



eHEALTH INITIATIVE

Real Solutions. Better Health.



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Preparing for a New Market: Health IT's Role in the New Health Insurance Exchange Marketplace

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Housekeeping Issues

- All participants are muted
 - To ask a question or make a comment, submit via the chat feature.
- Audio and online conference through www.readytalk.com
 - If you are experiencing technical difficulties please contact ReadyTalk Customer Care: 800.843.9166.
- Download slides at www.ehidc.org



About eHealth Initiative

- Since 2001, eHealth Initiative is the only national, non-partisan group that represents all the stakeholders in healthcare. Represent over 15 different stakeholder groups and 39 states across the nation.
- Mission to promote use of information and technology in healthcare to improve quality, safety and efficiency.
- Last year, over 4500 individuals attended our events and 500+ individuals participated in our national councils and workgroups
- eHealth Initiative focuses its research, education and advocacy efforts in four areas:
 - Data and Analytics
 - IT Infrastructure to Support Accountable Care
 - Technology for Patients with Chronic Disease
 - Data Exchange & Interoperability



When It Comes to Value of eHealth Initiative Our Members Speak for Themselves...

Providers

“What I love most about eHealth Initiative is its unique value proposition that melds research, education and advocacy. It is the only organization I know that reaches across silos to bring the best minds together to solve complex challenges.”

--Edward Marx, Senior Vice President & CEO, Texas Health Resources

Vendors

“eHI brings together the full range of stakeholders addressing care improvement through information technology; eHI is unparalleled in that regard.”

--John Glaser, PhD, CEO, Health Services, Siemens Medical Solutions

Labs

“eHI’s leadership is a lightning rod for healthcare industry stakeholders to bring guidance to ONC and CMS on what e-strategies are reasonable, logical, and cost effective...”

--Dave Dexter, President and CEO, Sonora Quest Laboratories & Laboratory Sciences of Arizona





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2013 HEALTH DATA EXCHANGE & INTEROPERABILITY SUMMIT

OCTOBER 30-31, 2013

Grand Hyatt Washington DC

To register: <http://ehidc.org/events-landing/hdes-2013>

Agenda

- Welcome and Introductions - 4:00 p.m.
 - Jennifer Covich Bordenick, Chief Executive Officer, eHealth Initiative
- Overview of Models and Operational Challenges - 4:10 p.m.
 - Elizabeth Carpenter, Senior Manager, Avalere Health
- Impact on the Market - 4:30 p.m.
 - Caitlin Sweany, MPH, Senior Manager, PwC
- Discussion & Questions – 4:50 p.m.
- Adjourn - 5:00 p.m.





