

LEVEL 1 ESTABLISHMENT GRANT BUDGET NARRATIVE

CFDA Number- 93.525

Time Period- June 30, 2011 - June 30, 2012

West Virginia Health Benefit Exchange - West Virginia Offices of the Insurance Commissioner

Personnel (Salary & Fringe)

*All personnel listed are for 12 month grant award period

FULL TIME EMPLOYEE- 100% dedication to exchange project

*Amount requested reflects Annual Salary

Amount Requested FTE

<p>Executive Director- New Hire (87612) PD- The ED is responsible for carrying out the will of the Exchange Board and the Exchange Board Chair. ED responsible for policy coordination of Exchange. ED will build collaborative working relationships with diverse groups (e.g. insurance agent associations, insurance payers, medical providers, state and federal agencies, local agencies, small and large businesses, advocacy groups, and consumers) necessary to the development of an exchange infrastructure that meets the requirements of the Exchange and meet the needs of West Virginians. The ED will develop an infrastructure to oversee/coordinate with other stakeholders and provide services and support to the West Virginia Health Benefit Exchange project. ED coordinates with the WVOIC and other state agencies to ensure maximum efficiency in resource utilization. ED ensures stakeholder input is communicated and included in planning, development and implementation of the project.</p>	<p>\$ 50,815</p>	<p>0.58</p>
<p>Chief Operating Officer- New Hire (77220) PD- The COO will work on the planning and development of the Exchange. COO responsible for developing business operations as set forth by policymakers; Exchange Board; and OIC. The COO will develop, strengthen and coordinate a strategic approach to policy development as directed by the ED; introduce economic analysis as a routine component of assessment, evaluation and program development activities; and build capacity for program evaluation.</p>	<p>\$ 44,788</p>	<p>0.58</p>
<p>Project Manager for Finance- New Hire (72840) PD- This position is tasked with developing the financial model by which the exchange will become self sustaining. This position is tasked with managing financial components of any grants available to the exchange. This position is responsible for coordinating with OIC staff the financial management of any payments made from the Exchange Fund, including payments to staff, MOU partners, vendors, or other entities designated through contract to receive payment for work rendered for the Exchange. Performs technical work involving review and analysis related to the operations and administration of the grant. Works with grant staff to ensure appropriate classification, payment, problem resolution, tracking and reporting of expenditures. Performs research and presents financial information as requested. Assists in the tracking and reporting of performance information related to financial program and project evaluation. Works with appropriate State and Federal agencies to ensure financial compliance; reimbursements; and specified Exchange financial reporting requirements</p>	<p>\$ 60,457</p>	<p>0.83</p>
<p>Attorney- New Hire (87612) PD- Position will assist in development of legal and regulatory strategies. Position will also provide legal counsel on various federal and state rules/laws as related to health and insurance policy.</p>	<p>\$ 50,815</p>	<p>0.58</p>
<p>Executive Secretary- New Hire (43896) PD- Acts as office manager for the project. Responsibilities include setting up meetings, copying, faxing and other necessary administrative duties. This position prepares the analytical and statistical reports and documentation necessary for conferences and meetings, both internal and external, transcribes and utilizes the appropriate software to effectively communicate documentation to the necessary parties. The Administrative Assistant is responsible for other documentation needed by the Exchange. Responsible for researching and analyzing inquires from internal and external factions and delivering timely responses.</p>	<p>\$ 36,434</p>	<p>0.83</p>
<p>Public Education/Marketing Director- New Hire (57660) PD- Position will coordinate education and outreach efforts, assist in training and promotion of exchange, and be charged with coordinating exchange message with other health reform campaigns. Position will be tasked with leading all training initiatives, including those for navigators; producers; DHHR frontline staff; and community leaders.</p>	<p>\$ 33,443</p>	<p>0.58</p>

<p>Health Policy Researcher- New Hire (64812)</p> <p>PD- Position tasked with assisting in all facets of health exchange research. Position charged with leading research efforts on regional exchanges; market research on web utilization; producer research; and plan standardization research. Position will be tasked with drafting research procurements. Position will coordinate exchange research efforts with that of other research institutions and governmental agencies. Position will be charged with evaluation efforts of program. Position will be charged with quality care research efforts.</p>	\$ 37,591	0.58
<p>Chief Technology Officer- New Hire (81852)</p> <p>PD- Oversees the development and implementation of the IT systems architecture, network and databases necessary for the infrastructure. Responsible for ensuring that the Office of the National Coordinator's (ONC) recommended standards and Systems Development Life Cycle (SDLC) frameworks are adhered to including the use of iterative and incremental development methodologies. Responsible for the coordination and monitoring of multiple vendors contracted for various technical sections of the project. Oversees and participates in the gathering, development and analysis of data required to ensure successful results; for recognizing and resolving problems at all phases of development and implementation; ensuring the interoperability and standardization necessary for systems use by other states; providing research and project design support and training to other States and agency partners. Tasked with ensuring Exchange interface with appropriate federal, state, and private industry systems.</p>	\$ 47,474	0.58
<p>Individual Exchange Manager- New Hire (64812)</p> <p>PD- Position will focus specifically on the individual market. Position entails working with public programs like Medicaid and CHIP to improve public policies around churning between Exchange and public programs; eligibility and enrollment issues; mandate exemptions by individuals; working with health plans in the individual market; and monitoring role of navigators, producers and others tasked with providing assistance to individual consumers.</p>	\$ 37,591	0.58
<p>SHOP Manager- New Hire (64812)</p> <p>PD- Position will focus specifically on the Small Business Health Options Program (SHOP). Per federal law, a SHOP exchange must be developed for the small group market. The interests and needs of small groups are unique and require specialized attention and focus. Position will take lead in working with small businesses to craft SHOP exchange policies to meet the needs of small businesses. Position will be tasked with further exploring impact of large groups coming into Exchange market. Position will work on specific eligibility and enrollment issues as it relates to the SHOP exchange. Position will be tasked with working with producer community and navigators to ensure appropriate services are being provided to small group consumers.</p>	\$ 37,591	0.58
<p>Health Policy/ Insurance Research Specialist- New Hire (57660)</p> <p>PD- This position will be responsible for carrying out research in health policy and insurance. This position will serve as resource to all program leads. This position will be tasked with working with vendors, State agencies, Stakeholder groups, and other public and private partners on policy research. This position will be tasked with special assignments as deemed necessary by the ED and the Board.</p>	\$ 47,858	0.83
<p>Health Policy/ Insurance Research Specialist- New Hire (57660)</p> <p>PD- This position will be responsible for carrying out research in health policy and insurance. This position will serve as resource to all program leads. This position will be tasked with working with vendors, State agencies, Stakeholder groups, and other public and private partners on policy research. This position will be tasked with special assignments as deemed necessary by the ED and the Board.</p>	\$ 47,858	0.83
<p>Project Director (53900)</p> <p>PD- Directs project, coordinates efforts of stakeholder groups, presents policy decisions to leadership, and serves as liaison with HHS. Serves as lead on Establishment Grants and PEG Grant. Manages all exchange staff and all exchange research, planning, and development until ED is hired.</p>	\$ 22,099	0.41
<p>Lead Economic Researcher (51098)</p> <p>PD- Position tasked with assisting in all facets of health exchange research. Position charged with leading research efforts on regional exchanges; market research on web utilization; producer research; and plan standardization research. Position will be tasked with drafting research procurements. Position will coordinate exchange research efforts with that of other research institutions and governmental agencies. Position will be charged with evaluation efforts of program. Position will be charged with leading quality care research efforts.</p>	\$ 20,950	0.41

