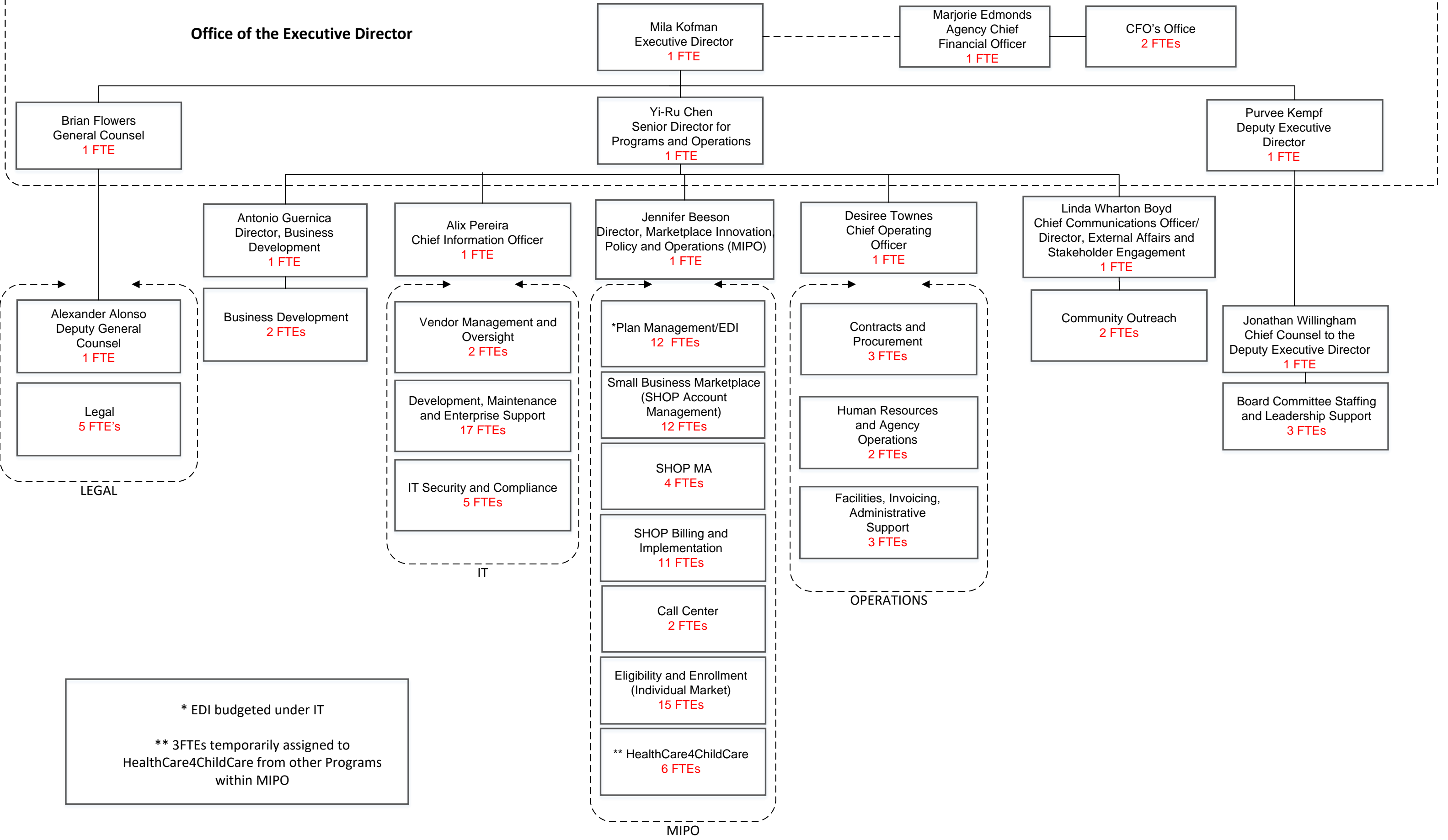


Office of the Executive Director



* EDI budgeted under IT

** 3FTEs temporarily assigned to HealthCare4ChildCare from other Programs within MIPO

FY22-23 DCHBX Performance Oversight Hearing: Q2

- 2. Please describe HBX's procedures for investigating allegations of sexual harassment or misconduct committed by or against its employees. List and describe any allegations received by HBX in FY 2022 and FY 2023, to date, and whether or not those allegations were resolved.**

DCHBX has established policies and processes to ensure compliance with applicable District and federal civil rights laws, including addressing sexual harassment and misconduct consistent with the DC Human Rights Act of 1977 and Mayoral Orders. Consistent with the [DC Health Benefit Health Exchange Compliance Policies and Procedures](#) and applicable law, DCHBX has designated both an EEO Officer and a Sexual Harassment Officer (SHO) who are responsible for receiving and investigating internal complaints. The EEO Officer is also responsible for investigating and managing complaints filed directly with the DC Office of Human Rights.

For internal complaints, DCHBX developed and implemented a process to conduct investigations related to sexual harassment and other allegations related to the DC Human Rights Act of 1977 and other civil rights laws on behalf of the agency. Complaints may be filed with either the EEO Officer or the SHO. All cases related to sexual harassment are directed to the SHO, consistent with Mayor's Order 2017-313.

All complaints filed within the agency follow the same process, regardless of whether they are handled by the EEO Officer or SHO.

1. The Complainant is advised of all legal rights, including how to file a complaint with the DC Office of Human Rights.
2. The Complainant is advised that reporting is a protected activity.
3. The SHO or EEO Officer conducts a fact-finding investigation to obtain information from the Complainant, the accused, and any potential witnesses.
4. The SHO or EEO Officer drafts a report based on the investigation, including a determination on whether or not the reported conduct may constitute a violation of the law. The final report includes recommended remediation, as appropriate.
5. Consistent with DCHBX policies, the final report is provided to the General Counsel and the Executive Director for review and final decisions related to the findings and recommendations.
6. The SHO or EEO Officer conducts an exit interview with the Complainant and the accused based on the findings of the agency.
 - a. Both parties are again advised of how to initiate the OHR process and their legal rights related to reporting.
7. If remediation is appropriate, the SHO or EEO Officer works with management to implement the remediation.

DCHBX has not received any sexual harassment or misconduct complaints in FY 2022 or 2023, to date.

FY22-23 DCHBX Performance Oversight Hearing: Q3

Q3. How many performance evaluations did HBX complete in FY 2022? How many performance improvement plans were issued in FY 2022? How many employees have submitted SMART Goals or other relevant workplans in FY 2023? For each question, provide the total number and the percentage of total employees.

DCHBX completed 84 performance evaluations in FY2022, representing 96.55% of employees. No performance improvement plans were issued for FY2022. DCHBX is currently developing SMART Goals for FY2023, which will be completed by the June 30th deadline.

FY23 DCHBX Performance Oversight Hearing: Q4

4. Please provide the following for FY 2022 and FY 2023, to date:

- a. A list of employees receiving bonuses, special pay, additional compensation, or hiring incentives in FY 2022 and in FY 2023, to date, and the amount; and**

See Attachment A and B

- b. A list of travel expenses for FY 2022 and in FY 2023, to date, by employee.**

See Attachment C

FY22-23 DCHBX Performance Oversight Hearing: Q4a Attachment A

FY22 Bonus Pay

Employee	Amount
Grace Cudjoe Akosuah	\$6,056.51
Alexander Alonso	\$11,298.33
Jennifer Beeson	\$19,252.48
Stephanie Bell	\$11,905.95
Yi-Ru Chen	\$9,626.00
Erica Deray	\$7,256.75
Alden Escobar	\$2,940.70
Nikia Franklin	\$3,491.65
David Ison	\$17,350.18
Gloria Jackson	\$11,905.95
Bobby Jones	\$4,186.88
Mila Kofman	\$24,351.65
Nicole Leon	\$4,563.75
Isabella Leung	\$16,646.00
Jeffrey Lin	\$4,310.83
Sergii Liskovyi	\$8,675.09
Suresh Manivasagan	\$7,000.00
Kathlin Nicol	\$16,646.00
Pritesh Patel	\$3,456.28
Alix Pereira	\$19,252.42
Kionna Spann	\$4,673.95
Lavina Sauders	\$16,443.00
Devin Taylor	\$7,256.75

Maurice Wiggins	\$6,568.80
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FY22-23 DCHBX Performance Oversight Hearing: Q4a Attachment B

FY22 Additional Income Allowances

Employee	FY22
Eliza Navarro Bangit	\$5,568.01
Linda Wharton Boyd	\$28,463.19
Yi-Ru Chen	\$28,463.42
Mohammed Hassan	\$24,751.48
Purvee Kempf	\$12,870.52
Mila Kofman	\$38,674.50
Sara R Pradier	\$6,532.42
Candace M Walls	\$8,945.69
Holly Whelan	\$1,430.46

FY23 Additional Income Allowances as of 12/31/22

Employee	FY23
Eliza Navarro Bangit	\$217.27
Jennifer Beeson	\$5,275.91
Linda Wharton Boyd	\$7,913.89
Yi-Ru Chen	\$7,913.89
Mohammed Hassan	\$6,881.84
Purvee Kempf	\$6,638.82
Mila Kofman	\$10,508.19
Alix Pereira	\$5,275.89
Sara R Pradier	\$2481.22
Candace Walls	\$4,966.13

FY22-23 DCHBX Performance Oversight Hearing: Q4 b Attachment C

FY22 ASSESSMENT TRAVELS	
Name	Amount
ALEXANDER ALONSO	722.99
KATHRYN DZUREC	316.54
LAVINA SAUDERS	610.10
MILA KOFMAN	2,024.56
SAMIR HASSAN	1,982.42
MARJORIE V. EDMONDS	1,811.92
JILU LENJI	1,838.91
ANNETTE DIFELICE	2,008.11
JENNIFER BEESON	336.00

FY22 MASSACHUSETTS REIMBURSED TRAVELS	
None	

FY23 ASSESSMENT TRAVEL EXPENSES -AS OF 01.31.2023	
Name	Amount
RAJKIRAN DAVULURI	1,954.16

FY23 MASSACHUSETTS REIMBURSED TRAVELS AS OF 01.31.2023	
None	

FY22-23 DCHBX Performance Oversight Hearing: Q5

5. Please provide the following budget information, in Microsoft Excel, for HBX, including the amount budgeted and actually spent for FY 2022 and FY 2023, to date. In addition, please describe any variance between the amount budgeted and actually spent.

a. At the agency level, please provide information broken out by source of funds and by Comptroller Source Group and Comptroller Object;

See Attachment A a

b. At the program level, please provide the information broken out by source of funds and by Comptroller Source Group and Comptroller Object; and

See Attachment A b

c. At the activity level, please provide the information broken out by source of funds and by Comptroller Source Group.

See Attachment A c

Note: We are still reviewing the FY23 Budget in the newly implemented DIFS system and will provide it once we have completed our review.

**FY22-23 DCHBX Performance Oversight Hearing: Q5 Attachment A a
FY22 BUDGET- AGENCY LEVEL**

Agy Fund	Agy Fund Title	GAAP Category Title	CSG	Comp Source Group Title	Agy Object	Agy Object Title	Values					
							Sum of Budget	Sum of YTD Expenditures	Sum of Budget Vs. Actual			
6202	HEALTH BENEFIT EXCHANGE AUTHORITY FUND	PERSONNEL SERVICES	0011	REGULAR PAY - CONT FULL TIME	0111	CONTINUING FULL TIME	11,633,026.82	11,608,082.90	24,943.92			
			0012	REGULAR PAY - OTHER	0125	TERM FULL-TIME	738,629.01	791,315.79	(52,686.78)			
			0013	ADDITIONAL GROSS PAY	0128	ADDITIONAL INCOME ALLOWANCE	0134	TERMINAL LEAVE	144,835.93	159,576.15	(14,740.22)	
					0135	HOLIDAY PAY	0135	HOLIDAY PAY	0.00	200,894.55	(200,894.55)	
					0138	BONUS PAY	0138	BONUS PAY	0.00	105.71	(105.71)	
					0174	SEVERANCE PAY	0174	SEVERANCE PAY	0.00	413,145.31	(413,145.31)	
					0141	GRP LIFE INSURANCE	0141	GRP LIFE INSURANCE	0.00	24,956.67	(24,956.67)	
					0142	HEALTH BENEFITS	0142	HEALTH BENEFITS	0.00	6,637.83	(6,637.83)	
					0147	MISC FRINGE BENEFITS	0147	MISC FRINGE BENEFITS	2,990,387.29	1,027,150.67	(1,027,150.67)	
			0014	FRINGE BENEFITS - CURR PERSONNEL	0148	RETIREMENT CONTRIBUTION - FICA	0148	RETIREMENT CONTRIBUTION - FICA	0.00	(103,795.79)	3,094,183.08	
					0152	RETIREMENT CONTRIBUTION - CIVIL SERV	0152	RETIREMENT CONTRIBUTION - CIVIL SERV	0.00	747,570.00	(747,570.00)	
					0154	OPTICAL PLAN	0154	OPTICAL PLAN	0.00	12,021.61	(12,021.61)	
					0155	DENTAL PLAN	0155	DENTAL PLAN	0.00	7,037.30	(7,037.30)	
					0157	PREPAID LEGAL	0157	PREPAID LEGAL	0.00	21,440.57	(21,440.57)	
					0158	MEDICARE CONTRIBUTION	0158	MEDICARE CONTRIBUTION	0.00	8.08	(8.08)	
					0159	RETIREMENT	0159	RETIREMENT	0.00	190,460.85	(190,460.85)	
					0161	DC HEALTH BENEFIT FEES	0161	DC HEALTH BENEFIT FEES	0.00	555,753.52	(555,753.52)	
					0133	OVERTIME PAY	0133	OVERTIME PAY	45,000.00	49,787.56	(49,787.56)	
					0133	OVERTIME PAY	0133	OVERTIME PAY	45,000.00	72,064.74	(27,064.74)	
			PERSONNEL SERVICES Total							15,551,879.05	15,784,214.02	(232,334.97)
					NON-PERSONNEL SERVICES	0020	SUPPLIES AND MATERIALS	0201	OFFICE SUPPLIES	48,040.00	18,874.49	29,165.51
						0031	TELECOMMUNICATIONS	0308	TELECOMMUNICATIONS	373,676.00	96,458.23	277,217.77
						0032	RENTALS - LAND AND STRUCTURES	0309	RENTALS-LAND AND STRUCTURES	2,077,622.16	1,370,845.55	706,776.61
						0040	OTHER SERVICES AND CHARGES	0401	TRAVEL - LOCAL	8,000.00	634.01	7,365.99
								0402	TRAVEL - OUT OF CITY	20,000.00	15,342.50	4,657.50
								0408	PROF SERVICES FEES AND CONTR	74,200.00	20,506.79	53,693.21
								0410	OFFICE SUPPORT	36,882.00	18,265.22	18,616.78
								0412	INSURANCE AND BONDS	0.00	0.00	0.00
								0416	POSTAGE	5,000.00	0.00	5,000.00
								0419	TUITION FOR EMPLOYEE TRAINING	306,000.00	179,435.90	126,564.10
								0425	PAYMENT OF MEMBERSHIP DUES	29,000.00	21,707.00	7,293.00
								0426	AUDIT COSTS	150,000.00	111,301.60	38,698.40
								0429	PROFESSIONAL SERV	10,000.00	0.00	10,000.00
								0442	IT SOFTWARE MAINTENANCE	50,000.00	0.00	50,000.00
								0494	OCTO IT ASSESSMENT	45,338.00	68,269.70	(22,931.70)
						0041	CONTRACTUAL SERVICES - OTHER	0409	CONTRACTUAL SERVICES - OTHER	10,403,581.62	7,272,989.86	3,130,591.76
								0417	IT CONSULTANT CONTRACTS	4,527,360.00	3,962,776.76	564,583.24
								0459	CONTRACTUAL SERVICES - IT	500,000.00	1,310,215.50	(810,215.50)
						0070	EQUIPMENT & EQUIPMENT RENTAL	0704	PURCHASES-OTHER EQUIPMENT	190,400.00	184,006.93	6,393.07
								0711	IT SOFTWARE ACQUISITIONS	0.00	870.97	(870.97)
NON-PERSONNEL SERVICES Total							18,855,099.78	14,652,501.01	4,202,598.77			
HEALTH BENEFIT EXCHANGE AUTHORITY FUND Total							34,406,978.83	30,436,715.03	3,970,263.80			
6202 Total							34,406,978.83	30,436,715.03	3,970,263.80			
6204	HBX LEVEL 1 FUND - ACA GRANT	NON-PERSONNEL SERVICES	0041	CONTRACTUAL SERVICES - OTHER	0409	CONTRACTUAL SERVICES - OTHER	661,941.83	501,618.47	160,323.36			
					0459	CONTRACTUAL SERVICES - IT	0.00	0.00	0.00			
			NON-PERSONNEL SERVICES Total							661,941.83	501,618.47	160,323.36
HBX LEVEL 1 FUND - ACA GRANT Total							661,941.83	501,618.47	160,323.36			
6204 Total							661,941.83	501,618.47	160,323.36			
6208	MASSACHUSETTS HEALTH CONECTOR	PERSONNEL SERVICES	0011	REGULAR PAY - CONT FULL TIME	0111	CONTINUING FULL TIME	714,515.00	519,439.24	195,075.76			
			0014	FRINGE BENEFITS - CURR PERSONNEL	0147	MISC FRINGE BENEFITS	176,485.00	130,027.60	46,457.40			
			PERSONNEL SERVICES Total							891,000.00	649,466.84	241,533.16
					NON-PERSONNEL SERVICES	0040	OTHER SERVICES AND CHARGES	0402	TRAVEL - OUT OF CITY	8,000.00	0.00	8,000.00
							0408	PROF SERVICES FEES AND CONTR	238,306.00	30,631.39	207,674.61	
						0041	CONTRACTUAL SERVICES - OTHER	0409	CONTRACTUAL SERVICES - OTHER	0.00	1,100,015.00	(1,100,015.00)
								0417	IT CONSULTANT CONTRACTS	2,822,783.00	1,451,375.58	1,371,407.42
								0459	CONTRACTUAL SERVICES - IT	250,000.00	205,729.92	44,270.08
			NON-PERSONNEL SERVICES Total							3,319,089.00	2,787,751.89	531,337.11
			MASSACHUSETTS HEALTH CONECTOR Total							4,210,089.00	3,437,218.73	772,870.27
6208 Total							4,210,089.00	3,437,218.73	772,870.27			

Agy Fund	Agy Fund Title	GAAP Category Title	CSG	Comp Source Group Title	Agy Object	Agy Object Title	Sum of Budget	Sum of YTD Expenditures	Sum of Budget Vs. Actual
6221	HEALTH CARE 4 CHILD CARE	PERSONNEL SERVICES	0012	REGULAR PAY - OTHER	0125	TERM FULL-TIME	74,506.66	44,073.03	30,433.63
			0014	FRINGE BENEFITS - CURR PERSONNEL	0147	MISC FRINGE BENEFITS	18,403.14	13,030.76	5,372.38
			0015	OVERTIME PAY	0133	OVERTIME PAY	0.00	240.09	(240.09)
	HEALTH CARE 4 CHILD CARE Total						92,909.80	57,343.88	35,565.92
6221 Total							92,909.80	57,343.88	35,565.92
8158	ARPA - MUNICIPAL	NON-PERSONNEL SERVICES	0040	OTHER SERVICES AND CHARGES	0412	INSURANCE AND BONDS	5,467,410.80	5,467,410.80	0.00
	ARPA - MUNICIPAL Total	NON-PERSONNEL SERVICES Total					5,467,410.80	5,467,410.80	0.00
8158 Total							5,467,410.80	5,467,410.80	0.00
Grand Total							44,839,330.26	39,900,306.91	4,939,023.35

FY22-23 DCHBX Performance Oversight Hearing: Q6 Intra-District Transfers

FY2022 Payments to/from Other District Agencies

Buyer Agency	Seller Agency	FY22 - MOU/Budget Amount	FY22 - Amount Paid to Date (Actual Billed amount)	Description of Services	Program Code	Activity Code
DCHBX	DCHR	\$80,136.90	\$80,136.90	Payment to DCHR for a Capital City Fellow.	Agency Management Program-1000	Personnel-1010
DCHBX	DISB	\$50,000.00	\$50,000.00	Payment to DISB to administer DCHBX's annual assessment fee on carriers.	Agency Management Program-1000	Performance Management-1090
DCHBX	DCHR	\$100,250.00	\$100,250.00	Payment to DCHR for HR Support Services.	Agency Management Program-1000	Personnel-1010
DCHBX	OCTO	\$21,300.00	\$21,300.00	Payment to OCTO to provide 15 Surface Laptops for agency use.	IT Related Operations-8000	IT Related Operations-8010
DCHBX	OCTO	\$42,600.00	\$42,600.00	Payment to OCTO to provide 30 Surface Laptops for the Contact Center.	Contact Center-7000	Contact Center-7010
DCHBX	OCTO	\$68,269.70	\$68,269.70	Payment to OCTO for the cost of hardware, software, and resources necessary for OCTO to support DCHBX operation.	IT Related Operations-8000	IT Related Operations-8010
DCHBX	OAH	\$15,000.00	\$2,000.00	Payment to OAH for providing eligibility appeal support.	Marketplace Innovation Policy and Operations-7000	Eligibility and Enrollment-7030
DCHBX	CAB	\$5,000.00	\$0.00	Payment to CAB for providing contract appeal support. DCHBX had no cases in FY22.	Contracting and Procurement-1000	Contract Appeals Board-1020
DCHBX	OFRM	\$373,676.00	\$96,458.23	Payment to OFRM for providing Telecom services including Language line for DCHBX.	Agency Management Program-1000	Performance Management-1090
DCHBX	DGS	\$2,077,622.14	\$1,370,845.55	Payment to DGS for rent. Ended lease at L'Enfant Plaza, OCA took over some leased space.	Agency Management Program-1000	Property Management-1030
DCHBX	DCPL	\$3,660.00	\$3,660.00	Payment to DCPL for use of rooms for PowerUp DC 2022 and Open Enrollment.	Consumer Education and Outreach-5000	Community Outreach-5010
OCA	DCHBX	\$125,739.57	\$125,739.57	Payment from OCA for leased space at L'Enfant Plaza from April 1, 2022, to September 30, 2022.	IT Related Operations-8000	IT Related Operations-8010
DHCF	DCHBX	\$740,557.93	\$740,557.93	Payment from DHCF for the leased space at L'Enfant Plaza dedicated to DCAS project team.	IT Related Operations-8000	IT Related Operations-8010
DISB	DCHBX	\$671,456.71	\$81,424.58	Payment from DISB (under a federal grant) for equity-based plan design work.	Marketplace Innovation Policy and Operations-7000	Eligibility and Enrollment-7030
OSSE	DCHBX	\$92,909.80	\$57,343.88	Payment from OSSE to fund 3 FTEs for HealthCare4ChildCare program.	Marketplace Innovation Policy and Operations-7000	Member Services-7040
DHCF	DCHBX	\$4,111,927.24	\$3,382,898.00	Payment from DHCF for expenses related to Contact Center operations.	Marketplace Innovation Policy and Operations-7000	Contact Center-7010
DHCF	DCHBX	\$114,898.55	\$114,898.55	Payment from DHCF for DHCF's share of Salesforce licenses and Salesforce Government Cloud services.	IT Related Operations-8000	IT Related Operations-8010
DHCF	DCHBX	\$133,000.00	\$133,000.00	Payment from DHCF to prepare and mail joint notices.	Marketplace Innovation Policy and Operations-7000	Eligibility and Enrollment-7030

FY2023 Payments to/from Other District Agencies (as of date 01/31/2023)

Buyer Agency	Seller Agency	FY23 - MOU/Budget Amount	FY23 - Amount Paid to Date	Description of Services	Program Code	Activity Code
DCHBX	DCHR	\$56,110.00	\$56,110.00	Payment to DCHR for a Capital City Fellow.	Agency Management Program- 1000	Personnel-1010
DCHBX	DCHR	\$102,756.00	\$102,756.00	Payment to DCHR for HR Support Services.	Agency Management Program-1000	Personnel-1010
DCHBX	CAB	\$5,000.00	\$0.00	Payment to CAB for providing contract appeal support.	Contracting and Procurement-1000	Contract Appeals Board-1020
DCHBX	DCHR	\$4,475.25	\$0.00	Payment to DCHR to provide Suitability Screening Services	Agency Management Program- 1000	Personnel-1010
DCHBX	OAH	\$10,000.00	\$0.00	Payment to OAH for providing eligibility appeal support.	Marketplace Innovation Policy and Operations-7000	Eligibility and Enrollment-7030
DCHBX	DISB	\$50,000.00	\$0.00	Payment to DISB to administer DCHBX's annual assessment fee on carriers.	Agency Management Program-1000	Performance Management-1090
OSSE	DCHBX	\$466,514.16	\$466,514.16	Payment from OSSE to fund 3 FTEs to support HealthCare4ChildCare program.	Marketplace Innovation Policy and Operations-7000	Member Services-7040
OSSE	DCHBX	\$18,000,000.00	\$18,000,000.00	Payment from OSSE for health insurance premiums for the HealthCare4ChildCare.	Marketplace Innovation Policy and Operations-7000	Member Services-7040
DHCF	DCHBX	\$120,000.00	\$0.00	Payment from DHCF to prepare and mail joint notices.	Marketplace Innovation Policy and Operations-7000	Eligibility and Enrollment-7030
DISB	DCHBX	\$590,032.13	\$0.00	Payment from DISB (under a federal grant) for equity-based plan design work.	Marketplace Innovation Policy and Operations-7000	Eligibility and Enrollment-7030

FY22-23 DCHBX Performance Oversight Hearing: Q7

Q7. Have any spending pressures been identified for FY23? If so, please provide a detailed narrative of the spending pressure, including any steps that are being taken to minimize its impact of the budget.

