

New York Health Benefit Exchange

Implementation Review

Section 2.0 Consumer and Stakeholder Engagement and Support

August 13, 2013

<u>Item Number</u>	<u>Topic</u>
2.1	Stakeholder Consultation Plan

New York recognizes the importance of engagement with a wide range of stakeholders in the planning and implementation of the New York State Health Benefit Exchange and is fully prepared to continue meeting federal requirements related to these activities.

Regional Advisory Committees

Since 2011, the State has convened meetings with large groups of stakeholders representing all sectors – consumer advocates, health plans, small business, producers (agents and brokers), health care providers, health policy experts, members of Tribal Nations and others. On April 12, 2012, Governor Andrew M. Cuomo issued Executive Order Number 42 establishing the New York State Health Benefit Exchange within the New York State Department of Health. In that Executive Order, Governor Cuomo called for the convening of Regional Advisory Committees “consisting of consumer advocates, small business consumer representatives, health care providers, agents, brokers, insurers, labor organizations and any other appropriate stakeholders, to provide advice and make recommendations on the establishment and operation of the Exchange, including recommendations about relevant regional factors, and shall provide opportunities for public input on such matters. Since the creation of the Regional Advisory Committees (RAC) in September 2012, the RAC has served as a primary communication venue for stakeholder consultation. The RAC currently includes over 200 individuals representing various constituencies from across the state were named to serve on one of the following five Regional Advisory Committees:

- Western New York
- Central New York/Finger Lakes Region
- Capital/Mid-Hudson/North Country
- New York City (5 boroughs)
- Long Island

The full list of RAC members is available here:

www.HealthBenefitExchange.ny.gov/RegionalAdvisoryCommittees.

Meetings of the RAC are webcast and open to the public. In-person meetings and webinars are held. A list of recent RAC events is included in the Stakeholder Events list below.

Outreach Partners

The Exchange is working with partners to help us reach potential Exchange enrollees to build public awareness, as well as to educate and earn buy-in from organizations who work with targeted populations. Additionally, the goals of collaborating with such outreach partners is to develop a range of culturally and linguistically appropriate and effective approaches and methods to inform all New Yorkers, individuals and small businesses in particular, about the Exchange and its unique benefits, generate excitement about this new opportunity, and drive people to enrollment assistance. Partners include organizations on the Regional Advisory Committees, as well as organizations that are not currently members. Outreach partners serve as a resource to their community and members through a variety of means. These activities include, but are not limited to, the following:

- Sponsor in-person events in the community
- Distribute printed materials
- Serve as a site for In-Person Assistors/Navigators
- Include a piece about the Exchange in organization/company newsletter
- Support online content (e.g., link to the Exchange website)
- Host a webinar or video tutorial
- Include information on their social media page(s)
- Reach out to colleagues with information and support
- Serve as a resource for information about how to reach In-Person Assistors/Navigators for enrollment

The Exchange regularly meets with potential outreach partners that represent or serve consumers who may be eligible for Exchange coverage, with over 100 partnership meetings conducted to date. These organizations include, as an example, the state networks for food banks, pharmacies, farmers markets & associations, legal aid organizations, small business trade groups, and many others. Partner groups often represent, but are not limited to, the following categories of organizations:

- Local, state and federal officials including recent briefings for New York's congressional delegation
- Local and state government agencies and programs including but not limited to the NYS Department of Motor Vehicles and local (county) health department officials throughout the state
- Direct service organizations and CBOs
- Health care systems and providers such as hospital, physician, behavioral health and pharmacy associations.
- Industry and professional associations
- Advocacy organizations

When meeting with outreach partners, Exchange staff describe the Exchange and establishment updates, as well as the advantages of using it. Exchange staff also learn more about the constituency served by the organization; the constituency's health care needs, concerns and potential barriers to enrollment; the type of outreach the organization typically conducts; and the specific outreach activities they would like to do in order to help constituents learn about the Exchange, its benefits and how to enroll.

The Exchange will continue this partnership engagement process throughout the open enrollment period and beyond.

Additional Stakeholder Meetings

Insurance agents and brokers have been convened to date via two Exchange webinars with over 1,400 individuals participating in one or more programs. Links to these webinars are available in the Stakeholder Events list below. SHOP Exchange staff regularly consult and speak with agents and brokers across the state to increase awareness of the Exchange and answer questions the producers may have.

Finally, numerous organizations and associations within our stakeholder community continue to request one-on-one meetings with state staff or ask state staff to attend their meetings to present on Exchange issues and development. These groups represent the range of stakeholders for the Health Benefit Exchange, including consumers, small business, health care providers, insurance agents and brokers and labor organizations. To the fullest extent possible, Exchange staff attend these meetings and events as an opportunity to further engage with stakeholders and hear sometimes varying perspective on issues related to Exchange planning and implementation.

Stakeholder Events

The Exchange regularly holds meetings and webinars for stakeholder groups, including RAC members, agents and brokers, and other interested organizations. Meeting materials and archived videos are available at the links provided below for the following past stakeholder events that were open to the public, which have occurred since our original October 2012 Blueprint document submission. (The full list of Exchange stakeholder events is available at www.HealthBenefitExchange.ny.gov/news.)

- May 2013 RAC Meetings: Exchange Outreach Plans (www.HealthBenefitExchange.ny.gov/RACMay2013)
- May 17, 2013 Webinar: Updates for Agents and Brokers (www.HealthBenefitExchange.ny.gov/news/new-york-health-benefit-exchange-webinar-updates-agents-and-brokers-0)

- March 22, 2013 Webinar: Updates for Agents and Brokers
(www.HealthBenefitExchange.ny.gov/news/new-york-health-benefit-exchange-webinar-updates-agents-and-brokers)
- January 24, 2013 RAC Webinar: Important Exchange Updates
(www.HealthBenefitExchange.ny.gov/news/regional-advisory-committee-webinar-important-exchange-updates)
- November 29, 2012 RAC Joint Meeting on SHOP Exchange
(www.HealthBenefitExchange.ny.gov/news/regional-advisory-committee-joint-meeting-shop-exchange)
- November 7 & 8 RAC Webinars: Enroll UX 2014
(www.HealthBenefitExchange.ny.gov/news/regional-advisory-committee-webinar-enroll-ux-2014)

Calendar of Speaking Events

Exchange staff responds to requests to speak at various events and meetings. The Exchange's Director of Stakeholder Engagements receives and assigns requests according to the specific interest of the group. For example, requested from business associations would be attended by the SHOP Director or the Director of Broker Relations while requests for presentations specific to the benefits that would be covered would be handled by the Director of Plan Management. To date, Exchange staff have presented at a total of 108 meetings and events throughout the state to groups including state-wide associations, chambers of commerce, public health partners, broker groups and health & human services organizations. Through the end of 2013, there are currently 70 additional speaking engagements on the calendar, with more being added each week.

Informational Website

With the support of the Robert Wood Johnson Foundation State Health Reform Network, the Exchange in November 2012 launched a consumer-focused and user-friendly informational website (www.HealthBenefitExchange.ny.gov). The website is updated continuously to include new developments of the establishment process and informational materials. Resources include print-on-demand fact sheets for individuals and small employers, newsletter articles and FAQs. To date the Exchange informational website has received over 194,000 visits from more than 116,000 unique visitors, and has had over 947,000 pageviews since its launch. Visitors can also sign up for email updates on this website. More than 5,500 individuals have signed up for email updates to date.