



Marketplace Overview
July 14, 2014

2014 Marketplace Objectives

- Continue development of the Marketplace and supporting systems:
 - To improve self-service and automation
 - To simplify the system architecture to reduce maintenance and support costs
 - To deliver remaining CMS requirements
 - To improve reporting and reconciliation capabilities
 - To provide improved tools for our external partners

2014 System Development Goals and Key Initiatives

Technology Goals / Key Initiatives	Increase Self Service and Automation	Simplify Marketplace Architecture	Deliver Remaining CMS and IRS requirements	Improve Reporting and Reconciliation Capabilities	Better Support for External Partners	Comments
Shared Eligibility System	☑	☑	☑	☑	☑	On target for October 2014 launch
Implement Plan Management Module	☑	☑			☑	On target for use in plan load and validation activities in August/September 2014
Process Renewals and Redeterminations			☑		☑	Revising plan and approach due to recent regulatory changes
Implement hCentive R2.0 / 2.X	☑		☑	☑	☑	On target for key new functionality in October / November 2014 and other items in early 2015
Integrate Google Analytics				☑		On target for November 2014

Marketplace Version 2: What are we getting?

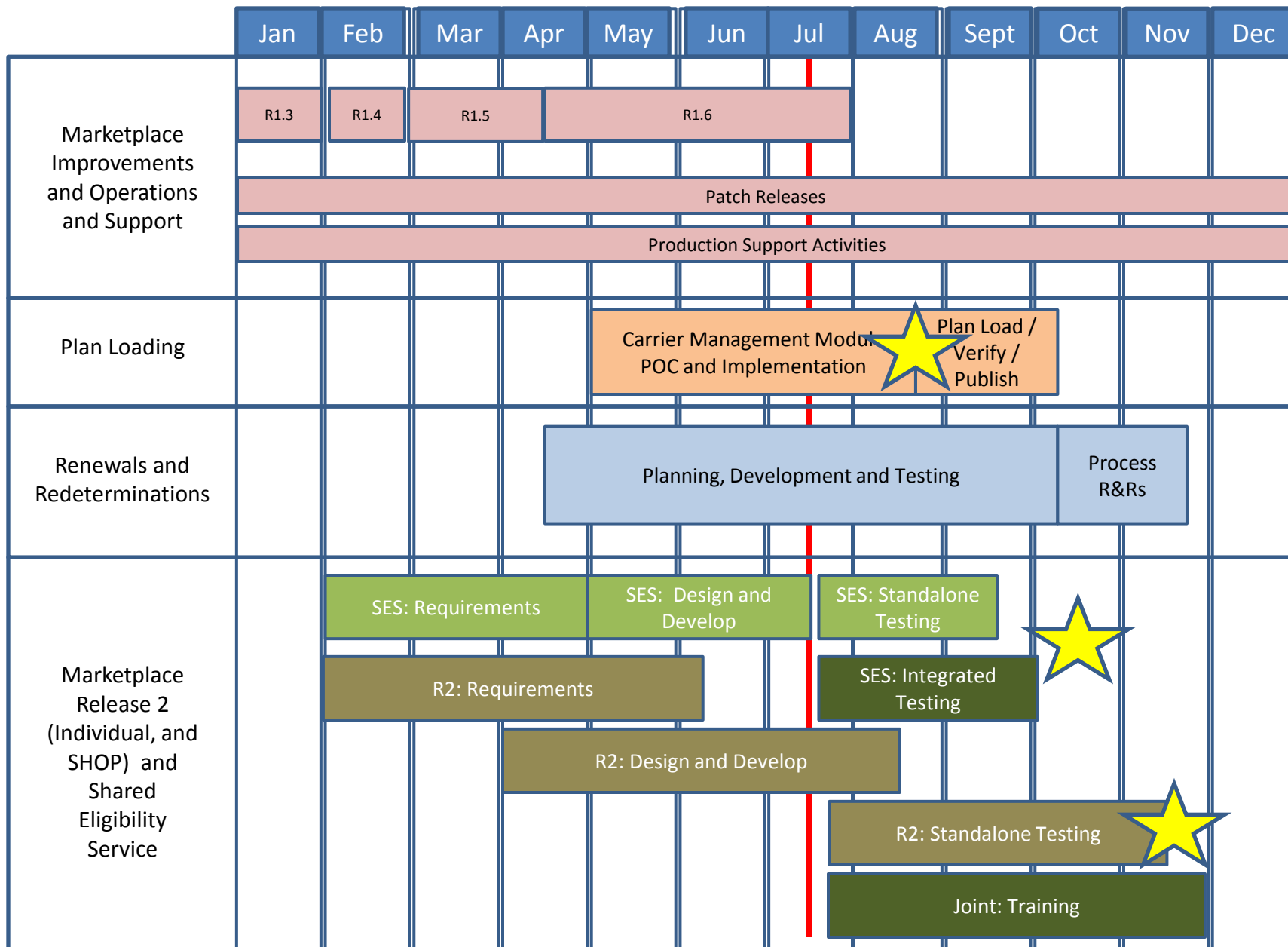


Area	Key New Features
Individual	<ul style="list-style-type: none"> • Integration with Shared Eligibility Service (SES) • Clearer paths for individuals (Financial Assistance vs Non-Financial Assistance) and employees • Enhanced customer shopping experience • Renewals and redeterminations • 1095 reporting • Online support for enrollment change processing
SHOP	<ul style="list-style-type: none"> • Improved usability for employers and brokers • Better visibility into status of employer enrollment activities • ‘Quick quote’ function allows employers and brokers to view plan options and prices without having to complete enrollment • Support reference plans • Support for SHOP renewals
Agent (broker and HCG)	<ul style="list-style-type: none"> • Integrated proposal system • Improved transparency into process • Support for additional functions being delivered for SHOP and individual portals
Service Portal	<ul style="list-style-type: none"> • Support for additional functions being delivered for SHOP and individual portals

What is the Shared Eligibility System (SES)

- Single integrated application and shared rules engine used by both C4 and HCPF
 - Self-service application to determine eligibility for all Medical Assistance programs (i.e., Medicaid, CHP+, APTC/CSR, Catastrophic plan, or QHP)
 - Calculates maximum APTC amounts and CSR level where appropriate
 - Simplifies reconciliation between Medical Assistance programs
- Users will not need to log into multiple systems
- Shared verifications including calls to FDSH and other State data sources
- Shared eligibility noticing

Connect for Health Colorado – 2014 Marketplace Activities



Questions?

