



State Partnership Marketplaces

Conditional Approval Monitoring and Establishment Reviews



April 2013

Topics

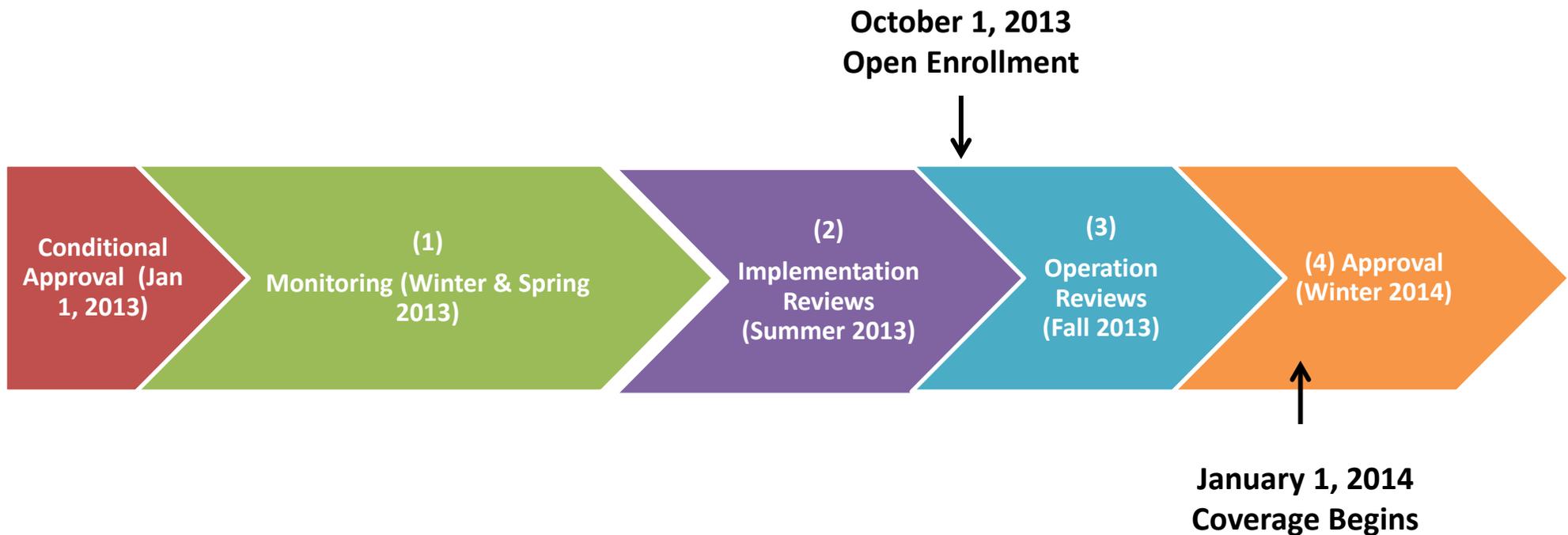
- Relevant Blueprint Activities and Progress Benchmarks for selected Partnership Marketplace Model (i.e., Plan Management, Consumer Assistance or Both)
- Timeline of Monitoring and Establishment Reviews
- Reviews Leading up to and Following Implementation
- Decision Points and the Path to Full Approval

State Partnership Marketplace Activities for Plan Year 2014

Depending on the type of Partnership with CMS, State Partnership Marketplaces are expected to meet requirements associated with the following activities:

- Consumer Assistance
- Plan Management
- PCIP Transition
- Reinsurance (if electing to operate)
- Oversight and Monitoring
- Contracting, Outsourcing, and Agreements

Timeline of Monitoring and Oversight Reviews for State Partnership Marketplaces



Example

Marketplace Activity	Conditional Approval Monitoring Evidence	Implementation Review Evidence
Consumer and Stakeholder Engagement and Support		
Outreach and Education	<ol style="list-style-type: none"> 1) <i>If performing outreach and education activities:</i> Communication plan that includes paid media plan 2) <i>If performing outreach and education activities:</i> Representative sample of media campaign and outreach and education materials 3) <i>If state entity operates a Web site for in-person assistance programs:</i> Screenshot of page that includes a link to Healthcare.gov web site (i.e., the Federally-facilitated Marketplace referred to herein as Health Insurance Marketplace) 	<ol style="list-style-type: none"> 1) <i>If performing outreach and education activities:</i> Plan for assessing future impact of outreach and education efforts

Relevant Blueprint Activities and Progress Benchmarks for Partnership Marketplace Models

- Conditionally approved State Partnership Marketplaces must meet outstanding Blueprint activity requirements and progress benchmarks indicated in the state's Blueprint Evaluation Report
- Through a series of reviews, CMS will work with states to monitor progress toward meeting the specified requirements and benchmarks associated with policy, business, operational, and technical* aspects of building a Partnership
- CMS will fully approve the State Partnership Marketplace once it has met all Blueprint activities and required functionality that pertain to their plan management and/or consumer assistance activities

* Capacity to interface with the Federally-facilitated Marketplace

Leading up to Implementation

Conditional Approval Monitoring :

- Involves frequent communication with the state to assess progress towards meeting required activities and benchmarks including:
 - **Design Review Follow-Up:** Entails follow-up with states on incomplete Design Review documentation or updated/modified Design Review documentation
 - **Additional Monitoring Documentation:** Requires states to share additional CMS-specified documentation that they create in the *usual course of business* (e.g., timeline for implementing outreach/education campaign)
 - **Identify Key Risk Factors:** Review contingency plans developed by the state for functionalities at risk

Implementation Review:

- a formal, on-site review with the state to assess its “operational readiness”
- Emphasizes the demonstration of systems functionality and includes the evaluation of test summaries and minimal documentation

Reviews Immediately Following Implementation

Operation Review:

- Involves a post-operations assessment to review any issues encountered
- Assesses functionality available once the Partnership Marketplace is live, including progress towards ongoing Marketplace builds (e.g., building towards “Version 2.0” components)

Questions?

Contact your State Officer or

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