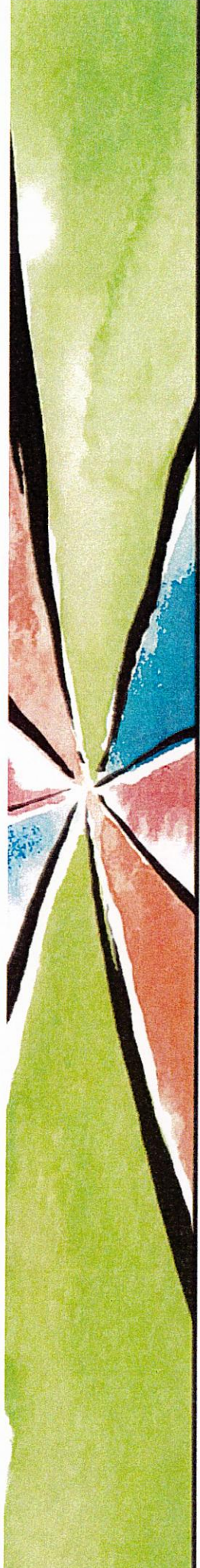


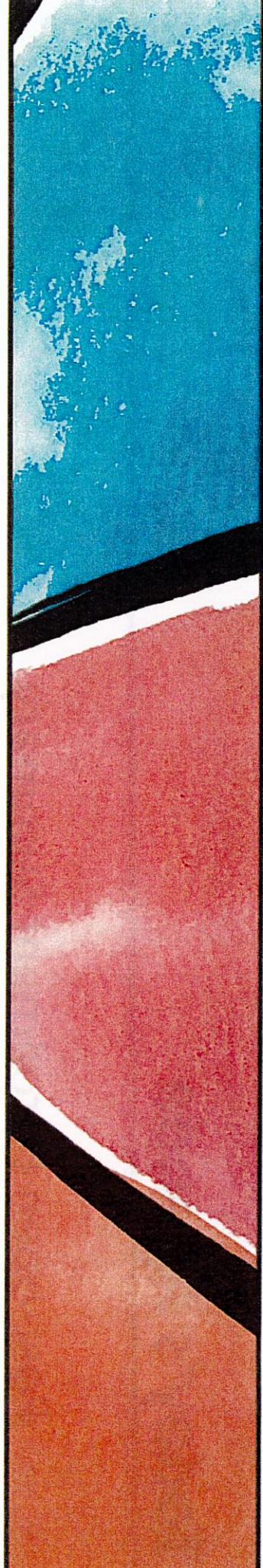
A Presentation For The
ARKANSAS HEALTH INSURANCE MARKETPLACE
FINANCE COMMITTEE MEETING

December 20, 2018



ARKANSAS

Health Insurance MARKETPLACE



Today's Agenda

- Post-open Enrollment Summary
- Year-end Financials
- 2018 Recap of Reports to the Legislature

Post-open Enrollment Summary

Plan Year 2019 Open Enrollment:

