

## New York Health Benefit Exchange

### Blueprint Summary for Section 2.0 Consumer and Stakeholder Engagement and Support October 26, 2012

<u>Item Number</u>	<u>Topic</u>
2.5	Website

New York is designing and developing a new Health Benefit Exchange website/enrollment portal that will provide access to up to date standardized comparative information on Qualified Health Plans (QHPs), including premium and cost-sharing information, the summaries of benefits and coverage, identification of metal levels, and of catastrophic plans. In addition, results from enrollee satisfaction surveys, quality ratings, and reported medical loss ratio information (MLR) will be available, as well as access to reported transparency of coverage measures, provider directories, and required financial information and disclosures pursuant to 45 CFR 155.205 (e.g. Exchange administrative costs, costs of licensing, any required regulatory fees or payments, monies lost to waste, fraud and abuse).

New York is leveraging the hcentive COTS solution for individual, SHOP and broker/navigator users, including updates reflecting some UX 2014 features and “look and feel”, and has been working in collaboration with Massachusetts and Colorado in this regard. New York’s website/web portal development effort involves a combination of “out of the box”/configured and custom design and development, to reflect ACA and NYS requirements.

The website/enrollment portal will allow individuals and families, as well as employers/employees for SHOP, to browse for potentially available health plans, and to have their eligibility for Exchange participation determined. The portal will enable consumers/SHOP employees to identify, select/compare and enroll in qualified health plans (QHPs) available through the Exchange. It will also enable and support Exchange eligibility determinations for applications for financial assistance for all available Insurance Affordability Programs (e.g. APTC/CRS, Medicaid, CHP, any BHP program offered), including provision of a calculator to facilitate the comparison of QHPs including the application of APTC/CSRs.

The website/portal will provide appropriate, required accessibility for individuals living with disabilities and individuals who are limited English proficient, at no cost to the individual, including taglines in non-English languages indicating the availability of language services. The base hcentive application supports English and Spanish languages.

NYS will secure a URL for the Exchange website/web portal, pending near term decisions re Exchange branding. NYS has an existing website section for health reform information on the Department of Health’s website ([www.healthcarereform.ny.gov](http://www.healthcarereform.ny.gov)), which is being updated with a

new “look and feel” and additional content, as part of the overall Exchange website/web portal strategy. (See attached screen shots)