No.

FY22-23 DCHBX Performance Oversight Hearing: Q8

Q8. Provide a complete accounting of any Special Purpose Revenue Funds for FY22 and to date in FY23. Please include the following:

a. Revenue source name and code;

FY22 Fund Number	FY22 Fund Name
6202	Assessment Fund
6208	MA Health Connector Fund
6221	HealthCare4ChildCare
6204	DC Health Benefit Exchange Authority State Exchange Modernization Grant
8158	ARPA Municipal Fund

FY23 Fund Number	FY23 Fund Name
8362003	Assessment Fund
8362009	MA Health Connector Fund
8362012	HealthCare4ChildCare
8362005	DC Health Benefit Exchange Authority State Exchange Modernization Grant

b. Description of the program that generates the funds;

6202 – Assessment Fund

DCHBX is not funded by local taxpayer dollars. While initially funded solely by federal grants, DCHBX is now funded by assessments received from health carriers. The Assessment Fund is used to record collections from DCHBX’s statutorily required broad-based assessment of health carriers, interest from checking, and other miscellaneous fees.

The Health Benefit Exchange Authority Establishment Act of 2011, effective March 2, 2012, (D.C. Law 19-94; D.C. Official Code § 31-3171.01 et seq.), was permanently amended on June 23, 2015, to provide for the financial sustainability of the Health Benefit Exchange Authority. The amendment included language for DCHBX to annually assess, through a Notice of Assessment, each health carrier doing business in the District, and having direct gross receipts of \$50,000 or greater in the preceding calendar year, an amount based on a percentage of its direct gross receipts for the preceding calendar year. Each health carrier is required to pay DCHBX the amount stated in the Notice of Assessment, within 30 business days after the date of the Notice of Assessment. Failure to pay the

assessment subjects the health carrier to Section 5 of the Insurance Regulatory Trust Fund Act of 1993, effective October 21, 1993 (D.C. Law 10- 40; D.C. Official Code § 31-1204). The funds are used to operate the District’s State-Based Marketplace.

6208 – MA Health Connector Fund

DCHBX has generated some funding support through a partnership with the Massachusetts Health Connector. The MA Health Connector Fund is used to record reimbursement under a memorandum of understanding entered into with the Health Connector in March 2017. The Health Connector both reimburses DCHBX for all costs and pays a small administrative fee.

6221 – HealthCare4ChildCare

HC4CC helps OSSE-licensed child development centers and homes provide affordable health insurance for their employees. OSSE provides funds for health insurance premiums. OSSE also funds 3 FTEs.

6204 – DC Health Benefit Exchange Authority State Exchange Modernization Grant

The Centers for Medicare and Medicaid Services awarded \$1,107,392.87 to DCHBX in a State Exchange Modernization Grant. The grant is to modernize and update the DC Health Benefit Exchange programs and technologies to implement the American Rescue Plan Act (ARPA).

8158 – ARPA Municipal Fund

Using the funds the ARPA provided to states and cities for COVID relief activities, Mayor Bowser established the Emergency COVID-19 Relief Fund. This allowed the District, through DCHBX, to assist the District’s small businesses and residents whose DC Health Link health insurance premiums were overdue (in arrears).

c. Activity that the revenue in each special purpose revenue fund supports;

6202 – Assessment Fund

The fund is used to operate the District’s State-Based Marketplace.

6208 – MA Health Connector Fund

DCHBX is reimbursed for implementing and providing ongoing operational and technical support for the MA Health Connector’s Small Business Health Options Program (SHOP). DCHBX uses CBEs for IT development and maintenance support. DCHBX staff provide operational support.

6221 – HealthCare4ChildCare

HC4CC helps OSSE-licensed child development centers and homes provide affordable health insurance to their employees. And helps employees get either free or low premium health insurance. Free or lower premiums started January 1, 2023, and are guaranteed for calendar year 2023. Further description of this program can be found in the response to Question 12.

6204 – DC Health Benefit Exchange Authority State Exchange Modernization Grant

The grant is used to modernize and update the DC Health Benefit Exchange programs and technologies to implement ARPA and be in compliance with the Affordable Care Act (ACA). Funding paid for some of the unbudgeted costs related to ARPA including outreach, marketing and consumer education, and IT to update our application for lower premiums.

8158 – ARPA Municipal Fund

The Mayor’s Emergency COVID-19 Relief Fund allowed the District, through DCHBX, to assist the District’s small businesses and residents whose DC Health Link health insurance premiums were overdue (in arrears). This emergency relief for past due premiums helped District small businesses (including non-profits) and residents stay insured and recover financially, and it prevented medical bankruptcies and bad credit related to unpaid premiums. Further description of this program can be found in the response to Question 12.

d. Total amount of funds generated by each source or program in FY22 and to date in FY23; and

See Attachments 8A, B, and C

e. FY22 and to date FY23 expenditure of funds, including purpose of expenditure.

See Attachments 8A, B, and C

FY22 - 23 DCHBX Performance Oversight Hearing: Q8d & e Attachment C - MA

MA Net Reimbursement		
	FY22	FY23 (as of 10/31/2022)
Revenue Generated	3,638,203.44	290,119.27
Expenses	3,437,218.73	285,758.64
Net Reimbursement	200,9984.71	4,360.63

FY24 MA Savings	
Area	Estimated
Personnel - 6 FTEs	800,000.00
Admin Fees Collected	237,000.00
Premium Aggregation	317,544.00
Contact Center	180,000.00
Mailing and Postage	40,000.00
Cloud Security	72,000.00
Total	\$1,646,544.00

FY23 MA Budget	
Category	FY23 (10/1/22 – 09/30/23)
Personnel	594,000.00
Travel	6,000.00
Contracts	2,842,416.00
Total	3,442,416.00

DCHBX FY 22 Budget Comparison

	Budgeted Amounts	
	Original	Revised
Revenues and Sources		
Operating revenue	\$ -	\$ 4,210,089
Assessments	32,841,979	32,841,979
Additional budget authorization	-	1,565,000 *
Federal Coronavirus recovery funds	-	5,474,000
Federal grants non-capital	-	661,942
HealthCare4ChildCare	-	92,910
Interest and fees	-	-
Investment income	-	-
Total Revenues and Sources	32,841,979	44,845,920
Expenditures and Uses		
Regular pay-continuing full time	11,633,027	12,347,542
Regular pay-other	738,629	813,136
Additional gross pay	144,836	144,836
Fringe benefits-current personnel	2,990,387	3,185,275
Overtime pay	45,000	45,000
Supplies and materials	48,040	48,040
Telephone, telegraph, telegram, etc.	373,676	373,676
Rentals-land and structures	2,077,622	2,077,622
Other services and charges	734,420	6,454,726
Contractual services-other	13,939,942	19,165,667
Equipment and equipment rental	116,400	190,400
Total Expenditures and Uses	32,841,979	44,845,920
Excess of Revenues and Sources over Expenditures and Uses	\$ -	\$ -

* For IT Development, and operations support in FY22

** For IT development started in FY22 and continuing in FY23

Attachment A

	<u>Actual</u>	<u>Variance</u>
\$	3,638,203	(571,886)
	32,304,483	(537,496)
	-	(1,565,000)
	5,452,923	(21,077)
	501,618	(160,324)
	57,344	(35,566)
	1,348	1,348
	320,299	320,299
	<u>42,276,218</u>	<u>(2,569,702)</u>
	11,908,762	438,780
	834,060	(20,924)
	798,678	(653,842)
	2,657,260	528,015
	72,500	(27,500)
	18,874	29,166
	96,458	277,218
	1,370,846	706,776
	5,933,505	521,221
	15,794,006	3,371,661
	171,403	18,997
	<u>39,656,352</u>	<u>5,189,568</u>
\$	<u>2,619,866</u>	<u>\$ 2,619,866</u> **

DCHBX Assessment FY23 Budgetary Comparison Schedule For the period ending: 12/31/2022

Section 1 - Monthly Tracker												
	Council Approved Budget	Budget Authority Increases	Total Budget	Year to Date Including Encumbrances	Expenditure Budget Available	% Budget Available	Encumbrances as of 12.29.2022	October	November	December ^A	Revenue/ Expenditures To Date	Spent As % of Budget
Revenues and Sources												
Assessment	\$ 35,684,055	\$ -	\$ 35,684,055	\$ 32,631,803				\$ 32,631,803		\$ -	\$ 32,631,803	
Transfer from Reserve/Unassigned	\$ -	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -	\$ -	
Interest and Fees	\$ -	\$ -	\$ -	\$ -				\$ -	\$ -	\$ -	\$ -	
Total Revenues and Sources	\$ 35,684,055	\$ -	\$ 35,684,055	\$ 32,631,803				\$ 32,631,803	\$ -	\$ -	\$ 32,631,803	
Expenditures and Uses												
Personnel	\$ 17,188,202	\$ -	\$ 17,188,202	\$ 3,757,907	\$ 13,430,295	78.14%	\$ -	\$ 1,341,161	\$ 1,613,706	\$ 803,040	\$ 3,757,907	21.86%
Agency Management Programs	\$ 2,418,980	\$ -	\$ 2,418,980	\$ 178,092	\$ 2,240,888	92.64%	\$ 87,043	\$ 67,595	\$ 2,855	\$ 20,599	\$ 91,049	3.76%
Agency Financial Operations	\$ 164,000	\$ -	\$ 164,000	\$ 109,956	\$ 54,044	32.95%	\$ 109,956	\$ -	\$ -	\$ -	\$ -	0.00%
MIPO	\$ 6,598,925	\$ -	\$ 6,598,925	\$ 4,815,178	\$ 1,783,747	27.03%	\$ 3,664,086	\$ -	\$ 1,038,979	\$ 112,114	\$ 1,151,092	17.44%
Consumer Education & Outreach	\$ 2,214,050	\$ -	\$ 2,214,050	\$ 2,027,628	\$ 186,422	8.42%	\$ 1,865,213	\$ 24,705	\$ 30,751	\$ 106,959	\$ 162,415	7.34%
IT	\$ 7,099,898	\$ -	\$ 7,099,898	\$ 4,181,253	\$ 2,918,646	41.11%	\$ 2,699,690	\$ 212,536	\$ 776,771	\$ 492,256	\$ 1,481,563	20.87%
Total Expenditures and Uses	\$ 35,684,055	\$ -	\$ 35,684,055	\$ 15,070,013	\$ 20,614,042	57.77%	\$ 8,425,988	\$ 1,645,997	\$ 3,463,062	\$ 1,534,966	\$ 6,644,025	18.62%
Investment Interest Income	\$ -	\$ -	\$ -									

^AThe accounting close for December is not complete.

FY22-23 HBX Performance Hearing Q9 Attachment A

Grant Details: Assisters

Grant No.	Approved Budget Authority in FY22	Approved Budget Authority in FY23	Expenditures in FY22	Expenditures in FY23	Organization or agency that received the grant	Highlights of Grant Deliverables	Grant Outcomes, including grantee performance in FY22	Grant Outcomes, including grantee performance in FY23
DCHBX-2023-A-0001	\$161,365.00	\$161,365.00	\$161,365.00	\$14,463.12	Community of Hope	<ul style="list-style-type: none"> • Provide culturally welcoming and accessible assistance to the Community of Hope target population during the Open Enrollment period and beyond. • Identify and track clients through the enrollment process. 	<ul style="list-style-type: none"> • Virtual events: 22; in-person events: 6; SHOP Outreach project (assisters reaching out to small business employees who were losing coverage to help enroll them through the Individual and Family Market): 497 calls; total consumers assisted: 2062 • Increased community awareness of Open Enrollment and the services available with the Enrollment Assisters by visiting surrounding businesses • Build awareness among millennials & non-eligible Medicaid consumers to inquire about Qualified Health Plans especially in Wards 1, 5, and 8 • Distributed material provided by DCHBX (flyers, door hangers, and cards) that contain both online opportunities and local enrollment facilities. 	As referenced in the narrative, outcomes for this grant will be different from prior years, and the work is ongoing.
DCHBX-2023-A-0002	\$263,200.00	\$263,200.00	\$263,199.99	\$0.00	Whitman Walker Health	<ul style="list-style-type: none"> • Ensure all WWH DC Health Link Assisters are trained and have the knowledge and skills to meet the needs of residents of the District eligible for coverage through DC Health Link • Meet grant-related reporting requirements to capture our Assisters' work. • Partner with DCHBX to support staffing of One-Touch Enrollment events and other DCHBX-sponsored enrollment for WWH's target and area populations. • Support the entire enrollment process for WWH's target populations and areas, further increasing the rate of insured persons living in the District of Columbia, including active trouble shooting, application tracking, and related feedback and support. 	<ul style="list-style-type: none"> • Virtual events: 23; in-person events: 0; SHOP Outreach project: 595 calls; total consumers assisted: 3829 • Trained and certified DC Health Link Assisters • Tracked outcomes and provided timely information to DCHBX. • Provided enrollment services—excluding canvassing—to non-wwh patients within WWH's target population. • Used Assister language competencies of English and Spanish to reach broader LEP communities, specifically those of the LGBTQ/HIV community. • Staffed virtual events with up to 1 Assister per One-Touch events. • Hosted a Virtual LGBTQ Enrollment affair during LGBTQ Action Week titled "Drag Yourself to Get Covered: A Virtual Health Insurance Enrollment Affair." 	As referenced in the narrative, outcomes for this grant will be different from prior years, and the work is ongoing.

Grant No.	Approved Budget Authority in FY22	Approved Budget Authority in FY23	Expenditures in FY22	Expenditures in FY23	Organization or agency that received the grant	Highlights of Grant Deliverables	Grant Outcomes, including grantee performance in FY22	Grant Outcomes, including grantee performance in FY23
DCHBX-2023-A-0003	\$166,667.50	\$166,667.50	\$166,183.20	\$34,785.78	Leadership Council for Healthy Communities	<ul style="list-style-type: none"> • Increase awareness of open enrollment opportunities through outreach activities that help facilitate access/enrollment of uninsured persons in health coverage through DC Health Link. • Conduct outreach activities that will encourage, assist, and/or enroll a maximum number of uninsured persons in health coverage through DC Health Link by the close of open enrollment. • Assist and/or enroll uninsured persons with special conditions in health coverage during Special Enrollment Period through DC Health Link. 	<ul style="list-style-type: none"> • Virtual events: 22; in-person events: 13; SHOP Outreach project: 564 calls; total consumers assisted: 731 • Distributed DCHBX outreach materials to network of 70 faith institutions and partnering entities. • Prepared kickoff messages for insertion into bulletins, programs, and other communications channels used by faith institutions and partnering entities. • Made site visits to standing locations (DOES-Reeves Center, DOES-Bertie Backus, S.O.M.E., Prevention Measures, and Covenant) to establish plan of action for outreach to consumers, virtual and/or in-person for open enrollment. 	As referenced in the narrative, outcomes for this grant will be different from prior years, and the work is ongoing.
DCHBX-2023-A-0004	\$92,967.50	\$92,967.50	\$92,646.60	\$8,134.02	Mary's Center for Maternal and Child Care, Inc.	<ul style="list-style-type: none"> • Increase Awareness of Open and Special Enrollment Periods among uninsured and underinsured populations in Washington, DC. • Strengthen partnerships with community resources in Washington, DC, to reach remaining uninsured populations. • Increase health insurance literacy among uninsured and underinsured populations in Washington, DC. • Increase the number of early childcare providers in the District of Columbia who enroll in the OSSE childhood educator pay equity program. 	<ul style="list-style-type: none"> • Virtual events: 22; in-person events: 10; SHOP Outreach project: 817 calls; total consumers assisted: 1000 • Hosted a virtual awareness event in Amharic-speaking community as well as a virtual awareness event in the Spanish-speaking community. • Hosted a virtual awareness event with Carlos Rosario International Public Charter School. • Hosted four health insurance literacy activities, one per quarter. • Organized virtual community awareness events with Briya Public Charter School; Washington, DC Managed Care Organizations; The Ethiopian Community Center; and Centering Pregnancy. • Participated in no fewer than 10 Virtual One-Touch Events. • Provided translation support to DCHBX throughout the grant year for outreach materials and other deliverables as needed. 	As referenced in the narrative, outcomes for this grant will be different from prior years, and the work is ongoing.

FY22-23 DCHBX Performance Hearing Q9 Attachment B

Grant Details: Business Partners

Grant No.	Approved Budget Authority in FY22	Approved Budget Authority in FY23	Expenditures in FY22	Expenditures in FY23	Organization or agency that received the grant	Highlights of Grant Deliverables	Grant Outcomes, including grantee performance in FY22	Grant Outcomes, including grantee performance in FY23
DCHBX-2023-G-00016	\$163,000.00	\$163,000.00	\$163,000.00	\$11,537.81	Greater Washington Hispanic Chamber of Commerce (GWHCC)	<ul style="list-style-type: none"> • Support DC Health Link’s efforts to maximize small business enrollment among the Hispanic small business community. • Brand DC Health Link Small Business Plan Options through uniquely designed branding campaigns such as “Business of the Quarter,” and DC Health Link@Work. • Implement marketing & sales strategy with DC Health Link resulting in more businesses offering affordable health insurance. • Educate small business owners about the array of plan choices through DC Health Link and encourage them to offer multiple choices to their employees. • Leverage the GWHCC influence and position in the community to increase enrollment among Hispanic individuals and families. 	<ul style="list-style-type: none"> • Virtual One Touch took place every Thursday and Saturdays. In total GWHCC touched 400 Individuals and families resulting in 200 new enrollments and 180 renewals. • Reached out to 300 small businesses, enrolling 150 in plans through DC Health Link. • Promoted DC Health Link at co-sponsor events such as the GWHCC Annual Gala, the GWHCC Business Expo, and the GWHCC "Savor the Night" Hispanic Heritage Event. 	<ul style="list-style-type: none"> • From October 2022 - January 2023, GWHCC hosted 50 Outreach & Educational online sessions. In total GWHCC touched: 3000 small business owners. • From October 2022 - January 2023, GWHCC sent 20,473 emails, e-blast and newsletter with DC Health Link information.

Grant No.	Approved Budget Authority in FY22	Approved Budget Authority in FY23	Expenditures in FY22	Expenditures in FY23	Organization or agency that received the grant	Highlights of Grant Deliverables	Grant Outcomes, including grantee performance in FY22	Grant Outcomes, including grantee performance in FY23
DCHBX-2023-G-00015	\$137,000.00	\$187,000.00	\$136,905.04	\$0.00	DC Chamber of Commerce (DCCC)	<ul style="list-style-type: none"> • Support outreach, marketing, enrollment, and retention of District of Columbia small businesses in DC Health Link. • Support efforts to engage small business owners and their employees in securing and retaining quality affordable health insurance through DC Health Link. • Help small business employers better understand the benefits of the Affordable Care Act. • Identify appropriate assistance for small business owners to assist them in navigating, enrolling, and selecting available insurance options through DC Health Link. • Provide information on how the availability of health insurance options impacts their organizations and employees. 	<ul style="list-style-type: none"> • Provided six educational sessions. • Engages 850 small businesses resulting in 105 broker referrals and 5 enrollments. • Conducted 16 outreach events, 155 social media posts (Facebook, Instagram, LinkedIn, and Twitter), 1780 direct outreaches by phone and email, and 35 newsletters featuring DC Health Link. • Working with Comcast, delivered messaging about DC Health Link opportunities to the 2022 RISE award winners. • Distributed DC Health Link materials at in-person events including DCCC Annual Meeting, the State of the District, PowerUP DC 2022, and the Small Business & Economic Development Summit. 	<ul style="list-style-type: none"> • Partnered with DC Health Link for a 15-minute presentation at the new member orientation webinar ChamberWorks • Provided DC Health Link partner recognition and visibility at two signature Chamber events: Annual Chamber's Choice Awards & Gala and the Annual Meeting. • Participated in DC Health Link Hispanic Advisory Committee Quarterly Meeting • Represented DC Health Link opportunities with signage at the Chamber's Women in Business Holiday Mixer.
DCHBX-2023-G-00017	\$155,800.00	\$155,800.00	\$155,800.00	\$0.00	Restaurant Association of Metropolitan Washington (RAMW)	<ul style="list-style-type: none"> • Provide marketing support for DC Health Benefit Exchange initiatives. • Provide educational sessions to continue to keep restaurants informed of incentives and mandates related to the Affordable Care Act. • Work to bridge the gap in the number of small businesses enrolled through DC Health Link. 	<ul style="list-style-type: none"> • Provided one-on-one outreach resulting in direct engagement with 360 DC small business restaurants, 15 broker referrals, and 88 follow up requests. • Hosted educational and stakeholder briefings resulting in 7 Broker and Business Connect virtual sessions attended by 20 small business restaurant owners, operators, and representatives and 4 quarterly networking events attended by approximately 300 DC small business restaurant industry owners, operators, and representatives. • Communicated through social media resulting in 143 Tweets (28,144 impressions; 30 URL clicks), and 9 Facebook posts (157 engagements; 151 shares). 	<ul style="list-style-type: none"> • Conducted "Small Business Connect" office hours for restaurant operators to connect with brokers to support enrollment in SHOP. • Hosted 4 Broker + Business Connect virtual sessions attended by DC small business restaurant owners, operators, and representatives. • Coordinated "Brunch Bash" weekend during Youth Enrollment Weekend of Action and African American Enrollment Week of Action. • Included DC Health Link information and partnership events in RAMW e-newsletter "OnTheLine".

Attachment 9C

FY22 Workplans

Table of Contents

Recipient	NOGA No.	Pages
Community of Hope	DCHBX-2022-A-0001	2 - 9
Whitman Walker Health	DCHBX-2022-A-0002	10 - 16
Leadership Council for Healthy Communities	DCHBX-2022-A-0003	17 - 21
Mary's Center for Maternal and Childcare, Inc.	DCHBX-2022-A-0004	22 - 27
Greater Washington Hispanic Chamber of Commerce	DCHBX-2022-G-00016	28 - 46
District of Columbia Chamber of Commerce	DCHBX-2022-G-00015	47 - 56
Restaurant Association of Metropolitan Washington	DCHBX-2022-G-00017	57 - 63



**District of Columbia
Health Benefit Exchange Authority**

Grant Agreement

Recipient: Community of Hope

NOGA No. DCHBX-2022-A-0001

DCHBX Program: DC Health Link Assister Program

Award Period: October 1, 2021 through September 30, 2022

Maximum Award: **\$161,365.00** (One Hundred Sixty-One Thousand, Three Hundred sixty-five Dollars)

Fund/Authorization: DCHBX Assessment Fund

APPENDIX G—Approved Work Plan

COMMUNITY OF HOPE'S 2021_2022 HBX PROGRAM WORK PLAN			
Goal: Community of Hope's Enrollment Assister Team will be prepared for an optimum impact during the Open Enrollment Season			
Objective 1: Additional Enrollment Assister trained and administration prepared to monitor the grant.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Train virtually and at DCHL site; attend committee meetings	October 2021 – Feb 2022	Director of Health Operations, Marie Reed Practice Manager and Human Resources staff	3.5 FTE EA's ready to participate in Health Link Refresher Training course(s) and perform EA duties through Open and Regular Enrollment periods. Participate in committee meetings.
Team is trained on Language Access guidelines and effective use Pacific Interpreters	October 2021-2021	Practice Managers	Communicate program requirements, review effective messaging, calendar coordination, activities, report on progress and review objectives.
Set up team meetings and review data	October 2021- Sept 2022	Yasmina Castellanos	Submit narratives and invoices by the monthly 15 th deadline.
Send activity narrative, contact numbers and invoice to HBX	Monthly starting 10/01/2021	Yasmina Castellanos Stephanie Bell	
Objective 2: PRE-OPEN ENROLLMENT OUTREACH ACTIVITIES: Community of Hope will develop and coordinate 5 pre-enrollment community outreach			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Pre-grant period 1) The COH Enrollment Team will lead informative activities at the back to school social /street fair in the community around Marie Reed and the Conway Health and Resource Center location. 2) The COH Enrollment Team will lead informative activities at the Adams Morgan Day	1) August – September 2022 2) September 2022	All activities: COH Practice Managers and Enrollment Assisters	Increased community awareness of Open Enrollment and the services available with the Enrollment Assisters.

