



COVER VIRGINIA

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Senate Finance HHR Subcommittee
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Cover Virginia

- ❑ Cover Virginia
- ❑ DMAS Oversight
- ❑ Contract
- ❑ Strengths of Model

Cover Virginia

Co-located
DMAS staff

Call
Center

Website

CPU
Eligibility
& Appeals

1095B
Call
Center

Mailroom

GAP
Unit

Quality
Assurance

Cover Virginia

Call Center Federal Requirement

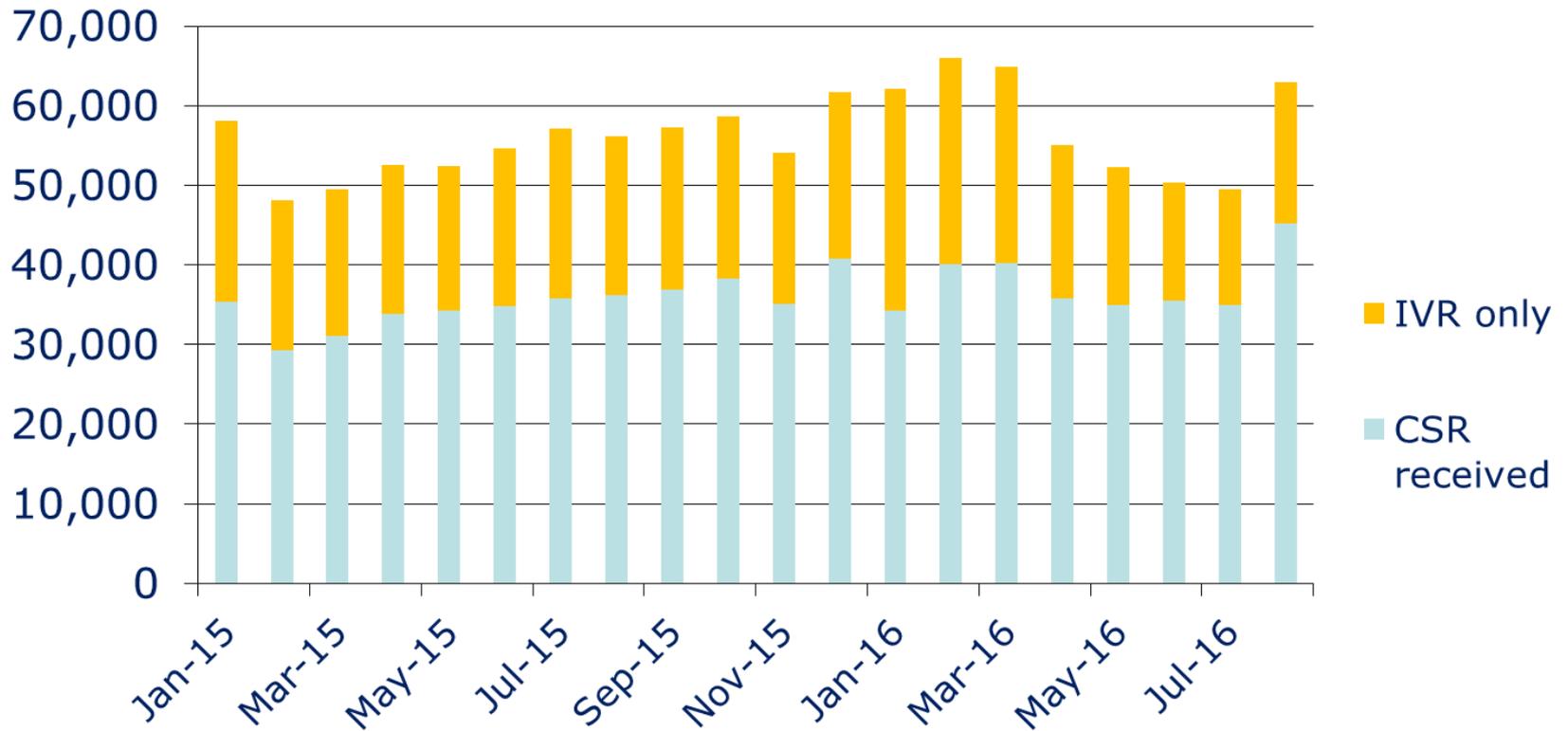
Cover Virginia – Call Center

- Toll Free at **1-855-242-8282** - 8am–7pm M-F and 9am–noon Sat.
- Interpretation services and Interactive Voice Response for program information and referrals
- Focus on customer service
- Received just under 700,000 calls in last 12 months
- Telephonic applications & renewals with telephonic signatures (required)
 - Submitted over 83,000 telephonic applications and about 22,000 telephonic renewals for Medicaid and FAMIS in last 12 months