- ***Nov. 1, 2018-Dec. 15, 2018***



Plan Year 2019 Post-open Enrollment Summary

- Open Enrollment Trends, Plan Selections

PY2018 National: 8,822,329

PY2019 National: 8,454,882

National Delta: -4.2%

PY2018 SBE-FP States (NV, KY, NM, and OR): 389,663

PY2019 SBE-FP States (NV, KY, NM, and OR): 363,103

SBE-FP Delta: -6.82%

PY2018 Arkansas: 68,642

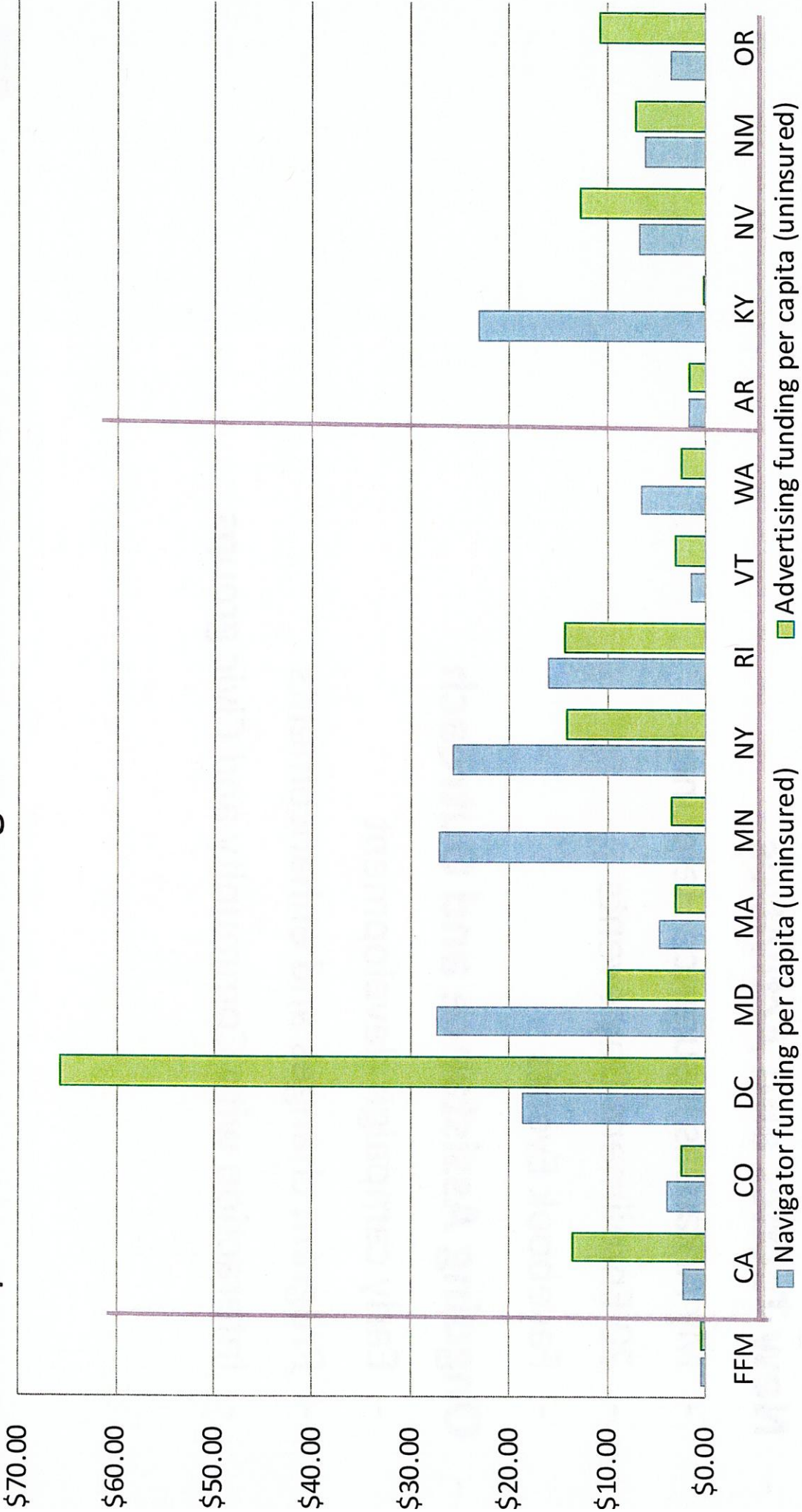
PY2019 Arkansas: 67,438

Arkansas Delta: -1.75%



Post-open Enrollment Summary-Outreach

State Comparison OEP Marketing and Outreach Efforts



Source: Sabrina Corlette and Rachel Schwab, "States Lean In as the Federal Government Cuts Back on Navigator and Advertising Funding for the ACA's Sixth Open Enrollment," *To the Point* (blog), Commonwealth Fund, Oct. 26, 2018.



Post-open Enrollment Summary-Outreach

- **New Tactics and Activities**
 - My Arkansas Insurance HelpLine
 - 20 Enrollment Day events
 - Facebook Events
- **Ongoing Assistance and Outreach**
 - Early campaign development
 - Program changes and enhancements
 - Interaction with Community and Civic groups



Post-open Enrollment Summary

Outreach:

- *Early Marketing Campaign*
- *Ongoing Outreach*
- *Spending less and achieving better outcomes than peer states*