FY22-23 DCHBX Performance Oversight Hearing: Q9

COMMUNITY OF HOPE'S 2021_2022 HBX PROGRAM WORK PLAN			
Goal: Community of Hope's Enrollment Assister Team will be prepared for an optimum impact during the Open Enrollment Season			
Objective 1: Additional Enrollment Assister trained and administration prepared to monitor the grant.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Train virtually and at DCHL site; attend committee meetings	October 2021 – Feb 2022	Director of Health Operations, Marie Reed Practice Manager and Human Resources staff	3.5 FTE EA's ready to participate in Health Link Refresher Training course(s) and perform EA duties through Open and Regular Enrollment periods. Participate in committee meetings.
Team is trained on Language Access guidelines and effective use Pacific Interpreters	October 2021-2021	Practice Managers	Communicate program requirements, review effective messaging, calendar coordination, activities, report on progress and review objectives.
Set up team meetings and review data	October 2021- Sept 2022	Yasmina Castellanos	Submit narratives and invoices by the monthly 15 th deadline.
Send activity narrative, contact numbers and invoice to HBX	Monthly starting 10/01/2021	Yasmina Castellanos Stephanie Bell	
Objective 2: PRE-OPEN ENROLLMENT OUTREACH ACTIVITIES: Community of Hope will develop and coordinate 5 pre-enrollment community outreach			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Pre-grant period			
3) The COH Enrollment Team will lead informative activities at the back to school social /street fair in the community around Marie Reed and the Conway Health and Resource Center location.	3) August – September 2022	All activities: COH Practice Managers and Enrollment Assisters	Increased community awareness of Open Enrollment and the services available with the Enrollment Assisters.
4) The COH Enrollment Team will lead informative activities at the Adams Morgan Day	4) September 2022		

FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>Grant period pre Open Enrollment activities</p> <ul style="list-style-type: none"> 3) Visits to businesses/organizations in the NW community surrounding the Marie Reed Health Center. 4) Visits to businesses/organizations in the SW community surrounding the Conway Health and Resource Center. 5) Visits to businesses/organizations in the NE community surrounding the Family Health and Birth Center 	<p>October 2021 thru end of Jan 2022</p>		<p>Increased community awareness of Open Enrollment and the services available with the Enrollment Assistors.</p> <p>The visits to the surrounding businesses will help build awareness to millennials or non-eligible Medicaid consumers to inquire about Qualified Health Plans. Especially in Wards 1,5 where there are gaps in enrollment or Ward 8 that reflects lower enrollment rates.</p> <p>i.e Beauty Salons, Barber shops, banks, grocery stores. The material provided by DCHL, flyers, door hangers and cards can be provided that contain online opportunities, local and closest enrollment facilities.</p>
<p>Objective 3: • Continued PARTNERSHIPS: Community of Hope plans to partner with 4 key community organizations to achieve program goals</p>			
<p>Tasks and Activities</p>	<p>Timeframe</p>	<p>Responsible Party(s)</p>	<p>Deliverable/Outcome</p>
<p>Community of Hope partners with key organization(s) in close proximity to each of its four Health Center locations:</p> <ul style="list-style-type: none"> 1) Martha's Table – Located in close proximity to Community of Hope's newest location, the Commons at Stanton Square, Martha's Table is a non-profit organization, an active charity and volunteer center in Washington, D.C. The mission of Martha's Table is to "build a better future through healthy food, affordable clothing, and quality education. 	<p>October 2021 and ongoing</p>	<p>Site based COH Practice Managers and Enrollment Assistors</p>	<p>Community of Hope has built partnerships with these four entities with the goal of providing enrollment and marketplace information and access to their clients.</p>

<p>2) The Marie Reed Learning Center - Located in close proximity to the Marie Reed Health Center, The mission of Marie Reed Community Learning Center is to prepare each student for academic, social, and personal success by providing a safe and nurturing standards-based learning environment</p> <p>3) Women, Infants and Children (WIC) – located near the MR facility, their program promotes good health for low to moderate income mothers, infants and children.</p> <p>4) Developing Families Center – Located in close proximity to Community of Hope’s Family Health and Birth Center, the Developing Families Center’s mission is to promotes the empowerment of low-income families.</p> <p>5) DHS Congress Heights Service Center – Located in close proximity to Community of Hope’s Conway Health and Resource Center, the Congress Heights Service Center provides access to food stamps, Medicaid, and TANF benefits to those eligible.</p> <p>Community of Hope will collaborate with these partners to reach more community members in need of enrollment services and support.</p>			
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FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>Goal: • Community of Hope will be culturally welcoming and accessible to the target population during the Open Enrollment period and beyond</p>			
<p>Objective 1: DC HEALTH LINK ADVISORY COMMITTEE: Community of Hope will participate in 2 of the DC Health Link Advisory Committees convened during OE.</p>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p>Community of Hope will participate in the two committees, representing the largest cultural groups seen by Community of Hope Health Centers.</p> <p>1) The African American Committee 2) The Hispanic Committee</p>	<p>October 2021– January 2022</p>	<p>Enrollment Assisters</p>	<p>Community of Hope’s Enrollment Assisters will collaborate with DCHL and other grantees to provide opportunities for enrollment or awareness of options to consumers through some of their events.</p>
<p>Objective 2: ENROLLMENT CENTERS: Indicate the day and hours of operation of any enrollment centers or store-fronts you plan to operate and staff</p>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p>Community of Hope will operate store front services at 3 locations, the Conway Health and Resource Center, Marie Reed Health Center and Family Health and Birth Center.</p> <p>Standard storefront hours will be: Monday–Friday 10am to 3pm</p> <p>An appointment scheduling system will be in place to manage Enrollment Assister availability. Schedule variations based on staff absences for OE activities, vacations or other commitments will be communicated and clients will be scheduled for the next available appointment.</p>	<p>October 2021 – September 2022</p>	<p>Community of Hope Enrollment Assisters.</p>	<p>Community of Hope will provide accessible storefront services at busy primary care locations.</p>
<p>Objective 3: Community of Hope will be visible to COH Patients and the wider community</p>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome

FY22-23 DCHBX Performance Oversight Hearing: Q9

1. COH Enrollment Assisters will provide outreach and educational materials in all COH waiting areas.	October 2021 – September 2022	Enrollment Assisters	Community of Hope’s patients and their families are aware of and have access to EA services.
2. COH Enrollment Assisters will participate in community outreach events as requested by HBX and aligned with COH Health Centers.	November 2021 – January 2022	Enrollment Assisters	The broader community will know they can come to Community of Hope for Enrollment services.
3. COH Enrollment Assisters will network and coordinate with other EAs to minimize duplication of effort, identify and adopt best practices.	November 2021 – January 2022	Enrollment Assisters	Enrollment Assisters will maximize their capacity to reach more clients through coordination of work.
Objective 4: SPECIAL ENROLLMENT PERIOD (SEP): Community of Hope will host creative SEP activities with community partners.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Community of Hope will partner with DC Health Link to contact SEP prospective consumers through the IVL, downsizing group or SHOP calls lists provided monthly and ongoing.	Feb 2022 – April 2022	Practice Manager Enrollment Assisters	Provide opportunity for consumers to enroll due to special qualifying circumstances

Goal: Community of Hope will identify and track clients through the enrollment process			
Objective 1: Community of Hope will identify potential clients through the tracking of insurance status through the EMR and track all encounters.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Community of Hope will create an updated lists of uninsured patients at COH Health centers for outreach as high priority target population. This report will be revised quarterly.	October 2021 and quarterly thereafter	Director of Health Operations and Quality Assurance Manager	A list of existing COH patients in need of enrollment support to outreach to.

FY22-23 DCHBX Performance Oversight Hearing: Q9

Objective 2: Community of Hope will maintain program data tracking and reporting.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Enrollment Assisters will track all stages of encounters through COH Tracking Tool and the Consumer Tracking Forms	October 2021 – August 2022.	Enrollment Assisters Practice Managers	Track all encounters to provide DCHL progress on outreach and enrollment activities.



District of Columbia
Health Benefit Exchange Authority

Grant Agreement

Recipient: Whitman Walker Health

NOGA No. DCHBX-2022-A-0002

DCHBX Program: DC Health Link Assister Program

Award Period: October 1, 2021 through September 30, 2022

Maximum Award: \$263,200.00 (Two Hundred Sixty-Three Thousand, Two Hundred Dollars)

Fund/Authorization: DCHBX Assessment Fund

APPENDIX G—Approved Work Plan

Objective 1: To ensure all WWH DC Health Link Assisters are trained and have the knowledge and skills to meet the needs of residents of the District eligible for coverage through DC Health Link and meet grant related reporting requirements to capture our Assisters' work.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p>All WWH Assisters Attend all Continuing Education Meetings. Provide strong supervision, mentoring, and continuing education(ongoing); Use internal team meetings to share information, trends, and communicate critical information (ongoing). Provide one-on-one supervision meetings two- times monthly to support individual mentoring and supervision.</p>	<p>October 2021 - September 2022</p>	<p>E. Loubier - Senior Director for Health and Legal Integration and Payment Innovation (or PBIN Manager when hired)</p>	<p>Trained and certified DC Health Link Assisters who are prepared to engage in open enrollment and all aspects of the grant</p>
<p>Track consumer encounters and applications / renewals / counseling using WWH internal systems to allow reporting and perform quality assurance.</p>	<p>October 1, 2021- February 15, 2022</p>	<p>E. Loubier - Senior Director for Health and Legal Integration and Payment Innovation</p>	<p>Track consumer encounters and applications / renewals / counseling using WWH internal systems to allow reporting and perform quality assurance.</p>

FY22-23 DCHBX Performance Oversight Hearing: Q9

Whitman-Walker Health

DC Health Link Assister Program FY2022 Work Plan, October 1, 2021 – September 30, 2022

Objective 2: WWH will partner with DC HBX to support staffing of One-Touch Enrollment events and other HBX sponsored enrollment for WWH's target and area populations.

Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p>Collaborate and partner with HBX to support staffing of One-Touch Enrollment Events and other HBX sponsored enrollment events within WWH's target area/population. WWH will <u>not</u> participate in "canvassing" efforts.</p>	<p>November 2021 - February 2022</p>	<p>Erin Loubier, Senior Director for Health and Legal Integration and Payment Innovation; Andres Cruz, Senior Public Benefits and Insurance Navigator</p> <p>Assigned Assister for event.</p>	<p>*Starting in September 2021, WWH Assister staff will work in a hybrid mode - with limited staff on site daily and rest of the staff continuing remote work. On site will have very limited in person patient encounters to reduce the overall walk-in traffic at our sites, given COVID-19 and the delta variant. We will continue to monitor whether in person outreach events will be possible, based on WWH health and safety guidance.</p> <ul style="list-style-type: none"> • WWH will staff virtual events with up to 1 Assister per One-Touch events (subject to any union limitations, as much notice as possible, and dependent on health and safety in person events outside, socially distant). • A. Cruz will coordinatedirectly with HBX to determine the WWH Assister to staff a specific One-Touch Enrollment Event and other HBX sponsored enrollment events

<p>Whitman-Walker Health DC Health Link Assister Program FY2022 Work Plan, October 1, 2021 – September 30, 2022</p>	<p>Complete outreach calls to consumers, as assigned by DC HBX</p>	<p>Continue focus on internal target populations:</p> <ul style="list-style-type: none"> • LGBTQ; • Millennials; • Limited English Proficiency (LEP); • Wards 1/2/4/8; • Men. 	<p>Continue sharing information and leveraging opportunities with internal and external partners:</p> <ul style="list-style-type: none"> • WWH Legal Services Program • WWH Community Health; • Other key community partnerships. 	<p>Erin Loubier, Senior Director for Health and Legal Integration and Payment Innovation; Andres Cruz, Senior Public Benefits and Insurance Navigator All Assister Staff</p>	<p>1) Provide enrollment services - excluding canvassing - to non-WWH patients, within WWH's target population; 2) Use of WWH's Assister team language competencies of English and Spanish to reach broader LEP communities, specifically those of the LGBTQ/HIV community; 3) Coordinate with HBX to ensure staff safety in accordance to WWH policies in regards to outreach/enrollment work including, but not limited to: social distance spacing in encounters, sufficient hand washing or hand sanitization available to staff, limiting in person time, and masks for consumers and staff; 4) Assisters to participate in One Touch/enrollment events during OIEP9 that still allow WWH to maintain core staffing on-site as an enrollment site. 5) Assisters will submit timely and updated reports on activities completed on SHOP termination and SHOP downsizing and outreach calls.</p>
<p>Pre-Enrollment Outreach Activities</p>	<p>September 2021 - October 2022</p>			<p>All WWH DC Health Link Assisters</p>	<p>With the COVID pandemic, the East of the River Fall Festival (Ward 8) will not take place in 2021 and the Walk to End HIV will be a virtual event. WWH will continue social media to highlight DC Health Link and enrollment opportunities.</p>

<p>Whitman-Walker Health</p>	<p>DC Health Link Assister Program FY2022 Work Plan, October 1, 2021 – September 30, 2022</p>	<p>Continue / nurture partnerships where WWH Assisters can share information and expertise to increase knowledge and provide technical assistance / Assister experience with consumers</p>	<p>October 2021 - Ongoing</p>	<p>All WWH DC Health Link Assisters</p>	<ul style="list-style-type: none"> • DC Medical Care Advisory Committee's Eligibility and Enrollment Subcommittee - WWH will participate in this subcommittee to ensure the experience of consumers and Assisters is included and to highlight the open enrollment opportunities to connect any uninsured or insured consumers who want to review options with Assisters • HIPS - HIPS focuses on those engaged in sex work, sex trade, and drug use to reduce structural barriers to health, safety, and prosperity. Ensure HIPS has DC Health Link information and have staff encourage individuals to come to Enrollment Centers for assistance. • WWH Name and Gender Change Legal Clinic - Assisting transgender and expansive individuals update their identity documents is critical for accessing health care and reducing barriers. These clinics are being held virtually. WWH will highlight open enrollment and the Enrollment Centers and One Touch events to ensure connection. • DC's AIDS Drug Assistance Program (ADAP) through the DC Department of Health (DOH) - WWH continues to assist new ADAP applicants who are transitioning to a QHP to ensure enrollment is complete, troubleshoot any enrollment issues, and provide health insurance literacy. • WWH will continue to operate its Insurance Helpline (as it provides the easiest, most efficient access to consumers) with the following hours during open enrollment: <ul style="list-style-type: none"> o Monday through Friday: 8 am - 6 pm
<p>WWH as an Enrollment Center</p>	<p>Open Enrollment</p>	<p>All WWH DC Health Link Assisters</p>	<p></p>	<p></p>	

Whitman-Walker Health

DC Health Link Assister Program FY2022 Work Plan, October 1, 2021 – September 30, 2022

<p>Promote Health Insurance Literacy</p>	<p>Ongoing</p>	<p>All WWH DC Health Link Assisters</p>	<ul style="list-style-type: none"> • WWH DC Health Link Assisters provide health insurance literacy counseling with anyone with whom they meet. We find that health insurance literacy is best done as bite-sized messages throughout the process and reinforced when confirming new insurance and as consumers begin using their new coverage. • All WWH Assisters will continue to promote how to use new insurance and highlight some of the features such as no cost-sharing with preventive visits.
<p>Tracking</p> <ul style="list-style-type: none"> • Track outreach, engagement and follow-up contacts • Estimated – 2 outreach efforts to counsel and enroll • *Many individuals will require more encounters. 	<p>November 2021 - ongoing</p>	<p>Andres Cruz – Senior Public Benefits and Insurance Navigator; Erin Loubier, Senior Director for Health and Legal Integration and Payment Innovation</p>	<p>High quality data which assists with outreach follow-up and further outreach efforts.</p>
<p>Protocols during COVID 19 Pandemic</p>	<p>October 2021 - Ongoing</p>	<p>All WWH DC Health Link Assisters and Managers</p>	<p>Any activity that will be performed must follow WWH's guidance on staff and patient health and safety during the COVID-19 pandemic and beyond. Changes to events and staffing may require virtual events and interactions to reduce exposure and risk of transmission.</p>

FY22-23 DCHBX Performance Oversight Hearing: Q9

Whitman-Walker Health

DC Health Link Assister Program FY2022 Work Plan, October 1, 2021 – September 30, 2022

Objective 4: To support the entire enrollment process for WWH's target populations and areas, further increasing the rate of insured persons living in the District of Columbia, including active trouble shooting, application tracking and related feedback and support.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Enroll persons identified at DC Health Link One-Touch Enrollment Events	November 2021 - January 2022	All WWH Assisters	Persons enrolled.
Commence enrollment within non-medical target populations of WWH	November 2021 - on-going	All WWH Assisters	Persons enrolled.
Enroll persons identified via WWH as an Enrollment Center	November 2021 - on-going	All WWH Assisters	Persons enrolled.
Ongoing support of all WWH targeted population with other public health related applications/support, such as DC ADAP	November 2021 - on-going	All WWH Assisters	Persons enrolled.
Assist eligible persons with Special Enrollment Period	November 2021 - on-going	All WWH Assisters	Persons enrolled.
Tracking/Quality Assurance <ul style="list-style-type: none"> • Track status of applications; • Follow-up on enrollment efforts; • Active troubleshooting of applications; • Ongoing feedback to DC Health Link regarding enrollment concerns. 	October 2021 - Ongoing	E. Loubier - Senior Director for Health and Legal Integration and Payment Innovation; Andres Cruz, Senior Public Benefits and Insurance Navigator; All WWH Assisters	Persons enrolled.



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient: Leadership Council for Healthy Communities

NOGA No. DCHBX-2022-A-0003

DCHBX Program: DC Health Link Assister Program

Award Period: October 1, 2021 through September 30, 2022

Maximum Award: **\$166,667.50** (One Hundred Sixty-Six Thousand, Six Hundred sixty-seven Dollars and Fifty Cents)

Fund/Authorization: DCHBX Assessment Fund

APPENDIX G—Approved Work Plan

Goal: To reduce the number of uninsured individuals in the District of Columbia through (a) raising awareness of coverage options, and (b) enrolling uninsured individuals and families in health insurance coverage through DC Health Link (DCHL).

Objective 1: (Phase 1) By October 31, 2021, increase awareness of the upcoming open enrollment opportunities through outreach activities that will help facilitate access/enrollment of uninsured persons in health coverage through DCHL.

Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<u>Pre-open enrollment Activities</u>			
Distribute outreach materials to network of 70 faith institutions and partnering entities highlighting benefits of American Rescue Plan (ARP).	10/01/2021 – 10/31/2021	Exec. Dir., Assister Mgr./Assisters	LCHC partners and faith institutions will outreach and inform their members of additional benefits contained in ARP, and encourage uninsured persons to get covered.
Prepare kickoff messages for insertion into bulletins, programs, and other communications channels used by faith institutions and partnering entities.	10/01/2021 – 10/31/2021	Assister Mgr./Lead Assister	Residents become knowledgeable about open enrollment dates through messages and alerts published in communications channels. Pre-kickoff announcements for OEP 9 reinforced thru communications channels
Make site visits to standing locations (DOES-Reeves Center, DOES-Bertie Backus, S.O.M.E., Prevention Measures, Covenant) to establish plan of action for outreach to consumers, virtual and/or in-person for OEP 9.	10/01/2021 – 10/31/2021	Assisters	Implementation plan to reach consumers during OEP 9 agreed upon and information shared with relevant publics.
Attend DCHL training, online certification. Complete LCHC training on AirCall System	10/01/2021 – 10/31/2021	Mgr./Lead Assister/Assisters	Staff updated and fully trained as certified Assisters

FY22-23 DCHBX Performance Oversight Hearing: Q9
Leadership Council for Healthy Communities (LCHC)
Work Plan for OEP9 – 10/01/2021 – 09/30/2022

<p><i>Objective 2: (Phase II) By the end of January 2022, conduct outreach activities that will encourage, assist and/or enroll a maximum number of uninsured persons in health coverage through DCHL by the close of Open Enrollment Period 9 (OEP 9).</i></p>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p><u>Enrollment Period Activities (OEP 9)</u></p> <p>Support OEP9 kickoff activities as planned by DCHBX, and begin planning activities for outreach advisory committees, specifically the African American and Faith target groups</p> <p>Work with DCHBX to address priority assignments during open enrollment. LCHC will prioritize and complete special projects assigned by DC HBX, including current projects: -DC HBX Outreach google Form; DC HBX SHOP terminations google spreadsheet outreach calls; DC HBX SHOP downsizing google spreadsheet outreach calls; DC HBX Special Enrollment google spreadsheet outreach calls; and Incorporate virtual and in-person assistance for standing locations to deliver reliable services to consumers.</p>	<p>11/01/2021 – 11/30/2021</p> <p>10/01/ 2021 – 01//31/2022 (ongoing)</p>	<p>Mgr./Lead Assister/Assisters</p> <p>Lead Assister/Assisters</p>	<p>Heightened awareness of OEP9 and organized plans to reach specific target groups of uninsured residents</p> <p>Broadened access for and increased enrollment of uninsured residents in health insurance; estimated outreach to 4,000 – 5,000 consumers.</p>

FY22-23 DCHBX Performance Oversight Hearing: Q9
Leadership Council for Healthy Communities (LCHC)
Work Plan for OEP9 – 10/01/2021 – 09/30/2022

<p>As needed, assign Assisters to DCPL (public libraries) for up to 5 hours per day, possibly Dorothy Height, Anacostia, Petworth and Lamond Riggs (schedules are finalized with on-site supervisor). Participate in special events and other venues organized by DCHBX;</p> <p>Leverage greater recruitment access by engaging other LCHC programs, including Community Workforce Program, REACH, Prevention Navigators, and Virtual Health Ministry (VHM) to institute direct referrals from intake assessments. Enlist participation of LCHC partners; Family and Medical Counseling Services (FMCS), Unity Health, Mary’s Center, Arcadia, CAFB, Midway Barber Shop, and others.</p> <p>Develop and disseminate health coverage messages aligned with thanksgiving and Christmas holiday celebrations to be used in communication channels in faith institutions. Make presentations before Wednesday and Monday clergy groups. Consistently feature messages on LCHC website and social media platforms.</p> <p>Participate in DCHL communications events; Faith in Action & A/A weekends, special branding events, etc.</p>	<p>11/01/2020 – 01/31/2022</p> <p>11/01/2021 – 01/31/2022 (ongoing)</p> <p>11/15/2021 – 12/15/2021</p> <p>Dec. 16, 2020 – Jan. 31, 2021</p>	<p>Assisters</p> <p>Exec. Dir./Mgr./Assisters</p> <p>Assisters/Comm. Specialist</p> <p>Assisters</p>	<p>Heightened visibility and increased enrollment opportunities</p> <p>Increased enrollments thru innovative approaches to hard-to-reach residents</p> <p>Increased emphasis on the value of health insurance coverage and increased enrollments; special push for Jan.1st coverage.</p> <p>Completed OEP 9 and increased number of residents with health insurance coverage</p>
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FY22-23 DCHBX Performance Oversight Hearing: Q9
Leadership Council for Healthy Communities (LCHC)
Work Plan for OEP9 – 10/01/2021 – 09/30/2022

<p>Develop and include messaging to reach uninsured residents through LCHC COVID-19 programs, including pop-up mobile vaccination clinics. Programs will be hosted in 9 faith institutions (Covenant, First Baptist, Israel, Michigan Park, Mt. Lebanon, Pennsylvania Ave. Baptist, Pilgrim Rest, Nineteenth Street, and Temple of Praise</p>	<p>Nov. 1, 2020 – Jan. 31, 2021</p> <p style="text-align: center;">1</p>	<p>All Assisters/LCHC Health Coordinators</p>	<p>Heightened awareness and increased accessibility for uninsured persons to enroll in health coverage</p>
<p>Objective 3: (Phase III) By the end of September 2022, assist and/or enroll uninsured persons with special conditions in health coverage during Special Enrollment Period (SEP) through the DC Health Link.</p>			
<p>Tasks and Activities</p>	<p>Timeframe</p>	<p>Responsible Party(s)</p>	<p>Deliverable/Outcome</p>
<p>Outreach/enroll persons qualified for SEP at designated and newly developed locations, to include Prevention Measures, Building Futures, DOES (where requested), COVID vaccination clinics, partnering federally qualified health centers, Covenant UCC, and S.O.M.E.</p>	<p>Feb 1, 2022 – Sept. 30, 2022</p>	<p>Assisters</p>	<p>Increased number of persons served and/or enrolled.</p>
<p>Provide collaborating opportunities with programs and organizations offering other social and clinical services to reach recently re-located uninsured persons or those with special conditions who qualify for health coverage</p>	<p>Feb. 1, 2022 – Sept. 30, 2022</p>	<p>Mgr./all Assisters</p>	<p>Increased visibility of DCHL work and reduced uninsured residents in DC</p>
<p>Continue participation in DCHL special activities, Black History Month, DCPR (Parks and Recreation), Convention Center, Community Health Days, Ward-specific celebrations, back-to-school, and others.</p>	<p>Feb. 1, 2022 – Sept. 30, 2022</p>	<p>Assisters</p>	<p>Public awareness and enrollment of persons qualifying for SEP</p>



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient: Mary Center for Maternal and Child Care, Inc.

