**RESOLUTION**

**OF THE VIRGINIA HEALTH BENEFIT EXCHANGE**

**ADVISORY COMMITTEE**

To adopt recommendations from the Strategic Priorities Subcommittee:

WHEREAS, the Virginia Health Benefit Exchange (VA HBE) is transitioning from the Federally Facilitated Marketplace (FFM) to a State-Based Marketplace (SBM) in an environment of market volatility, competing policy priorities, and uncertain implications of recent efforts, and it is critical that the VA HBE use data analytics to measure progress and outcomes in order to allocate its finite resources strategically;

WHEREAS, the VA HBE Advisory Committee unanimously voted to create a Strategic Priorities Subcommittee chaired by VA HBE Advisory Committee Vice Chair Jane Kusiak on March 29, 2022 focused on generating no more than five strategic priorities with attention to data analytics;

WHEREAS, the VA HBE Advisory Committee unanimously agreed to reconstitute the Strategic Priorities Subcommittee chaired by VA HBE Advisory Committee Vice Chair Ikeita Cantú Hinojosa on December 1, 2022;

WHEREAS, the Strategic Priorities Subcommittee had the following mission: “Members of this subcommittee will identify a set of critical outcomes that would help demonstrate to Virginians the value of our transition to a state-run exchange. The subcommittee will further recommend the metrics and data needed to monitor and assess the exchange’s performance on those critical outcomes;”

WHEREAS, the reconstituted subcommittee met five times, between March 22 and September 14, 2023;

WHEREAS, the subcommittee considered data analytics research from a range of sources, including SBMs, the FFM, government agencies, policy institutes, universities, the VA HBE staff, and the VA HBE vendor that supports reporting requirements;

WHEREAS, the subcommittee reached consensus on the below strategic priorities recommendations on September 14, 2023;

NOW, THEREFORE, BE IT RESOLVED that the VA HBE Advisory Committee hereby approves the following recommendations from the Strategic Priorities Subcommittee:

**STRATEGIC PRIORITY #1: Expand health insurance coverage and access to increase the total population of insured Virginians.**

* Track total percent and number of Virginia population that is uninsured, along with the percent and number of the population enrolled in various types of health insurance (employer: small business/large group/government; Medicaid; Medicare; etc.). Understanding such data helps connect Virginians who interact with the VA HBE to the best health insurance and assistance for which they are eligible (i.e., [commonhelp.virginia.gov](http://commonhelp.virginia.gov/)).

**STRATEGIC PRIORITY #2: Capture total and new enrollees.**

* Track “Inaugural Open Enrollment (OE) Data,” such as in a chart that captures: the total number of customers during first Open Enrollment Period; the total number of new enrollments; the customers that came to VA HBE from HealthCare.gov (renewal applications; auto-renewed); and the applications eligible for Medicaid.

The VA HBE will measure its first 5 years of progress against and relative to the Federally Facilitated Marketplace (FFM) baseline until it has enough standalone VA HBE data to present such information. Initial measurement against an FFM starting point of reference will also help the VA HBE make a “good value” equation for the transition from the FFM to a state-based marketplace.

**STRATEGIC PRIORITY # 3: Capture differences in key health insurance metrics across geography to better target the eligible population.**

* Track “Qualified Health Plan Enrollment by Rating Area and Carrier,” such as in a table that summarizes the percentage of Virginia’s population in each rating area (i.e. address given in the application), the percentage of enrollees who enrolled in a private plan, and the average monthly household tax credit amount. VA HBE can use this data to gauge the average premium prices in each rating area of the state.

**STRATEGIC PRIORITY #4: Increase the affordability of health care and make it easier to receive financial aid for health insurance.**

* Track “Plan Selections with Financial Assistance” to capture the total amount of plan selections that include financial assistance (Advance Premium Tax Credit; Cost Sharing Reduction; Qualified Health Plan; etc.). Gauge the amount of money needed to satisfy all Virginia enrollee tax credits and determine which tax credits are most common.

**STRATEGIC PRIORITY #5: Make it easier to compare plans and capture differences in plan selections.**

* Track average rate increases to let Virginia residents evaluate the premium change in their health plan over the past year by capturing: average plan premiums prices by plan metal level for the current benefit year; then comparing those prices with the average premium prices for the previous benefit year to find the percent difference; total premium; paid claim amounts.

Presentation: Considerations of accessibility and audience are important for the presentation of VA HBE’s publicly reported metrics to help ensure both user-friendliness and ease of understanding for the general public. When possible, incorporate interactive features such as clickable maps, etc. that allow Virginians to personalize VA HBE data to make metrics relevant to their lives.

Timeline: These strategic priorities recommendations are intended to guide the initial 5 years of the VA HBE. Once the VA HBE is fully operational, it is anticipated that these recommendations will be revisited and modified to reflect future needs.

Sustainability: For the VA HBE to support data analytics and reporting initiatives and create a compelling narrative with data, it will be useful to assess data analyst staffing, training for data users, survey capacity, and processes for data reporting services.

Eligible Uninsured Population: Understanding the challenges of tracking individuals who are uninsured yet eligible for health insurance, it is critical that VA HBE analyze several data sources, including the American Community Survey, the Virginia All Payer Claims Database, and health insurance surveys of Virginia residents to obtain greater clarity about uninsured people who are potentially eligible for health insurance. In line with Strategic Priority #3, VA HBE can display uninsured rates by geographical area in Virginia to show which areas of the state need more assistance obtaining health insurance.

Customer Assistance: These strategic priorities are focused broadly on health insurance coverage and population health, with full recognition of and appreciation for the assisters, navigators, brokers, call center representatives, and others whose positive efforts are essential for a successful VA HBE. (Such important consumer assistance efforts can be measured under Strategic Priorities #1 and #5.)

Demographics: The U.S. Department of Health and Human Services (HHS) collects the demographic and plan characteristic metrics of new SEP plan selections for all enrollees by percentage of the population. The metrics come from all SBMs and HealthCare.gov states and can be used to identify underserved populations.

The VA HBE is committed to ensuring a state-based marketplace by and for all Virginians. As VA HBE is already required to submit the demographic composition of enrollees (age, gender, location, race, and ethnicity for SBM plan selections) as part of federal requirements, VA HBE has the option of either prominently providing the link to its HHS-provided demographic data on the VA HBE website or creating its own user-friendly demographic resources.

Consistency: Strategic priorities serve as a means to remaining accountable and making sure that the VA HBE is responsive to the needs of Virginia residents. Accordingly, strategic priorities metrics will be reported out as a standing agenda item at each VA HBE Advisory Committee meeting so that such metrics can be understood and discussed in a public forum.

I HEREBY CERTIFY that the foregoing Resolution was unanimously adopted on this 22nd day of September, 2023, by the Virginia Health Benefit Exchange Advisory Committee in an open meeting.

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Sabrina Corlette, Chair, Virginia Health Benefit Exchange Advisory Committee