

# North Carolina Health Benefit Exchange

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## Developing Operational Goals

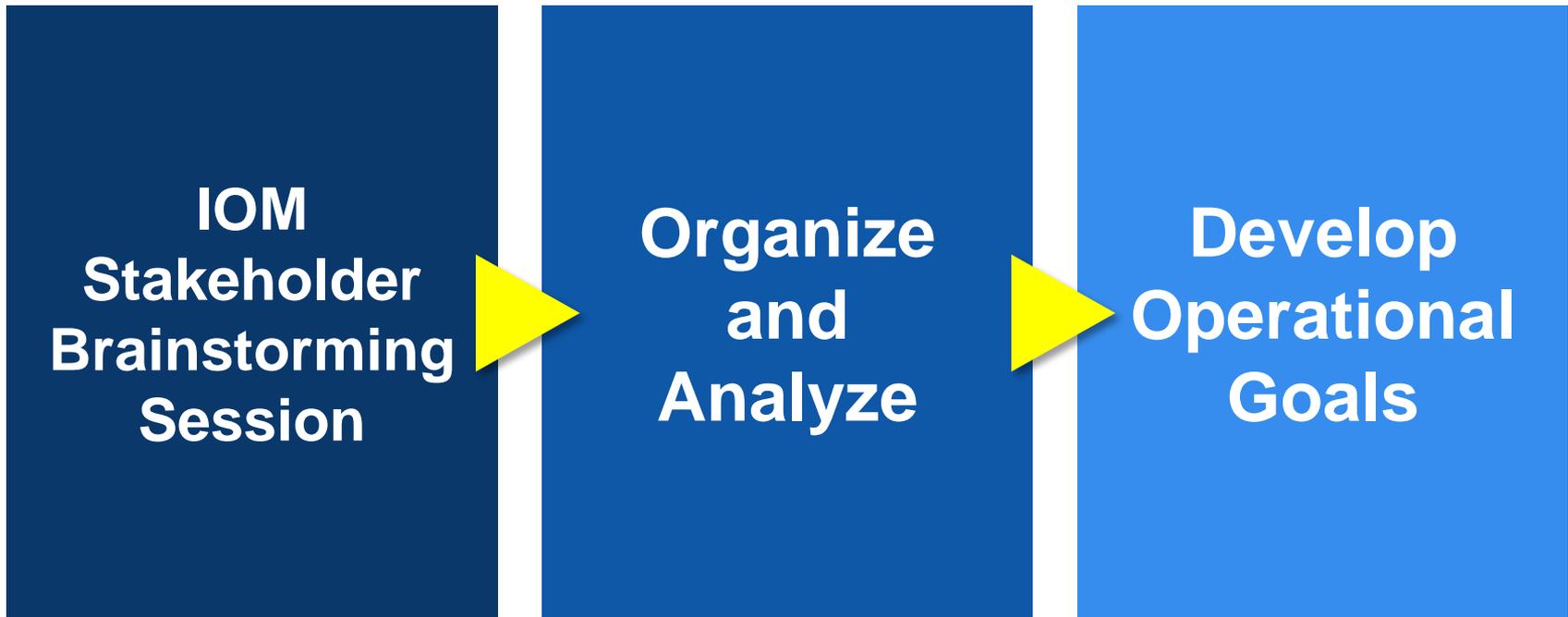
February 28, 2012



# Operational Goals | *Process*

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- The HBE goal development process started with January's IOM's brainstorming session



# Operational Goals | *7 Major Goals*

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1. To increase health insurance enrollment for target populations
2. To provide effective “person-centered” approach for individuals/families
3. To maximize automation and use of online system
4. To provide consumers/businesses choice of high value plan options
5. To provide “business-centered” approach for SHOP
6. To maintain the public’s trust

# Operational Goals | *Goal #1*

## Goal

To increase health insurance enrollment for target populations

## Goal Captures

- Effectiveness of outreach and education
- Ease of eligibility and enrollment processes
- Enrollment statistics
- Navigator/enrollment assister effectiveness :
  - Navigator satisfaction
  - Navigator engagement
  - Navigator training
- Affordability measures

