• Our goal is to ensure Americans have quality, affordable health coverage.

• The White House, the Department of Health and Human Services, and Departments across the Administration are committed to achieving this goal.
Health coverage options for individuals in 2014

Qualified Health Plans without Financial Assistance

Advance Premium Tax Credits

Cost-Sharing Reductions

Medicaid (state option)

CHIP
FPL varies by State

Percent of Federal Poverty Level

400% FPL

250% FPL

133% FPL

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Accomplishments

• Most Marketplace regulations are completed.

• Information technology is being put into place.

• State landscape on Marketplaces is set.
Key Marketplace Dates for 2013

• April 2013 – Issuers in States participating in the Federally-Facilitated Marketplace (FFM) submit QHP rating and benefit data.

• April 2013 – Single Streamlined Application finalized and provided to states.

• June 2013 – Call Center launched.

• July 2013 – Training for consumer assistance begins.

• August 2013 – Web portal loaded and tested.

• October 1, 2013 – Open Enrollment Period begins.
Information Technology (IT)

• The Health Insurance Oversight System (HIOS)

• The Data Services Hub

• The Health Insurance Marketplace (Marketplace) IT System
## State Status—As of 3/29/2013

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| Total: 19 | Total: 7 | Total: 4 | Total: 8 | Total: 6 |

* *=model is under consideration  
Red = Direct enforcement states  
** = In discussion Collaborative Enforcement Agreement

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Medicaid/CHIP Operations

- State Medicaid/CHIP Programs will:
  - Accept single application from consumer
  - Make eligibility determinations for certain populations using Modified Adjusted Gross Income-based (MAGI) methodologies
  - Implement MAGI rules engine for state eligibility and enrollment (E&E) systems
  - Coordinate eligibility decisions with Marketplace
  - Connect to the Data Services Hub (The Hub)
  - Claim enhanced FMAP for newly eligible population’s cost
  - Provide alternate benefit plans to newly eligible population through contract changes with plans / providers

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Marketplace Outreach

• The specific goal of our Marketplace Outreach efforts is to ensure that consumers have access to and enroll in quality, affordable health coverage.
Marketplace Campaign Objectives/Strategic Imperatives

• Raise awareness of the Marketplace as an accessible, objective source for finding affordable health coverage
• Reinforce the availability of financial assistance
• Encourage uninsured Americans to go to the Marketplace to find, compare and enroll in coverage
• Demonstrate the value of health coverage to skeptical audiences
• Micro-target audiences for better, more efficient marketing while raising awareness broadly
• Engage consumers where they are both online and offline
• Enlist and equip allies, partners, Federal, State and local agencies, providers, caregivers, stakeholders and others to reach, engage and assist potential enrollees
Marketplace Consumers:
National Snapshot

Geography
- 41.3 million uninsured and eligible
- 28.1 million uninsured and eligible in 33 FFM/Partnership states
- 18 SBM states
- Need to communicate at national, state and community level at same time

National Demographics
- 3.8 million rely on Spanish and more than one million rely on some other language
- 20% have not graduated High School
- Poverty Level:
  - <138%
  - 139-400%
  - 500%+

Segmentation
- Healthy & Young: Feel invulnerable; unlikely to see value
  - 17.8 million 18-35 years old
    - 58% male
    - 42% female
    - 26% Latino
    - 18% African American
- Active Sick and Worried: Need and want coverage but don’t know how to choose
- Passive & Unengaged: Uninterested in coverage; mistrust government
Customer Service Timeline:
Where we’re going and when consumers can engage

Basic Education / Stakeholder Engagement
• Educate partners and stakeholders, provide resources
• Build awareness
• Provide consumer information on value of coverage, health and financial literacy, basic program parameters
• Release Navigator FOA

Anticipation / Get Ready
• Additional consumer educational content made available on re-launched HealthCare.gov
• Call center begins taking calls
• Training begins for navigators and certified application counselors

Act Now / Enroll
Open Enrollment Begins
• Major launch effort/media blitz
• Field in action

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Customer Service Timeline: *Anticipation Phase*

- **Anticipation/Get Ready Phase** (June 2013-October 1, 2013)
  - Additional consumer content made available on re-launched HealthCare.gov
  - Call Center begins taking calls
  - Training begins for navigators and certified application counselors
Customer Service Timeline: Anticipation Phase

- Enrollment Phase (October 1, 2013 to March 31, 2014)
  - Open Enrollment Begins
  - Major launch effort/media blitz
  - Field in action