Cover Virginia – Call Center

- Check application status; report changes (required)
- 1095B (IRS proof of insurance) form information assistance (required)
- Expedited enrollment of “Deemed Newborns”
- Request replacement ID cards
- Complaint escalations for resolution
- General inquires

Cover Virginia Call Volume



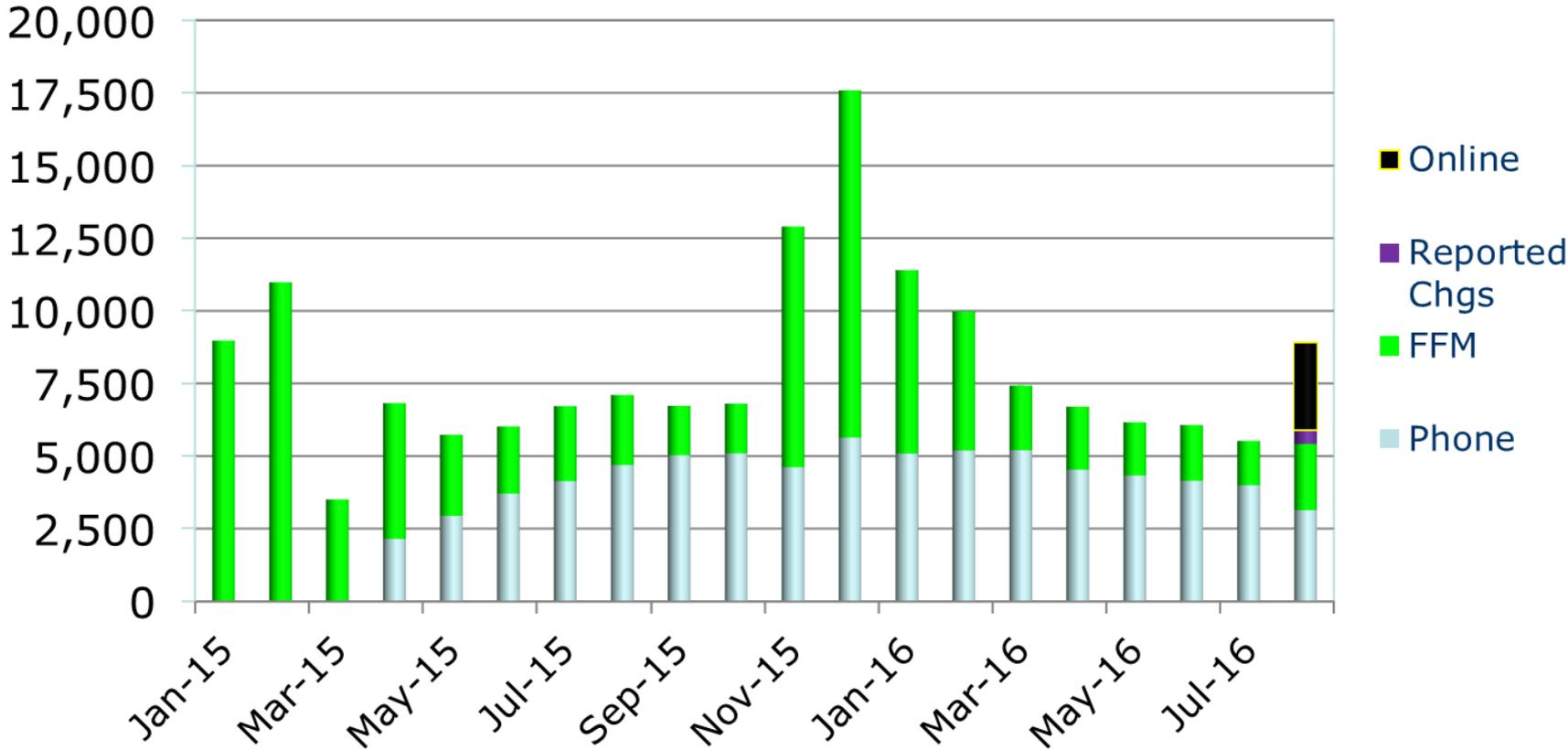
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Application Processing Central Processing Unit - CPU

Cover Virginia – CPU

- Added application processing and eligibility unit in August 2014 - first task to address FFM Backlog (46,000+ applications)
- Began processing new FFM applications Nov. 2014
- Added telephonic applications in April' 15
- Added certain online applications added July' 16
- Processed **107,000** new Medicaid/FAMIS applications in the last 12 months