Post-open Enrollment

Summary

- Upcoming Analysis of final metrics
- 2019-2020 Campaign



Year-end Financials



Year-end Financials

- Economic Factors

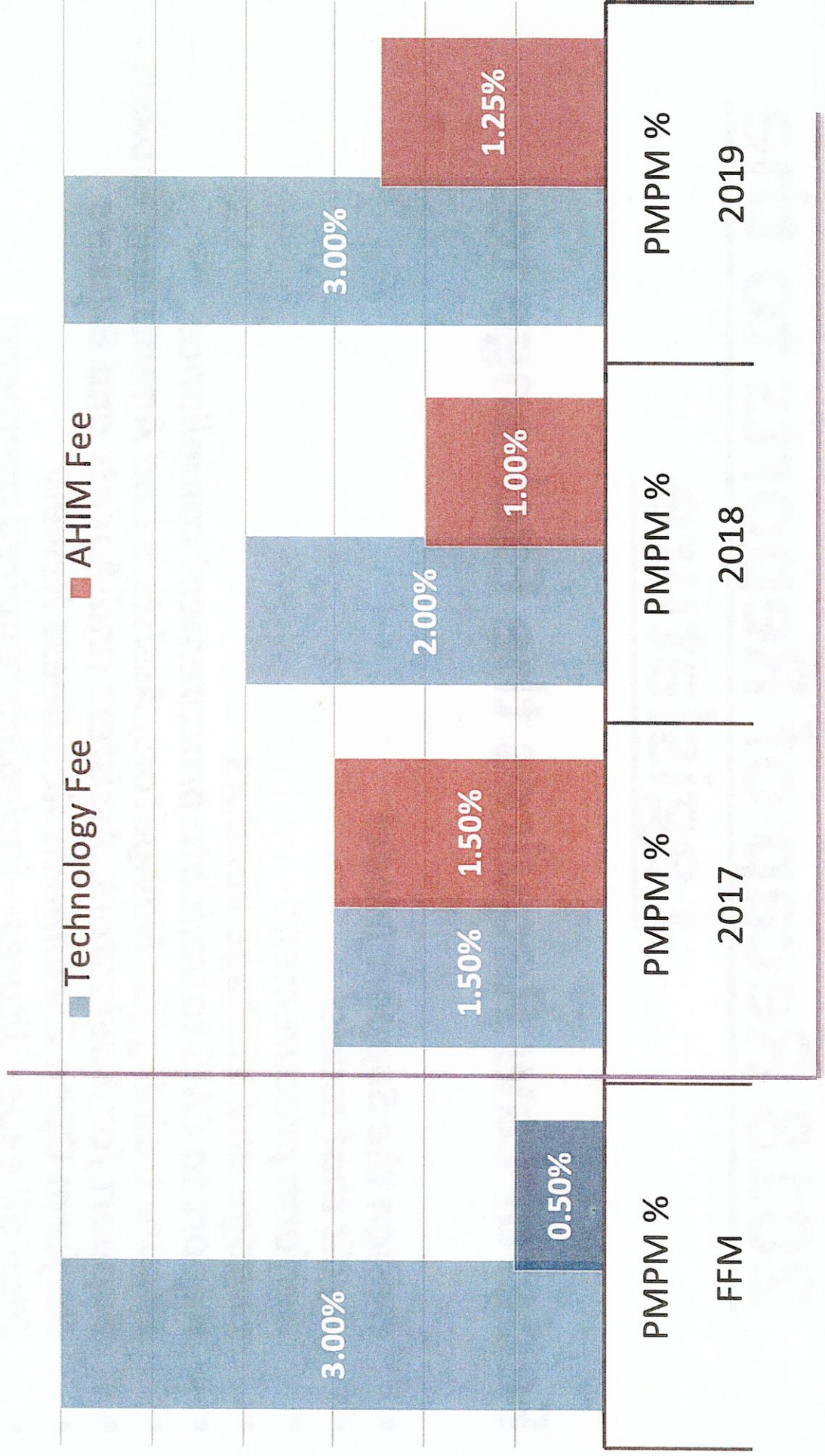
- Rising cost to lease technology

% of Gross Operating Revenue

2017	50%
2018	67%
2019	71%

Year-end Financials

Functional Benchmarks: AHIM Annual Operating Margin



2018 Recap of Reports to the Legislature

Federal Law Requires the Exchange to:

- *Design the Support Model*
- *Audit that model*
- *Perform procurement*
- *Engage and manage vendors*
- *Report to CMS to validate procurement compliance*
- *Ensure training for Navigators, Assistors and Agents and Brokers*
- *Support for Navigators, Assistors and Agents and Brokers*
- *Perform Open Enrollment Readiness Review*
- *Plan all expenditures—including required overhead*
- *Calculate the necessary fee to fully support the program*
- *Audit the program financial report*

2018 Reports to the Legislature

- **May**
 - 2018 Open Enrollment Report
 - FY 2019 Projections
 - 2019 Marketing & Outreach Phase 1
- **August**
 - Budget Narrative
 - Exchange Functions and Expenditures
 - Current Positions, Roles and Responsibilities
- **September**
 - Financial Update and Plan Year 2019 Open Enrollment Strategy
 - 1.25% Fee for Plan Year 2020
- **October**
 - 2020 User Fee Rationale
 - Response to the Insurance Department
 - AHI's Track Record of Success

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