NOGA No. DCHBX-2022-A-0004

DCHBX Program: DC Health Link Assister Program

Award Period: October 1, 2021 through September 30, 2022

Maximum Award: **\$92,967.50** (Ninety-Two Thousand, Six Hundred Ninety-Seven Dollars and Fifty Cents)

Fund/Authorization: DCHBX Assessment Fund

APPENDIX G—Approved Work Plan

Goal 1: Increase Awareness of Open and Special Enrollment Periods among uninsured and underinsured populations in Washington, DC			
<i>Objective 1: Organize at least 3 activities to increase knowledge of Special Enrollment Period (SEP) & eligibility</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/ Outcome
Host 1 virtual awareness event in Amharic-speaking community	November 2021	Assister team	Mary’s Center will host at least 3 SEP outreach activities in Quarter 1.
Host 1 virtual awareness event in Spanish-speaking community	November 2021	Assister team	
Host 1 virtual awareness event with Carlos Rosario International Public	October 2021	Assister team	
<i>Objective 2: Organize at least 4 activities throughout the fiscal year to increase health insurance literacy & eligibility</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/ Outcome
Host 1 virtual health insurance literacy activity in Mary’s Center clinic	Quarter 1	Assister team	Mary’s Center will host at least 4 health insurance literacy activities.
Host 1 virtual health insurance literacy activity in Mary’s Center clinic	Quarter 2	Assister team	
Host 1 virtual health insurance literacy activity in Mary’s Center clinic	Quarter 3	Assister team	
Host 1 virtual health insurance literacy activity in Mary’s Center clinic	Quarter 4	Assister team	

FY22-23 DCHBX Performance Oversight Hearing: Q9

Goal 1: Increase Awareness of Open and Special Enrollment Periods among uninsured and underinsured populations in Washington, DC			
<i>Objective 1: Organize at least 3 activities to increase knowledge of Special Enrollment Period (SEP) & eligibility</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Host 1 virtual awareness event in Amharic-speaking community	November 2021	Assister team	Mary's Center will host at least 3 SEP outreach activities in Quarter 1.
Host 1 virtual awareness event in Spanish-speaking community	November 2021	Assister team	
Host 1 virtual awareness event with Carlos Rosario International Public Charter School	October 2021	Assister team	
<i>Objective 2: Organize at least 4 activities throughout the fiscal year to increase health insurance literacy & eligibility</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Host 1 virtual health insurance literacy activity in Mary's Center clinic	Quarter 1	Assister team	Mary's Center will host at least 4 health insurance literacy activities.
Host 1 virtual health insurance literacy activity in Mary's Center clinic	Quarter 2	Assister team	
Host 1 virtual health insurance literacy activity in Mary's Center clinic	Quarter 3	Assister team	
Host 1 virtual health insurance literacy activity in Mary's Center clinic	Quarter 4	Assister team	

Goal 2: Strengthen partnerships with community resources in Washington, DC to reach remaining uninsured populations			
<i>Objective 1: Increase awareness of the services available to uninsured or underinsured populations at Mary's Center among local communities and partner agencies. Host at least 4 community events with community partners.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Organize 1 virtual event with Briya Public Charter School	Quarter 1	Assister team	Mary's Center will host at least 1 community awareness event per quarter, 4 per year.
Organize 1 virtual event with the Washington, DC Managed Care Organizations	Quarter 2	Assister team	
Organize 1 virtual event with The Ethiopian Community Center	Quarter 3	Assister team	
Organize 1 virtual event with Centering Pregnancy	Quarter 4	Assister team	
<i>Objective 2: Collaborate with Assister organizations on public awareness events and support District-wide advocacy efforts.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Attend Virtual One-Touch enrollment	Quarter 1-2	Assister team	Assister team will participate at least 10 events

FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>Prioritize and complete special projects assigned by DC HBX</p>	<p>Quarter 1-4</p>	<p>Assister team</p>	<p>On an ongoing basis Assisters will complete:</p> <ul style="list-style-type: none"> - DC HBX Outreach google Form - DC HBX SHOP terminations google spreadsheet outreach calls - DC HBX SHOP downsizing google spreadsheet outreach calls - DC HBX Special Enrollment google spreadsheet outreach calls
<p>Provide Translation Support</p>	<p>Quarters 1-4</p>	<p>Assister team</p>	<p>Provide translation support to DCHBX throughout the grant year for outreach materials and other deliverables as needed</p>
<p>Goal 3: Increase health insurance literacy among uninsured and underinsured populations in Washington, DC</p>			
<p><i>Objective 1: Host quarterly small group health literacy discussions for new enrollees.</i></p>			
<p>Tasks and Activities</p>	<p>Timeframe</p>	<p>Responsible Party(s)</p>	<p>Deliverable/Outcome</p>

FY22-23 DCHBX Performance Oversight Hearing: Q9

Host 1 virtual small-group health literacy discussion per quarter	Quarters 1-4	Assister team	Mary's Center will host at least 1 small-group discussion on health literacy per quarter, 4 per year.
Refer 100% of new enrollees to quarterly small-group meet-ups to improve health insurance literacy, and ensure that at least 60% of those referred accept referral to small groups.	Quarters 1-4	Assister team	100% of new enrollees will be referred to small-group discussions.
Of the minimum 60% of new enrollees who accept small group referral, at least 40% will attend at least 1 quarterly small group discussion.	Quarters 1-4	Assister team	At least 60% of new enrollees referred will accept the referral, and at least 40% of new enrollees will attend at least 1 small group discussion.
<i>Objective 2: Maintain regularly scheduled office hours to assist participants with insurance enrollment and recertification.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Employ 1 full time In-Person Assister Supervisor and 1 In-Person Assister who will continue to meet with participants at the Georgia Ave. site Monday-Friday from 8am-5 pm.	Quarters 1-4	Assister team	Continue employment of 2 full time In Person Assisters who will work directly with un- and under-insured participants.



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient: Greater Washington Hispanic Chamber of Commerce (GWHCC)

NOGA No. DCHBX-2022-G-00016

DCHBX Program: Consumer Education and Outreach

Award Period: October 1, 2021 through September 30, 2022

Maximum Award: **\$163,000** (One Hundred Sixty-three Thousand Two Hundred Dollars and No Cents)

Fund/Authorization: DCHBX Assessment Fund



greater**washington**
hispanic chamber of commerce

**DC Health Link Year 9
Small Business Partnership Proposal
And Work Plan
October 2021- September 2022**

Submitted to:

DC Health Benefit Exchange Authority
1225 Eye Street, NW
Washington, DC 2005

From

Greater Washington Hispanic Chamber of Commerce
910 17th Street, NW - Suite 1150
Washington, DC 20006
202-728-0352; fax: 202-728-0358

October 1, 2021

Greater Washington Hispanic Chamber of Commerce

DC Health Link Year 9 Proposal

October 2021- September 2022

1.0 – Executive Summary

A. Overview/Background

The mission of the Greater Washington Hispanic Chamber of Commerce is to support the growth of Hispanic and other minority businesses in the DC metro region, through education, networking, and advocacy. The Chamber represents over 600 members from across the region.

Since July 2013, the Greater Washington Hispanic Chamber of Commerce (GWHCC) has worked in partnership with the DC Health Benefit Exchange Authority (DCHBX) to educate and enroll small businesses, individuals and families in quality, affordable health insurance through its online health insurance marketplace, DC Health Link. The Greater Washington Hispanic Chamber of Commerce (GWHCC) has been instrumental and successful in reaching the Hispanic community during the eight-year partnership.

The GWHCC partnership with the DC Health Benefit Exchange Authority provides the following benefits:

- Access to GWHCC business directory established for DC Health Link
- Support from GWHCC staff, Board of Directors and Advisory Board
- Inclusion as a partner to applicable GWHCC events
- Cobranding on one another's website and in materials through the life of the partnership

In supporting enrollment with innovative marketing and outreach strategies, the GWHCC has partnered with many community organizations and agencies throughout the Hispanic and other minority communities in the District of Columbia to inform them about the significance and benefits of the Affordable Care Act (ACA) and DC Health Link insurance options and services. Among the groups are the Latin American consulates (Bolivia, Mexico, Peru, Colombia, Guatemala), community-based organizations such as the Latino Economic Development Center (LEDC), educational institutions such the Washington English Center and Carlos Rosario International Public Charter School, as well as Federal and local government entities such as the U.S. Small Business Administration (SBA) and the DC Mayor's Office on Latino Affairs (MOLA).

B. Goal:

The goal of the Greater Washington Hispanic Chamber of Commerce partnership with DC Health Link is to continue untiring support of DC Health Link's mission through targeted marketing and outreach campaigns and sales strategies to increase the enrollment of the small businesses y, non-profits, and Hispanic individuals and families in both the SHOP and Individuals and Families marketplaces.

FY22-23 DCHBX Performance Oversight Hearing: Q9

GWHCC's Year 9 enrollment strategy will focus on closing the invisible gap between marketing and sales closing to get more small businesses enrolled in the SHOP marketplace. The focus will also consider the impact and effect of the pandemic on many small businesses as they recover and regain footing with their business operations. In other words, GWHCC will implement a sales strategy in combination with a marketing outreach approach to attract more customers to DC Health Link.

C. Objectives:

- To support DC Health Link's efforts to maximize small business enrollment among the Hispanic small business community during FY 2021-2022 by 15% of GWHCC's small business membership.
- To brand DC Health Link Small Business Plan Options (SHOP) through uniquely designed branding campaigns such as **"Business of the Quarter,"** and **DC Health Link @ Work,**
- To implement an appropriate marketing-sales strategy with DC Health Link that will result in more businesses offering affordable health insurance
- To educate small business owners about the wide array of plan choices through DC Health Link marketplace and encourage them to offer multiple choices to their employees.
- To leverage the GWHCC influence and position in the community to increase enrollment among Hispanic Individuals and Families (IVL) marketplace.

D. GWHCC proposes to:

- Identify and educate small businesses within the GWHCC membership network employing 50 or less employees about DCHL SHOP marketplace and refer them for brokers for enrollment.
- Work with DC Health Link to promote campaigns such as the GAP initiative by contacting members of the GWHCC and other minorities businesses who separated employees because of the pandemic and inform them on how to acquire private or public health insurance coverage
- Identify business owners for one-on-one meetings with DC Health Benefit Exchange Authority's Director of Small Businesses Development
- Development of informational videos with the participation of DC Health Exchange representatives to educate small businesses and their employees about health benefits and the American Rescue Plan.
- Partner with the DC Health Link to host **POWERUP DC 2022** small business forum.
- Partner with the DC Health Link to host the national **Hispanic Enrollment Week of Action**, which includes the **Latino Health Leadership Symposium**, an intensive week of creative enrollment activities and special events.

FY22-23 DCHBX Performance Oversight Hearing: Q9

- Refer small businesses that have expressed interest in affordable health insurance to preferred broker so they can enroll in DCHL SHOP marketplace; use the DCHL SHOP Tracking process to determine enrollment status, follow-up from DCHL certified broker for one-on-one enrollment support and ultimately to ensure enrollment in the marketplace
- Identify, track, and enroll new small businesses in DC Health Link SHOP marketplace
- Refer businesses that do not offer insurance but want to ensure that employees have coverage to the **DC Health Link @Work** initiative during the IVL Open Enrollment Period 9th.
- Plan, implement and manage the **DC Health Link Virtual One Touch Enrollment Centers** with Carlos Rosario International Charter School
- Coordinate **(10+)** virtual info sessions for small business owners and employees; and provide them with information regarding Healthcare Benefits and The American Rescue Plan by partnering with health insurance providers, certified brokers, and DC Health Link representative (2-3 minutes video vignette).
- Establish and develop at least 7 new relationships with community-based and government organizations that provide services to Hispanic small businesses such as the Mayor's Office on Latino Affairs (MOLA), Carlos Rosario International Charter School, Hispanic Bar Association, Latino Economic Development Center (LEDC), Department of Small and Local Business Development (DSLBD), Department of Consumer and Regulatory Affairs (DCRA), Small Business Administration (SBA), CARECEN, Centro Nia, Washington English Center, ANA G Mendez College, among others.
- Participate in and support planning of DC Health Link Hispanic Advisory Council.
- Provide testimonies at public meetings, Council Budget and Performance oversight hearings, DISB hearing and others.
- Participate in Community town hall meetings on behalf of DC Health Link.
- Prepare reports for the DCHBX Executive Board meetings.
- Support the development of the DC Health Link SHOP Refresh campaign
- Participate in DC Health Link Open Enrollment Period 9 Kick-off
- Participate in the newly designed "From Marketing to Sales" Strategy and Initiative

E. Target Audiences

GWHCC's enrollment strategies will be segmented by industry and primarily focused in Ward's 1, 2 and 4 and other identifiable communities where the Hispanic population resides. GWHCC will continue its direct partnerships with small business communities, consulates and educational organizations to expand outreach efforts.

Small businesses and non-profits organizations. GWHCC will focus on inreach/outreach strategies to identify maximum reach to enroll Hispanic small businesses throughout the city that express interest in affordable insurance, and small businesses that have been affected by

COVID-19, or who have let their employees go and provide them with information and support to enroll affordable health insurance through DC Health Link.

- **Family-owned Small Businesses.** Many small businesses in the Hispanic community with less than 10 employees are family owned. While many of these businesses are eligible to obtain coverage in health plans offered on the Exchange, they are often hard to reach because they do not keep a fixed storefront, just a license to operate.
- **Segmented businesses within the Hispanic small business community.** GWHCC will analyze and segment the small business community within the Hispanic small business community by industry, number of employees, and income. Most of the Hispanic small businesses are in the following industries:
 - ✓ Small food market stores
 - ✓ Construction and repair
 - ✓ Cleaning/Housekeeping
 - ✓ Restaurants and food services
 - ✓ Catering services
 - ✓ Landscaping
 - ✓ Check cashing
 - ✓ Tax preparation
 - ✓ Interior designs
 - ✓ IT Companies
 - ✓ Counseling & Marketing
 - ✓ Beauty salons

2.0 Summary of Tasks and Deliverables

This section provides an overview of the strategies that GWHCC will engage during the 9-year grant period to achieve lead development and enrollment goals.

Strategy	Tactic	Timeframe
Outreach Enrollment & Education Activities	<ul style="list-style-type: none"> ▪ Pre-Enrollment Activities: Virtual One Touch Events ▪ Hispanic Heritage Month ▪ Community Festivals ▪ Small Business Leads Outreach ▪ Open Enrollment Period Kick-off ▪ Partnership events with Latino and key organizations to host virtual enrollment and informative sessions: MOLA Office, Consulates, and Latino Faith Based Organizations to continue program education for the 9th year agreement. ▪ Collaborate with other DC Health Link partners to host special events such as the “DC Health Link POWER UP DC,” and ACA working groups. ▪ Partner with the DC Health Link to host the national Hispanic Enrollment Week of Action which includes the Latino Health Leadership Symposium, an intensive week of creative enrollment activities and special events. ▪ Coordinate (10+) virtual info sessions for small business owners and employees; and provide them with information regarding the benefits of health Insurancebenefits and The American Rescue Plan by partnering with health insurance providers, certified brokers and DC Health Link representative (2-3 minutes video vignette). 	October 1, 2021 through September 30, 2022
One Touch Virtual events	<ul style="list-style-type: none"> ▪ Educational and enrollment virtual sessions for individuals and families ▪ Planning virtual meetings (weekly) 	November 1,2021 through January 31, 2022
New Partnerships	<ul style="list-style-type: none"> ▪ SBDC ▪ City National Bank ▪ GW Medical Faculty Associates Mobile Mammography Program ▪ American Red Cross ▪ American Cancer Society (Making Strides Against Breast Cancer event) ▪ Casa Rubí “House Rubí” 	October 1, 2021 through September 30, 2022
Renewed	<ul style="list-style-type: none"> ▪ SBA 	October 1, 2021

FY22-23 DCHBX Performance Oversight Hearing: Q9

Partnerships	<ul style="list-style-type: none"> ▪ LEDC Women's Business Center ▪ DHCD ▪ SCORE ▪ Mary's Center ▪ Nueva Vida 	through September 30, 2022
Website Engagement	<ul style="list-style-type: none"> ▪ Permanent placement of DC Health Link webpage with information, banner, and logo on website ▪ Marketing and promotion of DC Health Link activities on website. 	October 1, 2021 through September 30, 2022
Social Media	<ul style="list-style-type: none"> ▪ Promote DC Health Link on Facebook, Twitter, LinkedIn, Instagram, and YouTube. ▪ Support and promote DCHL marketing strategies in general and through participation in digital outreach strategies inclusive of web banners, logo and information identification on website, social media posts at events, earned media, organization's monthly newsletter, media buys as necessary, and others. ▪ Incorporate DCHL <i>DCSmarts Glossary</i> on designated pages on the GWHCC website and continue branding and marketing of enrollment and DCHL business related events. 	October 1, 2021 through September 30, 2022
Media Relations (Earned /Paid Media)	<ul style="list-style-type: none"> ▪ Earned Media (Pitch to print and electronic media outlets) ▪ GWHCC hosted event press releases (draft and distributes) ▪ Book Appearances on Hispanic radio, TV, and cable talk shows ▪ 15 second media buy to Hispanic outlets 	October 1, 2021 through September 30, 2022
Partnership Development	<ul style="list-style-type: none"> ▪ Establish and develop relationships with community-based organizations that provide services to Hispanic small businesses. ▪ The organizations that we will consider are: Educational organizations, social community organizations focused on small business development, local and federal agencies that provides services to small businesses 	October 1, 2021 through September 30, 2022

FY22-23 DCHBX Performance Oversight Hearing: Q9

Special Co-Sponsor Chamber Events	<ul style="list-style-type: none"> ● GWHCC Annual Business Expo ● GWHCC Pitch Your Biz ● GWHCC Annual Gala ● Businesses matchmaking networking events ● Holiday Celebration ● Hispanic Heritage Celebration ● Virtual Women’s Group (small business networking meeting) ● GWHCC yearly events ● Networking events organized by industry sectors 	October 1, 2021 through September 30, 2022
DC Health Link Special Campaigns	<ul style="list-style-type: none"> ● Hispanic Healthy Business Recognition ● Support DCHL in the GAP initiative by contacting members of the GWHCC and other minorities businesses who separated employees because of the pandemic and inform them on how to acquire private or public health insurance coverage 	October 1, 2021 through September 30, 2022
Marketing & Promotion	<ul style="list-style-type: none"> ● Exclusive DC Health Link Small Business (Shop) marketplace branding materials ● DC Health Link flyers and collateral materials ● Targeted marketing materials based on industries ● GWHCC flyer promoting DCHL ● Focus Group research ● GWHCC Branding materials and roll-up banner alongside partner logos ● Inclusion of marketing materials in the GWHCC Business Tool Kit ● TV, Radio and Print Promotion ● GWHCC Hispanic Newsletter ● Targeted messaging development for specific business industries in the small business community ● Development of informational videos with the participation of DC Health Exchange representatives to educate small businesses and their employees about health benefits and the American Rescue Plan. 	October 1, 2021 through September 30, 2022
Administrative Tasks	<ul style="list-style-type: none"> ▪ Increase monthly data entries into Business DC Health Link database (Tracker system) ▪ Expand track communication & enrollment status process ▪ Events planning and logistics ▪ Participate in DC Health Link bi-weekly 	October 1, 2021 through September 30, 2022

FY22-23 DCHBX Performance Oversight Hearing: Q9
conference calls, trainings, and meetings

	<ul style="list-style-type: none"> ▪ Bi-annual program review 	
Reporting Requirements	<ul style="list-style-type: none"> ▪ Provide POP monthly reports requirements ▪ Social media analytics report ▪ Enrollment reports for One Touch virtual events ▪ Participate on DCHL Weekly Small Business Partner conference ▪ Participate in Small Business Partner Semi-annual reviews ▪ Prepare End of Year report 	October 1, 2021 through September 30, 2022
Support and Public Advocacy	<ul style="list-style-type: none"> ▪ Provide testimonies at Council Budget and Performance oversight hearings, DISB hearing and others ▪ Participate in Community town hall meetings on behalf of DC Health Link ▪ Participate in and Support planning of quarterly DC Health Link Hispanic Advisory Council ▪ Prepare reports for the DCHBX Executive Board meetings 	October 1, 2021 through September 30, 2022

3.0 - Detailed Description of Proposed Tasks

Enrollment

A. Small Businesses Outreach:

Timeframe From October 1, 2021 through September 30, 2022, the Chamber will schedule enrollment sessions during all suitable Chamber, business organizations and community events.

Deliverables Monthly status reports, and Track system report

- Based on the Chamber's knowledge of the cultural behavior of the Hispanic community in the District of Columbia, we consider that the most effective and motivating way to reach this demographic is through direct outreach within the community. Therefore, GWHCC will design special business campaigns such:
 - Hispanic Healthy Business Recognition
 - Virtual info sessions
 - DCHL @Work
 - The Gap Initiative

A.2 Small Business Telephone Outreach

Timeframe From October 1, 2021 through September 30, 2022.

GWHCC will reach out by telephone, small businesses, and Non-profits within membership network to follow-up in regards DCHL small business marketplace, reinforce ACA benefits and other reasons to enroll. Those members who are eligible for enrollment in health plans offered on DC Health Link will be contacted one-by-one to determine their needs and will be refer to DC Health Link brokers.

In addition, a certified bilingual broker at no cost is offered to small businesses to help them find the best insurance options, while enabling businesses to receive tax credits and supplementary benefits.

A.3 Small Business Promotion and Education.

GWHCC will enhance the partnerships with Hispanic communities and key organizations to host enrollment and education sessions for Small Businesses

Timeframe From October 1, 2021 through September 30, 2022

- Deliverables**
- DC Health Link Enrollment Days at Health and Community Fairs
 - Business virtual and in person events
 - Educational virtual sessions for small business owners about “Plan Choice” Zero % Down and AutoPay and other campaigns
 - Information placed in GWHCC Newsletter??
 - E-blast campaign
 - Health Care virtual and in person fairs

To maximize outreach efforts and ensure event attendance, GWHCC will partner with key Hispanic organizations that represent various sectors of the Hispanic community. These organizations include the Mayor’s Office on Latino Affairs, the Latino Economic Development Center, Latin American embassies, consulates, educational organizations for adults, and social and commercial Hispanic associations.

B. Enrollment for Individuals and Families.

Timeframe From November 1, 2021 through January 31, 2022.

Deliverables ■ The GWHCC, in partnership with the DC Health Link, will host Educational and enrollment virtual sessions for individuals and families in partnership with the Carlos Rosario International Charter Schools, the Washington English center, MOLA office, Latin American Consulates and small business and educational organizations with a high rate of Hispanic population.