## IOM Session

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• To provide consumers satisfactory education materials and activities</li><li>• To provide consumers satisfactory outreach materials and activities</li><li>• To collect information about HBE eligibility</li><li>• To measure consumer satisfaction with the eligibility determination process</li><li>• To determine consumer satisfaction with enrollment process</li><li>• To determine how consumers enroll in HBE products</li><li>• To monitor website activity</li><li>• To determine Health Plan consumer satisfaction with plan options</li></ul> | <ul style="list-style-type: none"><li>• To monitor HBE user demographics</li><li>• To determine how consumers enroll in HBE products</li><li>• To enroll consumers in Exchange insurance projects</li><li>• To measure consumer satisfaction with the eligibility determination process</li><li>• To determine consumer satisfaction with enrollment process</li><li>• To determine how consumers enroll in HBE products</li><li>• To provide consumers satisfactory education materials and activities</li></ul> |
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# Operational Goals | *Goal #2*

## Goal

To provide effective “person-centered” approach for individuals/families

## Objectives

- Ease of Use
- Accessibility and inclusiveness (language, disability, cultural, literacy, etc.)
- Consumer satisfaction
- Coordination of consumer assistance venues
- Health plan choices meet consumer needs -Efficacy of decision support tools
- Health plan choices meet consumer needs - Navigator

## IOM Session

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• To monitor website activity</li><li>• To operate an efficient and effective consumer call center (metrics to be measured daily, hourly, weekly, monthly)</li><li>• To determine source of consumer satisfaction/dissatisfaction with the HBE</li><li>• To provide consumers satisfactory education materials and activities</li><li>• To provide consumers satisfactory outreach materials and activities</li></ul> | <ul style="list-style-type: none"><li>• To measure consumer satisfaction with the eligibility determination process</li><li>• To determine consumer satisfaction with enrollment process</li><li>• To determine Health Plan consumer satisfaction with plan options</li><li>• To ensure HBE coordination with current consumer assistance programs</li><li>• To enroll consumers in Exchange insurance projects</li></ul> |
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# Operational Goals | *Goal #3*

Goal

To maximize automation and use of online system

Goal Captures

- Program efficiency
- Website ease of use
- Ability of Exchange to limit paper verification

IOM Session

- To monitor website activity
- To determine source of consumer satisfaction/dissatisfaction with the HBE
- To determine how consumers enroll in HBE products

# Operational Goals | *Goal #4*

Goal

To provide consumers/businesses choice of high value plan options

Goal Captures

- Ability to maximize insurer participation:
  - Insurer satisfaction
  - Insurer ease of use
- Amount of value through certification process

IOM Session

- To determine Health Plan consumer satisfaction with plan options
- To monitor website activity

# Operational Goals | *Goal #5*

Goal

To provide “business-centered” approach for SHOP

Goal Captures

- Ability of Exchange to facilitate employee choice (premium aggregation)
- Ease of use
- Employer/employee satisfaction

IOM Session

- To monitor SHOP experience
- To provide consumers satisfactory education materials and activities
- To provide consumers satisfactory outreach materials and activities
- To monitor website activity
- To operate an efficient and effective consumer call center (metrics to be measured daily, hourly, weekly, monthly)
- To determine source of consumer satisfaction/dissatisfaction with the HBE
- To provide consumers satisfactory education materials and activities
- To provide consumers satisfactory outreach materials and activities
- To determine Health Plan consumer satisfaction with plan options

# Operational Goals | *Goal #6*

Goal

To maintain the public's trust

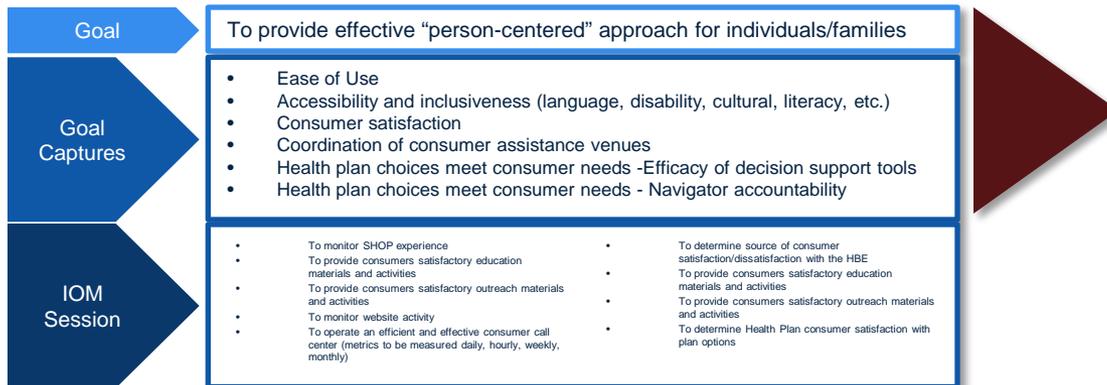
Goal Captures

- Data security/privacy standards
- Financial integrity :
  - Comparable value (value no less than) outside market
  - Sustainability
  - Efficient use of funds
  - Accurate accounting