CPU Applications Received & Processed



CPU - Special Processes/Populations

- CPU also handles expedited enrollments...
 - Enrolled over 18,000 deemed newborn in last 12 months
 - Enrolled over 1,200 individuals in HPE Medicaid groups in last 12 months
- Provided special handling for children of state employees for initial year of eligibility for FAMIS
- GAP Unit – Program for Virginians with a Serious Mental Illness - began January 12, 2015
 - Currently approximately 9,000 adults enrolled

GAP Unit

- Separate specialized call center & eligibility unit
- Over **27,000** calls received in the last 12 months
- Processed over **9,600** new GAP applications in last 12 months
- Redetermined approximately 6,500 GAP cases at annual renewal in the last 9 months
- Implemented eligibility change (80% FPL) as of 7/1/16

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Website Federal Requirement

Cover Virginia Website – coverva.org

The screenshot shows the Cover Virginia website homepage. At the top left is the logo for COVER VIRGINIA with the tagline "Connecting Virginians to Affordable Health Insurance" and the phone number 1-855-242-8282. To the right are social media icons for Facebook, Twitter, and YouTube, along with links for "Important Tax Information", "Partners", and "Resources". A navigation menu includes "Programs", "Apply", "Already Enrolled", "Marketplace", "Need Help?", "Health Plans", and "News".

The main content area features a "Welcome to Cover Virginia!" heading. Below it, a paragraph explains that users can learn about Virginia's Medicaid and FAMIS programs for children, pregnant women, and adults, and get information about health insurance options through the Federal Marketplace. A "CALL NOW 1-855-242-8282" button is prominently displayed. A banner image shows a man holding a baby, with the text "FAMIS This is the easy part." and "Quality Low Cost Health Insurance For Children".

Below the banner, there are three buttons: "Eligibility", "Apply", and "Renew". A "Health Insurance Marketplace" logo is also visible. At the bottom, there is a "Select Language" dropdown menu and a "Powered by Google Translate" notice. The footer contains links for "Site Map" and "Privacy Statement", the toll-free number 1-855-242-8282, and the TDD number 1-888-221-1590. It also states that Cover Virginia is sponsored by the Commonwealth of Virginia.

- Approx. 480,000 visits in 2015 - Approximately 376,000 visits so far in 2016
- Program information
- Self-screening Tool
- How to apply and renew
- Managed Care choice information
- And More!

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DMAS Oversight

Oversight

DMAS maintains:

- Contract monitors on site plus a unit of Eligibility Specialists
 - Daily contract monitoring
 - Liaisons with LDSS
 - Documenting business requirements
 - Approval of operations procedures & call center scripts
 - Reporting

Oversight

- **Responsibilities – *continued*:**
 - Quality review of calls, eligibility determinations & letters
 - Resolution of escalated cases
 - Manual determinations of Medicaid & FAMIS eligibility when needed
 - Policy clarification & technical assistance
 - Appeals monitoring
 - Systems testing

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Contractual Requirements Service Level Agreements (SLA)

Contractual SLAs

The Cover Virginia contracts include service level agreements and automatic financial penalties for failing to meet them. For example:

- 95% of calls shall be answered by a live customer service representative (CSR) during business hours
- 90% of calls received each month shall be answered within 90 seconds
- 95% of new applications will be reviewed and determined or additional documentation will be requested (if needed) within 8 business days of receipt
- 100% of new applications with a pregnant woman will be reviewed and determined or additional documentation will be requested no later than 10 business days after receipt

Contractual SLAs Highlights

- 95% of all verification documentation received will be reviewed and processed within 5 business days of receipt
- 100% of applications must be determined and sent a notice of action no later than 45 calendar days from receipt
- Perform quality assurance monitoring on a minimum of 10% of all CSR calls and 10% of Eligibility Worker determinations each month
- Overall quality scores shall be 95% or higher for the total required number of quality reviews.

Contract Costs

- Currently 3 separate contracts
 - Call Center
 - Application Processing
 - GAP Unit
- Fixed Price with thresholds for renegotiation

	Total Annual	Total Federal	Total Annual GF
Call Center	12,191,160.00	9,301,855.08	2,889,304.92
CPU	12,071,280.00	9,210,386.64	2,860,893.36
GAP	1,768,896.00	1,349,667.65	419,228.35
TALX	733,440.00	720,954.56	12,485.44
Total Base Services	\$26,764,776.00	\$20,582,863.93	\$6,183,912.07

Cover Virginia

Strengths of Model

Strengths of Model

A centralized and contracted model is able to:

- Provide robust training and quality control on site
- Quickly address policy changes or needed clarification
- Ramp staffing up or down in meet changing demand (open enrollment, back-to-school, address backlogs, etc.)
- Research/test process improvement initiatives
- Create special units or teams to provide customized processing for unique programs/populations (GAP, 1st year of state employee eligibility, HPE)
- Impose penalties to encourage compliance

Questions?