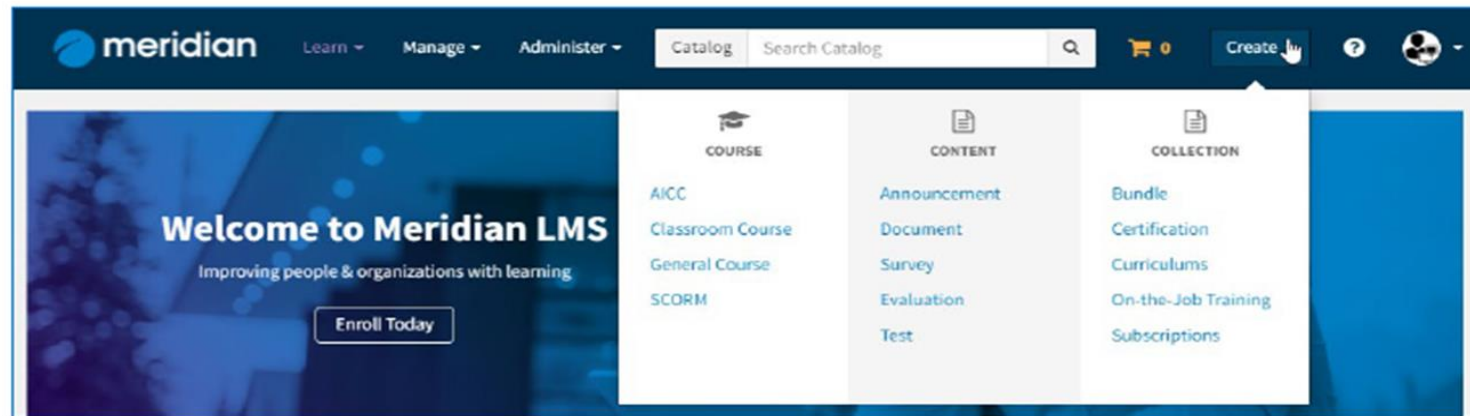
- Statewide radio and streaming audio advertisements
- Google Search Ads
- Digital Display Ads
- Connected TV

# Training and Certifications Update

- Training and Certification is free of charge and will be open to all Agents.
- Registration for training will open July 15, 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.



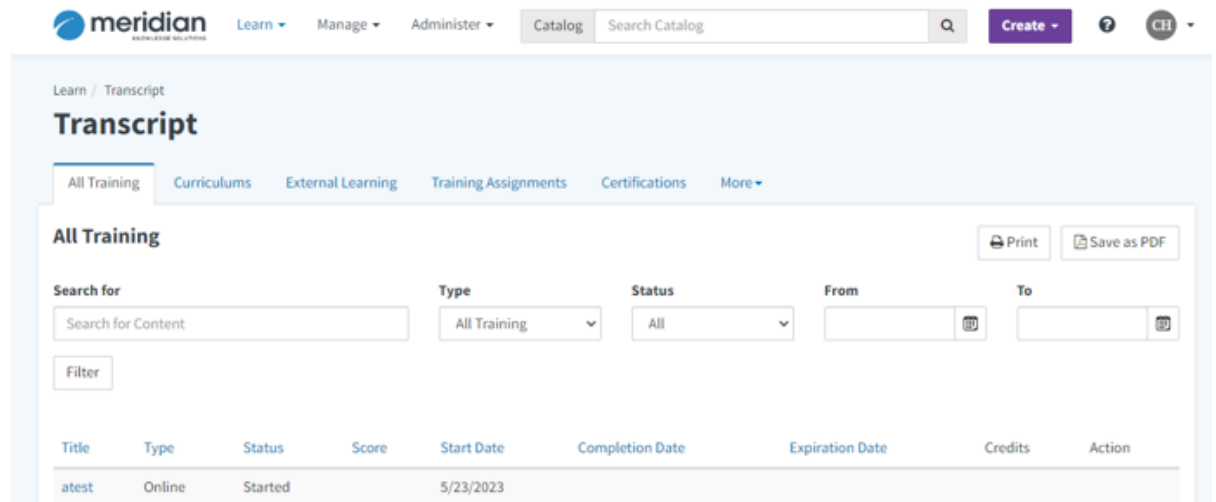
# Training and Certifications



- HBE will utilize the Meridian Learning Management System (LMS) to offer agent, navigator, and assister training in Virginia.
- Training modules will go live August 7<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 Certifications

- 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.



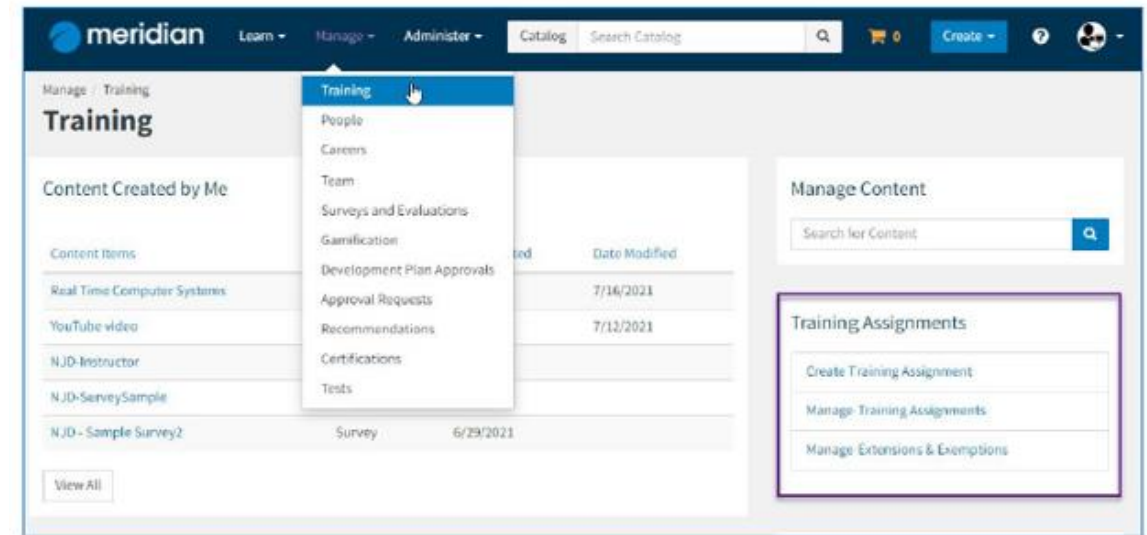
The screenshot displays the Meridian LMS interface. At the top, the Meridian logo is on the left, and navigation links for 'Learn', 'Manage', and 'Administer' are on the right. A search bar labeled 'Search Catalog' is also present. Below the navigation, the page title is 'Transcript' with a breadcrumb 'Learn / Transcript'. A menu bar includes 'All Training', 'Curriculums', 'External Learning', 'Training Assignments', 'Certifications', and 'More'. The 'All Training' section features a search bar, filters for 'Type' (set to 'All Training') and 'Status' (set to 'All'), and date pickers for 'From' and 'To'. There are 'Print' and 'Save as PDF' buttons. Below the filters is a table with the following data:

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

# Training and Certifications

## 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



# 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**

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)