OTHER STAFF - The designated members of the OIC will be providing leadership on the project as well as support in specific areas of expertise

**Annual Salary listed in parenthesis (\$)*

<p>Secretary Two (28197) PD- Acts as office manager for the project. Responsibilities include setting up meetings, copying, faxing and other necessary administrative duties. This position prepares the analytical and statistical reports and documentation necessary for conferences and meetings, both internal and external, transcribes and utilizes the appropriate software to effectively communicate documentation to the necessary parties. The Administrative Assistant is responsible for other documentation needed by the Exchange. Responsible for researching and analyzing inquires from internal and external factions and delivering timely responses.</p>	<p>\$ 3,609</p>	<p>0.13</p>
<p>APCD Director- Unknown (80000) PD- The APCD Director shall be subject to the administrative oversight of the Offices of the Insurance Commissioner. The director shall be an exempt employee. The director shall be responsible for developing and managing an all-payer claims database and other databases as determined by the Health Care Authority, Department of Health and Human Resources, and Offices of the Insurance Commissioner, from this point forward listed as MOU parties. S/he shall be responsible for the quality, accuracy, timelines, relevance, and usefulness of public and private insurer claims data collected, and for ensuring the integrity and appropriate use of data provided based on the broadly-defined vision of the MOU parties. The Director shall be responsible for guiding staff in selecting and using appropriate tools and methodologies for data management and analysis. S/he shall develop and implement policies, procedures, and rules for data collection, management, use, and release, including the development of data quality benchmarks, data file formats and specifications, routine data processing, and data security and privacy, based on guidance from the MOU parties and stakeholders advisory groups. The Director shall ensure risk adjustment tools, quality reporting initiatives, and consumer tools for the exchange are produced by APCD initiative.</p>	<p>\$ 53,120</p>	<p>0.664</p>
<p>Insurance Program Specialist for Outreach (47507) PD- This position will serve as resource in all program areas. This position will be responsible for carrying out research in health policy and insurance. This position will be tasked with working with vendors, State agencies, Stakeholder groups, and other public and private partners on policy research. This position will be tasked specifically with assisting in grant development, grant compliance, and grant budgeting. This position will be specifically tasked with assisting in procurement development, processing, and ensuring follow through from vendors. This position will be tasked with special assignments as deemed necessary by the ED and the Board. This position will be specifically tasked with education and outreach development and assistance, particularly with respect to grassroots education and outreach efforts in solidifying public understanding of the Exchange and encouraging consumers utilize Exchange benefits.</p>	<p>\$ 34,680</p>	<p>0.73</p>
<p>IT Lead (43991) This position is tasked with oversight of IT related issues between the Exchange and the OIC. This position is tasked with overseeing the development of the IT strategic plan; gap analysis; and review of all federal IT guidance and output from other state exchanges. This position is responsible for overseeing interfacing efforts with other State agencies and federal government. This position is responsible for working with insurance carriers to ensure maximum efficiency in exchange-issuer interfaces.</p>	<p>\$ 32,113</p>	<p>0.73</p>
<p>Health Policy Director (69695) This position will be responsible for assisting with coordination of overall health insurance reforms; transitioning existing programs, like AccessWV of which she is Executive Director; development and implementation of strategies related to risk adjustment; and other tasks as necessary.</p>	<p>\$ 12,777</p>	<p>0.18</p>
<p>Legal/Regulatory (68780) PD- This individual advises and assist in establishing and interpreting legal policies, statues, and Legislative Rules with respect to the project's programs, policies and procedures.</p>	<p>\$ 12,380</p>	<p>0.18</p>

Legal/Regulatory (60646) PD- This individual advises and assists in establishing and interpreting legal policies, statutes, and Legislative Rules with respect to the project's programs, policies and procedures. This legal position is more directly involved in Exchange efforts and serves as a legal resource for the Board.	\$ 15,162	0.25
Rates and Forms Analyst (41553) PD- This individual is responsible for reviewing and making a final disposition on rate, and form filings form insurance carries for all life and health, property, and casualty filings for The State of West Virginia.	\$ 5,714	0.13
Rates and Forms Director (76046) PD- This individual is responsible for reviewing and making a final disposition on rate, and form filings form insurance carries for all life and health, property, and casualty filings for The State of West Virginia.	\$ 9,886	0.13
Communications (46008) PD- This individual is responsible for communications for OIC and serves as liaison with Department of Revenue and Governor's Office.	\$ 4,595	0.09
Consumer Services Director (58893) PD- This individual is responsible for receiving inquiries and complaints form WV citizens regarding problems or concerns they encounter in connection with all health insurance issues, and arrives at informal resolution of those problems through direct contact and advocacy with the insurance company.	\$ 7,656	0.13
Consumer Services Manager (40846) PD- This individual is responsible for receiving inquiries and complaints form WV citizens regarding problems or concerns they encounter in connection with all health insurance issues, and arrives at informal resolution of those problems through direct contact and advocacy with the insurance company.	\$ 5,310	0.13
Financial Accounting Director (66790) PD- This individual is responsible for the accounting system; develops procedures and negotiates contracts for billing, payroll withholding, insurer remittances, insurer fees Exchange functions; works with State Treasurer and Tax Department.	\$ 6,011	0.09
TOTAL Salary	\$ 778,777	12.344
FRINGE		
<i>Fringe benefits is calculated at 38% for staff include: payroll taxes, including FICA, Med. Match and PERS match; health insurance premiums; unemployment/Worker's Compensation; life insurance premium; employer retirement contribution; professional development.</i>		
<i>.38 x (salary total)= fringe</i>		
TOTAL FRINGE	\$ 295,935	
CONSULTANTS		
Content	Amount	Consultant
<i>*Justification = nature of services rendered + relevance to project</i>		