Jennifer Covich Bordenick
Chief Executive Officer
eHealth Initiative



Elizabeth Carpenter
Senior Manager
Avalere





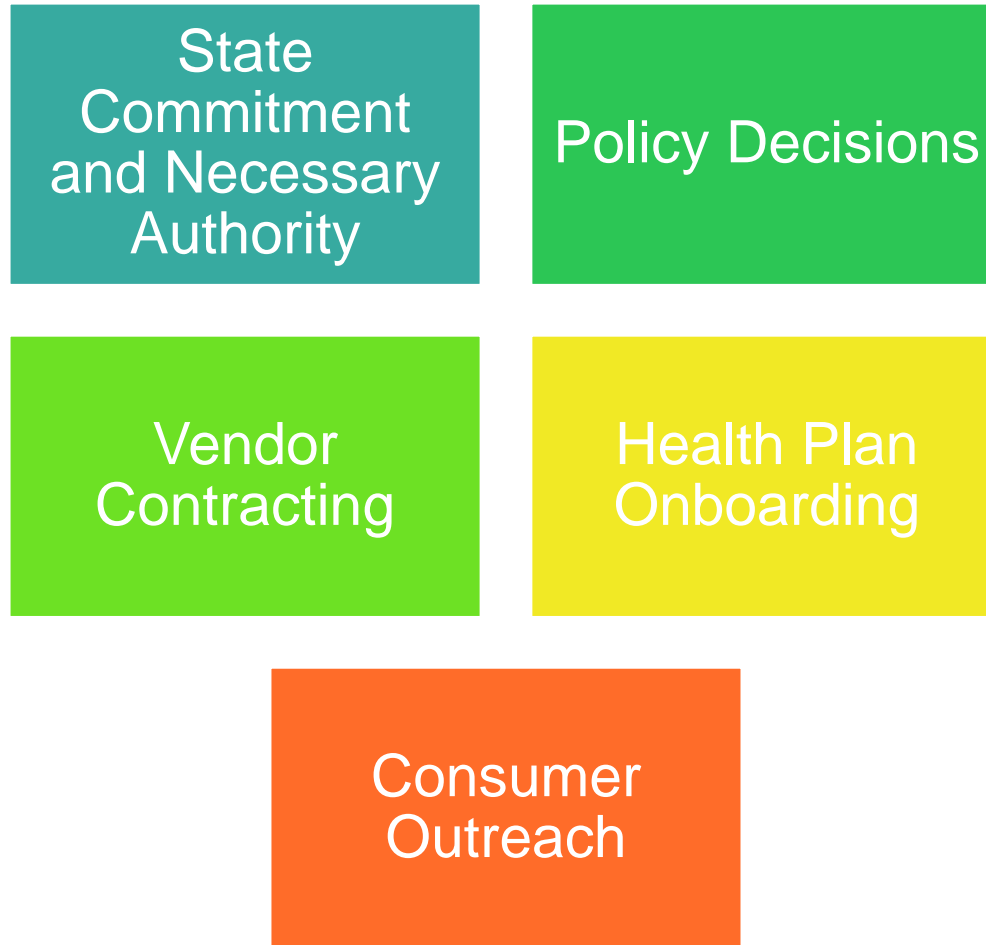
Exchanges: Early Insight from Open Enrollment

October 2013