B.1. In addition to outreach small business and non-profits, the GWHCC will continue with helping DC Health Link to promote and increase enrollment among uninsured Hispanic families and individuals. To reduce the insurance rate GWHCC will:

- Partner with Hispanic community groups to host events during the 9 Open enrollment period, including but not limited to; educational and enrollment virtual sessions events with the Latin American Consulates (Mexico, Colombia, Peru and El Salvador) and through the DC Office on Latino Affairs.
- Provide bilingual personnel in virtual sessions.
- Staff One Touch Enrollment virtual events.
- Purchase and place media ads with Hispanic press to promote enrollment events.
- Serve as DC health Link spokesperson on Hispanic media outlets.
- Launch distinctive branding campaigns such as “**Plan Choice**”, “**Hispanic Healthy Business Recognition**”, and “**GAP Initiative**” to promote health insurance through SHOP and all enrollment events.
- Draft and distribute press releases to promote 9th Open Enrollment period events.
- E-blast information within membership network and hundreds of District residents.
- Publish articles for community-based organizations newsletters.
- Design and print flyers and other related publications.

Marketing & Promotion

DCHL marketing & promotion on GWHCC website

Timeframe October 1, 2021 through September 30, 2022.

- Deliverables**
- DC Health Link will be included as a partner on the GWHCC website and in all Chamber materials through the life of the partnership.
 - Exclusive DC Health Link Small business (Shop) marketplace branding campaigns:
 - Hispanic Healthy Business Recognition
 - Plan Choice Campaign
 - Small Business Plan Options (SHOP)
 - The GAP initiative

A. Develop targeted marketing materials based on the outreach DC Health Link campaigns

Timeframe October 1, 2021 through September 30, 2022.

- Deliverables**
- The Chamber will design its own flyers, sign up lists, brochures, banners, and collateral materials to inform the Hispanic small businesses and community at large.
 - The Chamber will use DC Health Logo in branding chamber materials.

B. Media Outreach

Timeframe October 1, 2021 through September 30, 2022.

- Deliverables**
- Event and information outreach through GWHCC's website, Facebook, Twitter, YouTube, and Instagram in according with the GWHCC content calendar and weekly e-blast coordination.
 - Sponsor recognition on local Hispanic radio stations such as El ZOI.
 - Sponsor recognition on the newspapers El Tiempo Latino and Washington Hispanic.

GWHCC will reach out to Hispanic community organizations through Hispanic traditional and non-traditional media (radio, TV, newspaper), social media platforms, and e-Newsletter to provide PSAs, and promotional and educational interviews.

C. Promotion at Chamber Events

Timeframe October 1, 2021 through September 30, 2022.

- Deliverables**
- DC Health Link representative to provide remarks at the Annual Business Expo and other high visibility business events if time permits according to GWHCC event program.
 - Leading sponsor at GWHCC 2022 Annual Biz Expo, this is the largest and most recognized Hispanic business event in the metro

FY22-23 DCHBX Performance Oversight Hearing: Q9 region.

- Provide information at B2B Matchmaking sessions.
- Provide information at Industry mixers virtual and in-person sessions.

The Chamber will ensure that DC Health Link is present at all events (that apply) where the Hispanic small business owners and local community will have presence, such as matchmaking, business and health fairs, galas, expos, etc. Additionally, DC Health Link enrollment table will be placed at all the Chamber events and events attended by the Hispanic community to provide members and non-members the opportunity to receive specific information about DC Health Link and the new “Plan Choice- You Can Have It All” campaign to create connections and enrollment opportunities.

Comprehensive List of outreach Events

Month	Event Type	Location
November 2021	Open Enrollment Kick-off	TBD
November 2021	One Touch Enrollment virtual events	Online- Zoom (11/4, 11/11, 11/18, and 11/25)
November 2021	Open Enrollment virtual sessions for Consulates	TBD
November 2021	The Women’s Group	Online - Zoom
November 2021	GWHCC Annual Gala	DC Convention Center November 13, 2021
December 2021	Managing Stress & Anxiety, A Guide for Small Business	TBD
December 2021	Open Enrollment virtual sessions for Consulates	TBD
December 2021	One Touch Enrollment virtual events	Online- Zoom (12/2, 12/9, and 12/16)
December 2021	Holiday Fiesta	TBD
January 2022	The Women’s Group	TBD
January 2022	Virtual One Touch Enrollment I events	Online – Zoom (1/6, 1/13, 1/20, and 1/27)
January 2022	Open Enrollment virtual sessions for Consulates	TBD
January 2022	Latino Leadership Symposium	TBD
Bi-Monthly virtual events	Exchange Mixer virtual event	TBD
May 2022	Annual Business EXPO	DC Convention Center
May 2022	POWER Up DC	TBD
TBA	GWHCC Luncheon with the Mayor	TBD

Administrative

A. Update the business database to create a connection between business owners and DC Health Link insurance brokers.

B.

Timeframe October 1, 2021 through September 30, 2022

Deliverables

- Use the current business database to connect uninsured business with DC health Link brokers- Monthly track system.

The database is updated periodically. Depending upon the status of a small business, the company will be included in DC Health Link reports or contacted again for follow-up. GWHCC will maintain an updated list of leads. This list will include all companies that have been contacted, and new companies identified during business development initiatives. GWHCC will build the connection between uninsured small business employees and DCHL brokers.

C. Participate in DC Health Link meetings and trainings

Timeframe October 1, 2021 through September 30, 2022

Deliverables

- Dependable message delivery
- Enhance knowledge and subject matter expertise

Attendance at meetings and trainings is vital to providing correct information, follow up with periodic plans, and reach DC Health Link outlined goals.

Reporting Requirements

A. Perform program administration and reporting requirements

Timeframe October 1, 2021 through September 30, 2022

Deliverables

- Weekly conference calls
- Monthly status reports
- Monthly track System reports
- Monthly financial expending report
- Evaluation/Impact Outcomes
- Quarterly Board report on Marketing and consumer outreach committee

By following these reports, we can periodically review GWHCC grant compliance and DC Health Link's goals to make any adjustments.

FY22-23 DCHBX Performance Oversight Hearing: Q9

B. Prepare Final Report

Timeframe According to DC health Link deadline provided

Deliverables Final Report
To compile a comprehensive record of all grant components and provide an analysis of accomplishments and results of work completed under the grant.

4.0 – Qualifications

Full time, bilingual staff dedicated to developing implements and promote DC Health link benefits and programs through outreach and educational events.

Deep knowledge and understanding of the minorities in the District of Columbia.

Deep understand of the business community and different trends and interests.

Great relationships with government, and key organizations and leaders in the District of Columbia.

4.1 Bilingual Staff Description

Name	Position	Role in the grant	% time assigned to the grant
Nicole Quiroga	President & CEO	<ul style="list-style-type: none"> • Represents the GWHCC and its business partners among the business community and Government agencies • Approve marketing and budget expending 	5%
Veronica Cordova	Program Manager	<ul style="list-style-type: none"> • Prepare proposal, budget and work plan • Attend the DCHBX planning meetings • Participate on the conference calls and training required • Coordinate and execute the outreach marketing plan • Prepare financial reports 	100%

Nicole Quiroga- Bio

Nicole Quiroga, a native of Washington D.C., is the President and CEO of the Greater Washington Hispanic Chamber of Commerce. In her current position, Ms. Quiroga promotes the **Chamber** in the community and builds positive relationships with members, elected officials and business leaders while advocating for the economic growth and development of Hispanic businesses in the region. Ms. Quiroga is responsible for initiating, implementing and evaluating all **Chamber** activities while fostering the continued success of GWHCC members, partners and sponsors.

Since joining the Chamber in August of 2017, the Chamber has grown from 750 members to over 1,000. The GWHCC board has also increased in size from 8 to 18 directors, reflecting the business community's keen interest to engage with GWHCC members and heighten the Chambers visibility and footprint. As part of her mission to positively impact workforce development, Ms. Quiroga has launched "*Empleate! Get Hired!*" a series of career fairs that connect companies searching for multi-cultural employees to those looking for lucrative opportunities. The Chamber also continues to provide technical assistance, 1-on-1 counseling, workshops and group seminars to over 1,200 businesses a year to support growth, job creation and stability.

Ms. Quiroga's experience in media sales, journalism, multi-cultural marketing, and strategic planning directly aligns with the position she holds at GWHCC. Prior to the Chamber, Nicole was the General Manager of Telemundo WZDC-25, Washington D.C. and Telemundo WZTD-45, Richmond, VA.

Veronica Cordova- Bio

Veronica Cordova is an Ecuadorian Engineer with a Master of Science in Management from The Catholic University of America. Ms. Cordova has an extensive experience in business, project management and program management and community outreach experience for local non-profit and profit organizations (Ecuador and USA).

She has experience in client manager with a demonstrated history of working in the information technology and services industry.

Her strengths include leadership, strategic planning, and interpersonal bilingual skills (Spanish and English) which have been invaluable for developing and maintaining business relationships and customer support with multicultural communities.



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient: DC Chamber of Commerce (DCCC)

NOGA No. DCHBX-2022-G-00015

DCHBX Program: Consumer Education and Outreach

Award Period: October 1, 2021 through September 30, 2022

Maximum Award: **\$187,000** (One Hundred Eight-seven Thousand Dollars and No Cents)

Fund/Authorization: DCHBX Assessment Fund



DC Health Link Small Business Development and Client Services Proposal

**Year 9 Scope of Work
October 2021 – September 2022**



Submitted to:
DC Health Benefit Exchange Authority
1225 Eye Street, NW – Suite 400
Washington, DC 20005
Mila Kofman, Executive Director

From:
DC Chamber of Commerce
1133 21st Street, N.W.
Washington, DC 20036
Angela Franco, President & CEO

August 2021



3.0 Summary of Proposed Tasks and Deliverables – 2021 - 2022

The grant execution work plan consists of the tasks summarized in the table below. Specific details regarding each task, are included in subsequent sections.

Tasks		Deliverables	Timeframes
1. Small Business Referrals to DC Health Link	A. Facilitate and/or participate in 25 activities/events that provide access to promote plan choices and enroll small businesses in DC Health Link.	<ul style="list-style-type: none"> 25 referrals 	October 2021 - September 2022
2. Inreach/Outreach Enrollment & Education	<p>A. Conduct In-reach to 350 DC based small businesses in the DC Chamber member database, and outreach to 100 District of Columbia small businesses employing 50 or less employees, through educational/special events, social media, and one-on-one interactions with information on DCHL and Planned Choice Campaign.</p> <p>B. Conduct telephone follow up outreach to small businesses requesting additional DCHL information.</p> <p>C. Target 50 Small Businesses from outreach events that have expressed interest in affordable insurance and refer them to DCHL certified brokers for one-on-one enrollment assistance in DCHL.</p> <p>D. Organize small business roundtables to SHOP and other needs small businesses.</p> <p>E. Develop a video highlighting DCHL SHOP, American Rescue Plan, GAP initiative, DCHL@Work, interviews, and testimonies.</p>	<ul style="list-style-type: none"> 35 referrals Conduct two (2) Small Businesses Roundtables 	October 2021 - September 2022



Tasks		Deliverables	Timeframes
3. Brand DCHL with Special Signature Events	A. Promote DCHL as a major sponsor with visible presence in collateral and sponsorship benefits <ul style="list-style-type: none"> • Small Business & Economic Development Summit • State of the District • Health Policy Forum • Annual Awards & Gala 	<ul style="list-style-type: none"> • DCHL Sponsorship Branding on DCHL Website, Flyers, Poster Boards, E-Blasts, Newsletters. 	October 2021 - September 2022
4. Co-Branding Events	A. Partner with DCHL in promotion and coordination of PowerUP DC, and other educational campaigns.	<ul style="list-style-type: none"> • Event planning participation. • Participant research and selection. • Logistics research and vendor contract management. • Funding 	October 2021 - September 2022
5. Special Campaigns	COVID 19 A. Gap Initiative -Reach out to small businesses downsizing and/or terminating coverage through DC Health Link and to enroll their former employees who are District residents into private coverage or Medicaid downsizing and/or terminating coverage through DC Health Link and to enroll their former employees who are District residents into private coverage or Medicaid. B. DCHL PPE promotional items – Outreach to 350 small businesses to ascertain amount of PPE requested. C. DC Small Business Resiliency /Inspire Stories – Engage 10 DC Small Businesses to learn of stories of how they are creatively adjusting during the pandemic. D. DCHL@Work – During open enrollment, promote DCHL@Work to members and small business owners. E. Focus Group – Assist DCHBX in identifying small businesses to participate in a focus group to	<ul style="list-style-type: none"> • 10 referrals for individual and family coverage • Report of business names, addresses, contact, and number of PPE requested • 10 Businesses submitted for DCHL publication • 10 Businesses for Focus Group consideration 	October 2021 - September 2022



Tasks		Deliverables	Timeframes
	<p>better understand where small businesses are in this time of transition.</p> <p>F. Marketing Campaign – Assist DCHBX in identifying small businesses to participate in DC Health Link marketing campaign to promote products and services.</p>	<p>5 Businesses recommendation for Marketing Campaign consideration</p>	
<p>6. Online Engagement</p>	<p>A. Website – DC Health Link dedicated webpage promoting enrollment campaigns, banners, News Releases and DCHL business related information.</p> <p>B. Social Media – Post DCHL updates notifications, and general information.</p> <p>D. Distribute resource information from federal and DC government agencies as well as Chamber member businesses offering special resources to support COVID-19 challenges.</p> <p>E. Distribute approved communications from DCHL Health Insurance Carriers as received.</p>	<p>Postings on</p> <ul style="list-style-type: none"> • Twitter • Instagram • LinkedIn • Website • Eblasts • Newsletters 	<p>October 2021 - September 2022</p>
<p>7. Marketing and Promotions</p>	<p>A. Feature ‘Healthy Business of the Month’ on DCCC website.</p> <p>B. Distribution of DC Health Link information and collateral in flyers via e-blasts and in-person events.</p> <p>C. Identify and promote campaign as designated.</p> <p>D. Place DCHL COVID-19, and Healthy Business of the Month, updates, and information in bi-monthly DCCC/DCHL newsletter</p>	<ul style="list-style-type: none"> • Identify 12 small businesses to be featured on DCHL Web-portal. One per month. • Promote news releases and new DCHL information as needed via e-blast, newsletter, DCHL web-portal. • Continue to attach DCHL promotional banner to each DCCC E-blast via constant contact. 	<p>October 2021 - September 2022</p>



Tasks		Deliverables	Timeframes
8. Partner Development	<p>A. Seek out Partnerships with organizations such as SCORE, WACIF, SBA, ASHA, DCSBDC, to promote COVID-19 resources provide DCHL information, encourage enrollment, reach more small businesses, and collaborate on events. between DC Chamber, DCHL and other partners.</p> <p>B. Continue to identify and participate/partner in external small business focused events/activities hosted by government agencies, trade associations, and other entities.</p> <p>C. Develop collaborative sessions with community groups/ organizations to continue and expand health insurance participation DC Health Link SHOP Plan Choice campaign.</p> <p>D. Continue partnership with DCRA to target small businesses to promote DCHL.</p> <p>E. Partner with the SHOP health plan providers to conduct webinars on their COVID-19 resources and program.</p>	<ul style="list-style-type: none"> • 10 referrals 	<p>October 2021 - September 2022</p>
9. Public Policy Support	<p>A. Support DCHL Advisory Group participation.</p> <p>B. Provide testimony at Public Hearings</p>	<ul style="list-style-type: none"> • Testimony at DC Council, Budget and Performance, oversight hearings, DISB rate hearings, and other public policy forums. 	<p>October 2021 - September 2022</p>
10. Administrative, Reporting and Monitoring Requirements	<p>A. Maintain monthly reports to include detailed information about activities and events, attendance, outcomes and referrals, tracking, semi annual, final report.</p>	<ul style="list-style-type: none"> • Reports and presentations as required 	<p>October 2021 - September 2022</p>



Tasks		Deliverables	Timeframes
	B. Email and phone follow-up with brokers for statues update on Small business employer enrollment in DCHL.	<ul style="list-style-type: none"> Track small business referrals and enrollments in the SHOP tracking spreadsheet 	
11. Sales Development	<ul style="list-style-type: none"> A. The DC Chamber will contact membership and partner organizations to ascertain their event and communication schedule to be able to distribute DC Health link information at their events or via their newsletters or other communication vehicles such as websites, social media, etc. Establish a designated contact at partner organizations to solicit referrals. Work closely with DCCC membership services sales team to gain leads to follow up with to ascertain enrollment in DCHL New member orientation <ul style="list-style-type: none"> Continue to provide verbal overviews of DCHL at new member orientations. 	<ul style="list-style-type: none"> Report of small business enrollments 	October 2021 - September 2022

4.0 Detailed Descriptions of Proposed Tasks

4.1 Inreach/Outreach, Enrollment & Education

Timeframe: October 2021 – September 2022

The DC Chamber will maximize current Chamber programs, partner events that offer opportunities to educate, enroll and re-enroll 50 small businesses on plan choice options in DC Health Link. As part of outreach, the Chamber will conduct lead development activities through telephone and email outreach and face to face meetings with small businesses employing 2-50 employees.

Specific events/activities will include:

- Health Policy Forum
- Technology Forum
- Hospitality Forum
- Chamber Works
- Employer Advocacy Seminars



- And other annual events

4.2 Marketing & Promotions

Timeframe: October 2021 – September 2022

Through twenty-five (25) DC Chamber and DC Health Link partner events, DC Health Link will have visibility and branding of collateral presentation and the DCHL Business Outreach Coordinator will be in attendance to answer questions or make appropriate referrals to address healthcare options. Events/activities will include Inreach/outreach, signature/special events, and special campaigns. The DC Chamber will develop source content for (12) “Healthy Business of the Month” and feature on social media, website, and e-newsletters.

4.3 Special Events

Timeframe: October 2021 – September 2022

To keep DC Health Link in the forefront of the small business community for enrollment and as re-enrollment is being considered, the Chamber will collaborate and promote DCHL as a sponsor with a presence at the following signature events.

EVENT	MONTH
State of the District and Regional Conference	October 2021
DCCC 2020 Chamber's Choice Awards & Gala	November 2021
DCCC 2021 Small Business & Economic Summit	May 2022
DCHL 2022 PowerUp DC	May 2022
DCCC 2022 Health Policy Forum	September 2022

4.4 Special Campaigns

Timeframe: October 2021 – September 2022

The DC Chamber will participate in the DCHL/SHOP DCRA Project and collaboration with DCSBDC - Open House at least 3 times onsite or virtual to interact with businesses that visit DCRA for services and will use reserved space and signage in partnership with DC Health Link.

Conduct at least two roundtables with DCSBDC to promote DC Health Link and the American Rescue Plan.

Promote and participate in all DC Health Link special campaigns to include: Focus Groups, Marketing Campaigns, COVID-19 Events -DC Health Link PPE distribution, DCHL@Work, GAP Initiative, and capturing small business Inspirational stories.

4.5 Administrative Reporting and Monitoring

Timeframe: October 2021 – September 2022

The DC Chamber will submit the required reports, participate in requested meetings, trainings and provide public policy support on behalf of the DC Health Link. The reports will include detailed information about activities, events, attendance outcomes and referrals.

- Monthly performance and end of year reports
- Weekly DCHL partner conference call meetings
- Required Trainings
- Semi Annual Program Review with partner leadership
- Onsite review
- Public Policy testimonials

The DC Chamber will prepare and submit a final report highlighting the program accomplishments; challenges encountered and corrective steps; and a comparison between projected and actual milestones.

5.0 Price Quote

The DC Chamber price quote for proposed FY2022 funds is \$137,000. An itemized price table that includes the details of costs associated for the proposed services is below in Section 8.

6.0 Qualifications

The DC Chamber's mission is to be the most valuable resource and leading advocate for businesses throughout the District of Columbia through advocating, connecting, and educating while delivering the capital to meet the needs of the membership.

As the largest business group in the District of Columbia the DC Chamber is uniquely positioned to leverage its membership and key relationships to inform small businesses and small business employees on the benefits of the Affordable Care Act and assist them in enrolling and continuing their participation in DC Health Link.

Since 2013, the DC Chamber has been actively involved with informing its 1,400+ members and small businesses in the District of Columbia the health insurance options offered through DC Health Link. With regional, national, and global reach, DC Chamber members reflect the diversity and prosperity of the District of Columbia's robust business community. As the 'Voice of Business' in Washington DC, the nation's capital, the DC Chamber of Commerce is proud to celebrate 82 years of service to the business community.

The DC Chamber will maximize current organizational programs, partner programs and events to inform and promote the importance of understanding the importance of health insurance plan options to help small businesses grow and sustain themselves and attract and retain employees. We also bring a unique perspective and understanding of the impact of business



operations on individual employer decision-making on employee and human resources benefits.

7.0 Personnel

The 2021/2022 scope of work will be conducted by the following program positions:

- President and CEO
- Program Manager – Project Management, Employer Outreach, Engagement and Research
- Office Manager - Administrative Management

8.0 Proposed Budget

- Budget details
- Budget Narrative - (See pages 11)

**District of Columbia Chamber of Commerce
Small Business Development and Client Services
Proposed Budget
FY 2021 – 2022**

Budget Categories	Amount
A. PERSONNEL	
President & CEO	\$10,200.00
Fringe	\$ 2448.00
Consultant/Contractor Program Manager	\$37,952.00
Office Manager	\$2,000.00
Fringe	\$480.00
Total Personnel	\$53,080.00



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient:	Restaurant Association of Metropolitan Washington (RAMW)
NOGA No.	DCHBX-2022-G-00017
DCHBX Program:	Consumer Education and Outreach
Award Period:	October 1, 2021 through September 30, 2022
Maximum Award:	\$155,800 (One Hundred Fifty-five Thousand Eight Hundred Dollars and No Cents)
Fund/Authorization:	DCHBX Assessment Fund



RESTAURANT ASSOCIATION METROPOLITAN WASHINGTON

DC Health Benefit Exchange Authority

Work Plan and Budget

Grant Year

October 1, 2021 – September 30, 2022

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In DC, 96% of full-service restaurants are independently operated meaning a majority of local restaurants are small businesses. A driving force in the District of Columbia's economy with approximately 2,267 eating and drinking places, they provide jobs and build careers for thousands of Washingtonians

Before the pandemic, DC's restaurant industry employed over 65,000 individuals, making restaurants the second-largest private employer in the District, accounting for 8% of employment in the city.

Our partnership with HBX has been critical in keeping restaurants informed and aware of available healthcare incentives including options for maintaining coverage for staff, and options for staff who do not have employer-offered coverage.

Specific Purpose:

The purpose of this grant request is to continue to support the DC Health Benefit Exchange Authority efforts in outreach, education and enrollment growth targeted to the District of Columbia small business restaurant and foodservice community.

Goals:

In the fiscal year 2021-2022 grant period, RAMW will utilize its platform to provide marketing support for DC Health Benefit Exchange initiatives, provide educational sessions to continue to keep restaurants informed of incentives and mandates related to the Affordable Care Act (ACA) and work to bridge the gap in the number of enrolled small businesses in DC Health Link.

Objectives:

Engage District of Columbia restaurant industry through recurring outreach efforts, marketing and events that provide information about current coverage options available to operators and DC resident employees.

Develop and deploy recruitment strategies to convert outreach efforts to small business enrollments in SHOP and individual enrollments for small business employees are not covered by employer-offered healthcare.

Engage small business restaurants through virtual and in-person meetings and events for lead-generation and to promote and support enrollment in SHOP.

Distribute information to the local restaurant and foodservice community through RAMW communications utilizing digital formats such as direct e-communications and RAMW.org, RAMW social media platforms, and through online presence on RAMW.org via digital banners, blog posts, and event promotion and content placement that generate awareness of all available coverage options available through the DC Health Link.

Support DC Health Link programs and initiatives such as the annual Open Enrollment period, POWERUP DC, webinars and seminars, data collection and research group participation.

Highlight DC Health Link and the DC Health Benefit Exchange as a partner and key stakeholder of the local restaurant industry through support of RAMW events including The RAMMY Awards Gala,

the RAMW Annual Meeting, the RAMW State of the Industry seminar, and other industry related events where appropriate to include DC Health Link as a supporting partner.

Provide public policy support for DC Health Link through participation on DC Health Link Advisory Groups, and through submitted testimony for legislative hearings as relevant to DC Health Link.

The Restaurant Association Metropolitan Washington (RAMW) is the regional trade association representing the restaurants and foodservice industry in the Washington, DC Metropolitan Area. Established in 1920, RAMW is an advocate, resource and community for its 1,500+ members, of which 59% are located or headquartered, in the District of Columbia.