<p>APCD Technical Assistance Advisor/Liaison</p> <p>Justification- The APCD will be a core data collection component of the risk adjustment tool used in conjunction with the Exchange. The APCD will also serve as a consumer tool in health decisions. Finally, it will serve as a tool for policy makers and the Exchange Board to assess population health outcomes. The State will require the services of a technical consultant to maximize the success of this program. This consultant will perform functions independent of the IT vendor selected and the strategic planning/technical assistance consultant. This consultant will be expected to serve as a liaison with all appropriate vendors, constituent state agencies, and stakeholders.</p> <p>Formula- 2080 hours of service at \$40 hourly rate = 83200; travel as necessary in state and out of state \$5,000</p> <p>Duration- 2080 hours over the course of the project grant year. Expectation that services will be continued under Level 2 grant for subsequent years.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 88,200</p>	
<p>Exchange Oral Health Advisor/Liaison</p> <p>Justification- Oral health is one of the most pressing public health issues in West Virginia. With much of the population currently going without dental coverage and studies showing the important of oral health for an individual's overall health status, The State will take great steps to maximize the number of consumers that purchase oral health coverage through the Exchange. This consultant will assist in policy development and work as a liaison with issuers, consumer advocates, the WV Oral Health Advisory Board, and constituent state agencies for the purpose of ensuring completion of an Exchange oral health strategic plan.</p> <p>Formula- 1040 hours of service at \$40 hourly rate = 41600; travel as necessary for \$5,000</p> <p>Duration- 1040 hours over the course of the project grant year.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 46,600</p>	

<p>Risk Adjustment Advisor/ Strategist</p> <p>Justification- Given the shifts in market dynamics related to the ACA and the Exchange, risk adjustment will prove to be one of the most important components of the Exchange as it evolves. This consultant will assist in the development of a risk adjustment strategic plan; work with issuers and the OIC to develop a risk adjustment board; work with the APCD to ensure appropriate collection and analysis of data; work with both the PCIP and AccessWV (WV HRP); and work with the Exchange Board concerning risk adjustment related Exchange policies are undertaken.</p> <p>Formula- 1040 hours at \$100 hourly rate; travel as necessary for \$5,000</p> <p>Duration- 1040 hours over the course of the project grant year. Expectation that consultant will be needed in subsequent years under Level 2 grant.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 109,000</p>	
<p>Exchange Behavioral Health Strategy/Advisor/Liaison</p> <p>Justification- Behavioral health represents another major hurdle for health policy planners in West Virginia and across the country. This consultant will be tasked with developing a comprehensive strategy related to behavioral health issues and the exchange. This ranges from developing strategies to ensure that those with behavioral health issues are able to access the exchange; developing strategies to ensure that these consumers get appropriate health insurance coverage; and ensuring that those with behavioral health issues, especially those churning between public and private coverage programs maintain continuity of care for both their behavioral health needs and other health care needs. This consultant will also be tasked with working with the West Virginia Behavioral Health Commission; the WV Bureau for Behavioral Health and Health Facilities; issuers; consumer advocates; and other stakeholders as deemed necessary by the Exchange Board to ensure a comprehensive strategy is developed in preparation for the health insurance exchange.</p> <p>Formula- 1040 hours at \$40 hourly rate; travel of \$5,000</p> <p>Duration- 1040 hours over the course of the grant year</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 46,600</p>	

<p>SHOP Advisor/ Business Community Liaison</p> <p>Justification- Exchange planning, development for small and large businesses will have many synergies with overall exchange planning. West Virginia has taken the approach to place SHOP and AHBE under the same board and administrative parameters for the purpose of streamlining decision making and cost. Decisions have not been made related to combining risk pools, which will be addressed through actuarial studies and economic assessment as part of research that will take place under PEG and that will be requested with Level 1 funding. This all being acknowledged, it is fundamental that specific planning efforts and outreach be made with the business community. This consultant will be tasked with working directly with multiple associations and members of the business community to ensure that their concerns are being addressed in the build out and policy making of the exchange. This consultant will be tasked with specifically researching issues like defined contribution, administrative simplification, employee dumping, tax credit and tax subsidy considerations, and other issues as raised by the business community during stakeholder discussions.</p> <p>Formula- 2080 hours for an hourly rate of \$45= 93600; travel of \$5000</p> <p>Duration- 2080 hours for the duration of the project grant year. Expectation that consultant will be necessary under Level 2 funding in subsequent years</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 98,600</p>	
<p>Total Consultant</p>	<p>\$ 389,000</p>	
<p>Contractual</p>		
<p>Content</p>		
<p><i>*Justification = nature of services rendered + relevance to project</i></p>	<p>Amount</p>	<p>Consultant</p>

<p>Health Insurance Issuer Exchange Reform Initiative</p> <p>Justification- Working in conjunction with the OIC, GOHELP, and issuers- this consultant will address a number of core issues related to the health insurance exchange and other health reform initiatives taking place at The State level but also stemming from federal health reform initiatives, including but not limited to the Affordable Care Act. Issues to be addressed include but are not limited to, in their capacity as it relates to the exchange, the medical loss ratio; changes in rating practices; avoidance of adverse selection; mandate penalties; churning between programs; community rating; rate review and reporting requirements under the ACA; IT investment; producer and navigator issues; etc. It is important that these issues are fully addressed in discussions with all stakeholder groups but there is necessity to work out particular industry-regulator related issues to ensure maximum efficiency in State insurance regulation efforts.</p> <p>Formula- \$150 hourly rate for 1000 hours</p> <p>Duration-1000 hours of service during project grant year. Expectation that services will be necessary in subsequent years under Level 2 funding.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 150,000</p>	
<p>CompareCare Integration Advisor/ Liaison</p> <p>Justification- CompareCare currently serves as a hospital price comparison tool and is operated by the West Virginia Health Care Authority. Discussions are underway to update this tool for the purposes of providing consumers with better information on quality and cost of care offered by providers in issuer network plans. This consumer tool will serve as a public interface and will be populated with data from hospital charge data, the APCD, and other sources. This consultant will assist in the further development of this tool and serve as a liaison between the Exchange and the HCA on this project.</p> <p>Formula- \$125 hourly rate for 500 hours;</p> <p>Duration- 500 hours of service during project grant year. Expectation that funding will be necessary in subsequent years under Level 2 funding.</p> <p>Method of Selection- Existing contract from competitive bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 62,500</p>	