avalerehealth.net

Today's Discussion

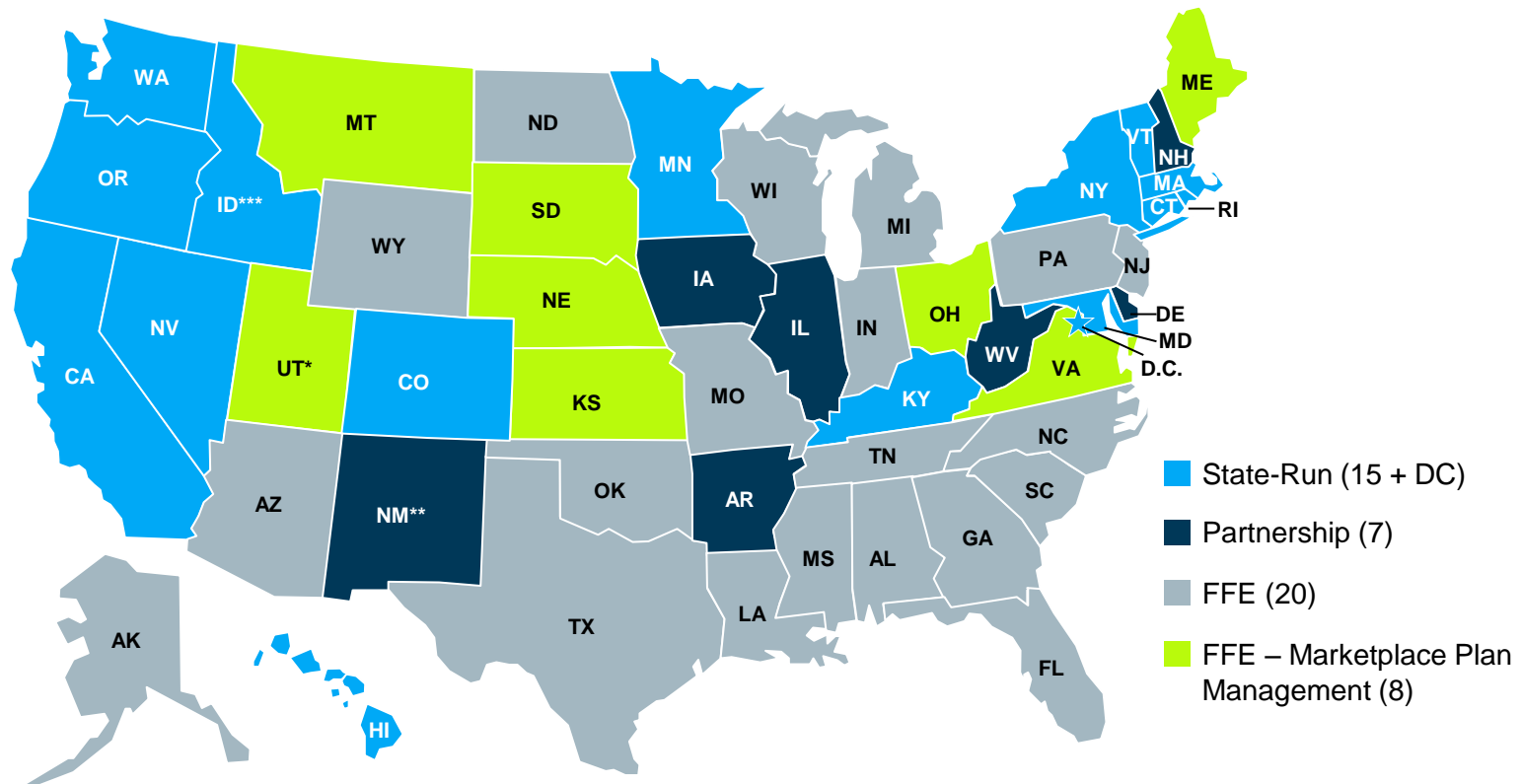
- The path to October 1
- Exchange operating models
- Interest and enrollment
- Operational challenges
- Carrier participation
- Looking ahead

