

OE3 Success: What does it look like?

Growth in customer base with a high retention rate

- Target metric for FY 2016 : 195,237 Ind. and 6,881 SHOP (covered lives)
- New customers: 61,237
- Returning customers: 70% Individual retention, 80% SHOP retention

Fewer customer issues

- In OE2, >10% of customers required assistance to complete their enrollment due to issues with the system. The target for OE3 is <5%
- Knowing there will be issues, our goal is to identify, correct and communicate issue statuses more quickly this year than last. No enrollment should take over 3 weeks to complete (application complete -> EDI to carrier)
- We will have tools to communicate status of issues to customers and their assistors as they are being corrected without need to call for an update

Brokers, health coverage guides & external assistors have the tools necessary to support their customers

- Brokers assisted 40% in FY 2015, target for FY 2016 is 50% Ind., 75% SHOP
- HCG assisted target for FY 2016 is 9%
- 100% of brokers and HCGs certified and trained by 10/15
- Procedures for handoff between counties & Marketplace defined by 10/15

Service Center representatives have the tools necessary to support their customers

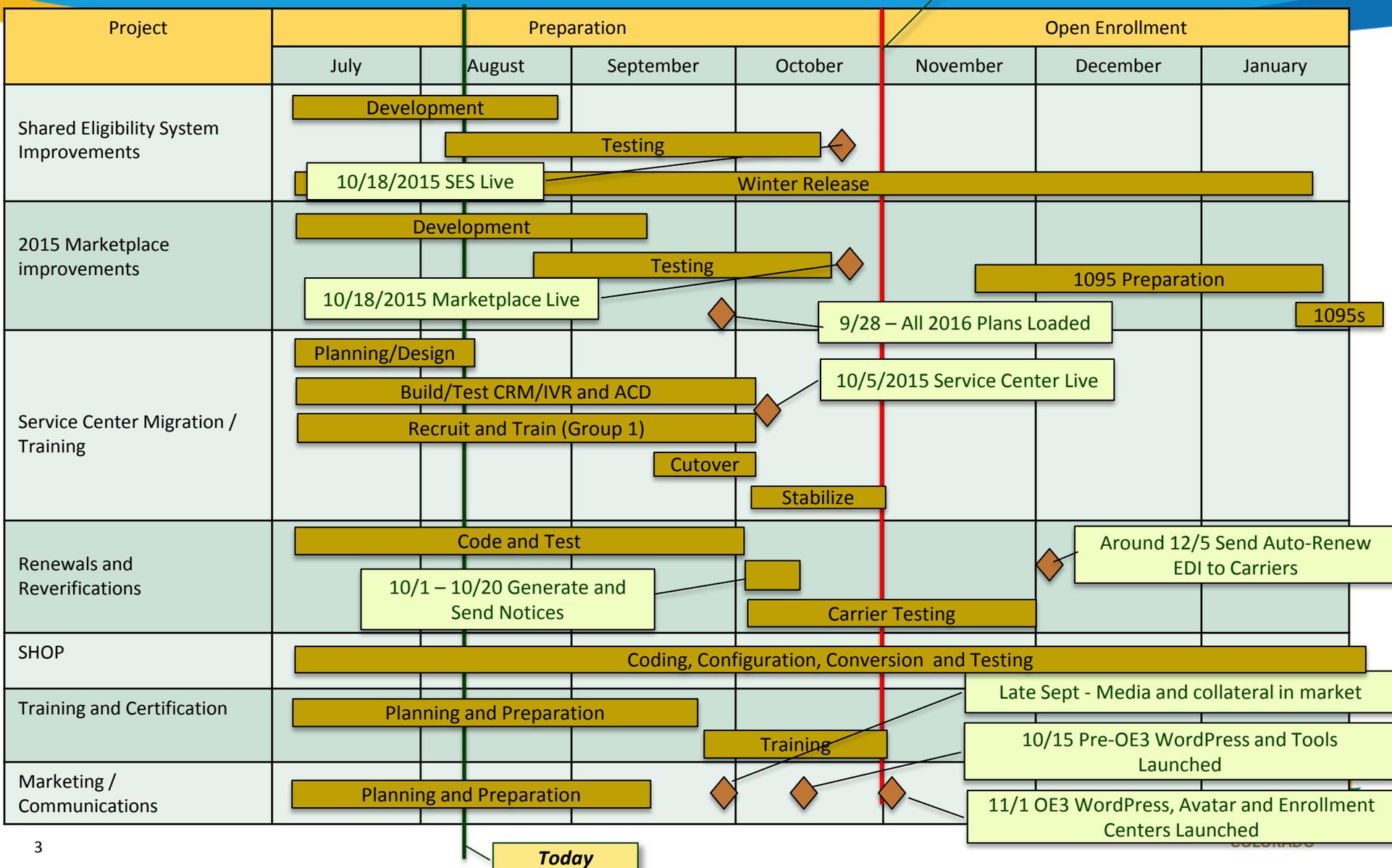
- New CRM - streamlined and intuitive with self-serve capabilities
- Problem Resolution Team, refined and ticket monitoring available
- Expedited path and Report My Changes
- Access to CBMS data via Service Portal

OE3 Key Activities and Challenges

Project	Key Enhancements	Challenges and Mitigations
Shared Eligibility System Improvements	<ul style="list-style-type: none"> • Expedited income and Application Summary page • Life Change Events / RMC for APTC and Mixed Households • Service center integration with CBMS • Improved processing for legally present residents • Improved usability and Avatar 	<ul style="list-style-type: none"> • Short development and test timeframe. <u>To Mitigate</u>: joint development teams, shared testing, parallel activities, tight governance, improved change request processes • Limited time to train. <u>TM</u>: focused training on SES, improved communications about key changes, better alignment of training teams
2015 Marketplace improvements	<ul style="list-style-type: none"> • Improved usability – plan pagination and online renewals functionality • Improved broker functions 	<ul style="list-style-type: none"> • Ability to make significant improvements constrained by budget, resources & time. <u>TM</u>: focus on most important items with smallest effort
Service Center Migration / Training	<ul style="list-style-type: none"> • Single vendor responsible for all aspects of service center • Integrated IVR/ACD and CRM with improved ‘case’ maintenance and customer self-service capabilities 	<ul style="list-style-type: none"> • Short timeframe to implement and test. Critical activities coincide with SES and OE3 ‘go-live’ activities. <u>TM</u>: separate team focused on Service Center. CGI highly incented to deliver.
Renewals and Reverifications	<ul style="list-style-type: none"> • Improved online experience, and tighter coordination with carriers for EDI processing 	<ul style="list-style-type: none"> • New ‘Failure to Report’ requirement from CMS. <u>TM</u>: working with other states on strategies for ‘FTR’.

OE3 High Level Timeline

11/1 OEP Begins



Today