<p>Medicaid/CHIP Integration Advisor/Liaison Justification- Medicaid and CHIP are vital components to the Exchange. This consultant will serve as a liaison on all policy issues related to these two programs and the Exchange. This consultant will also ensure that work plans between the two agencies and the Exchange remain on schedule.</p> <p>Formula- \$125 hourly rate for 1000 hours;</p> <p>Duration- 1000 hours during project grant year. Expectation that funding will be necessary in subsequent years under Level 2 funding.</p> <p>Method of Selection- Existing contract from competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 125,000</p>	
<p><i>Actuarial Assessment and Economic Modeling RFQ</i> Justification- This consultant will perform actuarial and economic modeling services for various policy questions related to the health insurance exchange. This funding will supplement Planning Exchange Grant Objectives 1-4, which has been designated for surveys of the market and consumer in WV; actuarial services; economic modeling; and policy scenario modeling. There has been \$650,000 designated in PEG for these services.</p> <p>Formula- Based upon projected hourly rate of \$200 for 1000 hours for development and processing of various surveys (\$200,000); development and processing of surveys \$100,000; actuarial services for 1250 hours x \$400 hourly rate = \$600,000; for economic and policy modeling services \$300 hourly rate x 1250 hours = \$375000. $200000+100000+500000+375000-650000= 525,000$</p> <p>Duration- 3500 hours during the project grant year. Expectation that funding will be necessary in subsequent years under Level 2 funding.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 525,000</p>	

<p><i>IT Strategic Planning and Gap Analysis</i></p> <p>Justification- This consultant will perform the IT gap analysis and develop an IT strategic Plan. This vendor will also be tasked with developing an IT infrastructure RFI and providing technical assistance to the project. This vendor will be tasked with serving as the IT liaison with constituent state agencies; issuers; producers; and the federal government. This vendor will be tasked with working with IT vendors to ensure appropriate follow through with work plan. Services will draw \$75,000 from Planning Grant funding.</p> <p>Formula- Hourly rate of \$200 x 3000 hours - \$75000 = \$525,000</p> <p>Duration- 3000 hours over course of project grant year. Expectation that funding will be necessary in subsequent years under Level 2 funding.</p> <p>Method of Selection- Existing contract from Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 525,000</p>	
<p>Project Management Vendor</p> <p>Justification-Per the OIC's overarching strategic plan and the work plan for the health benefit exchange, it is necessary that a functional work plan be developed and employed. Vendor will work to update the OIC's current Health Insurance Exchange work plan and develop a high level project plan starting with the key steps that have been identified by the OIC working group and then employing best practices in project management and project organization, reflecting interdependencies between work streams, key milestones such as funding application submissions and legislated operational requirements and enable understanding critical path activities for the overall program. This vendor will be tasked with overall project management for the Exchange. The vendor will be tasked with ensuring that work plan is followed; vendors follow through with scope of works; stakeholder meetings are conducted with appropriate feedback back to stakeholders; etc. This funding request will be supplemented by \$100,000 available in the Planning Exchange Grant.</p> <p>Formula \$200 average hourly rate x 2500 work hours - 100000 = 400000</p> <p>Duration- 2500 hours over course of project grant period</p> <p>Method of Selection- Existing contract from Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 400,000</p>	

<p><i>Exchange Health Information Technology Initiative</i></p> <p>Justification- Given the large number of health information technology initiatives taking place nationally and in the State of West Virginia to improve efficiency, quality, and consumer/patient satisfaction it is essential that the Exchange examine how these initiatives could interface with exchange planning, including how HIT initiatives may factor in plan rating and Qualified Health Plan requirements.</p> <p>Formula- Flat fee for \$100,000</p> <p>Duration- Project will take place during the project grant year</p> <p>Method of Selection- Sole Source- WVHII worked through previous Medicaid Transformation grants and serves as leader in Regional Health Information Technology Exchange Center grant as issued by the ONC for the advancement of HIT in WV.</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	\$ 100,000	
<p><i>Exchange Medical Home Initiative</i></p> <p>Justification- The medical home/health home concept is a focal point of improved patient care management in West Virginia and nationally. Exploring how the Exchange could incorporate the medical home concept as a factor in plan rating or as a requirement in network adequacy assessments or as a requirement for a qualified health plan in a manner that is financially viable for the provider, issuer, and consumer is a vital research pursuit moving forward.</p> <p>Formula- Flat fee for \$100,000</p> <p>Duration- Project will take place during the project grant year</p> <p>Method of Selection- Sole Source- WVHII worked through previous Medicaid Transformation grants in developing viable medical home model and continues to serve as planning nexus for medical home advancement in WV.</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	\$ 100,000	

<p>Exchange Wellness Strategy and Community Care Teams Initiative</p> <p>Justification- Improved consumer health will be an essential component in driving down long term premium costs in the Exchange. With the loss of underwriting, the issuer community will have a vested interest in improving client health through wellness activities. In addition, wellness programs have been discussed as being a potential core element the Exchange itself. The State must find a strategy for maximizing the health of citizens through wellness initiatives- be these initiatives driven by issuers or the Exchange.</p> <p>Formula- Piggyback contract using flat fee formula for \$75,000</p> <p>Duration- Project will take place during the project grant year</p> <p>Method of Select- Sole Source- Piggyback contract off of existing State agency and WV Legislature agreement for similar services for Medicaid advancement</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	\$ 75,000	
<p><i>Analysis of Transitioning Current State Health Programs to 2014 (AccessWV, Demonstration for Uninsured, Small Business Plan, WV Primary Care Pilot, and Free Clinics)</i></p> <p>Justification- It will be essential for the State to develop a strategy for programs offering coverage that will no longer be necessary in 2014 given other coverage options. This includes AccessWV (WV's high risk pool, which covers approximately 1000 citizens); the Demonstration for the Uninsured (covers 10000 West Virginians with preventative and primary care); the Small Business Plan, which covers approximately 360 businesses and 1732 employees; West Virginia's Preventative and Primary Care Pilot, which covers approximately 850 citizens with primary care services on a pmpm basis; and those that receive coverage from Free Clinics in State (approximately 200,000 uninsured and underinsured). This study scope of work will outline how these consumers will evolve into new systems of care with strategies outlined to make this transition as efficient and effective as possible.</p> <p>Formula- \$200 hourly rate x 200 hours = \$40,000</p> <p>Duration- 200 hours of service during second half of project grant year</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	\$ 40,000	