The Path to “October 1” was Compressed, and Timelines Came Down to the Wire



FFE is the Dominant Exchange Infrastructure for the 2014 plan year

2014 INSURANCE EXCHANGE OPERATIONAL MODEL



Source: Avalere State Reform Insights, September 16, 2013

* Utah will operate a marketplace plan management model for its individual exchange and rely on its existing small group exchange for the SHOP exchange.

** New Mexico will operate a partnership for its individual exchange, but run its own SHOP exchange.

*** Although Idaho will operate a state-based exchange, it will rely on HHS for certain functions, such as eligibility and enrollment.

Interest in Exchanges is High, but Enrollment Numbers still Unclear

Open Enrollment at a Glance

More than 11 million
visitors

Over 244,000 accounts
created*

More than 110,000
individuals enrolled**

Source: Avalere State Reform Insights, October 15, 2013

* FFE has not reported on accounts created.

** May capture submitted applications as well as processed applications. FFE has not reported on individuals enrolled.

Exchanges Met with Early IT Challenges, Efforts to Fix “Glitches” Ongoing

Federal site experiencing ongoing challenges

Most state sites operational, but some delays persist



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Please stay on this page.

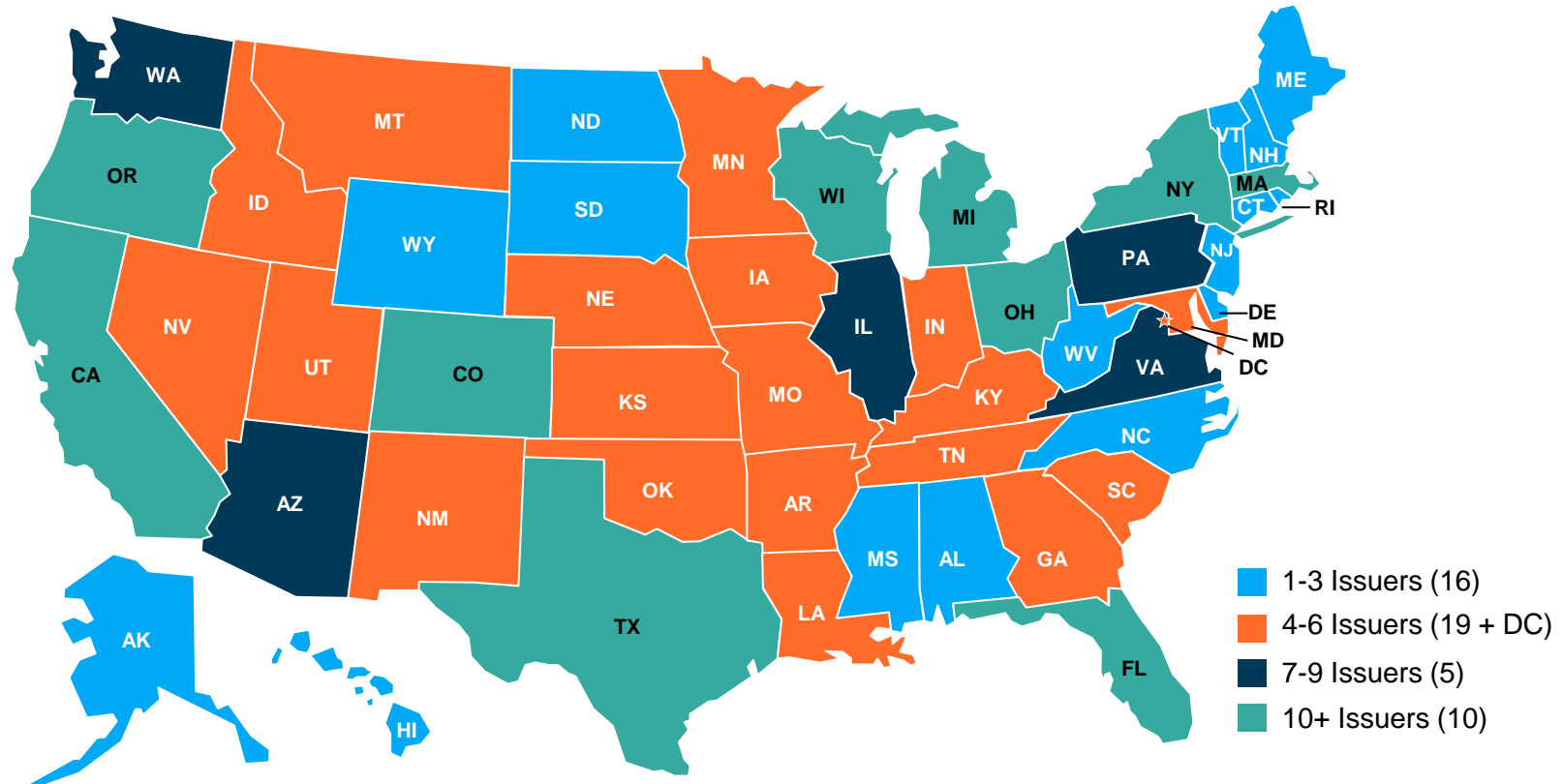
We're working to make the experience better, and we don't want you to lose your place in line. We'll send you to the login page as soon as we can. Thanks for your patience!

In a hurry? You might be able to apply faster at our Marketplace call center. Call 1-800-318-2596 to talk with one of our trained representatives about applying over the phone.