RAMW works to promote and sustain the growth and development of the industry while providing its members legislative and regulatory representation, marketing and small business support, programming and events. RAMW serves its members with professionalism and integrity, and provides them the training, education and support they need to grow a successful business.

RAMW has been actively involved with educating and informing its members about the health insurance options offered through DC SHOP since August 2013. Since the beginning of the partnership, the organization has been engaged in enrollment and educational outreach events, referrals of business and individuals to brokers for enrollment in DC SHOP.

Since June 2014, RAMW has been enrolled as a small business in the DC Health Link SHOP.

Summary of Tasks and Deliverables

The grant execution plan for FY 2021-2022 consists of the tasks summarized in the table below. Specific details regarding each task are included in subsequent sections.

Strategies - Tasks		Deliverables	Timeframes
1. Business Outreach Activities	<ul style="list-style-type: none"> Develop and coordinate outreach and enrollment strategies for the small business restaurant community to close the gap between marketing and sales. 		October 2021 – September 2022
2. Membership Engagement	<ul style="list-style-type: none"> Outreach and visits to restaurant locations to educate employees and encourage enrollment in DC Health Link and/or individual enrollment of staff that are residents of the District Provide updates and collateral during RAMW discussion sessions, networking events and other activities where appropriate Provide DC Health Link information during RAMW onsite training courses for Food Safety Manager (12 per year) and Alcohol Manager (12 per year). Each course is attended by up to 10 food service employees and/or managers. Provide regular “Small Business Connect” office hours for restaurants operators to connect with brokers to support enrollment in SHOP Utilize RAMW networking events, and other RAMW special events, for lead-generation and follow up to promote and support enrollment in SHOP Inclusion of DC Health Link small business and individual coverage enrollment guides in emailed membership communication Dedicated presence in RAMW Member E-Newsletter (distributed to approximately 1,500 subscribers) Inclusion of DC Health Link ad block or banner to reinforce messaging in RAMW e-newsletter “OnTheLine” currently distributed monthly to over 1,500 member contacts. 	<p>50 new small business enrollments and/or 50 individual enrollments</p> <p>12 Dedicated Eblasts to RAMW DC members</p> <p>Data collection to determine # of attendees that are District residents, if currently covered by Employer sponsored insurance, and information distribution</p> <p>12 monthly sessions</p> <p>10 referrals to DC Health Link per event</p> <p>Information distribution</p> <p>Enrollment recruitment, awareness, and information distribution</p>	November 2021 – September 2022
3. Support & Advocacy	<ul style="list-style-type: none"> Tracker Project – Provide information pertaining to small business and individual referrals to DC Health. Promote and encourage DC Health Link initiatives that encourage enrollment in SHOP 	50 new small business enrollments and/or 50 individual enrollments	January 2022 – August 2022

	<p>through outreach efforts, digital communications, and meetings</p> <ul style="list-style-type: none"> • Promote and refer small businesses that do not offer insurance to the DC Health Link @Work program during Open Enrollment Period 9. • Provide public policy support for DC Health Link through participation on DC Health Link Advisory Groups, and through submitted testimony for legislative hearings as relevant to DC Health Link. 		
<p>4. Online Marketing & Promotions</p>	<ul style="list-style-type: none"> • Highlight Open Enrollment 9 through RAMW social media platforms including Instagram, Facebook and Twitter • Support DC Health Link initiatives including program changes, POWERUP DC, workshops and enrollment events/activities • Dedicated presence on RAMW.org (Industry Partners Placement) RAMW shall place the DC Health Link logo with text within the Industry Partners section of RAMW.org with a link to a specific page as determined by the DC Health Benefit Exchange Authority. The Industry Partners section is reserved for select partnerships highlighted by RAMW. • Dedicated presence on RAMW.org (Prominent Homepage Placement) RAMW shall place a DC Health Benefit Exchange Authority banner prominently on RAMW.org with a hyperlink to a specific page as determined by the DC Health Benefit Exchange Authority. Additionally, RAMW shall maintain a homepage “hero” slide highlighting the DC Health Benefit Exchange Authority. The DC Health Benefit Exchange Authority shall develop and provide both the image for the hero slide and a banner and accompanying language and hyperlink for placement on the website. • Dedicated presence on RAMW.org (Segmented Section on RAMW.org) RAMW shall maintain a dedicated “Healthcare” section on RAMW.org including a subsection for “DC Health Benefits Exchange or DC HBX” for updates, messaging and blog posts related to the DC Health Benefit Exchange Authority. • Dedicated presence on RAMW.org (Internal Ad Blocks on RAMW.org) RAMW shall allot space on specified internal pages of RAMW.org for a DC Health Benefit Exchange Authority block ad with hyperlink. DC Health 	<p>Awareness and information distribution</p> <p>Awareness and information distribution</p> <p>Enrollment recruitment, awareness and information distribution</p> <p>Enrollment recruitment, awareness, and information distribution</p> <p>Enrollment recruitment, awareness, and information distribution</p>	<p>October 2021 – September 2022</p>

	<p>Benefit Exchange Authority shall develop and provide a banner and accompanying language and hyperlink for placement on the website.</p> <ul style="list-style-type: none"> • Designation as an official RAMW Training Sponsor HBX blurb included on all training confirmation emails sent to attendees of RAMW classes and webinars. The blurb will include a call to action to visit DCHHealthLink.com and links to HBX initiatives. Additionally, the HBX logo and blurb to be included in monthly RAMW Training Update e-blasts distributed to the general subscriber list including RAMW members and non-member restaurants. 	<p>Enrollment recruitment, awareness, and information distribution</p>	
<p>5. Special Events</p>	<ul style="list-style-type: none"> • January 2022 – RAMW State of Industry Seminar • March 2022 – RAMW Annual Meeting • August 2022 – The RAMMY Awards Gala 	<p>Enrollment recruitment, awareness, and information distribution</p>	<p>January 2022 – August 2022</p>
<p>6. Administrative</p>	<ul style="list-style-type: none"> • RAMW will participate in weekly conference calls and/or meetings as requested • RAMW will prepare and submit progress reports as requested. • RAMW will submit monthly invoices including staff timesheets and expenses as related to DC Health Link activities • Adhere to DC Health Link monthly reporting and analytics requirements 		<p>October 2021 – September 2022</p>
<p>7. Reporting Requirements</p>	<ul style="list-style-type: none"> • Monthly reports to include detailed information about engagement activities, referrals, marketing, communications and analytics 		<p>October 2021 – September 2022</p>

Attachment 9D

FY23 Workplans

Table of Contents

Recipient	NOGA No.	Pages
Community of Hope	DCHBX-2023-A-0001	2 - 8
Whitman Walker Health	DCHBX-2023-A-0002	9 - 15
Leadership Council for Healthy Communities	DCHBX-2023-A-0003	16 - 20
Mary's Center for Maternal and Childcare, Inc.	DCHBX-2023-A-0004	21 - 26
Greater Washington Hispanic Chamber of Commerce	DCHBX-2023-G-00016	27 - 45
District of Columbia Chamber of Commerce	DCHBX-2023-G-00015	46 - 58
Restaurant Association of Metropolitan Washington	DCHBX-2023-G-00017	59 - 65



**District of Columbia
Health Benefit Exchange Authority**

Grant Agreement

Recipient: COMMUNITY OF HOPE

NOGA No. DCHBX-2023-A-0001

DCHBX Program: DC Health Link Assister Program

Award Period: October 1, 2022, through September 30, 2023

Maximum Award: \$[161,365.00] ([One hundred sixty-one Thousand, three hundred sixty-five Dollars])

Fund/Authorization: DCHBX Assessment Fund

FY22-23 DCHBX Performance Oversight Hearing: Q9

COMMUNITY OF HOPE'S 2022_2023 HBX PROGRAM WORK PLAN			
Goal: Community of Hope's Enrollment Assister Team will be prepared for an optimum impact during the Open Enrollment Season			
<i>Objective 1: Additional Enrollment Assister trained and administration prepared to monitor the grant.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Train virtually and at DCHL site; attend committee meetings	October 2022 – Feb 2023	Director of Health Operations, Marie Reed Practice Manager and Human Resources staff	3.0 FTE EA's ready to participate in Health Link Refresher Training course(s) and perform EA duties through Open and Regular Enrollment periods. Participate in committee meetings.
Team is trained on Language Access guidelines and effective use Pacific Interpreters	October 2022-2023	Practice Managers	Communicate program requirements, review effective messaging, calendar coordination, activities, report on progress and review objectives.
Set up team meetings and review data	October 2022- Sept 2023	Yasmina Castellanos	Submit narratives and invoices by the monthly 15 th deadline.
Send activity narrative, contact numbers and invoice to HBX	Monthly starting 10/01/2022	Yasmina Castellanos Nicole Morgan	
<i>Objective 2: PRE-OPEN ENROLLMENT OUTREACH ACTIVITIES: Community of Hope will develop and coordinate 5 pre-enrollment community outreach</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Pre-grant period 1) The COH Enrollment Team will lead informative activities at the back to school social /street fair in the community around Marie Reed and the Conway Health and Resource Center location. 2) The COH Enrollment Team will lead informative activities at all three service center sites.	1) August – September 2022 2) September 2022	All activities: COH Practice Managers and Enrollment Assisters	Increased community awareness of Open Enrollment and the services available with the Enrollment Assisters.

FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>Grant period pre Open Enrollment activities</p> <ul style="list-style-type: none"> 3) Visits to businesses/organizations in the NW community surrounding the Marie Reed Health Center. 4) Visits to businesses/organizations in the SW community surrounding the Conway Health and Resource Center. 5) Visits to businesses/organizations in the NE community surrounding the Family Health and Birth Center 	<p>October 2022 thru end of Jan 2023</p>		<p>Increased community awareness of Open Enrollment and the services available with the Enrollment Assistors.</p> <p>The visits to the surrounding businesses will help build awareness to millennials or non-eligible Medicaid consumers to inquire about Qualified Health Plans. Especially in Wards 1,5 where there are gaps in enrollment or Ward 8 that reflects lower enrollment rates.</p> <p>i.e Beauty Salons, Barber shops, banks, grocery stores. The material provided by DCHL, flyers, door hangers and cards can be provided that contain online opportunities, local and closest enrollment facilities.</p>
<p><i>Objective 3: • Continued PARTNERSHIPS: Community of Hope plans to partner with 4 key community organizations to achieve program goals</i></p>			
<p>Tasks and Activities</p>	<p>Timeframe</p>	<p>Responsible Party(s)</p>	<p>Deliverable/Outcome</p>
<p>Community of Hope partners with key organization(s) in close proximity to each of its four Health Center locations:</p> <ul style="list-style-type: none"> 1) Martha’s Table – Located in close proximity to Community of Hope’s newest location, the Commons at Stanton Square, Martha's Table is a non-profit organization, an active charity and volunteer center in Washington, D.C. The mission of Martha's Table is to "build a better future through healthy food, affordable clothing, and quality education. 	<p>October 2022 and ongoing</p>	<p>Site based COH Practice Managers and Enrollment Assistors</p>	<p>Community of Hope has built partnerships with these four entities with the goal of providing enrollment and marketplace information and access to their clients.</p>

<p>2) The Marie Reed Learning Center - Located in close proximity to the Marie Reed Health Center, The mission of Marie Reed Community Learning Center is to prepare each student for academic, social, and personal success by providing a safe and nurturing standards-based learning environment</p> <p>3) Women, Infants and Children (WIC) – located near the MR facility, their program promotes good health for low to moderate income mothers, infants and children.</p> <p>4) The Next Step Public Charter School – Located in close proximity to Community of Hope’s Marie Reed location, offers adult education to continue GED and other education.</p> <p>5) DHS Congress Heights Service Center – Located in close proximity to Community of Hope’s Conway Health and Resource Center, the Congress Heights Service Center provides access to food stamps, Medicaid, and TANF benefits to those eligible.</p> <p>6) Office of State Superintendent of Education (OSSE) – has offered their staff enrollment benefits, which DCHL Assisters will support and participate in the marketing outreach for early childcare providers in the DC childhood educator pay equity fund.</p>			
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FY22-23 DCHBX Performance Oversight Hearing: Q9

Community of Hope will collaborate with these partners to reach more community members in need of enrollment services and support.			
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Goal: • Community of Hope will be culturally welcoming and accessible to the target population during the Open Enrollment period and beyond

Objective 1: DC HEALTH LINK ADVISORY COMMITTEE: Community of Hope will participate in 2 of the DC Health Link Advisory Committees convened during OE.

Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p>Community of Hope will participate in the two committees, representing the largest cultural groups seen by Community of Hope Health Centers.</p> <p>1) The African American Committee 2) The Hispanic Committee</p>	October 2022– January 2023	Enrollment Assisters	Community of Hope’s Enrollment Assisters will collaborate with DCHL and other grantees to provide opportunities for enrollment or awareness of options to consumers through some of their events.

Objective 2: ENROLLMENT CENTERS: Indicate the day and hours of operation of any enrollment centers or store-fronts you plan to operate and staff

Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p><i>Community of Hope will operate through a hybrid or in person appointment process. Services at 3 locations during specific appointment times, Conway Health and Resource Center, Marie Reed Health Center and Family Health and Birth Center.</i></p> <p><i>Standard appointment hours will be: Monday–Thursday 10am to 3pm Tuesday, Wednesday, Thursday 11 am – 7 pm</i></p>	October 2022 – September 2023	Community of Hope Enrollment Assisters.	Community of Hope will provide accessible storefront services at busy primary care locations.

FY22-23 DCHBX Performance Oversight Hearing: Q9

<p><i>An appointment scheduling system will be in place to manage Enrollment Assister availability. Schedule variations based on staff absences for OE activities, vacations or other commitments will be communicated and clients will be scheduled for the next available appointment.</i></p>			
<p><i>Objective 3: Community of Hope will be visible to COH Patients and the wider community</i></p>			
<p>Tasks and Activities</p>	<p>Timeframe</p>	<p>Responsible Party(s)</p>	<p>Deliverable/Outcome</p>
<p>1. COH Enrollment Assisters will provide outreach and educational materials in all COH waiting areas. 2. COH Enrollment Assisters will participate in community outreach events as requested by HBX and aligned with COH Health Centers. 3. COH Enrollment Assisters will network and coordinate with other EAs to minimize duplication of effort, identify and adopt best practices.</p>	<p>October 2022 – September 2022 November 2022 – January 2023 November 2022 – January 2023</p>	<p>Enrollment Assisters Enrollment Assisters Enrollment Assisters</p>	<p>Community of Hope’s patients and their families are aware of and have access to EA services. The broader community will know they can come to Community of Hope for Enrollment services. Enrollment Assisters will maximize their capacity to reach more clients through coordination of work.</p>
<p><i>Objective 4: SPECIAL ENROLLMENT PERIOD (SEP): Community of Hope will host creative SEP activities with community partners.</i></p>			
<p>Tasks and Activities</p>	<p>Timeframe</p>	<p>Responsible Party(s)</p>	<p>Deliverable/Outcome</p>
<p>Community of Hope will partner with DC Health Link to contact SEP prospective consumers through the IVL, downsizing group or SHOP calls lists provided monthly and ongoing.</p>	<p>Feb 2023 – April 2023</p>	<p>Practice Manager Enrollment Assisters</p>	<p>Provide opportunity for consumers to enroll due to special qualifying circumstances</p>

FY22-23 DCHBX Performance Oversight Hearing: Q9

Goal: Community of Hope will identify and track clients through the enrollment process			
<i>Objective 1: Community of Hope will identify potential clients through the tracking of insurance status through the EMR and track all encounters.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p>Community of Hope will create an updated lists of uninsured patients at COH Health centers for outreach as high priority target population.</p> <p>This report will be revised quarterly.</p>	October 2022 and quarterly thereafter	Director of Health Operations and Quality Assurance Manager	A list of existing COH patients in need of enrollment support to outreach to.
<i>Objective 2: Community of Hope will maintain program data tracking and reporting.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Enrollment Assistors will track all stages of encounters through COH Tracking Tool and the Consumer Tracking Forms	October 2022 – August 2023.	Enrollment Assistors Practice Managers	Track all encounters to provide DCHL progress on outreach and enrollment activities.



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient: WHITMAN WALKER HEALTH

NOGA No. DCHBX-2023-A-0002

DCHBX Program: DC Health Link Assister Program

Award Period: October 1, 2022, through September 30, 2023

Maximum Award: \$[263,200] ([Two hundred sixty-three Thousand,
two hundred Dollars

Fund/Authorization: DCHBX Assessment Fund

Objective 1: To ensure all WWH DC Health Link Assisters are trained and have the knowledge and skills to meet the needs of residents of the District eligible for coverage through DC Health Link and meet grant related reporting requirements to capture our Assisters' work.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p>All WWH Assisters</p> <ul style="list-style-type: none"> Attend all Continuing Education Meetings; Provide strong supervision, mentoring, and continuing education (ongoing); Use internal team meetings to share information, trends, and communicate critical information (ongoing). Provide one-on-one supervision meetings two-times monthly to support individual mentoring and supervision. 	<p>October 2022 – September 2023</p>	<p>E. Loubier – Senior Director for Health and Legal Integration and Payment Innovation</p> <p>J. Yarbrough – PBIN Manager for Data and Training</p> <p>R. Dinkins – PBIN Manager</p>	<ul style="list-style-type: none"> Trained and certified DC Health Link Assisters who are prepared to engage in open enrollment and all aspects of the grant
<p>Track consumer encounters and applications / renewals / counseling using WWH internal systems to allow reporting and perform quality assurance.</p>	<p>October 1, 2022 – February 15, 2023</p>	<p>J. Yarbrough – PBIN Manager for Data and Training</p>	<p>Track consumer encounters and applications / renewals / counseling using WWH internal systems to allow reporting and perform quality assurance.</p>

Objective 2: WWH will partner with DC HBX to support staffing of One-Touch Enrollment events and other HBX sponsored enrollment for WWH’s target and area populations.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Collaborate and partner with HBX to support staffing of One-Touch Enrollment Events and other HBX sponsored enrollment events within WWH’s target area/population. WWH will <u>not</u> participate in any “canvassing”/visibility only efforts/events.	November 2022 – February 2023	J. Yarbrough – PBIN Manager for Data and Training Assigned Assister for event.	<p>*Starting in September 2021, WWH Assister staff work in a hybrid mode – with limited staff on site daily and rest of the staff continuing to assist consumers virtually. On site continues to have limited in person patient encounters to reduce the overall walk-in traffic at our sites, given COVID-19 and for more consumer friendly, flexible service through phone/virtual encounters.</p> <p>We will continue to monitor whether in person outreach events will be possible, based on WWH health and safety guidance.</p> <ul style="list-style-type: none"> • WWH will staff virtual events with up to 1 Assister per One-Touch events (subject to any union limitations, as much notice as possible, and dependent on health and safety in person events outside, socially distant).

FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>Complete outreach calls to consumers, as assigned by DC HBX</p> <p>Continue focus on internal target populations:</p> <ul style="list-style-type: none"> • LGBTQ; • Millennials; • Limited English Proficiency (LEP); • Wards 1/2/4/8; • Men. <p>Continue sharing information and leveraging opportunities with internal and external partners:</p> <ul style="list-style-type: none"> • WWH Legal Services Program • WWH Community Health; • Other key community partnerships. 	<p>November 2022 and on-going</p>	<p>J. Yarbrough – PBIN Manager for Data and Training</p> <p>R. Dinkins – PBIN Manager</p> <p>All Assister Staff</p>	<ol style="list-style-type: none"> 1) Provide enrollment services – excluding canvassing - to non-WWH patients, within WWH’s target population; 2) Use of WWH’s Assister team language competencies of English and Spanish to reach broader LEP communities, specifically those of the LGBTQ/HIV community; 3) Coordinate with HBX to ensure staff safety in accordance to WWH polices in regards to outreach/enrollment work including, but not limited to: social distance spacing in encounters, sufficient hand washing or hand sanitization available to staff, limiting in person time, and masks for consumers and staff; 4) Assisters to participate in One Touch/enrollment events during OEP10 that still allow WWH to maintain core staffing on-site as an enrollment site. 5) Assisters will submit timely and updated reports on activities completed on SHOP termination and SHOP downsizing and outreach calls.
<p>Pre-Enrollment and Enrollment Outreach Messaging</p>	<p>September 2022 – October 2023</p>	<p>J. Yarbrough – PBIN Manager for Data and Training</p> <p>E. Loubier – Senior Director for Health and Legal Integration and Payment Innovation</p>	<p>WWH will continue to use social media to highlight DC Health Link and enrollment opportunities and amplify messaging from DC HBX on open enrollment.</p>

FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>Continue / nurture partnerships where WWH Assisters can share information and expertise to increase knowledge and provide technical assistance / Assister experience with consumers</p>	<p>October 2022 – Ongoing</p>	<p>All WWH DC Health Link Assisters</p>	<ul style="list-style-type: none"> • DC Medical Care Advisory Committee’s Eligibility and Enrollment Subcommittee – WWH will participate in this subcommittee to ensure the experience of consumers and Assisters is included and to highlight the open enrollment opportunities to connect any uninsured or insured consumers who want to review options with Assisters • HIPS – HIPS focuses on those engaged in sex work, sex trade, and drug use to reduce structural barriers to health, safety, and prosperity. Ensure HIPS has DC Health Link information and have staff encourage individuals to come to Enrollment Centers for assistance. • WWH Name and Gender Change Legal Clinic – Assisting transgender and gender expansive individuals update their identity documents is critical for accessing health care and reducing barriers. These clinics are being held virtually. WWH will highlight open enrollment and the Enrollment Centers and One Touch events to ensure connection. • DC’s AIDS Drug Assistance Program (ADAP) through the DC Department of Health (DOH) – WWH continues to assist new ADAP applicants who are transitioning to a QHP to ensure enrollment is complete, troubleshoot any enrollment issues, and provide health insurance literacy.
<p>WWH as an Enrollment Center</p>	<p>Open Enrollment</p>	<p>All WWH DC Health Link Assisters</p>	<ul style="list-style-type: none"> • WWH will continue to operate its Insurance Helpline (as it provides the easiest, most efficient access to consumers) with the following hours during open enrollment: <ul style="list-style-type: none"> ○ Monday through Friday: 8 am – 6 pm ○ Year round

FY22-23 DCHBX Performance Oversight Hearing: Q9

Promote Health Insurance Literacy	Ongoing	All WWH DC Health Link Assisters	<ul style="list-style-type: none"> • WWH DC Health Link Assisters provide health insurance literacy counseling with anyone with whom they meet. We find that health insurance literacy is best done as bite sized messages throughout the process and reinforced when confirming new insurance and as consumers begin using their new coverage. • All WWH Assisters will continue to promote how to use new insurance and highlight some of the features such as no cost-sharing with preventive visits.
<p>Tracking</p> <ul style="list-style-type: none"> • Track outreach, engagement and follow-up contacts; • Estimated – 2 outreach efforts to counsel and enroll • *Many individuals will require more encounters. 	November 2022 – ongoing	J. Yarbrough – PBIN Manager for Data and Training	High quality data which assists with outreach follow-up and further outreach efforts. WWH uses a robust legal case management system to track all encounters and provides DC HBX that information in an Excel spreadsheet that can be uploaded into their data.
Protocols during COVID 19 Pandemic	October 2022 – Ongoing	All WWH DC Health Link Assisters and Managers	Any activity that will be performed must follow WWH’s guidance on staff and patient health and safety during the COVID-19 pandemic and beyond. Changes to events and staffing may require virtual events and interactions to reduce exposure and risk of transmission.

FY22-23 DCHBX Performance Oversight Hearing: Q9

Objective 4: To support the entire enrollment process for WWH's target populations and areas, further increasing the rate of insured persons living in the District of Columbia, including active trouble shooting, application tracking and related feedback and support.			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Enroll persons identified at DC Health Link One-Touch Enrollment Events	November 2022 – January 2023	All WWH Assisters	Persons enrolled.
Commence enrollment within non-medical target populations of WWH	November 2022 – on-going	All WWH Assisters	Persons enrolled.
Enroll persons identified via WWH as an Enrollment Center	November 2022 – on-going	All WWH Assisters	Persons enrolled.
Ongoing support of all WWH targeted population with other public health related applications/support, such as DC ADAP	November 2022 – on-going	All WWH Assisters	Persons enrolled.
Assist eligible persons with Special Enrollment Period	November 2022 – on-going	All WWH Assisters	Persons enrolled.
Tracking/Quality Assurance <ul style="list-style-type: none"> • Track status of applications; • Follow-up on enrollment efforts; • Active troubleshooting of applications; • Ongoing feedback to DC Health Link regarding enrollment concerns. 	October 2022 – Ongoing	J. Yarbrough – PBIN Manager for Data and Training All WWH Assisters	Persons enrolled.



