



# Becoming a State-based Marketplace in 2015



*Center for Consumer  
Information and  
Insurance Oversight  
(CCIIO)*

*Centers for Medicare &  
Medicaid Services (CMS)  
Department of Health and  
Human Services (HHS)*

*April 4, 2013*

# My state is considering operating a State-based Marketplace in 2015, now what?

## Step 1

- Talk to your State Officer and let them know your decision.

## Step 2

- Create a transition plan which incorporates key business, operational and technical elements.

## Step 3

- Take advantage of the many CMS resources available to you including grant funding and technical assistance.

## Step 4

- Submit a Blueprint.

## Step 5

- Keep on building towards October 2014 open enrollment.

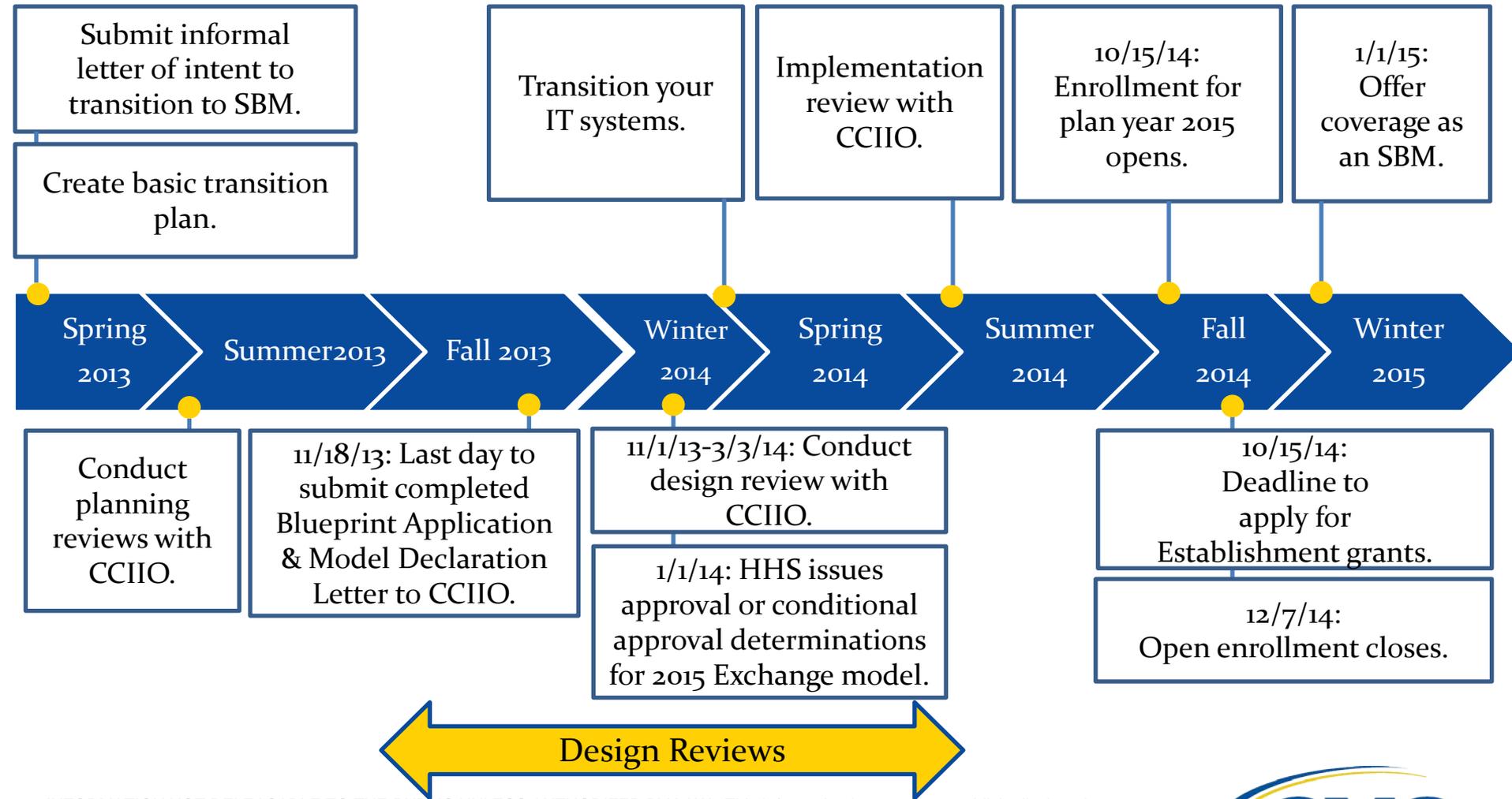
# Step 1: Talk to your State Officer

- If your state is considering operating a State-based Marketplace in 2015, believe or not, there's a lot of work to start now.
- Your CCIIO State Officer can be of tremendous help and support as your team considers transitioning to a State-based Marketplace, and begins planning.
- Take this opportunity to talk in person!

# Step 2: Create a Transition Plan

- Start to develop a high level conceptual framework for your Marketplace transition including:
  - Legal authority.
  - Identify which agency will operate the Marketplace.
  - Contractual modifications.
  - New procurements.
  - General technical approach.
  - Estimated cost.
  - Reuse plan.