In Most States, Exchanges Have Attracted a Variety of Carriers

ISSUER COMPETITION BY STATE, INDIVIDUAL MARKET

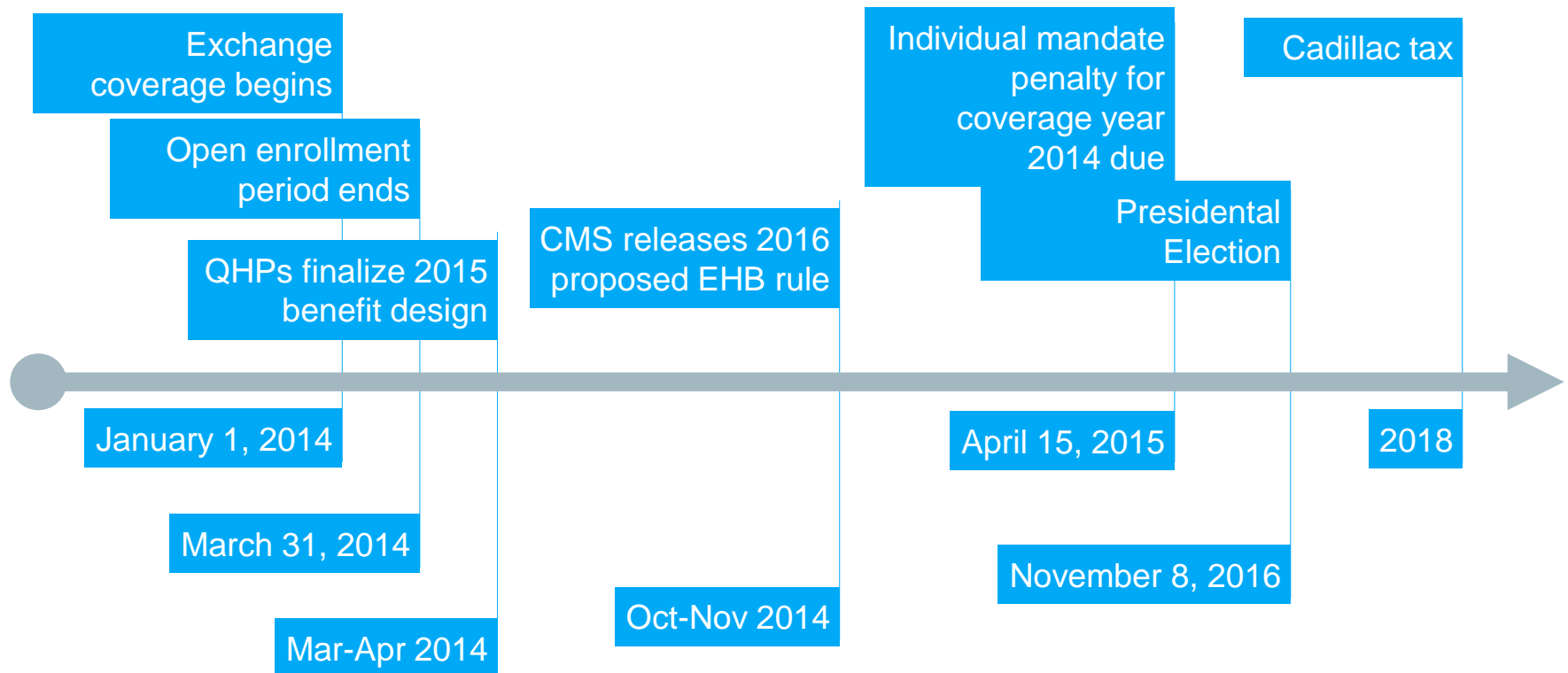


Source: Avalere Analysis of information available on healthcare.gov at: <https://data.healthcare.gov/dataset/QHP-Individual-Medical-Landscape/ba45-xusy>, accessed October 3, 2013, and *Avalere State Reform Insights*, September 2013.

*Issuer competition includes the OPM multi-state plan.

While Enrollment Is “Live,” Long Implementation Journey Ahead

? - States indicate willingness to operate state-based exchanges, including “SHOP- only”



QHP = Qualified health plan
OIG = Office of the Inspector General
CMS = Centers for Medicare & Medicaid Services
EHB = Essential health benefits



