

## Project Abstract Summary

### \* Project Summary

Wisconsin's vision and planning for an Exchange moves beyond an aggregator of health insurance options, to a mechanism that influences how health care is delivered in the state. Wisconsin will utilize the Exchange as a tool to realize greater value in health care by improving quality and reducing health care costs. In short, Wisconsin sees the Exchange as a transformative force.

The Wisconsin Exchange Planning Project will build on the planning efforts initiated by Governor Jim Doyle immediately following the passage of the Patient Protection and Affordable Care Act (PPACA). On April 6, 2010, Governor Doyle issued executive order #312 to establish the Office of Health Care Reform (OHCR) that includes the following goals specific to the creation of Wisconsin's Exchange.

- Create an easy-to-use, consumer-friendly website where small business owners and individuals can find an "apples-to-apples" comparison of insurance policies - what they offer and how much they cost.
- Provide a single point of access for all eligible residents and businesses to choose their insurance.
- Promote consumer choice by providing easy comparability of health plans and lower health care premium costs by creating a large pool of employees to increase consumer purchasing and bargaining power.
- Ensure that the health insurance purchasing exchange is structured to reward the highest quality and most cost-effective health care providers and insurers.

The objective of the Wisconsin Exchange Planning Project is to complete the necessary research and analysis to establish the foundation for a successful implementation. The Department of Health Services (DHS) is requesting \$999,873 in grant funding to support the following specific project tasks and goals:

- Establish a highly functioning project team comprised of staff from all impacted state agencies:
  - o Department of Health Services, Office of Commissioner of Insurance, Department of Administration, Department of Revenue, and Employee Trust Funds
- Maintain Exchange resource information on the OHCR web site to allow stakeholders to stay informed and provide input
- Conduct surveys of the individual, small group, and large group markets, and model/analyze insurance reform impacts to assure clear understanding of Wisconsin's current and future health insurance landscape
- Create a blueprint (aka Whitepaper) for the Wisconsin Exchange and obtain stakeholder feedback to allow consumers, brokers, insurers, advocates, coalitions, national experts, and state/federal agencies to have a voice in the design of the exchange
- Complete the necessary policy analysis and produce options papers with pros, cons, and recommendations for strategic decisions
- Draft and recommend enabling legislation required to provide the regulatory authority and enforcement to establish and operate an Exchange
- Develop a functional model that clearly shows each entity that will interact with the Exchange, the entity's specific role(s), and the frequency of their interaction
- Develop a technical model that clearly shows the technical (transaction) interaction for the entities documented in the functional model

### \* Estimated number of people to be served as a result of the award of this grant.

5600000