**District of Columbia
Health Benefit Exchange Authority**

Grant Agreement

Recipient: LEADERSHIP COUNCIL FOR HEALTHY COMMUNITIES

NOGA No. DCHBX-2023-A-0003

DCHBX Program: DC Health Link Assister Program

Award Period: October 1, 2022, through September 30, 2023

Maximum Award: \$[166,667.50] ([One hundred sixty-six thousand, six hundred sixty-seven dollars and fifty cents

Fund/Authorization: DCHBX Assessment Fund

<p>Goal: To reduce the number of uninsured individuals in the District of Columbia through (a) raising awareness of coverage options, and (b) enrolling uninsured individuals and families in health insurance coverage through DC Health Link (DCHL).</p>			
<p>Objective 1: (Phase 1) By October 31, 2022, increase awareness of the upcoming open enrollment opportunities through outreach activities that will help facilitate access/enrollment of uninsured persons in health coverage through DCHL.</p>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p>Pre-open enrollment Activities</p>			
Distribute outreach materials to network of 50 faith institutions and partnering entities.	10/01/2022 – 10/31/2022	Exec. Dir., Assister Mgr./Assisters	LCHC partners and faith institutions will outreach and inform their members open enrollment and encourage uninsured persons to get covered.
Prepare kickoff messages for insertion into bulletins, programs, and other communications channels used by faith institutions and partnering entities.	10/01/2022 – 10/31/2022	Assister Mgr./Lead Assister	Residents become knowledgeable about open enrollment dates through messages and alerts published in communications channels. Pre-kickoff announcements for OEP 10 reinforced thru communications channels
Explore opportunities to work at standing locations (i.e. DOES-Reeves Center, DOES-Bertie Backus, S.O.M.E., Preventive Measures, Covenant) to establish plan of action for outreach to consumers, virtual and/or in-person for OEP 10.	10/01/2022 – 10/31/2022	Assisters/Lead Assister	Implementation plan to reach consumers during OEP 10 agreed upon and information shared with relevant publics.
Attend DCHL Assister training.	10/01/2022 – 10/31/2022	Mgr./Lead Assister/Assisters	Staff updated and fully trained as certified Assisters

<p><i>Objective 2: (Phase II) By the end of January 2023, conduct outreach activities that will encourage, assist and/or enroll a maximum number of uninsured persons in health coverage through DCHL by the close of Open Enrollment Period 10 (OEP10).</i></p>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
<p><u>Enrollment Period Activities (OEP 10)</u></p> <p>Support OEP10 kickoff activities as planned by DCHBX, and begin planning activities for outreach advisory committees, specifically the African American and Faith target groups</p> <p>Work with DCHBX to address priority assignments during open enrollment. LCHC will prioritize and complete special projects assigned by DC HBX.</p> <p>Support and participate in the marketing outreach and enrollment for early childcare providers in the District of Columbia through the OSSE childhood educator pay equity fund (health insurance benefits)</p>	<p>11/01/2022 – 11/30/2022</p> <p>10/01/ 2022 – 01/31/2023 (ongoing)</p> <p>11/01/2022 -01/31/2023</p>	<p>Mgr./Lead Assister/Assisters</p> <p>Lead Assister/Assisters</p> <p>Lead Assister/Assisters</p>	<p>Heightened awareness of OEP10 and organized plans to reach specific target groups of uninsured residents</p> <p>Broadened access for and increased enrollment of uninsured residents in health insurance; estimated outreach to 4,000 – 5,000 consumers.</p> <p>Increase enrollment in health insurance for uninsured residents who are early childcare providers.</p>

FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>Leverage greater recruitment access by engaging other LCHC programs, including Community Workforce Program, REACH, Prevention Navigators, and Virtual Health Ministry (VHM) to institute direct referrals from intake assessments. Enlist participation of LCHC partners; Family and Medical Counseling Services (FMCS), Unity Health, Mary’s Center, Arcadia, CAFB, Midway Barber Shop, and others.</p> <p>Develop and disseminate health coverage messages aligned with Thanksgiving and Christmas holiday celebrations to be used in communication channels in faith institutions. Make presentations before Wednesday and Monday clergy groups. Consistently feature messages on LCHC website and social media platforms.</p> <p>Participate in DCHL communications events; Faith in Action & A/A weekends, special branding events, etc.</p>	<p>11/01/2022 – 01/31/2023 (ongoing)</p> <p>11/15/2022 – 12/15/2022</p> <p>Dec. 16, 2022– Jan 16, 2023</p>	<p>Lead Assister/Assisters</p> <p>Assisters/Comm. Specialist</p> <p>Assisters</p>	<p>Increased enrollments thru innovative approaches to hard-to-reach residents</p> <p>Increased emphasis on the value of health insurance coverage and increased enrollments; special push for Jan.1st coverage.</p> <p>In OEP10, increase number of residents with health insurance coverage</p>
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FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>Develop and include messaging to reach uninsured residents through LCHC COVID-19 programs, including pop-up mobile vaccination clinics. Programs will be hosted in 9 faith institutions (Covenant, First Baptist, Israel, Michigan Park, Mt. Lebanon, Pennsylvania Ave. Baptist, Pilgrim Rest, Nineteenth Street, and Temple of Praise</p>	<p>Nov. 1, 2022 – Jan. 31, 2023</p>	<p>All Assisters/LCHC Health Coordinators</p>	<p>Heightened awareness and increased accessibility for uninsured persons to enroll in health coverage</p>
<p>Objective 3: (Phase III) By the end of September 2023, assist and/or enroll uninsured persons with special conditions in health coverage during Special Enrollment Period (SEP) through the DC Health Link.</p>			
<p>Tasks and Activities</p>	<p>Timeframe</p>	<p>Responsible Party(s)</p>	<p>Deliverable/Outcome</p>
<p>Outreach/enroll persons qualified for SEP at designated and newly developed locations, to include Preventive Measures, Building Futures, COVID vaccination clinics, partnering federally qualified health centers, and Covenant UCC</p>	<p>Feb 1, 2023 – Sept. 30, 2023</p>	<p>Assisters</p>	<p>Increased number of persons served and/or enrolled.</p>
<p>Provide collaborating opportunities with programs and organizations offering other social and clinical services to reach recently re-located uninsured persons or those with special conditions who qualify for health coverage</p>	<p>Feb. 1, 2023 – Sept. 30, 2023</p>	<p>Mgr/all Assisters</p>	<p>Increased visibility of DCHL work and reduced uninsured residents in DC</p>
<p>Continue participation in DCHL and other special activities, Black History Month, DCPR (Parks and Recreation), Convention Center, Community Health Days, Ward-specific celebrations, back-to-school, MPD “Beat the Streets” and others.</p>	<p>Feb. 1, 2023 – Sept. 30, 2023</p>	<p>Assisters</p>	<p>Public awareness and enrollment of persons qualifying for SEP</p>



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient: MARY'S CENTER FOR MATERNAL AND CHILD CARE, INC.

NOGA No. DCHBX-2023-A-0004

DCHBX Program: DC Health Link Assister Program

Award Period: October 1, 2022, through September 30, 2023

Maximum Award: \$92,967.50 (Ninety-two Thousand, nine hundred sixty-seven Dollars and fifty Cents)

Fund/Authorization: DCHBX Assessment Fund

Goal 1: Increase Awareness of Open and Special Enrollment Periods among uninsured and underinsured populations in Washington, DC			
<i>Objective 1: Organize at least 3 activities to increase knowledge of Special Enrollment Period (SEP) & eligibility</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Host 1 virtual awareness event in Amharic-speaking community	November 2022	Assister team	Mary's Center will host at least 3 SEP outreach activities in Quarter 1.
Host 1 virtual awareness event in Spanish-speaking community	November 2022	Assister team	
Host 1 virtual awareness event with Carlos Rosario International Public Charter School	October 2022	Assister team	
<i>Objective 2: Organize at least 4 activities throughout the fiscal year to increase health insurance literacy & eligibility</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome

Goal 2: Strengthen partnerships with community resources in Washington, DC to reach remaining uninsured populations			
<i>Objective 1: Increase awareness of the services available to uninsured or underinsured populations at Mary's Center among local communities and partner agencies. Host at least 4 community events with community partners.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Organize 1 virtual event with Briya Public Charter School	Quarter 1	Assister team	Mary's Center will host at least 1 community awareness event per quarter, 4 per year.
	Quarter 2		

FY22-23 DCHBX Performance Oversight Hearing: Q9

Organize 1 virtual event with the Ethiopian Community Center		Assister team	
	Quarter 3		
Organize 1 virtual event with Carlos Rosario Public Charter School		Assister team	
	Quarter 4		
Organize 1 virtual event with Centering Pregnancy		Assister team	
<i>Objective 2: Collaborate with Assister organizations on public awareness events and support District-wide advocacy efforts.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Attend Virtual One-Touch enrollment	Quarter 1-2	Assister team	Assister team will participate at least 10 events
Prioritize and complete special projects assigned by DC HBX	Quarter 1-4	Assister team	On an ongoing basis Assisters will complete: <ul style="list-style-type: none"> - DC HBX Outreach google Form - DC HBX SHOP terminations google spreadsheet outreach calls - DC HBX SHOP downsizing google spreadsheet outreach calls

FY22-23 DCHBX Performance Oversight Hearing: Q9

			- DC HBX Special Enrollment google spreadsheet outreach calls
Provide Translation Support	Quarters 1-4	Assister team	Provide translation support to DCHBX throughout the grant year for outreach materials and other deliverables as needed
Goal 3: Increase health insurance literacy among uninsured and underinsured populations in Washington, DC			
<i>Objective 1: Host quarterly small group health literacy discussions for new enrollees.</i>			
Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Host 1 virtual small-group health literacy discussion per quarter	Quarters 1-4	Assister team	Mary's Center will host at least 1 small-group discussion on health literacy per quarter, 4 per year.
Refer 100% of new enrollees to quarterly small-group meet-ups to improve health insurance literacy, and ensure that at least 60% of those referred accept referral to small groups.	Quarters 1-4	Assister team	100% of new enrollees will be referred to small-group discussions.
Of the minimum 60% of new enrollees who accept small group referral, at least 40% will attend	Quarters 1-4	Assister team	At least 60% of new enrollees referred will accept the referral, and at least 40% of new enrollees will attend at least 1 small group discussion.

FY22-23 DCHBX Performance Oversight Hearing: Q9

<p>at least 1 quarterly small group discussion.</p>			
<p><i>Objective 2: Maintain regularly scheduled office hours to assist participants with insurance enrollment and recertification.</i></p>			
<p>Tasks and Activities</p>	<p>Timeframe</p>	<p>Responsible Party(s)</p>	<p>Deliverable/Outcome</p>
<p>Employ 1 full time In-Person Assister Supervisor and 1 In-Person Assister who will continue to meet with participants at the Georgia Ave. site Monday-Friday from 8am-5 pm.</p>	<p>Quarters 1-4</p>	<p>Assister team</p>	<p>Continue employment of 2 full time In Person Assisters who will work directly with un- and under-insured participants.</p>
<p>Goal 4: Increase the number of early childcare providers in the District of Columbia who enroll in the OSSE childhood educator pay equity program</p>			
<p><i>Objective 1: To support and participate in the marketing outreach and enrollment for early childcare providers in the District of Columbia through the OSSE childhood educator pay equity fund (health insurance benefits).</i></p>			

FY22-23 DCHBX Performance Oversight Hearing: Q9

Tasks and Activities	Timeframe	Responsible Party(s)	Deliverable/Outcome
Attend a training on the OSSE childhood educator pay equity fund	Quarter 1	Assister team	Assister team will be trained on the benefit and enrollment process
Attend outreach and enrollment events	Quarter 1-4	Assister team	Assister team will participate at least 10 events



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient: Greater Washington Hispanic Chamber of Commerce (GWHCC)

NOGA No. DCHBX-2023-G-00016

DCHBX Program: Consumer Education and Outreach

Award Period: October 1, 2022 through September 30, 2023

Maximum Award: **\$163,000** (One Hundred Sixty-three Thousand Dollars and No Cents)

Fund/Authorization: DCHBX Assessment Fund



greater**washington**
hispanic chamber of commerce

**DC Health Link Year 10
Small Business Partnership Proposal
And Work Plan
October 2022- September 2023**

Submitted to:

DC Health Benefit Exchange Authority
1225 Eye Street, NW
Washington, DC 2005

From

Greater Washington Hispanic Chamber of Commerce
800 Connecticut Avenue NW, Suite 300
Washington, DC 20006
202-728-0352 – cell; Fax: 202-728-0358

August 12, 2022

FY22-23 DCHBX Performance Oversight Hearing: Q9
Greater Washington Hispanic Chamber of Commerce

DC Health Link Year 10 Proposal

October 2022- September 2023

1.0 – Executive Summary

A. Overview/Background

The mission of the Greater Washington Hispanic Chamber of Commerce is to support the growth of Hispanic and other minority businesses in the DC metro region, through education, networking, and advocacy. The Chamber represents over 600 members from across the region.

Since July 2013, the Greater Washington Hispanic Chamber of Commerce (GWHCC) has worked in partnership with the DC Health Benefit Exchange Authority (DCHBX) to educate and enroll small businesses, individuals and families in quality, affordable health insurance through its online health insurance marketplace, DC Health Link. The Greater Washington Hispanic Chamber of Commerce (GWHCC) has been instrumental and successful in reaching the Hispanic community during the eight-year partnership.

The GWHCC partnership with the DC Health Benefit Exchange Authority provides the following benefits:

- Access to GWHCC business directory established for DC Health Link
- Support from GWHCC staff, Board of Directors and Advisory Board
- Inclusion as a partner to applicable GWHCC events
- Cobranding on one another's website and in materials through the life of the partnership

In supporting enrollment with innovative marketing and outreach strategies, the GWHCC has partnered with many community organizations and agencies throughout the Hispanic and other minority communities in the District of Columbia to inform them about the significance and benefits of the Affordable Care Act (ACA) and DC Health Link insurance options and services. Among the groups are the Latin American consulates (Bolivia, Mexico, Peru, Colombia, Guatemala), community-based organizations such as the Latino Economic Development Center (LEDC), educational institutions such the Washington English Center and Carlos Rosario International Public Charter School, as well Federal and local government entities such as the U.S. Small Business Administration (SBA) and the DC Mayor's Office on Latino Affairs (MOLA).

B. Goal:

The goal of the Greater Washington Hispanic Chamber of Commerce partnership with DC Health Link is to continue untiring support of DC Health Link's mission through targeted marketing and outreach campaigns and sales strategies to increase the enrollment of the small businesses y, non-profits, and Hispanic individuals and families in both the SHOP and Individuals and Families marketplaces.

GWHCC's Year 10 enrollment strategy will focus on closing the invisible gap between marketing and sales closing to get more small businesses enrolled in the SHOP marketplace. The focus will also consider the impact and effect of the pandemic on many small businesses as they recover and regain footing with their business operations. In other words, GWHCC will implement a sales strategy in combination with a marketing outreach approach to attract more customers to DC Health Link.

C. Objectives:

- To support DC Health Link's efforts to maximize small business enrollment among the Hispanic small business community during FY 2022-2023 by 15% of GWHCC's small business membership.
- To brand DC Health Link Small Business Plan Options (SHOP) through uniquely designed branding campaigns such as **"Business of the Quarter,"** and **DC Health Link @Work**, Plan Choice, Zero % Down, Auto Pay
- To implement an appropriate marketing-sales strategy with DC Health Link that will result in more businesses offering affordable health insurance
- To educate small business owners about the wide array of plan choices through DC Health Link marketplace and encourage them to offer multiple choices to their employees.
- To leverage the GWHCC influence and position in the community to increase enrollment among Hispanic Individuals and Families (IVL) marketplace.

D. GWHCC proposes to:

- Identify and educate small businesses within the GWHCC membership network employing 50 or less employees about DCHL SHOP marketplace and refer them for brokers for enrollment.
- Work with DC Health Link to promote campaigns such as the GAP initiative by contacting members of the GWHCC and other minorities businesses who separated employees because of the pandemic and inform them on how to acquire private or public health insurance coverage
- Identify business owners for one-on-one meetings with DC Health Benefit Exchange Authority's Director of Small Businesses Development
- Development of informational videos with the participation of DC Health Exchange representatives to educate small businesses and their employees about health benefits and the American Rescue Plan.
- Partner with the DC Health Link to host **POWERUP DC 2023** small business forum.
- Partner with the DC Health Link to host the national **Hispanic Enrollment Week of Action**, which includes the **Latino Health Leadership Symposium**, an intensive week of creative enrollment activities and special events.

FY22-23 DCHBX Performance Oversight Hearing: Q9

- Refer small businesses that have expressed interest in affordable health insurance to preferred broker so they can enroll in DCHL SHOP marketplace; use the DCHL SHOP Tracking process to determine enrollment status, follow-up from DCHL certified broker for one-on-one enrollment support and ultimately to ensure enrollment in the marketplace
- Identify, track, and enroll new small businesses in DC Health Link SHOP marketplace
- Refer businesses that do not offer insurance but want to ensure that employees have coverage to the DC Health Link @Work initiative during the IVL Open Enrollment Period 10th.
- Plan, implement and manage the DC Health Link Virtual One Touch Enrollment Centers with Carlos Rosario International Charter School
- Coordinate (10+) virtual info sessions for small business owners and employees; and provide them with information regarding Healthcare Benefits and The American Rescue Plan by partnering with health insurance providers, certified brokers, and DC Health Link representative (2-3 minutes video vignette).
- Establish and develop at least 7 new relationships with community-based and government organizations that provide services to Hispanic small businesses such as the Mayor's Office on Latino Affairs (MOLA), Carlos Rosario International Charter School, Hispanic Bar Association, Latino Economic Development Center (LEDC), Department of Small and Local Business Development (DSLBD), Department of Consumer and Regulatory Affairs (DCRA), Small Business Administration (SBA), CARECEN, Centro Nia, Washington English Center, ANA G Mendez College, among others.
- Participate in and Support planning of DC Health Link Hispanic Advisory Council.
- Provide testimonies at public meeting, Council Budget and Performance oversight hearings, DISB hearing and others.
- Participate in Community town hall meetings on behalf of DC Health Link.
- Prepare reports for the DCHBX Executive Board meetings.
- Support the development of the DC Health Link SHOP Refresh campaign
- Participate in DC Health Link Open Enrollment Period 10 Kick-off event
- Participate in the newly designed "From Marketing to Sales" Initiative

E. Target Audiences

GWHCC's enrollment strategies will be segmented by industry and primarily focused in Ward's 1, 2 and 4 and other identifiable communities where the Hispanic population resides. GWHCC will continue its direct partnerships with small business communities, consulates and educational organizations to expand outreach efforts.

Small businesses and non-profits organizations. GWHCC will focus on inreach/outreach strategies to identify maximum reach to enroll Hispanic small businesses throughout the city that express interest in affordable insurance, and small businesses that have been affected by COVID-19, or who have let their employees go and provide them with information and support to enroll affordable health insurance through DC Health Link.

- **Family-owned Small Businesses.** Many small businesses in the Hispanic community with less than 10 employees are family owned. While many of these businesses are eligible

to obtain coverage in health plans offered on the Exchange, they are often hard to reach because they do not keep a fixed storefront, just a license to operate.

- **Segmented businesses within the Hispanic small business community.** GWHCC will analyze and segment the small business community within the Hispanic small business community by industry, number of employees, and income. Most of the Hispanic small businesses are in the following industries:
 - ✓ Small food market stores
 - ✓ Construction and repair
 - ✓ Cleaning/Housekeeping
 - ✓ Restaurants and food services
 - ✓ Catering services
 - ✓ Landscaping
 - ✓ Check cashing
 - ✓ Tax preparation
 - ✓ Interior designs
 - ✓ IT Companies
 - ✓ Counseling & Marketing
 - ✓ Beauty salons

2.0 Summary of Tasks and Deliverables

This section provides an overview of the strategies that GWHCC will engage during the 10-year grant period to achieve lead development and enrollment goals.

Strategy	Tactic	Timeframe
Outreach Enrollment & Education Activities	<ul style="list-style-type: none"> ▪ Pre-Enrollment Activities: Virtual One Touch Events ▪ Hispanic Heritage Month ▪ Community Festivals ▪ Small Business Leads Outreach ▪ Open Enrollment Period Kick-off ▪ Partnership events with Latino and key organizations to host virtual enrollment and informative sessions: MOLA Office, Consulates, and Latino Faith Based Organizations to continue program education for the 10th year agreement. ▪ Collaborate with other DC Health Link partners to host special events such as the “DC Health Link POWER UP DC,” and ACA working groups. ▪ Partner with the DC Health Link to host the national Hispanic Enrollment Week of Action which includes the Latino Health Leadership Symposium, an intensive week of creative enrollment activities and special events. ▪ Coordinate (10+) virtual info sessions for small business owners and employees; and provide information regarding the benefits of health Insurance benefits and The American Rescue Plan by partnering with health insurance providers, certified brokers and DC Health Link representative (2-3 minutes video vignette). 	October 1, 2022 through September 30, 2023
One Touch Virtual events	<ul style="list-style-type: none"> ▪ Educational and enrollment virtual sessions for individuals and families ▪ Planning virtual meetings (weekly) 	November 1, 2022 through January 31, 2023
New Partnerships	<ul style="list-style-type: none"> ▪ City National Bank ▪ LAYC ▪ Charters schools ▪ American Red Cross ▪ American Cancer Society (Making Strides Against Breast Cancer event) 	October 1, 2022 through September 30, 2023
Renewed Partnerships	<ul style="list-style-type: none"> ▪ SBA ▪ SBDC ▪ LEDC Women’s Business Center ▪ DHCD 	October 1, 2022 through September 30, 2023

FY22-23 DCHBX Performance Oversight Hearing: Q9

	<ul style="list-style-type: none"> ▪ SCORE ▪ Mary's Center ▪ Nueva Vida 	
Website Engagement	<ul style="list-style-type: none"> ▪ Permanent placement of DC Health Link webpage with information, banner, and logo on website ▪ Marketing and promotion of DC Health Link activities on website. 	October 1, 2022 through September 30, 2023
Social Media	<ul style="list-style-type: none"> ▪ Promote DC Health Link on Facebook, Twitter, LinkedIn, Instagram, and YouTube. ▪ Support and promote DCHL marketing strategies in general and through participation in digital outreach strategies inclusive of web banners, logo and information identification on website, social media posts at events, earned media, organization's monthly newsletter, media buys as necessary, and others. ▪ Incorporate DCHL <i>DCSmarts Glossary</i> on designated pages on the GWHCC website and continue branding and marketing of enrollment and DCHL business related events. 	October 1, 2022 through September 30, 2023
Media Relations (Earned /Paid Media)	<ul style="list-style-type: none"> ▪ Earned Media (Pitch to print and e-Electronic media outlets) ▪ GWHCC hosted event press releases (draft and distributes) ▪ Book Appearances on Hispanic radio, TV and cable talk shows ▪ 15 second media buy to Hispanic outlets 	October 1, 2022 through September 30, 2023
Partnership Development	<ul style="list-style-type: none"> ▪ Establish and develop relationships with community-based organizations that provide services to Hispanic small businesses. ▪ The organizations that we will consider are: Educational organizations, social community organizations focused on small business development, local and federal agencies that provides services to small businesses 	October 1, 2022 through September 30, 2023
Special Co-Sponsor Chamber Events	<ul style="list-style-type: none"> • GWHCC Annual Business Expo • GWHCC Pitch Your Biz • GWHCC Annual Gala • Businesses matchmaking networking events • Holiday Celebration • Hispanic Heritage Celebration "Savor the Night" • Virtual Women's Group (small business networking meeting) • GWHCC yearly events • Networking events organized by industry sectors 	October 1, 2022 through September 30, 2023

FY22-23 DCHBX Performance Oversight Hearing: Q9

DC Health Link Special Campaigns	<ul style="list-style-type: none"> • Hispanic Healthy Business Recognition • Support DCHL in the GAP initiative by contacting members of the GWHCC and other minorities businesses who separated employees because of the pandemic and inform them on how to acquire private or public health insurance coverage 	October 1, 2022 through September 30, 2023
Marketing & Promotion	<ul style="list-style-type: none"> • Exclusive DC Health Link Small Business (Shop) marketplace branding materials • DC Health Link flyers and collateral materials • Targeted marketing materials based on industries • GWHCC flyer promoting DCHL • Focus Group research • GWHCC Branding materials and roll-up banner alongside partner logos • Inclusion of marketing materials in the GWHCC Business Tool Kit • TV, Radio and Print Promotion • GWHCC Hispanic Newsletter • Targeted messaging development for specific business industries in the small business community • Development of informational videos with the participation of DC Health Exchange representatives to educate small businesses and their employees about health benefits and the American Rescue Plan. 	October 1, 2022 through September 30, 2023
Administrative Tasks	<ul style="list-style-type: none"> ▪ Increase monthly data entries into Business DC Health Link database (Tracker system) ▪ Expand track communication & enrollment status process ▪ Events planning and logistics 	October 1, 2022 through September 30, 2023

FY22-23 DCHBX Performance Oversight Hearing: Q9

	<ul style="list-style-type: none"> ▪ Participate in DC Health Link bi-weekly conference calls, trainings, and meetings ▪ Bi-annual program review 	
Reporting Requirements	<ul style="list-style-type: none"> ▪ Provide POP monthly reports requirements ▪ Social media analytics report ▪ Enrollment reports for One Touch virtual events ▪ Participate on DCHL Weekly Small Business Partner conference ▪ Participate in Small Business Partner Semi-annual reviews ▪ Prepare End of Year report 	October 1, 2022 through September 30, 2023
Support and Public Advocacy	<ul style="list-style-type: none"> ▪ Provide testimonies at Council Budget and Performance oversight hearings, DISB hearing and others ▪ Participate in Community town hall meetings on behalf of DC Health Link ▪ Participate in and Support planning of quarterly DC Health Link Hispanic Advisory Council ▪ Prepare reports for the DCHBX Executive Board meetings 	October 1, 2022 through September 30, 2023

3.0 - Detailed Description of Proposed Tasks

Enrollment

A. Small Businesses Outreach:

Timeframe From October 1, 2022 through September 30, 2023, the Chamber will schedule enrollment sessions during all suitable Chamber, business organizations and community events.