<p>APCD Collection, Storage, Integration, and Analysis Software Leasing</p> <p>Justification- The APCD will serve three critical roles in relation to the health insurance exchange. First, the APCD will serve as the baseline source of data for risk corridors, the reinsurance program, and the risk adjustment initiative envisioned in the health insurance exchange. Primarily, the claims data collected from the private issuers in West Virginia’s market will be used in a post claim formula to determine how premiums will be adjusted amongst carriers for the purpose of risk adjustment. Second, the APCD will serve as an evaluative tool in measuring how population health changes in the State as a result of initiatives through the Exchange. Finally, the APCD will be used in conjunction with existing data available in the State’s CompareCare portal to improve consumer information regarding provider quality. It is envisioned that the Exchange will improve consumer choices, and improve the health market, by providing information on providers in issuer networks. The IT infrastructure will be developed and operated by a private sector firm with direct oversight by the OIC, DHHR, HCA. This firm will develop systems for collection of claims; storage; integration of APCD into consumer tools like CompareCare; quality analytical tools; and for risk adjustment software.</p> <p>Formula- Flat fee based on Request for Information conducted by West Virginia Health Care Authority (see attachment)- To establish an APCD cost represents launch and development of services. Where services will be interfaced with ongoing efforts by West Virginia Bureau for Medical Services Data Warehouse initiative appropriate cost allocation through OMB Circular A87 will be used.</p> <p>Duration- Project to be commenced over course of project grant year and to be extended with Level 2 grant funding.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 1,000,000</p>	
<p>APCD Business and Operations Plan and Technical Assistance</p> <p>Justification- The APCD will serve three critical roles in relation to the health insurance exchange. First, the APCD will serve as the baseline source of data for risk corridors, the reinsurance program, and the risk adjustment initiative envisioned in the health insurance exchange. Primarily, the claims data collected from the private issuers in West Virginia’s market will be used in a post claim formula to determine how premiums will be adjusted amongst carriers for the purpose of risk adjustment. Second, the APCD will serve as an evaluative tool in measuring how population health changes in The State as a result of initiatives through the Exchange. Finally, the APCD will be used in conjunction with existing data available in The State’s CompareCare portal to improve consumer information regarding provider quality. It is envisioned that the Exchange will improve consumer choices, and improve the health market, by providing information on providers in issuer networks. This consultant will assist The State in developing a business and operations plan for the APCD. This consultant will also assist with technical assistance.</p> <p>Formula- \$200 hourly rate x 2250 expected work hours = \$450,000</p> <p>Duration- Project to be commenced over course of project grant year and to be extended with Level 2 grant funding.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 450,000</p>	

<p>Development of Business and Operations Plan</p> <p>Justification- Per West Virginia's Planning Establishment Grant, the development of an exchange business plan has been identified as a fundamental goal for the exchange. This vendor will incorporate all components of the exchange into a single business and operations strategic plan with continuing services to edit as necessary. WV will hire a consulting firm to develop an operational plan to evaluate and suggest areas for leveraging existing resources, provide a framework for building an exchange structure, and determine which functions should be performed by the exchange or be outsourced. The plan will include development of: the structure of the exchange, areas of responsibility and personnel; strategies for establishing a financial management structure; oversight and program integrity functions; the consumer assistance program; SHOP-specific administrative functions; policies for the certification of QHPs; functionality of the call center; exchange website and calculator; quality rating system; eligibility determinations; overlap of business requirements between the exchange and the IT system; applications and notices; appeal functions; enrollment processes; exemption from individual responsibility requirement and payment; premium tax credit and cost-sharing reduction administration; notification and appeals of employer liability for the employer responsibility payment; information reporting to IRS and enrollee. This Plan will encompass sustainability models, fee models, and breakdown projected budgets based on policy decisions made by the Exchange Board. This grant component will be supplemented by \$100,000 from the Planning Exchange Grant.</p> <p>Formula- Hourly rate of \$350 x 1500 - 100000= 425000</p> <p>Duration- 1500 grant hours to take place over course of grant year. Expectation that funding will be necessary for modifications in subsequent years under Level 2 funding.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 425,000</p>	
<p>Development of Exchange Assessment and Evaluative Effectiveness Strategy</p> <p>Justification- These vendors will work in conjunction to assist the exchange in developing evaluative tools to measure the successes and shortcomings of exchange policies and operations. In developing these measurements, great effort will be spent to develop an assessment that assesses the financial impact of the exchange on consumers and the market as well as strategies geared toward measuring changes in population health as are attributed to exchange policies. In developing evaluation strategies, special attention will be paid to find strategies that incorporate measures to for evaluative factors made easily accessible and understood by public.</p> <p>Formula- \$150 hourly rate x 5794 work hours = 869,092</p> <p>Duration- Project to take place over course of project grant year. Expectation that funding will be necessary in subsequent years under Level 2 funding.</p> <p>Method of Selection- MOUs with existing State affiliated agency; sole source with State Health Access Data Assistance Center based on existing relationship and unique understanding that SHADAC has with State of West Virginia via contractual work performed through HRSA.</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 869,092</p>	

<p><i>Ethics Training Policy Development and Ethics Training for Board</i></p> <p>Justification- The West Virginia Ethics Commission has agreed to assist the Exchange in executing one of the requirements set forth in SB 408 for biannual ethics training. The Ethics Commission has also agreed to review various Exchange policies to ensure The State follows the most prudent course with regard to transparency and openness.</p> <p>Formula- Hourly rate of \$100 x 500 hours = 50000</p> <p>Duration- Ethics Commission will review documentation on an as needed basis. Training for Board will take place in Summer of 2011. Funding will be requested in Level 2 for further Ethics Training in 2013 and 2014.</p> <p>Method of Selection- MOU with existing State affiliated agency</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 50,000</p>	
<p>Facilitation of Community of Interest Groups- WVU CESD</p> <p>Justification- WV has committed to maximizing community and stakeholder input into the develop of exchange operations and policies. As a result, the Exchange will conduct Community of Interest Policy groups around 4 categories of exchange policies. Subgroups will be formed from those 4 policy categories to dig deeper into the various policy options available to the Exchange. This consultant will provide facilitation services for these groups, including ensuring that meeting locations are secured and safe; taking notes and placing those notes onto the Exchange planning website; managing discussions amongst stakeholders; and ensuring that all discussion points are relayed to the Exchange Board. This consultant will be expected to work closely with other vendors in the program to ensure maximum efficiency and accuracy of information being provided to the stakeholders. Funding will be supplemented by \$100,000 from facilitation services in PEG grant.</p> <p>Formula- Hourly rate of \$150 x 500 hours for planning/facilitation + estimated 16 total teams meeting on 8 occasions for \$500 facility cost + 11000 for refreshments, IT support, etc.- 100000 = 50000</p> <p>Duration- Community of interest groups will be conducted throughout project grant period. Funding will be requested in Level 2 as groups will continue to meet for policy, operational, and implementation purposes through 2014.</p> <p>Method of Selection- MOU with existing State affiliated agency</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 50,000</p>	

