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State-based Marketplace Project

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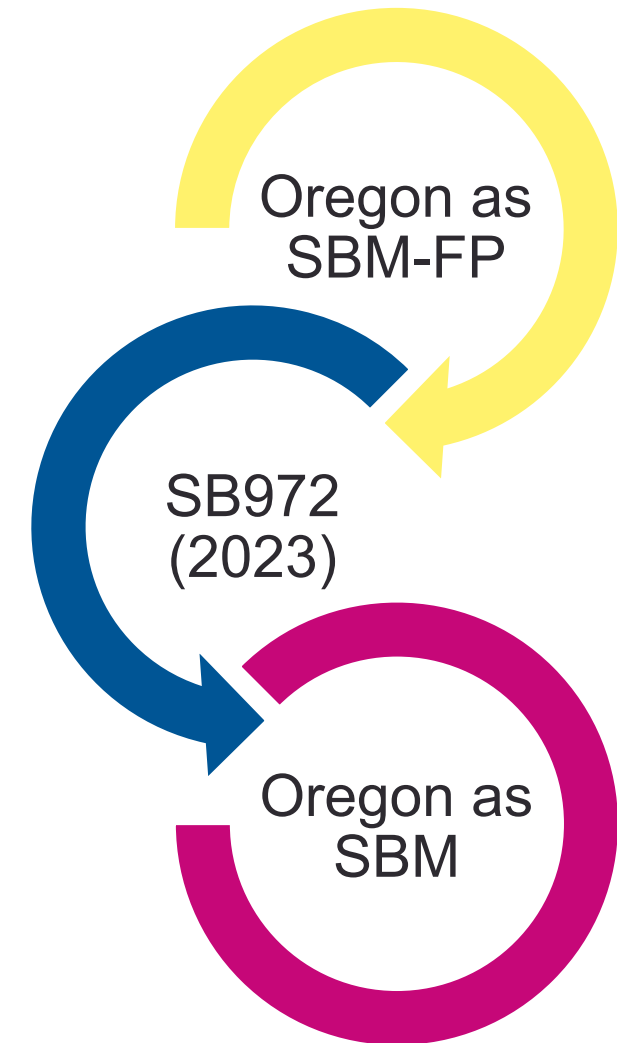
Debbie Dennis

Chief Administrative Officer and Deputy Director

Department of Administrative Services

Senate Bill 972 (2023)

- Oregon is currently a state-based marketplace using federal technology (HealthCare.gov).
- Senate Bill (SB) 972 instructs the Oregon Health Authority to move the Marketplace to a state-run customer care center and technology system.
- Oregon will be able to use a technology platform that can be customized to meet our state's specific eligibility and program needs.



Target Outcomes



Enhance shopping and customer service based on feedback



Quickly track and fix enrollment issues



Increase transparency for better accountability to Oregon partners and consumers



Customize the platform for special enrollment periods and Oregon-specific programs.

Impacts to Health Equity



Use data to better target outreach and focus on enrolling people who are often uninsured, like people of color and rural residents.



Collecting data, especially on race and ethnicity, is essential for understanding enrollment gaps.



Better and more reliable data will help Oregon improve its outreach and communication strategies, both generally and in real time, to reach specific communities.