Caitlin Sweany
Senior Manager
PwC

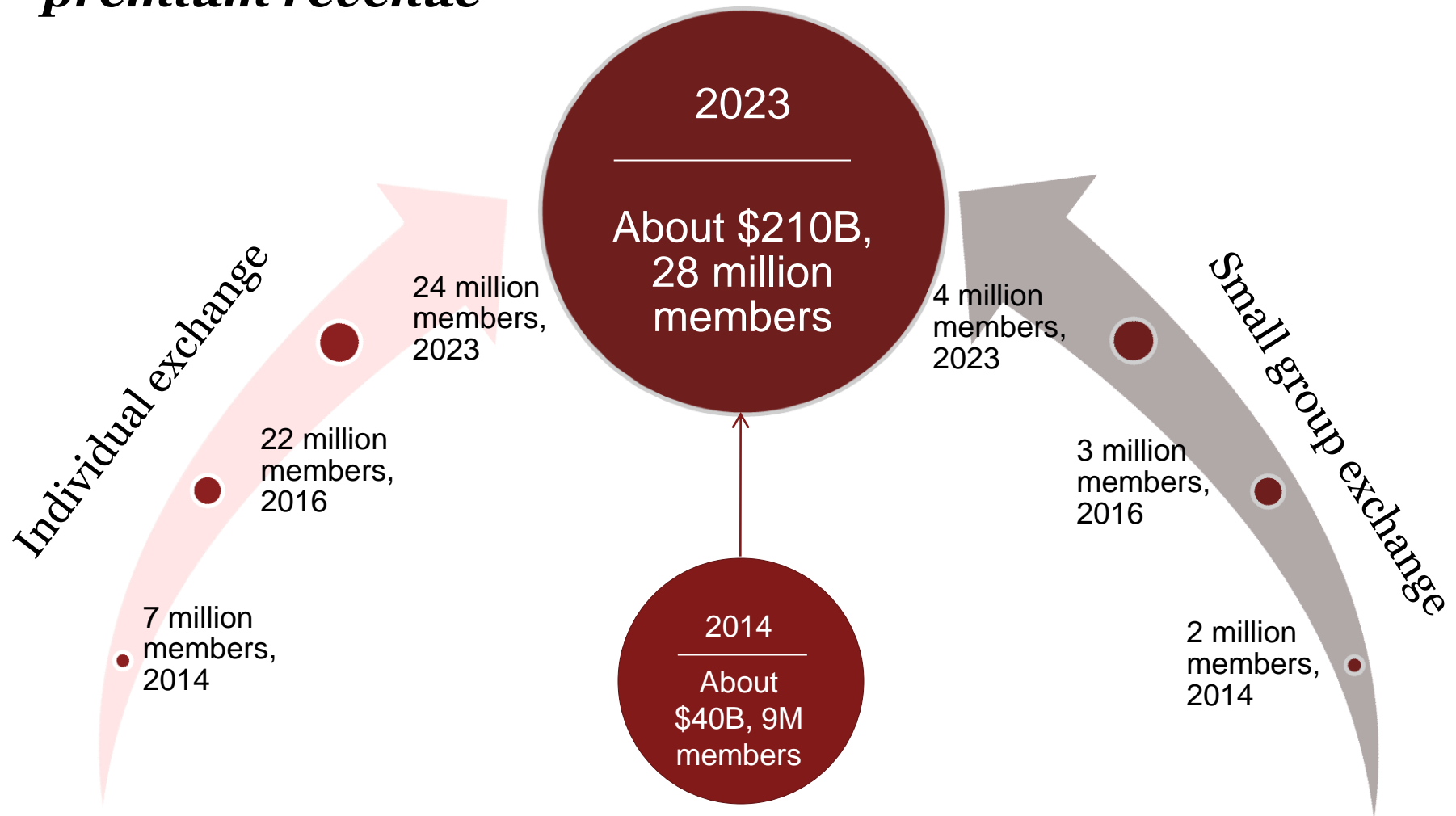


Health insurance exchanges: *A look forward*

October 17, 2013

Caitlin Sweany
Senior Manager
PwC's Health Research Institute

The new HIX channel is worth approximately \$210B in premium revenue



Most health insurers will offer exchange coverage

69%

Of health insurance executives said they planned to offer coverage on the state exchanges in 2014 or 2015

50%

*of national insurance executives said they expected to enter additional states after 2014**

Source: Health Research Institute 2013 insurance executive survey

Insurers participating on the exchanges face significant operational challenges

Insurance executives see technology integration as the largest barrier to exchange implementation



63%
Technology
integration



61%
Coordination
of subsidies



51%
Adverse
selection



46%
Profitability



41%
Managing
churn



34%
Understanding
newly-eligible
consumers



13%
Organizational
culture

Source: Health Research Institute 2013 insurance executive survey

Many types of companies are getting involved in the exchanges

25%

Of companies that applied to sell coverage on the federal exchange in 2014 are entering the individual market for the first time

Source: HHS

Commercial insurers

Tax preparers

Medicaid managed care plans

CO-OPs

Technology companies

Insurance start-ups

Web brokers

Retailers

Provider systems

Government contractors

Opportunities in the new exchange frontier: mobile

70%

of insurance executives believe the ease of finding information on a mobile device will be important to customers