# What are some crucial dates associated with becoming an SBM for 2015?



# A few key recommended Operational Milestones

## June 3, 2013:

- Develop preliminary coordination strategy with other State agencies.

## August 1, 2013:

- Issue an RFP for Marketplace IT platform.
- Determine whether to operate reinsurance or risk adjustment program.

## July 1, 2013:

- Initiate stakeholder consultation sessions.

## October 15, 2013:

- Develop outreach strategy to stakeholders and potential enrollees.
- Establish board and governance structure.

# A few key recommended Operational Milestones, continued

## November 15, 2013:

- Select systems integrator.
- Select Marketplace IT platform(s).

## January 1, 2014- May 30, 2014:

- Alert issuers of changes in QHP application submission process.

## December 2, 2013:

- Create organization chart(s) and staffing plan for 2014 through 2016.

## January 1, 2014:

- Establish enabling authority to establish an Marketplace and SHOP.

# A few key recommended Operational Milestones, continued

## February 3, 2014:

- Establish legal authority to generate revenue to ensure operation sustainability.

## June 1, 2014:

- Begin training for call center staff and consumer assistance programs.

## April 1, 2014:

- Award call center contract.

# Step 3: Take advantage of CMS Resources: Funding

- HHS will award 1311 grant funding through December 31, 2014 to support your transition & State-based Marketplace build.
- October 15, 2014 is the last day for a state to submit a grant request.
- For more funding information, see:
  - [Exchange Establishment Cooperative Agreement Funding FAQs](#)
  - [Cooperative Agreement to Support Establishment of the Affordable Care Acts Health Insurance Exchanges](#)

# Step 3: Take advantage of CMS Resources: Technical Assistance

## Webinars and one-on-one technical assistance

- from your State Officer, IT Project Manager and subject matter experts.

## State policy and IT artifacts

- available on SERVIS and CALT.

## Work plans

- made public by states, included as part of their Blueprint Application.

## IT community of interest networks (COINs) and vendor user groups

- to facilitate state collaboration around shared IT vendors and functional areas of interest.

## Best practices

- in IT Contracting and Procurement guidance document, which provides a vendor screening checklist and contractual language for states to use in IT procurement awards.

# Step 3: Take advantage of CMS Resources: Additional Resources

Ask your State Officer about how to get a CALT ID to access CALT and SERVIS:

- **CALT:** A website to upload Establishment Review evidence and a platform for you to communicate and share with other States. Visit: <https://calt.hhs.gov>.
- **SERVIS:** A website to obtain resources and reuse materials, request technical assistance, and search events on our calendar. Visit: <https://servis.cms.gov>.

Check the Health Insurance Exchange Marketplace Weekly Update or SERVIS for newly-available resources and information.

Review listserv announcements for time-sensitive information including posting of final rules and guidance, event invitations, and reminders.

# Step 4: Submit a Blueprint

Submit a Blueprint, made up of two components:

## Declaration Letter (Section 1):

- Tells us your state's Marketplace model and the designee who has authority to bind the state in Marketplace activities.
- Indicates whether state will administer risk adjustment and/or reinsurance programs.
- Identify whether you will perform advanced premium tax credit and cost-sharing reduction eligibility determinations.

## Blueprint Application (Section 2):

- Documents a state's completion, or progress towards completion, of all Marketplace requirements.

# Step 4: Submit a Blueprint: Declaration Letter

- Your Declaration Letter tells us your state's Marketplace model and the designee who has authority to bind the state in Marketplace activities.
- Submit a Declaration Letter as soon as you have decided which model your state is pursuing in 2015 but no later than the date you submit the Blueprint Application.
- The Declaration Letter should be signed by the Governor of your state.

# Step 4: Submit a Blueprint: Application

States are asked to submit the following elements:

## **Attestations:**

State attest to Marketplace's current ability to meet requirements, or expected ability to meet activity requirements by a future date and a work plan for completion.

## **Supporting Documentation:**

As applicable, upload documentation associated with Marketplace activity or submit a letter(s) from HHS confirming that appropriate supporting document has been reviewed through Establishment Review process.

## **Testing Files:**

States and their vendors will implement testing and validation plans. Three different types of testing files may be required:

- 1) Summary of results of State-developed testing.
- 2) Results of State execution of HHS-developed test scenarios.
- 3) Summary of Independent Verification & Validation (IV&V) of applicable system components.

## **Operational Readiness Assessment:**

HHS may conduct on-site or virtual Marketplace assessments to determine the capacity of an Marketplace to conduct Marketplace business.

# Step 5: Keep on building towards October 2014 Open Enrollment

...and if you have any questions or comments,  
please contact:

- Your CCIIO State Officer
- Sarah Summer, State Technical Assistance,  
[Sarah.Summer@cms.hhs.gov](mailto:Sarah.Summer@cms.hhs.gov)
- Sarah Grantham, State Technical Assistance,  
[Sarah.Grantham@cms.hhs.gov](mailto:Sarah.Grantham@cms.hhs.gov)