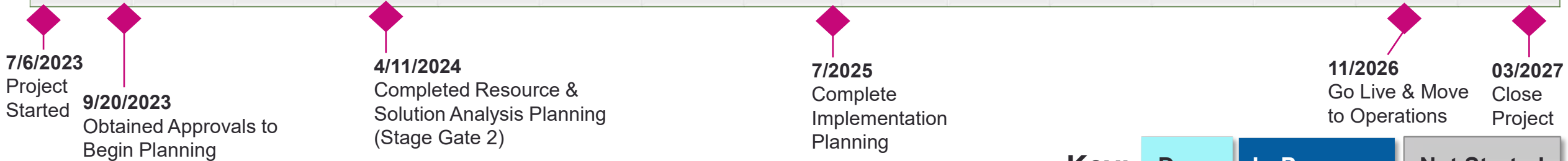
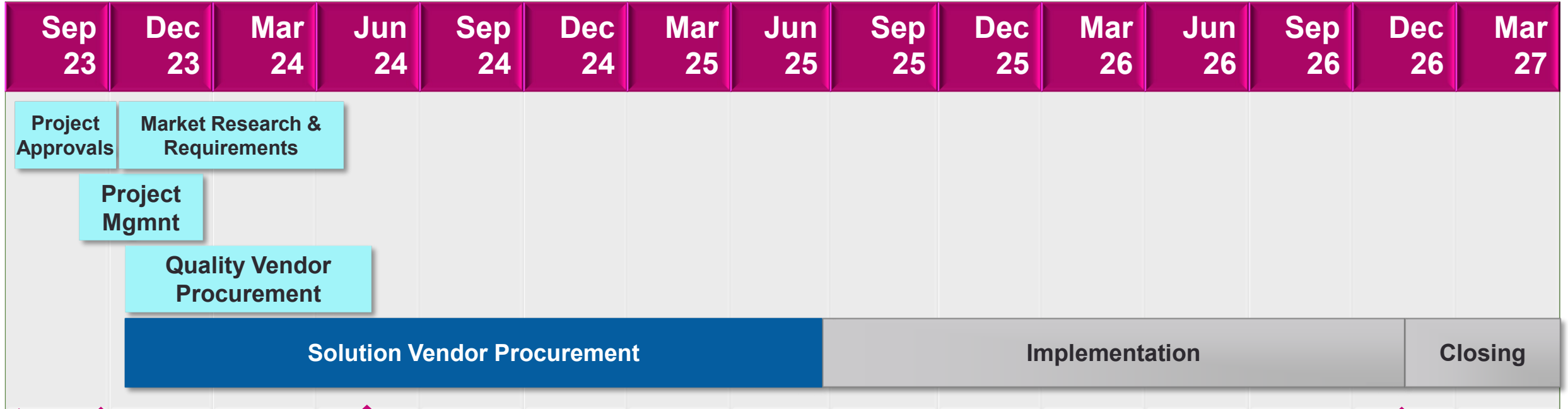
Immigrants and non-native English speakers are more likely to enroll if there are extra translation and interpretation services to help them with applications and communication with navigators, agents, or call center.

Project Timeline

Status: **On Track**

Phase: Planning

Total Project Duration: 4 Years & 8 Months



Key: Done In-Progress Not Started



Partner Engagement Activities

Meetings

- Quarterly partner listening sessions with insurance agents/brokers, application assisters, and insurance carrier representatives
- Informing partners of project updates and soliciting feedback at monthly partner collaborative meetings
- Engaging with insurance carriers at monthly Industry Communications meetings
- Engaging Health Insurance Marketplace Advisory Committee

Newsletters

- Quarterly project newsletter
- Monthly project updates via Marketplace partner communications
- Quarterly Legislative report

Project Website

- Partner and public feedback and question submission mechanism and reporting on project website
- Posting results of listening sessions
- Posting quarterly newsletters
- Updating content as needed

Feedback from Partners

Importance of bilingual staff in customer support center

Positive HC.gov experiences to replicate

Pain points in the current system

Clearly defining data collection practices, why collecting data, and how will be used

Co-creation, power sharing and desired system enhancements

Outreach and engagement to rural Oregonians

Desired requirements for new platform

Feedback on training considerations

Communications and outreach considerations

Inclusive data practices



Completed Tasks / Milestones

Sept. 2023: Approvals to begin planning (Stage Gate 1)

Feb. 2024: Market analysis

April 2024: Resource and solution analysis planning (Stage Gate 2)

May 2024: Onboarding of Independent Quality Management Services (iQMS)

June 2024: Equity-Focused Health Impact Assessment

July 2024: Partner Listening Sessions on Equity

Oct. 2024: Partner Listening Sessions on POP 424

Nov. 2024: Posting of Request for Proposals (RFP) #12121

Jan. 2025: RFP #12121 closed to submissions, Evaluations begin

State-based Marketplace Procurement

RFP #10624: Canceled on Nov. 13, 2024

RFP #12121: Posted on Nov. 22, 2024 and closed on Jan. 8, 2025

Demos and Interviews: Held on Jan. 28-30, 2025

Evaluation of proposals is currently ongoing with a target completion of by the end of February



Upcoming Tasks / Milestones

Obtain Stage Gate 3 Endorsement:

- Complete RFP #12121 evaluations
- Negotiate contract terms and obtain approvals to execute the contract and statement of work.
- Budget (10%+/-)
- Scope (10%+/-)
- Cloud Workbook
- Baseline Project Management Plan

Continue partner engagement activities.

Independent Quality Management Services continue and produce monthly and quarterly status reports.

State-based Marketplace Project updates

- Submit questions to project team: orhim.info/SBMquestions
- Updates will be shared on our SBM Project site: orhim.info/SBMtransition
- Sign up for our newsletter at orhim.info/SBMupdates
- Get updates and share feedback at Health Insurance Marketplace Advisory Committee (HIMAC) meetings. Learn more about the HIMAC at orhim.info/HIMAC.



Thank you

You can get this document in other languages, large print, braille or a format you prefer free of charge. Contact the Oregon Health Insurance Marketplace at info.marketplace@oha.oregon.gov or 855-268-3767 (voice).

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