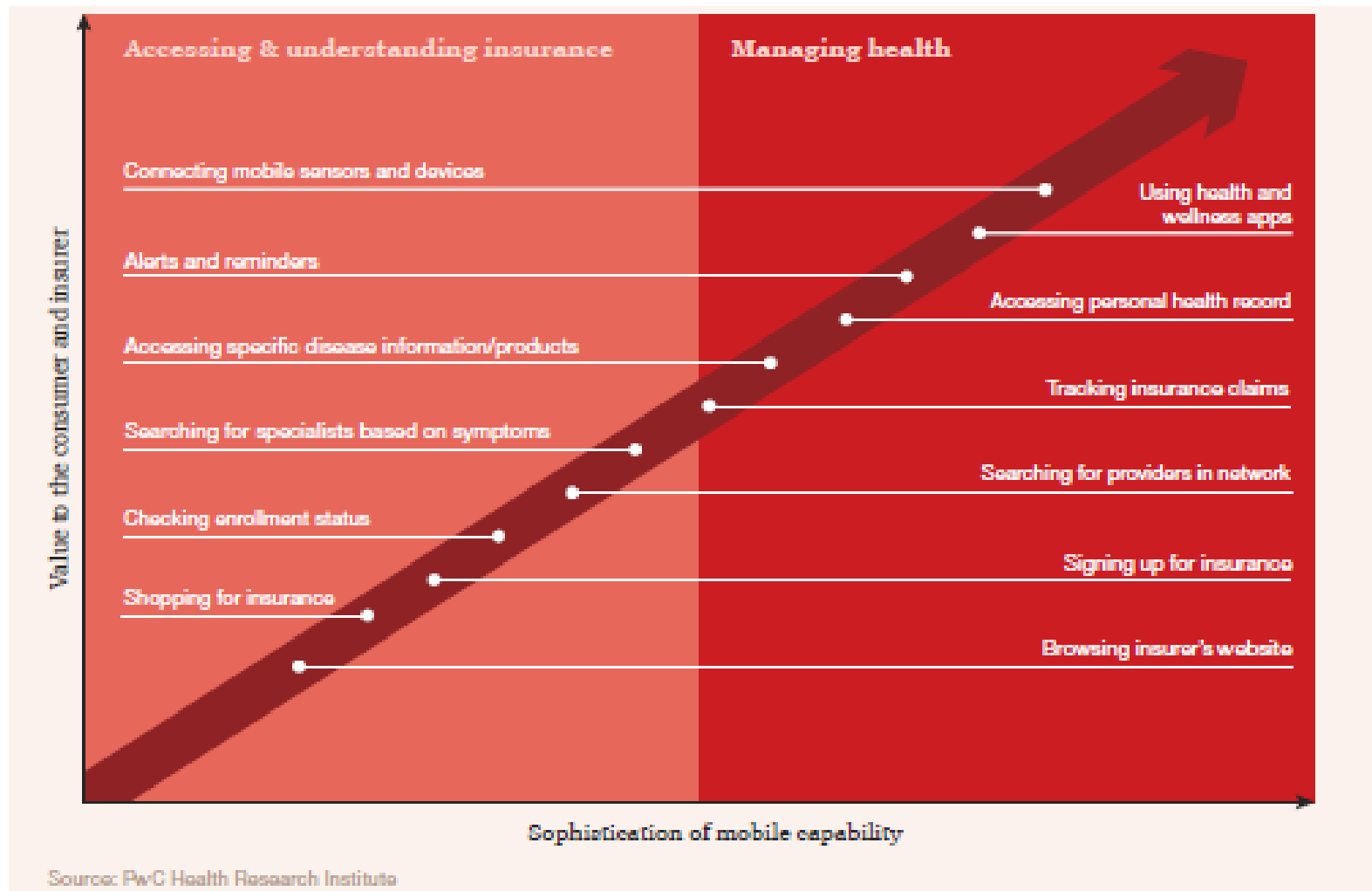
50%

of those same executives were not confident their companies would have mobile capabilities in place by the time enrollment begins

Considerations

- Skilled mobile programmers have yet to gravitate to healthcare
- Mobile might be the only access point for some customers
- Mobile technologies should be as flexible as possible

How mobile capabilities can deliver value



Opportunities in the new exchange frontier: analytics

- Analytics skills are a rare find
- Insurers can guide through analytics
- Insurers can expand and manage access through analytics

As the industry moves from wholesale to retail, the customer takes center stage

- ✓ **Design with the consumer at the heart** – take cues from other industries such as retail and technology
- ✓ **Think beyond initial implementation challenges** – focus on building a meaningful customer experience
- ✓ **Understand and engage customers** – price competition requires a better customer experience

For more information...

Check out our materials: <http://www.pwc.com/us/hix>

Contact:

Caitlin Sweany
caitlin.sweany@us.pwc.com

Questions?

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Next Policy Workgroup Webinar

November 21, 2013

4:00 - 5:00 pm (ET)



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