IOM Session

- To determine Health Plan consumer satisfaction with plan options
- To monitor HBE Budget
- To ensure accurate collection of premiums
- To accurately track member activities re: premium billing
- To track HBE Staffing

# Operational Goals | *Next Steps*

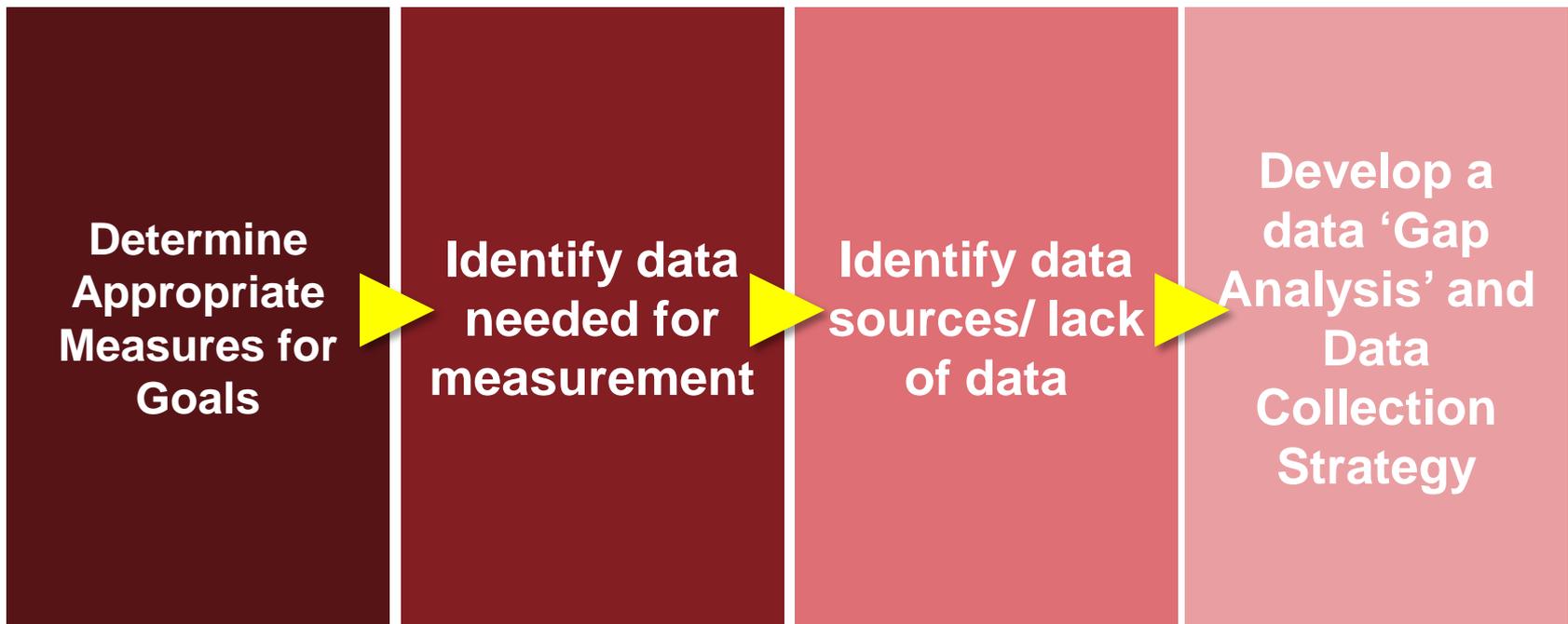


Utilizing these goals NCD OI will now focus on **identifying specific measures and data** that can be used for measurement.

# Operational Goals | *Next Steps*

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- The measure/data identification process will include the following four steps:





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