<p>Facilitation of Stakeholder Engagement Initiative</p> <p>Justification- OIC/Exchange staff will continue to meet with multiple stakeholders on a monthly basis. This consultant will provide facilitation services for these meetings including ensuring that meeting locations are secured and safe; taking notes and placing those notes onto the Exchange planning website; managing discussions amongst stakeholders; and ensuring that all discussion points are relayed to the Exchange Board. This consultant will be expected to work closely with other vendors in the program to ensure maximum efficiency and accuracy of information being provided to the stakeholders.</p> <p>Formula- Hourly rate of \$150 x 500 hours for planning, facilitation, reporting + six stakeholder groups meeting monthly over course of year + \$500 cost of meeting facility, refreshments, etc. = 111,000</p> <p>Duration- Stakeholder meetings will take place every month of grant period. Level 2 funding will be requested as stakeholder groups will continue to meet through 2014.</p> <p>Method of Selection- MOU with existing State affiliated agency</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 111,000</p>	
<p>Exchange Oral Health Initiative</p> <p>Justification- Funding will be used to assist WV Oral Health Advisory Board in developing strategic plan for health insurance exchange dental strategy. Oral Health consultant will work with WV Oral Health Advisory Board to ensure that strategy includes methods to maximize number of exchange consumers procuring dental coverage; availability of dentist and dental hygienist practices in State in carrier networks; and how dental plans will be made available on the exchange in terms of standardization, comparison, and coverage.</p> <p>Formula- Flat rate of \$100000</p> <p>Duration- Oral Health Initiative will begin and be held over the course of the project grant year. It is anticipated that the initiative will be extended beyond the duration of the grant period and as necessary funding will be requested in the Level 2 Establishment grant.</p> <p>Method of Selection- Sole source with existing Advisory Board, which was legislatively created for the purpose of advancing dental coverage and dental care in West Virginia.</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 100,000</p>	

Study and Strategy for West Virginia Children in Exchange

Justification- West Virginia has long been recognized a national leader in ensuring that children have health insurance coverage. The uninsured rate for children in WV is estimated at 6.6% by the Kaiser Family Foundation based on 2007 data. Significant pockets of uninsured children still exist in rural areas in West Virginia. Beyond those that are uninsured, many children that have insurance available to them are not signed up (approximately 5% for Medicaid) or do not utilize the services provided because the parents do not know how to appropriately navigate the health care system or the importance of taking their children in for regular checkups. This study initiative is tasked with developing a study outlining how the health insurance exchange may impact children's coverage in The State. The study will address changes in Medicaid and CHIP eligibility and enrollment; the issue of churning between programs; assess the impact of mixed coverage families where family members are in different exchange jurisdictions; mixed coverage families; assess federal rules as it relates to coverage for children, including dental; develop strategies for maximizing coverage for children; assess how uninsured parents impact coverage and care that a child receives; and assess quality initiatives may be implemented to improve children's health through the exchange. This study initiative will build off of efforts currently taking place with ongoing education and outreach efforts, providing additional strategies to maximize the number of kids with coverage; develop target outreach and enrollment activities. Consultant will be tasked with serving as liaison between Exchange and organizations aimed at improving coverage and care for children in West Virginia. This study will incorporate planning for best methods to get newborns covered as quickly as possible.

Formula- Flat rate of \$100,000

Duration- Study will be commenced over course of project grant period.

Method of Selection- Split contractual agreement with existing State agency and non profit that has solely focused on expanding coverage to children in WV (WVHFFC has existing contractual relationships with State agencies).

Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.

\$ 100,000

<p>Regional Exchange Study Initiative</p> <p>Justification- West Virginia has discussed with multiple states the possibilities of entering into agreements for the purposes of developing a regional exchange or multi state exchange. This vendor will be tasked with coordinating meetings with all surrounding states and other interested states looking to share administrative costs to achieve this goal. Consultant will be tasked with developing a written assessment and strategy on how the regional exchange concept could take hold in region, outlining obstacles and benefits. Consultant will be tasked with working with other vendors on project to ensure maximum efficiency.</p> <p>Formula- Hourly rate of \$150 for 750 hours</p> <p>Duration- 750 hours over the course of the project grant period. Expectation that additional funding will be requested in Level 2 grant period for purpose of further exploration with other states of project scope.</p> <p>Method of Selection- Sole Source with National Association of State Health Policy. NASHP currently works with WV through federal contract through HRSA. NASHP has provided the State with technical assistance on Exchange issues and is uniquely qualified to reach out to adjacent and non adjacent states on exchange issues because of NASHP's knowledge of WV's Exchange planning and existing relationships in other states.</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 112,500</p>	
<p><i>Adverse Selection Study/ Strategy</i></p> <p>Justification- Adverse selection is a phenomenon that is endemic to insurance of any kind, including health insurance. It occurs whenever people make insurance purchasing decisions based upon their own knowledge of their insurability or likelihood of making a claim on the insurance coverage in question. Adverse selection can take place between insurers, between benefit plans, and between markets. With the establishment of health insurance exchanges, adverse selection can take place in all these ways. The ACA puts in place a number of mechanisms to minimize the risk of adverse selection. In order to use these mechanisms effectively, it is essential to understand the ways in which adverse selection might occur in a marketplace that includes Exchanges This consultant will be tasked with outlining the various questions associated with adverse selection and the exchange; draft policy models specific to the potential occurrence of adverse selection in the exchange; draft strategies to avoid adverse selection; and work with stakeholders and the Exchange Board in discussing adverse selection.</p> <p>Formula- \$300 hourly rate for 500 hours = 150,000</p> <p>Duration- Project will began in second half of project grant year. Expectation that further study may be necessary under Level 2 funding in years 2013-2014.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 150,000</p>	

<p>Agent/ Navigator/ Income Maintenance Worker Policy Strategic Plan</p> <p>Justification- The State and stakeholders have identified a large number of issues related to how producers and navigators will operate within the context of the health insurance exchange. This consultant will be tasked with reviewing those identified items; reviewing similar discussions in other States; and outlining the policy options and implications of policy decisions related to both navigators and insurance producers. This will entail the consultant working closely with consumer advocates, issuers, producers and other stakeholder groups. This consultant will be tasked with working closely with other vendors performing work related to producers and navigators in this project. This consultant will also be tasked with developing a strategy for continuing education, licensure, and payment methodologies.</p> <p>Formula- Hourly rate of \$150 x 1000 hours = \$150,000</p> <p>Duration- 1000 hours will be performed over course of project grant year. Expectation that further planning, especially with respect to continuing education credits and training will be necessary under Level 2 funding in Year 2013 and 2014.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 150,000</p>	
<p>Strategy to Maximize Quality Care in Exchange</p> <p>Justification- Improving population health in West Virginia is an underlining goal in all Exchange activity. This consultant will draft strategies on how a Health Insurance Exchanges can promote quality through measurement and reporting; promoting quality and value through purchasing and other strategies; and engage consumers through better information. This consultant will also be tasked in measuring the specific studies conducted for wellness; medical homes; and health information technology under the grant.</p> <p>Formula- Hourly rate of \$150 x 1500 hours = 225,000</p> <p>Duration- 1500 hours will be performed over course of grant period with expectation that project scope will continue under Level 2 funding in subsequent years.</p> <p>Method of Selection- MOU with existing State affiliated agency</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 225,000</p>	

