

# Pennsylvania Health Insurance Exchange Authority – Board of Directors Special Session

November 13, 2019



Pennsylvania Health Insurance Exchange Authority



# Meeting Agenda

1. Preliminary Matters
2. Technology Platform and Customer Assistance Center Procurement
3. Adjourn

# Preliminary Matters



Pennsylvania Health Insurance Exchange Authority

# Technology Platform and Customer Assistance Center Procurement



Pennsylvania Health Insurance Exchange Authority



# PHIEA's Strategic Goals for this procurement

## A seamless transition

- A vendor solution that will stand up a fully-functioning exchange technology platform and customer service center on-time and on-budget
- Successful conversion of existing customers to the state exchange system
- Limited technical and operational disruption and change to community and insurer partners as well as the Department of Human Services

## Higher quality access and customer service

- Accountability to Pennsylvanians looking to access subsidized and unsubsidized individual market health insurance
- Data reporting that is accurate and timely, and can respond to all stakeholder needs
- Flexibility to accommodate changing operational and customer needs
- Ability to better serve PA families churning between individual market and Medicaid

## Lower costs and lower premiums

- Operation of the exchange at a significantly lower cost than current Healthcare.Gov price-tag
- Reduction of individual market premiums in 2020 by 5-10% through reinsurance



# Measures of Success

How should PHIEA tangibly define being successful?

Measurement	Measures of Success
Seamless Transition	Healthcare.gov account conversion, existing customer, assister and producer account captures, insurer and Medicaid integration testing results and auto-renewal outcomes
Quality Access and Customer Service	Number of renewing and new customers, average speed to answer, abandonment rate, average handle time, first-call resolution, customer satisfaction surveys, account transfer conversion
Lower costs and lower premiums	Staying on or under budget, adequate reinsurance funding to achieve reduction of premiums by 5-10%



# What Are We Buying?

## Overall Request For Proposal Summary

### Procurement Authority:

- Open, competitive procurement consistent with the Commonwealth's Procurement Code
- Issued by the Insurance Department as the Issuing Office on behalf of the Authority, in advance of the formation of the Authority Board through the Insurance Commissioner's Authority as Board Chairperson

### Procurement was for:

- A Technology Platform to support:
  - Consumer Shopping for Individual or Family Health Insurance (Qualified Health Plans)
  - Consumer Shopping for Individual or Family Dental Insurance (Stand-Alone Dental Plans)
  - Application processing for acquisition of plans
  - Processing interfaces with carriers, the Federal HUB and Medical Assistance
- Consumer Assistance Center technology and operations:
  - Contact center to address all necessary interactions and communications between the Authority and Commonwealth citizens
- On-going maintenance and operation of technology platform and consumer assistance center

### Key Procurement Requirements:

- Only offerors who have “a proven, real-world solution” were qualified to submit proposals
- Proposed “solution” must be implemented and deployed by the first Open Enrollment in October 2020
- Supports effective coverages for plan year 2021
- No payments will be made to the vendor until the first year of operation
- Imposes service level agreements with liquidated damages for non-achievement



# Selection Process Overview

Conducted by an Interagency, Multi-Disciplinary Evaluation Team

- Evaluation Team:
  - Subject Matter Expert Representatives from the Governor's Office, Department of Human Services, IT Delivery Center, Insurance Department and the Authority
  - Administrative and legal support from the Pennsylvania Insurance Department
  - Five voting members and more than 12 consulting members
- All evaluators were provided the full technical proposals without cost or Small and Diverse Business information
- Evaluators reviewed and scored each of the proposals independently without consulting each other, followed by a group scoring meeting where individual proposal scores were adjusted based upon group discussion of the strengths and weaknesses of each of the proposals
- Full day presentations included live demonstrations of the technology platform and consumer assistance solution based upon a set of prescribed scenarios
- Another group scoring meeting was held after the vendor presentations to allow for further rescoring





# Selection Process Recommendations

## Proposal Evaluation Requirements and Criteria

- Proposals were evaluated against the requirements of the RFP (not against each other) based upon the following criteria:
  - Soundness of solution and approach and excellence of customer experience
  - Offeror and personnel qualifications including relevant experience, capacity to implement, maintain and operate the solution
  - Offeror's understanding of the problem and ability to meet solution requirements
  - Soundness of approach to implementation, maintenance and operations
  - References
  - Comprehensiveness of the field-proven solution
  - Ability to meet timelines
  - Solution meets or exceeds industry best-practices services, technology, operations and quality
- Once all technical scores were "locked in" (90% of the score), costs were opened (10% of the score) and a final ranking was established
- Based on the outcome of the scoring process, the Evaluation Team recommended the Authority enter into contract negotiations with GetInsured



# GetInsured Highlights

## Vendor qualifications and approach to customer service

### Qualifications:

- Proven state-based exchange technology in five other states, supporting ~2 million enrollments and 26 insurers
- Invaluable experience transitioning customers from Healthcare.Gov to a state-based exchange in Idaho and Nevada
- An on-the-ground project management team with strong technical and exchange specific credentials as well as subcontractor support with Pennsylvania Medicaid system experience

### Approach to Customer Service:

- Call center operations managed and operated by GetInsured (not subcontracted) and tightly integrated with the exchange technology
- Nimble and robust approach to hiring and training focused on delivering quality customer experience and adapting to changing customer needs
- Commitment to a quality customer experience through service level agreements and associated liquidated damages
- Commitment to providing the Exchange Authority options for moving the call center to PA in future years



# GetInsured Highlights

Approach to technology development and ongoing costs

## Approach to Technology Development:

- Already configured system platform with most requirements already known and implemented
- Existing experience with and the ability to maintain CMS' integration standards which should make the system transition easier for existing insurers
- Easy to use decision support tools for helping customers pick the best plan for their health needs and budget
- Strong and repeatable playbook for implementing a state-based exchange system
- Subcontract with Deloitte Consulting and InspiriTec to support Medicaid coordination efforts as well as future efforts towards integration with the Department of Human Services

## Implementation and Ongoing Costs:

- Lowest cost proposal among Qualified Offerors
  - Implementation Costs: \$23.9 million
  - Ongoing 2021 Costs: \$24.9 million
  - Ongoing 2022 Costs: \$25.7 million
  - Ongoing 2023 Costs: \$26.5 million
  - Ongoing 2024 Costs: \$27.2 million
  - Ongoing 2025 Costs: \$28.4 million
  - Ongoing 2026 Costs: \$29.5 million



# Motion to Approve The Procurement

## **Recommended Motion:**

*For the approval by the Pennsylvania Health Insurance Exchange Authority Board of Directors of the contract with GetInsured for the development, implementation, operation and maintenance of the technology platform and customer assistance center for the state-based exchange, in accordance with the negotiated terms and conditions set forth in the contract, and for the authorization of the Chairperson to execute such contract on behalf of the Board.*

# THANK YOU

Next Board of Directors Meeting: **December 17**



Pennsylvania Health Insurance Exchange Authority