

## **Level 1F Establishment Grant (NoA received 12-22-14) Project Abstract**

- i. Application Title: Cooperative Agreement to Support Establishment of State-Operated Health Insurance Exchanges, Level 1 Establishment
- ii. Applicant Organization Name: Commonwealth of Massachusetts (MA) Health Insurance Connector Authority (Health Connector)
- iii. Funding Opportunity Number: CFDA: 93.525
- iv. Address: 100 City Hall Plaza, 6th Floor Boston, MA 02108
- v. Congressional District Served: MA-008
- vi. Organization Website: [www.mahealthconnector.org](http://www.mahealthconnector.org)
- vii. Category of Funding: Level One
- viii. Projected Date for Project Completion: 2015

### History of Organization

The Health Connector is an independent state authority created by Chapter 58 of the Acts of 2006 that now serves as the state's Marketplace, assisting individuals and small employers in acquiring Affordable Care Act (ACA)-compliant health insurance. Subsidized coverage is available through the ConnectorCare program and ACA-compliant coverage is available to individuals and small businesses. The Health Connector is also responsible for policy development associated with the adult health coverage mandate and administration of appeals for those tax filers who have chosen to appeal potential tax liabilities for not having coverage.

### Brief Description of Populations Served by Project

In transitioning to an ACA-compliant, state-based Marketplace, MA overcame IT system underperformance by working closely with CMS and providing alternative pathways to coverage. As a result, more people have access to health care than before, including more than 250,000 new people in state-sponsored coverage. As of August 7, 2014, the Commonwealth will continue as a state-based Marketplace and move forward exclusively with hCentive. The populations that the Health Connector will serve by this project are unsubsidized and subsidized individuals and small employers and their employees. Projects funded in this grant application will support ethnic media outreach, promotion of a new SHOP platform and enhancements to the HIX-IES in CY2015 needed for member retention and Marketplace long-term sustainability.

### Brief Description of Proposed Projects and Deliverables

The projects proposed in this application will assist the Health Connector in attracting new and retaining members, both individuals and small employers, as well as enhancing the HIX-IES in CY2015 to enable a more user friendly experience and support back office operations. Proposed new enhancements include functionality for program determination, plan management, shopping and plan selection, enrollment, noticing and back office support. These enhancements are imperative for the long-term sustainability of the Marketplace and will provide current and potential members with a user-friendly experience.

### Brief Description of Other Relevant Information Including Proposed Impact of Funding

MA remains committed to providing its residents access to affordable, ACA-compliant coverage, and the Health Connector has an important role in that initiative. Funding from a Level One Establishment grant will allow the Health Connector to invest in efforts to achieve ACA compliance and build on the success of the state's initial health reform efforts and coverage gains.