

## Get It Right Team – Issue Areas

| <p style="text-align: center;"><b>Issue</b></p> <p><b>The following issues relate to implementation of the ACA &amp; to the work of the Exchange Board.</b></p>  | <p><b>GIR Team Leaders (note: to be completed after 7/5/11)</b></p> | <p><b>Relevant Exchange Board Advisory Committees &amp; GIR individual or organizational members</b></p>  |
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| <p><b>Health Benefit Exchange/IT – GIR Goal:</b> To ensure that Maryland creates an IT infrastructure, website, applications, and supporting policies, that provide real time access and a seamless eligibility and enrollment process with access to no wrong door</p> <p><b>Note:</b> It is understood that many of the issues surrounding this issue will not necessarily be addressed by the Exchange Board Advisory Committees]</p>                             |   | <p>Navigator &amp; Enrollment (no specific study called for)</p> <p>Leigh Cobb<br/>Mary Lou Fox<br/>Deborah Trautman</p>                                    |
| <p><b>Education, Outreach and Communications – GIR Goal:</b> To ensure that an appropriate, comprehensive &amp; culturally competent marketing, education and outreach program is created that builds upon already available resources.</p> <p><b>Note:</b> that the Governor’s Executive Order of 5/26/11 charges the Office of Health Care Reform with coordinating a “statewide public education and outreach strategy on health care reform implementation.”</p> |   | <p>Navigator &amp; Enrollment (PR &amp; Advertising study begins 9/20/11)</p> <p>Members same as above</p>  |
| <p><b>Navigator – GIR Goal:</b> To ensure that the Navigator Program, in its final form, fully addresses the needs of all of those who will be qualifying to enter the Exchange. [Note that it is anticipated that legislation in 2012 will be required to set this up]</p>  |   | <p>Navigator &amp; Enrollment (study begins 8/15/11)</p> <p>Members same as above</p>   |
| <p><b>Affordable Health Care Coverage Options Within a Competitive Marketplace GIR Goal:</b> To ensure that a competitive marketplace is created within the Exchange and that health care coverage options offered both inside and outside the Exchange are fully affordable for all income levels while also ensuring high quality, culturally competent care. Included among the options to be considered would be the Basic Health Plan and Co-Ops.</p>           |   | <p>Operating Model &amp; Insurance Rules (Market Rules study begins 8/16/11 &amp; Contracting Study begins 9/20/11)</p> <p>Vinny DeMarco<br/>Susan Wood</p> |

| <p align="center"><b>Issues</b></p> <p><b>The following issues, which relate to Exchange Board Advisory Committees will be tracked by the GIR &amp; materials posted to the Briefing Books</b></p>  | <p><b>GIR Team Leaders (note: to be completed after 7/5/11)</b></p> | <p><b>Relevant Exchange Board Advisory Committees &amp; GIR individual or organizational members</b></p>                             |
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| <p>Financing of the Exchange – Ensure that the financing of the Exchange supports long term sustainability with little if any financial impact on consumers.</p>                                    |   | <p>Financial Sustainability (Study begins 9/20/11)</p> <p>Matt Celentano<br/>Shelia Mackertich<br/>Leni Preston<br/>Nathan Brown</p> |
| <p>SHOP – Ensure that the construct of the Small Business Exchange works to the benefit of consumers, including those who access insurance both inside and outside the Health Benefit Exchange.</p> |   | <p>Small Business Exchange (study begins 8/16/11)</p> <p>Camilla Roberson</p>  |

| <p align="center"><b>Issue</b></p> <p><b>The following issue reflects the larger GIR goal – to address not only the health insurance needs of the presently uninsured who will be eligible for the Exchange, but also the health care of the 400,000 who it is projected will remain uninsured.</b></p>                | <p><b>GIR Team Leaders (note: to be completed after 7/5/11)</b></p> |
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| <p>State Health Improvement Plan (SHIP) &amp; Regional Improvement Plan (RIP): Vision Area “Ensure that all Marylanders Receive the Health Care They Need” – GIR Goal: To support and enhance the work of the Office of Population Health Improvement to design and implement the SHIP &amp; RIP to meet the goal.</p> |   |