



Announcing the Creation of the Maryland Health Benefit Exchange Implementation Advisory Committee

The Maryland Health Benefit Exchange (the Exchange) understands that establishing a new marketplace for individuals and small businesses to purchase health insurance under the Affordable Care Act (ACA) by 2014 will involve shared technical and operational effort among all stakeholders and market participants. As such, the Exchange is pleased to announce the formation of the Exchange Implementation Advisory Committee (EIAC) to serve as the forum by which the Exchange can tap into the wealth of knowledge and experience within Maryland's insurance market to help us make the Exchange successful for all Marylanders.

PURPOSE AND OBJECTIVES OF THE EXCHANGE IMPLEMENTATION ADVISORY COMMITTEE (EIAC)

The primary role the (EIAC) will be to engage senior business and technology leaders from the insurance carrier, third party administrator (TPA), Medicaid managed care organization (MCO) and insurance co-operatives (Co-Op) communities in a collaborative dialog with the Exchange. The outcome of these committee meetings will be to provide critical technical and operations advice to the Exchange so that business processes and technical solutions implemented by the Exchange are broadly accepted by Exchange partners. The EIAC will be the forum for communicating information on technical and operations approaches, timelines, and discussing key integration and data exchange between the Exchange and our partners.

Additionally, the Exchange would like to use the EIAC as the conduit into organizations to identify resources for a series of more detailed operational process and technical discussions. These meetings, which will be announced separately, will include detailed Joint Application Design (JAD) sessions with Exchange staff and its technology vendors (to be determined).

Please note: the EIAC is not intended to be a policy forum, nor does it replace the existing advisory committee forums established in 2011 by the Exchange Board.

EXPECTED COMMITTEE AGENDAS AND TIME COMMITMENT

The anticipated kick-off meeting for the EIAC will be held during the week of February 20th. This meeting, which will occur at a to-be-determined location in the Baltimore metropolitan area, will be scheduled for two hours.

Future meetings, which will likely be organized into two to four hour sessions, will be announced after the initial kick-off meeting. At this time, it is anticipated that the EIAC will meet on a monthly basis until HHS certification of the Maryland Health Benefit Exchange in January, 2013. The Exchange may request more frequent meetings if warranted by circumstances.



Key discussion topics where the Exchange will seek the input of committee members include:

- *Operational roles and responsibilities between the Exchange and other key industry stakeholders for key Exchange and SHOP functional processes such as:*
 - *Plan Management and Certification*
 - *Eligibility and Enrollment*
 - *Financial Management*
- *Defining an approach for joint design, development, and implementation of Exchange-related business integration and data exchanges with industry stakeholders*
- *Core technology and business process implementation timelines*
- *Operating policies and standard operating procedures*
- *Anticipating implementation risks and developing mitigation plans*

WHO SHOULD APPLY

The Exchange is actively seeking senior IT and Operations executives from organizations that intend to participate as insurance carriers or service providers in the Maryland Health Benefit Exchange or SHOP. These include, but are not limited, to: CIO's, COO's, Directors of Architecture, and ACA Program Directors from:

- Health Insurance Carriers in the fully-insured Individual and Small Group Markets,
- Medicaid Managed Care Organizations (MCOs),
- Third Parity Administrators (TPAs),
- Insurance Co-Operatives (Co-Ops)

Additionally, the Exchange will reserve a select number of slots on the committee for other industry stakeholders such as community advocacy groups, academic organizations, and general technology advisors with knowledge and experience in:

- The online customer user experience
- System design, implementation, and management
- Organizational change management
- Health industry / CMS technology standards and best practices

HOW TO APPLY

The Exchange requests that each organization limit itself to a single candidate in order to ensure that the committee remains small enough to have meaningful discussion. We anticipate capping the group at 15 members as we believe this will offer a broad representation from all stakeholders while enabling the committee to provide concrete recommendations within in a reasonable timeframe.



Health Benefit Exchange

Implementation Advisory Committee

If your organization is interested in volunteering to support the Exchange in this critical function, please send a brief letter of introduction and your candidate's resume to the following address or via email by February 10, 2012:

Maryland Health Benefit Exchange
4201 Patterson Avenue, Fourth Floor
Baltimore, MD 21215
Attn: Kevin Yang
E-mail: KYang@dhmh.state.md.us

The Exchange will make committee selections the week of February 13th and notify successful candidates prior to the kick off meeting on February 20th.