Health Coverage and Healthcare Literacy Study

Justification- West Virginia's unique culture and the number of barriers faced by the State's rural population with respect to low grade level attainment, illiteracy, etc. creates a huge obstacle in way of developing tools to ensure an educated consumer for health coverage and health care. This study will contemplate lessons being learned from enrollment in the Demonstration for the Uninsured, Medicaid and CHIP as well as reviewing the output of materials developed by multiple stakeholders at the NAIC on simplifying health insurance terms for consumers. This study will also investigate low literacy impacts a consumer's ability to follow a physician's directions and how this correlates with continued poor health and failure to treat costly chronic conditions. This vendor will work with multiple stakeholders to develop strategies on how to best reach low literacy and linguistically unique rural populations to expand the number of consumers that understand and procure coverage but also understand how to follow physician directions to improve the overall risk pool through better health management.

Formula- Flat fee of \$100,000

Duration- Study will be performed during second half of grant project year.

Method of Selection- MOU with existing State affiliated agency

Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.

\$ 100,000

Education and Outreach Statewide Consumer Engagement Effort

Justification - After a series of

focus groups around the State, it became apparent that increased awareness, comfort level, and trust about federal health reform and the health insurance exchange would take extra effort and a unique approach in order to reach the diverse population of West Virginia. An extensive marketing, advertising, education and outreach strategy will be necessary to prepare consumers of all populations to be familiar with and able to understand and use the exchange; by using a comprehensive strategy of public education and community events, reaching the target populations can be done with Level 1 funding.

Formula - Due to the nature of the events we are proposing, the cost of sponsorship on the multi day events could start at \$5,000 and up, depending on the type of advertising the event requires. For the purpose of budgeting we are suggesting an average cost based on attendance. For the large Top-Down events the estimated attendance is 411,000 people. At a cost of \$.50 per person the cost is (\$205,500.) Estimated 60 one day events events \$5,000 per event including all educational and promotional materials (\$300,000) Consultant fees hourly rate \$175 x 1350 hours for oversight management and planning estimated (\$236,250). Estimated state wide travel and lodging expenses for statewide travel and events (60 events 1.5 days equals 90 days of travel at \$200 per day for 2.5 contractual staff equals (\$45,000). Use of vendors' equipment for event needs- banners, tables, chairs, outdoor canopies, etc. (\$5,000). Paid media advertising/sponsorships estimated (\$200,000) for all events. Event fees, registrations and other miscellaneous event fees (\$8,750). Total = \$205,000 + \$300,000 + \$236,250 + \$45,000 + \$5,000 + \$200,000 + \$8,750 = \$1,000,000

Duration- Education and Outreach will be conducted throughout project grant period. Funding will be requested in Level 2 as groups will continue to meet for policy, operational, and implementation purposes through 2014.

Method of Selection- Piggyback Contract

Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.

\$ 1,000,000

Strategic Plan for Transitioning Minority Populations into the Health Benefit Exchange

Justification- West Virginia will undertake a study aimed at addressing the transition of minority populations into the health benefit exchange. West Virginia recognizes the importance of a broad approach to address the health and well-being of all communities. By improving access to affordable health insurance the Exchange will reduce health disparities amongst demographic groups by ensuring culturally and ethnically aware education and outreach materials, by meeting with key stakeholders from minority communities to ensure all viewpoints are considered regarding exchange development decisions, by surveying minority communities knowledge, concerns and information sources about health care and health insurance coverage.

This vendor will assist in developing a Strategic Plan for Transitioning Minority Populations into the Health Benefit Exchange. The vendor will be tasked with meeting with leaders in the minority community, including business leaders; faith based leaders; and community activists. This vendor will be tasked with developing strategies to ensure minority populations are actively engaged in the planning and development of the exchange. This vendor will be tasked with ensuring that strategies are employed to ensure that all other study initiatives listed in grant include specific study of the impact of the scope on minority populations. This vendor will conduct research as it relates to population health disparities and strategies to mitigate such disparities in minority communities through exchange policy.

Formula - 500 hours @ \$100/hour = \$50,000

Duration - Entire project period for Level 1 with the possibility for future funds to extend work through 2014.

Method of Selection -Competitive Bid

Method of Accountability- Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.

\$ 50,000

<p>Virtual Enrollment Portal Strategic Plan, Coding and Leased Tablets, Outreach</p> <p>Justification- The development of a consumer virtual enrollment portal is identified as a project goal specifically for the long term purpose of providing another avenue for consumers to access the health insurance exchange, also a core grant component. The project scope for this component of the grant request entails development of these virtual enrollment portals utilizing tablets in community settings to make eligibility determination and enrollment into health coverage programs more accessible to consumers. These tablets will be tested using CHIP, Medicaid, PCIP, AccessWV, and the Small Business Plan. The test sites for this program will be in designated primary care centers. Efforts will also be made to use these tablets in traveling exhibitions about the health insurance exchange across the State. This would allow the State of West Virginia to improve the availability of access points to coverage tools in West Virginia communities. Given the experience of the Demonstration for the Uninsured in having trouble signing consumers up for the program, this project is especially important to prepare for the coverage expansions of 2014. This funding will cover the cost of developing a strategic plan for utilization of these tablets; purchasing 12 tablets for enrollment and eligibility purposes; developing coding and system interfaces with current systems to measure effectiveness; and training of sites that will be utilizing the tablets.</p> <p>Formula- \$75000 for strategic plan (600 hours at \$125 hourly rate; \$200,000 to develop coding for tablets; 25,000 for the purchase of tablets; \$50,000 for training; \$75,000 for evaluation of program after one year of testing.</p> <p>Duration- Project will begin under project period and be extended using Level 2 funding.</p> <p>Method of Selection- Competitive Bid</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	<p>\$ 425,000</p>	
<p>\$ 7,470,092</p>		
<p>Other</p>		
<p>Board Costs</p>		
<p>Board Meetings</p> <p>Justification- Given the expedited timeframe, the Exchange Board meeting schedule is anticipated to be aggressive with meetings twice a month for 12 months. This funding will cover the cost of meeting locations, facilitation cost of meetings, and for providing for a safe and secure environment.</p> <p>Formula and Duration- 12 months x 2 meetings per month x \$2,000 per meeting</p>	<p>\$ 48,000</p>	
<p>Board Member Reimbursements</p> <p>Justification- SB 408 precludes Board members from being compensated. The bill does allow for per diem and travel reimbursements.</p> <p>Formula and Duration- 24 trips x \$86/hotel x 1 night/trip x 5 people = 10320 24 trips x \$.4.25/mile x 75 miles/trip x 10 people = \$ 7650 24 trips x \$51 per diem/day x 1 day/trip x 10 people = \$12240</p>	<p>\$ 30,210</p>	
<p>Statewide Informational Meetings</p>		

