

To: Chris Gardiner, Chair
Claire McAndrew, Vice-Chair
DC Health Benefit Exchange Authority Standing Advisory Board
From: Mila Kofman, Executive Director
Date: March 20, 2014

As you know, the HBX Executive Board adopted the Standing Advisory Board's recommendations for policy priorities in 2014 for the Authority.

This request is a follow up to the 2014 priorities. Below summarizes specific assistance that HBX staff would like from the Standing Advisory Board:

- 1) **PREVENTIVE BENEFITS:** When the Executive Board, as a result of the Standing Advisory Board's earlier work on this topic, chose not to allow tobacco rating on DC Health Link health insurance policies, the Board opined on the importance of making people aware of the availability of tobacco cessation treatment and other preventive services by DC Health Link, health plans, in person assisters, and others. The text of the resolution on this topic can be viewed here:
<http://hbx.dc.gov/sites/default/files/dc/sites/Health%20Benefit%20Exchange%20Authority/publication/attachments/Resolution-SmokingCessationStrategies.pdf>

The Standing Advisory Board agreed to put this initiative on the priority list for 2014 and to directly assist. Specifically, I would like the Board to provide HBX with information on what is being made available now by QHPs in DC Health Link as well as any information from other states or groups here in the District. If you identify "best practices" in providing useful literature on preventive benefits, please identify that as a "best practice" and recommend whether we should seek to do the same either in 2014 or 2015.

- 2) **EDUCATING CONSUMERS ABOUT HOW TO USE PRIVATE HEALTH INSURANCE:** The Standing Advisory Board agreed with HBX staff that a strong effort must be made to help educate people newly enrolled in private coverage. We have to assume that uninsured people who may never have had private coverage will need assistance using it. I would like the Board to research/investigate initiatives by patient and consumer advocacy groups, health plans, medical providers and others in the District. I would also like the Board to look at efforts by other states. A review of such efforts will assist staff in determining what additional steps we can or should take here.
- 3) **NETWORK ADEQUACY:** While there was no specific commitment by the Standing Advisory Board to assist with this, I would like the Board to take the lead. Specifically, a "secret shopper" effort will help HBX staff to determine whether additional steps are necessary to ensure network adequacy in the District. It will also inform what if any additional steps are necessary to ensure accurate directories are available to enrollees and potential enrollees.