

Discussion Document (Priorities)
Draft September 11, 2013

Achieve near universal coverage. This is a long-term priority. There are approximately 42,000 people without insurance and thousands of people who are underinsured.

Staff recommendation: To achieve 97% coverage by the end of 2015 through enrollment in private health insurance and public insurance (Medicaid) through DC Health Link.

Add value to employer health insurance purchasing.

Staff recommendation: Through customer service, market efficiency and transparency, new market choices

Add value to individual health insurance purchasing.

Staff recommendation: Through customer service, market efficiency and transparency, new market choices

Strategies: public policy decisions, strategic partnerships, and operational implementation decisions.

Ways to measure: data collection, surveys, and other tools via the Contact Center (performance and services), Website, Assistants, Partner Organizations, Brokers, etc. a

For example:

Employee choice model: Is it providing more options to employers and are they taking advantage of it?

Insurance Companies & Plan Choices: Do we have a range of insurance companies and plan choices that are sought by employers? By individuals and families?

Competition/Transparency: Is our marketplace creating a competitive environment in which insurance companies are lowering prices, increasing quality, and providing strong customer satisfaction?

Customer Service: Is DC Health Link providing the customer service employers and individuals need?