



STATE OF CONNECTICUT

A Message from the CEO

Our 12-month "sprint" to implementation is underway. We have the right team and right technologies to succeed, and, with our health plans, brokers, and navigators, we look forward to providing Connecticut individuals, families, and small businesses with an easier, simpler, and more transparent means to shop for health insurance.

[Read more](#)

Upcoming Meetings

• [Upcoming meetings and materials](#)

All meetings (unless otherwise noted) will be held at the Legislative Office Building, 300 Capitol Avenue, Hartford.

News Feed

[CT News Junkie: "Exchange Board Approves 'Essential Health Benefits'."](#) The plan adopted by the Insurance Exchange Board Thursday is expected to be the floor for the type of health care benefits the state will offer through its insurance exchange in 2014. Under the federal Affordable Care Act individuals and small businesses will be able to comparison shop for health insurance on the exchange and each state gets to determine how far those minimum levels of coverage reach. (9/28)

[Reuters: "Health Insurers Begin to Provide User-Friendly Plan Guides."](#) The Obama administration on Monday began requiring health insurers to provide user-friendly guides to patients that explain their benefits, aiming to make buying insurance nearly as easy as scanning packages of food for nutrition facts. (9/24)

More "In the News" items are posted on our site.

Welcome to the latest issue of the CT Health Insurance Exchange eNewsletter. Issued monthly, we hope this serves as a valuable resource for updating you on Exchange planning and implementation. We have joined Twitter [@ExchangeCT](#)- please follow us to receive daily news, information on meetings, and updates on Board meetings and policy decisions. As always, this eNewsletter is posted to our new website, where you can continually find information on current and past Exchange activities: www.ct.gov/hix.

Exchange Updates

[CT Exchange Names Chief Operating Officer and Chief Financial Officer](#)

The Connecticut Health Insurance Exchange has hired Peter Van Loon as Chief Operating Officer (COO) and Steve Sigal as Chief Financial Officer (CFO), completing the staffing of its executive leadership team. Both Peter and Steve have extensive and diverse experience relating to the health care industry. Coming off the recent receipt of a \$107 million federal Level Two grant, their arrival coincides with an active month for the Exchange as it prepares for an upcoming design review with the Center for Medicare and Medicaid Services in advance of state certification later this year.

[Find out more information on Peter and Steve](#)

[Systems Integrator Announcement](#)

The Exchange has signed a contract with its key technical partner, Deloitte Consulting. This accomplishment puts Connecticut in a good position for upcoming deadlines such as the Blueprint submission, state certification, and open enrollment. Deloitte will assist with implementation of the CT HIX and Integrated Eligibility Solution, and will work hand-in-hand with the Exchange, Department of Social Services (DSS) and the Project Management Office (PMO) to ensure full development by October 2013.

[View the official press release](#)

Committee & Board Updates

[Board Member Profile](#)



The 14 members of the Exchange Board of Directors bring a wide range of experience and expertise to their roles, both in and outside the realm of health care and health insurance. In each issue of our newsletter, we will profile a board member, and highlight their diverse background and professional passion that led to their inclusion in this historic effort. For this issue, we spoke with Jeannette DeJesús, who has been a staunch and effective advocate for healthcare access throughout her long career.

[Read more](#)

[Consumer Advisory Committee and Choice Architecture](#)

The September 13, 2012 meeting included a review of health plan chooser tools, choice architecture and best practices for establishing an effective enrollment system user experience. Presentations were made by Lynn Quincy, senior health policy analyst with Consumers Union, the policy and advocacy division of Consumer Reports, and Terri Shaw, of Enroll UX 2014. The meeting included a discussion of the concerns consumers have and challenges faced when evaluating coverage. Presenters highlighted recommendations and best practices for establishing an online system that reduces bias and makes it as easy as possible for all audiences to evaluate the information.

[Choice Architecture Report](#)

[Consumer Difficulties Selecting Health Plans](#)

[Enroll UX 2014 Overview](#)

[SHOP](#)

The Exchange staff and members of the Small Employer Health Options Programs (SHOP) Advisory Committee met on September 11, 2012 to review information provided by the Exchange staff with regard to outsourcing the administrative functions of the SHOP. The Advisory Committee determined that the benefits of outsourcing SHOP administrative functions outweighed the notion of creating and building an internal structure and system to support such needs. The advantages to outsourcing cited by Exchange staff and Committee members include reaping the benefits of an established and experienced vendor with expertise in administrative functions such as premium billing, premium collection, and small group enrollment and eligibility.

[Learn more about outsourcing SHOP.](#)

[Essential Health Benefits \(EHB\) Plan Selection Benchmark Accepted](#)

The Board has received recommendations from the Health Plan Benefits and Qualifications Committee in collaboration with the Consumer Experience and Outreach Committee on procedures for selecting the Essential Health Benefits benchmark plan and the recommended benchmark plan. Public commentary was gathered on the procedures for selecting the benchmark plan. On September 27, 2012, the Board approved the procedures and selected a benchmark plan.

[Approved EHB Selection Procedures](#)

[Report on EHB Benchmark Plan](#)

[Learn more about the EHB options](#)

Did You Know?

Connecticut was one of several states to receive an "Early Innovator" award from the U.S. Department of Health and Human Services (HHS) in February of 2011. Connecticut was cited as being one of the states that is "leading the way on building a better health insurance marketplace." [View article](#)

Please feel free to forward this email to your constituents and colleagues. Anyone interested in more information can [sign up to receive updates](#). As always, if you have news to share or questions, please [contact us](#).

Sincerely,
Connecticut Health Insurance Exchange
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