<p>Statewide Informational Meetings</p> <p>Justification- Plans are underway to conduct two rounds of Statewide stakeholder meetings of six meetings per round. These meetings are designed to provide all stakeholders with an update of where the Exchange is in the planning process, particularly members of the public who are not traditionally involved in the policy making process. The meetings will be held in 12 different locations to ensure maximum regional coverage throughout The State of West Virginia. Similar meetings were conducted in 2010 with great success. These meetings were attended by approximately 500 West Virginians.</p> <p>Formula- 12 meetings x \$5,000 = 60,000</p> <p>Duration- Two rounds of six meetings each during grant year. First round of meetings expected to take place in November 2011, second round of meetings expected to take place April 2012</p> <p>Method of Selection- MOU with existing State affiliated entity</p> <p>Method of Accountability-Performance based contract with deliverables evaluation. (Payment by deliverables that meet pre-established success criteria. All planning activities involving financial transactions and internal control procedures for the Exchange are designed to ensure the prevention of fraud, waste and or abuse of grant funds. The State of WV has well established quality oversight procedures for all financial activities involving federal funds, and the OIC will strictly adhere to those procedures.</p>	\$ 60,000	
Total Other	\$ 138,210	
Operational Costs		
<p>Facilities- Rent, Utilities, Janitorial, and other Operational Costs</p> <p>Formula- (19.1 FTE + 5 consultant FTE) x 12 months x \$798.25 =</p>	\$ 230,854	
<p>Office Telephone: Total office telephone for policy and programmatic staff for the grant period.</p> <p>Formula: \$30.05 per month x 12 months x (19.1 FTE + 5 consultants) = \$10,493.46</p>	\$ 8,821	
<p>Conference Call Lines: 12 months x \$60/month</p>	\$ 720	
Total Operational	\$ 240,394	
Equipment		
<p>New PCs</p> <p>Justification- New PCs will be used for new FTEs to perform job functions as necessary under the Exchange. Not all FTEs will require a new computer in that some machines can be carried over from past projects and do not entail funding through Level 1 grant.</p> <p>Formula- (1 PC @ \$1000 = \$1000) will be installed and configured, while laptops with docking stations (8 @ \$1500 = \$12,000) will be provided for 8 staff members</p>	\$ 13,000	
<p>Smartphones</p> <p>Justification- Smartphone devices will be used by exchange staff members when they are out of the office on travel, at meetings, or after hours, as time-sensitive issues arise and must be handled before staff members can return to the office.</p> <p>Formula- (8 x \$300 = \$2400) with data and service plans (8 x \$500/month = \$6000) = \$8,400</p>	\$ 8,400	
<p>Computer Workstations</p> <p>Justification- This budget item contemplates one-time computer workstation cost. The cost of the computer workstation is \$9,308 and there are 8 new policy or program employees scheduled to be hired during the grant period that will require new set up.</p> <p>Formula-</p> <p>Workstation (desk, cubicle, chair, storage, etc.) = \$8,308</p> <p>Monitor = \$500</p> <p>Phone = \$500</p>	\$ 74,464	

Ongoing Workstation Maintenance- Justification- Services necessary for the cost of ongoing operation of all workstations of FTEs listed in the grant. Formula: \$650 per month x 12 months x (19.1 FTE + 5 consultant FTE) = \$187,980	\$ 187,980	
Total Equipment	\$ 283,844	
Supplies		
General office supplies (pens, paper, phone equipment, etc.) Justification- General office supplies will be used by exchange staff members to carry out daily activities of the program. Formula-12 months x \$100 x (19.1 FTE + 5 consultants) = \$28920	\$ 28,920	
Printing Supplies Justification- Standard printing supplies necessary for staff members to carry out daily activities for the program. Formula- specialty paper, binding materials, color ink; 4,000 handouts and packets @ \$1 = \$4000	\$ 4,000	
Mailings Justification- Mailing will be conducted with respect to notifying stakeholders about upcoming exchange related events Formula- postage, envelopes; 2500 @ .50 = \$1250	\$ 1,250	
Design, Editing, and Database Management Software Justification- Office software will be necessary for FTEs to complete job functions as designated under the exchange. Formula- Adobe Photoshop, Elements, Acrobat, Filemaker Pro, InDesign, NitroPDF Converter, Visio @ \$500 per program	\$ 3,500	
Total Supplies	\$ 37,670	
Travel		
Two staff members will attend four all-grantee meetings per year (per grant requirements). Expense is projected for three days/person (6 days x 4 trips= 24 days @ \$51 per diem, The State rate = \$1224). Airfare is estimated @ \$500/person x 2 persons x four trips = \$4000. Hotel is estimated @\$200/night x 3 nights x 2 persons x 4 trips = \$4800. Ground transportation, local mileage, parking and incidentals is estimated at \$200 x 2 persons x 4 trips = 1600.	\$ 11,624	
Two staff members will attend four Exchange-related conferences (location varies) throughout the life of the grant. Expense is projected for four days/person (8 days @ \$51 per diem, The State rate = \$408). Airfare is estimated @\$500/person x 2 persons = \$1000. Hotel is estimated @\$200/night x 4 nights x 2 persons = \$1600. Ground transportation, local mileage, parking and incidentals is estimated at \$200 x 2 persons x 4 trips = \$1600. Conference registration fee is estimated @\$500/person x 4 = \$2000.	\$ 6,608	
Local Travel: For board meetings out of Charleston, stakeholder engagement and education and outreach purposes, staff members will travel across The State averaging approximately 1000 miles per month with reimbursement estimate \$0.425/miles. It is estimated that there will be 12 days away from Charleston per month @ \$51 per diem and will average 3 hotel nights per month @\$86.	\$ 15,540	
Total Travel	\$ 33,772	
Total by Budget Category		
Total Salary	\$ 778,777	
Total Fringe	\$ 295,935	
Total Consultant	\$ 389,000	
Total Contractual	\$ 7,470,092	
Total Other	\$ 138,210	
Total Operational	\$ 240,394	
Total Equipment	\$ 283,844	
Total Supplies	\$ 37,670	

Total Travel	\$ 33,772	
TOTAL Grant Request	\$ 9,667,694	