Deliverables Monthly status reports, and Track system report

- Based on the Chamber's knowledge of the cultural behavior of the Hispanic community in the District of Columbia, we consider that the most effective and motivating way to reach this demographic is through direct outreach within the community. Therefore, GWHCC will design special business campaigns such:
 - Hispanic Healthy Business Recognition
 - Virtual info sessions
 - DCHL @Work
 - The Gap Initiative

A.2 Small Business Telephone Outreach

Timeframe From October 1, 2022 through September 30, 2023.

GWHCC will reach out by telephone, small businesses, and Non-profits within membership network to follow-up in regards DCHL small business marketplace, reinforce ACA benefits and other reasons to enroll. Those members who are eligible for enrollment in health plans offered on DC Health Link will be contacted one-by-one to determine their needs and will be refer to DC Health Link brokers.

In addition, a certified bilingual broker at no cost is offered to small businesses to help them find the best insurance options, while enabling businesses to receive tax credits and supplementary benefits.

A.3 Small Business Promotion and Education.

GWHCC will enhance the partnerships with Hispanic communities and key organizations to host enrollment and education sessions for Small Businesses

Timeframe From October 1, 2022 through September 30, 2023

- Deliverables**
- DC Health Link Enrollment Days at Health and Community Fairs
 - Business virtual and in person events
 - Educational virtual sessions for small business owners about “Plan Choice” Zero % Down and AutoPay and other campaigns
 - Information placed in GWHCC Newsletter
 - E-blast campaign
 - Health Care virtual and in person fairs

To maximize outreach efforts and ensure event attendance, GWHCC will partner with key Hispanic organizations that represent various sectors of the Hispanic community. These organizations include the Mayor’s Office on Latino Affairs, the Latino Economic Development Center, Latin American embassies, consulates, educational organizations for adults, and social and commercial Hispanic associations.

B. Enrollment for Individuals and Families.

Timeframe From November 1, 2022 through January 31, 2023.

Deliverables ■ The GWHCC, in partnership with the DC Health Link, will host Educational and enrollment virtual sessions for individuals and families in partnership with the Carlos Rosario International Charter Schools, the Washington English center, MOLA office, Latin American Consulates and small business and educational organizations with a high rate of Hispanic population.

B.1. In addition to outreach small business and non-profits, the GWHCC will continue with helping DC Health Link to promote and increase enrollment among uninsured Hispanic families and individuals. To reduce the insurance rate GWHCC will:

- Partner with Hispanic community groups to host events during the 10th Open enrollment period, including but not limited to; educational and enrollment virtual sessions events with the Latin American Consulates (Mexico, Colombia, Peru and El Salvador) and through the DC Office on Latino Affairs.
- Provide bilingual personnel in virtual sessions.
- Staff One Touch Enrollment virtual events.
- Purchase and place media ads with Hispanic press to promote enrollment events.
- Serve as DC health Link spokesperson on Hispanic media outlets.
- Launch distinctive branding campaigns such as **“Plan Choice”**, **“Hispanic Healthy Business Recognition”**, and **“GAP Initiative”** to promote health insurance through SHOP and all enrollment events.
- Draft and distribute press releases to promote 10th Open Enrollment period events.
- E-blast information within membership network and hundreds of District residents.
- Publish articles for community-based organizations newsletters.
- Design and print flyers and other related publications.

Marketing & Promotion**DCHL marketing & promotion on GWHCC website****Timeframe** October 1, 2022 through September 30, 2023.

- Deliverables**
- DC Health Link will be included as a partner on the GWHCC website and in all Chamber materials through the life of the partnership.
 - Exclusive DC Health Link Small business (Shop) marketplace branding campaigns:
 - Hispanic Healthy Business Recognition
 - Plan Choice Campaign
 - Small Business Plan Options (SHOP)
 - The GAP initiative

A. Develop targeted marketing materials based on the outreach DC Health Link campaigns**Timeframe** October 1, 2022 through September 30, 2023.

- Deliverables**
- The Chamber will design its own flyers, sign up lists, brochures, banners, and collateral materials to inform the Hispanic small businesses and community at large.
 - The Chamber will use DC Health Logo in branding chamber materials.

B. Media Outreach**Timeframe** October 1, 2022 through September 30, 2023.

- Deliverables**
- Event and information outreach through GWHCC's website, Facebook, Twitter, YouTube, and Instagram in according with the GWHCC content calendar and weekly e-blast coordination.
 - Sponsor recognition on local Hispanic radio stations such as El Zol
 - Sponsor recognition on the newspapers El Tiempo Latino and Washington Hispanic.

GWHCC will reach out to Hispanic community organizations through Hispanic traditional and non-traditional media (radio, TV, newspaper), social media platforms, and e-Newsletter to provide PSAs, and promotional and educational interviews.

C. Promotion at Chamber Events**Timeframe** October 1, 2022 through September 30, 2023.

- Deliverables**
- DC Health Link representative to provide remarks at the Annual Business Expo and other high visibility business events if time permits according to GWHCC event program.
 - Leading sponsor at GWHCC 2023 Annual Biz Expo, this is the largest and most recognized Hispanic business event in the metro region.
 - Provide information at B2B Matchmaking sessions.

- FY22-23 DCHBX Performance Oversight Hearing: Q9
- Provide information at industry mixers virtual and in-person sessions.

The Chamber will ensure that DC Health Link is present at all events (that apply) where the Hispanic small business owners and local community will have presence, such as matchmaking, business and health fairs, galas, expos, etc. Additionally, DC Health Link enrollment table will be placed at all the Chamber events and events attended by the Hispanic community to provide members and non-members the opportunity to receive specific information about DC Health Link and the new “Plan Choice- You Can Have It All” campaign to create connections and enrollment opportunities.

Comprehensive List of outreach Events

Month	Event Type	Location
November 2022	Open Enrollment Kick-off	TBD
November 2022	One Touch Enrollment virtual events	Online- Zoom (11/10, 11/17, 11/19)
November 2022	Open Enrollment virtual sessions for Consulates	TBD
November 2022	The Women’s Group	Online - Zoom
November 2022	GWHCC Annual Gala	TBD November 19, 2022
December 2022	Managing Stress & Anxiety, A Guide for Small Business	TBD
December 2022	Open Enrollment virtual sessions for Consulates	TBD
December 2022	One Touch Enrollment virtual events	Online- Zoom (12/1 , 12/3, 12/8, 12/10, 12/15, 12/17, 12/ 22)
December 2022	Holiday Fiesta	TBD
January 2023	The Women’s Group	TBD
January 2023	Virtual One Touch Enrollment I events	Online – Zoom (1/5, 1/7, 1/12, 1/14, 1/19, 1/21, 1/26, 1/28)
January 2023	Open Enrollment virtual sessions for Consulates	TBD
January 2023	Latino Leadership Symposium	TBD
Bi-Monthly virtual events	Exchange Mixer virtual event	TBD
May 2023	Annual Business EXPO	DC Convention Center
May 2023	POWER Up DC	TBD
September 2023	Hispanic Heritage Month Celebration “Savor the Night”	TBD

Administrative

A. Update the business database to create a connection between business owners and DC Health Link insurance brokers.

B.

Timeframe **October 1, 2022 through September 30, 2023**

Deliverables

- Use the current business database to connect uninsured business with DC health Link brokers- Monthly track system.

The database is updated periodically. Depending upon the status of a small business, the company will be included in DC Health Link reports or contacted again for follow-up. GWHCC will maintain an updated list of leads. This list will include all companies that have been contacted, and new companies identified during business development initiatives. GWHCC will build the connection between uninsured small business employees and DCHL brokers.

C. Participate in DC Health Link meetings and trainings

Timeframe **October 1, 2022 through September 30, 2023**

Deliverables

- Dependable message delivery
- Enhance knowledge and subject matter expertise

Attendance at meetings and trainings is vital to providing correct information, follow up with periodic plans, and reach DC Health Link outlined goals.

Reporting Requirements

A. Perform program administration and reporting requirements

Timeframe **October 1, 2022 through September 30, 2023**

Deliverables

- Weekly conference calls
- Monthly status reports
- Monthly track System reports
- Monthly financial expending report
- Evaluation/Impact Outcomes
- Quarterly Board report on Marketing and consumer outreach committee

By following these reports, we can periodically review GWHCC grant compliance and DC Health Link's goals to make any adjustments.

B. Prepare Final Report

Timeframe According to DC health Link deadline provided

Deliverables Final Report
To compile a comprehensive record of all grant components and provide an analysis of accomplishments and results of work completed under the grant.

4.0 – Qualifications

Full time, bilingual staff dedicated to developing implements and promote DC Health link benefits and programs through outreach and educational events.

Deep knowledge and understanding of the minorities in the District of Columbia.

Deep understand of the business community and different trends and interests.

Great relationships with government, and key organizations and leaders in the District of Columbia.

4.1 Bilingual Staff Description

Name	Position	Role in the grant	% time assigned to the grant
Nicole Quiroga	President & CEO	<ul style="list-style-type: none"> • Represents the GWHCC and its business partners among the business community and Government agencies • Approve marketing and budget expending 	5%
Veronica Cordova	Program Manager	<ul style="list-style-type: none"> • Prepare proposal, budget and work plan • Attend the DCHBX planning meetings • Participate on the conference calls and training required • Coordinate and execute the outreach marketing plan • Prepare financial reports 	100%

Nicole Quiroga- Bio

Nicole Quiroga, a native of Washington D.C., is the President and CEO of the Greater Washington Hispanic Chamber of Commerce. In her current position, Ms. Quiroga promotes the Chamber in the community and builds positive relationships with members, elected officials and business leaders while advocating for the economic growth and development of Hispanic businesses in the region. Ms. Quiroga is responsible for initiating, implementing and evaluating all Chamber activities while fostering the continued success of GWHCC members, partners, and sponsors.

Since joining the Chamber in August of 2017, the Chamber has grown from 750 members to over 1,000. The GWHCC board has also increased in size from 8 to 18 directors, reflecting the business community's keen interest to engage with GWHCC members and heighten the Chambers visibility and footprint. As part of her mission to positively impact workforce development, Ms. Quiroga has launched "*Empleate! Get Hired!*" a series of career fairs that connect companies searching for multi-cultural employees to those looking for lucrative opportunities. The Chamber also continues to provide technical assistance, 1-on-1 counseling, workshops, and group seminars to over 1,200 businesses a year to support growth, job creation and stability.

Ms. Quiroga's experience in media sales, journalism, multi-cultural marketing, and strategic planning directly aligns with the position she holds at GWHCC. Prior to the Chamber, Nicole was the General Manager of Telemundo WZDC-25, Washington D.C. and Telemundo WZTD-45, Richmond, VA.

Veronica Cordova- Bio

Veronica Cordova is an Ecuadorian Engineer with a Master of Science in Management from The Catholic University of America. Ms. Cordova has an extensive experience in business, project management and program management and community outreach experience for local non-profit and profit organizations (Ecuador and USA).

She has experience in client manager with a demonstrated history of working in the information technology and services industry.

Her strengths include leadership, strategic planning, and interpersonal bilingual skills (Spanish and English) which have been invaluable for developing and maintaining business relationships and customer support with multicultural communities.



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient: DC Chamber of Commerce (DCCC)

NOGA No. DCHBX-2023-G-00015

DCHBX Program: Consumer Education and Outreach

Award Period: October 1, 2022 through September 30, 2023

Maximum Award: **\$187,000** (One Hundred Eight-seven Thousand Dollars and No Cents)

Fund/Authorization: DCHBX Assessment Fund



DC Health Link Small Business Development and Client Services Proposal

Year 10 Scope of Work October 2022 – September 2023



Submitted to:
DC Health Benefit Exchange Authority
1225 Eye Street, NW – Suite 400
Washington, DC 20005
Mila Kofman, Executive Director

From:
DC Chamber of Commerce
1133 21st Street, N.W.
Washington, DC 20036
Angela Franco, President & CEO

August 2022



Contents

Section 1 – Background 3

Section 2 – Purpose 3

Section 3 - Summary of Proposed Task and Deliverables 5

Section 4 – Detailed Description of Proposed Tasks 9

 4.1 – *In-reach, Outreach, Enrollment*9

 4.2 – *Marketing & Promotions* 9

 4.3 – *Special Events* 10

 4.4 – *Special Campaigns*.....10

 4.5 – *Administrative, Reporting & Monitoring*10

Section 5 – Price Quote11

Section 6 – Qualifications11

Section 7 – Personnel12

Section 8 – Proposed Budget12

Budget Narrative14

1.0 Background

Since 2013, the DC Chamber of Commerce (DCCC) has partnered with the DC Health Benefit Exchange Authority (DCHBX) to increase the knowledge and awareness of the Affordable Care Act and the DCHBX online web portal DC Health Link (DCHL). The DC Chamber is the largest business group in the District of Columbia and is uniquely positioned to partner with the DC Health Benefit Exchange Authority to promote health insurance options and encourage small business owners to enroll or retain health insurance options and to make informed insurance choices for their organizations and employees. The DCCC will maximize current organizational programs, partnerships and events to raise awareness about the planned choices and the importance on health insurance coverage to help small businesses grow and expand their business operations.

Over the past years, the DC Chamber of Commerce has leveraged relationships with key contacts in the District of Columbia and utilized a hands-on approach to inform small businesses and small business employees on the benefits of the Affordable Care Act and to participate in DC Health Link. In FY 2022 – FY 2023, the DC Chamber will continue to bridge the knowledge gaps relating to the mandates, with a focus on health plan choice options that positively impact small business recruitment and retention and improve the quality of life of employees.

2.0 Purpose

The purpose of this grant request is to support the DC Health Benefit Authority's efforts in outreach, marketing, enrollment and retention of District of Columbia small businesses in DC Health Link. The DC Chamber of Commerce (DCCC) proposes to support the DC Health Benefit Exchange Authority in its efforts to engage small business owners and their employees in securing and retaining quality affordable health insurance through DC Health Link, the District's online marketplace. The DC Chamber of Commerce will help small business employers better understand the benefits of the Affordable Care Act (ACA), identify appropriate assistance for small business owners to them assist in navigating, enrolling and selecting available insurance options in DC Health Link. It is important to provide information on how the availability of health insurance options impacts their organizations and employees.

The proposed scope of work outlines the services the DC Chamber will provide for the DCHBX to support the Small Business Options Program (SHOP) and assist District small businesses with their knowledge on health insurance options for coverage through the Health Exchange.

The DC Chamber's partnership with DCHL includes the following benefits:

1. Access to DCCC business members, partners, and mailing database
2. Inclusion and branding in signature DC Chamber events
3. Support from DCCC Management and Board of Directors
4. Reciprocal visibility and co-branding on each other's website and targeted promotional materials

Goals

The goal of the FY 2022 – FY 2023 grant period is continued messaging to and engagement with small businesses to encourage them to enroll in DC Health Link health insurance options and products. This includes enrollment of new businesses and individuals and retention of enrolled clients. To maximize the DC Health Link customer base, DCCC proposes to increase awareness of DC Health Link Small Business Health Options Program (SHOP) marketplace to small businesses within the membership and partner networks throughout the city.

Objectives

- Conduct in-reach to at least 350 DC based small businesses employing 50 or less employees in the DC Chamber membership database through DC Chamber education and special events, digital and one-on-one interactions.
- Leverage existing DC Chamber events, resources and partnerships with other organizations to conduct outreach in at least 25 events.
- Conduct targeted outreach to 100 non-member DC small businesses and their employees to encourage enrollment in DC Health Link marketplace and participation in DC Health Link business and community events.
- Target 60 small businesses (at least 5 per month) with expressed interest in affordable insurance and refer them to DCHL certified brokers for one-on-one enrollment support in DCHL.
- Identify and track small business referrals for enrollment using the SHOP tracking process.
- Identify 25 DC Small Businesses impacted by COVID-19 that express interest in DCHL GAP Initiative.
- Promote 12 member businesses as a ‘*Small Businesses of Month*’ highlighting the companies’ services, operations and DCHL insurance benefits to employees.
- Promote DC Health Link as a sponsor in at least 4 DC Chamber signature events to brand DC Health Link as a major supporter of the small business in the District of Columbia.
- Promote the *DC Health Link SHOP Plan Choice and other* campaigns on the DC Chamber website.
- Partner with the DC Health Link to host POWERUP DC 2023 and participate in enrollment activities and other special events and campaigns.
- Provide public policy support for DC Health Link through participation on the DC Health Link Advisory Groups, testimonies at performance and oversight hearings before the DC City Council and DC Department of Insurance, Securities and Banking.
- Maintain DCHL monthly reporting requirements, weekly conferencing, semi-annual and onsite reviews and end of year reporting.

Target Population

The target audiences of the DCCC grant scope of work is composed of small business employers and their employees in the District of Columbia employing 50 or less employees.

3.0 Summary of Proposed Tasks and Deliverables – 2022 - 2023

The grant execution work plan consists of the tasks summarized in the table below. Specific details regarding each task are included in subsequent sections.

Tasks		Deliverables	Timeframes
1. Small Business Referrals to DC Health Link	A. Facilitate and/or participate in 25 activities/events that provide access to promote plan choices and enroll small businesses in DC Health Link.	<ul style="list-style-type: none"> • 25 referrals 	October 2022 - September 2023
2. In-reach/Outreach Enrollment & Education	<p>A. Conduct In-reach to 350 DC based small businesses in the DC Chamber member database, and outreach to 100 District of Columbia small businesses employing 50 or less employees, through educational/special events, social media, and one-on-one interactions with information on DCHL and Planned Choice Campaign.</p> <p>B. Conduct telephone follow up outreach to small businesses requesting additional DCHL information.</p> <p>C. Target 50 Small Businesses from outreach events that have expressed interest in affordable insurance and refer them to DCHL certified brokers for one-on-one enrollment assistance in DCHL.</p> <p>D. Organize small business roundtables to SHOP and other needs small businesses.</p> <p>E. Develop a video highlighting DCHL SHOP, American Rescue Plan, GAP initiative, DCHL@Work, interviews and testimonies.</p>	<ul style="list-style-type: none"> • 35 referrals • Conduct two (2) Small Businesses Roundtables 	October 2022 - September 2023

Tasks		Deliverables	Timeframes
3. Brand DCHL with Special Signature Events	A. Promote DCHL as a major sponsor with visible presence in collateral and sponsorship benefits <ul style="list-style-type: none"> • Small Business & Economic Development Summit • State of the District • Health Policy Forum • Annual Awards & Gala 	<ul style="list-style-type: none"> • DCHL Sponsorship Branding on DCHL Website, Flyers, Poster Boards, E-Blasts, Newsletters. 	October 2022 - September 2023
4. Co-Branding Events	A. Partner with DCHL in promotion and coordination of PowerUP DC, and other educational campaigns.	<ul style="list-style-type: none"> • Event planning participation. • Participant research and selection. • Logistics research and vendor contract management. • Funding 	October 2022 - September 2023
5. Special Campaigns	<p>COVID 19</p> <p>A. Gap Initiative -Reach out to small businesses downsizing and/or terminating coverage through DC Health Link and to enroll their former employees who are District residents into private coverage or Medicaid downsizing and/or terminating coverage through DC Health Link and to enroll their former employees who are District residents into private coverage or Medicaid.</p> <p>B. DCHL PPE promotional items – Outreach to 350 small businesses to ascertain amount of PPE requested.</p> <p>C. DCHL@Work – During open enrollment, promote DCHL@Work to members and small business owners.</p> <p>D. Focus Group – Assist DCHBX in identifying small businesses to participate in a focus group to</p>	<ul style="list-style-type: none"> • 10 referral for individual and family coverage • Report of business names, addresses, contact, and number of PPE requested • 10 Businesses submitted for DCHL publication • 10 Businesses for Focus Group consideration 	October 2022 - September 2023

Tasks		Deliverables	Timeframes
	<p>better understand where small businesses are in this time of transition.</p> <p>E. Marketing Campaign – Assist DCHBX in identifying small businesses to participate in DC Health Link marketing campaign to promote products and services.</p>	<p>5 Businesses recommendation for Marketing Campaign consideration</p>	
<p>6. Online Engagement</p>	<p>A. Website – DC Health Link dedicated webpage promoting enrollment campaigns, banners, News Releases and DCHL business related information.</p> <p>B. Social Media – Post DCHL updates notifications, and general information.</p> <p>D. Distribute resource information from federal and DC government agencies as well as Chamber member businesses offering special resources to support COVID-19 challenges.</p> <p>E. Distribute approved communications from DCHL Health Insurance Carriers as received.</p>	<p>Postings on</p> <ul style="list-style-type: none"> • Twitter • Instagram • LinkedIn • Website • Eblasts • Newsletters 	<p>October 2022 - September 2023</p>
<p>7. Marketing and Promotions</p>	<p>A. Feature ‘Healthy Business of the Month’ on DCCC website.</p> <p>B. Distribution of DC Health Link information and collateral in flyers via e-blasts and in-person events.</p> <p>C. Identify and promote campaign as designated.</p> <p>D. Place DCHL COVID-19, and Healthy Business of the Month, updates and information in bi-monthly DCCC/DCHL newsletter or website</p>	<ul style="list-style-type: none"> • Identify 12 small businesses to be featured on DCHL Web-portal. One per month. • Promote news releases and new DCHL information as needed via e-blast, newsletter, and DCHL web-portal. • Continue to attach DCHL promotional banner to each DCCC E-blast via constant contact. 	<p>October 2022 - September 2023</p>

Tasks		Deliverables	Timeframes
<p>8. Partner Development</p>	<p>A. The DC Chamber will contact membership and partner organizations to ascertain their event and communication schedule to be able to distribute DC Health link information at their events or via their newsletters or other communication vehicles such as websites, social media, etc.</p> <p>B. Establish a designated contact at partner organizations to solicit referrals.</p> <p>C. Seek out Partnerships with organizations such as SCORE, WACIF, SBA, ASHA, DCSBDC, to promote COVID-19 resources provide DCHL information, encourage enrollment, reach more small businesses, and collaborate on events between DC Chamber, DCHL and other partners.</p> <p>D. Continue to identify and participate/partner in external small business focused events/activities hosted by government agencies, trade associations, and other entities.</p> <p>E. Develop collaborative sessions with community groups/ organizations to continue and expand health insurance participation DC Health Link SHOP Plan Choice campaign.</p>	<ul style="list-style-type: none"> • 10 referrals 	<p>October 2022 - September 2023</p>

Tasks		Deliverables	Timeframes
	<p>F. Continue partnership with DCRA to target small businesses to promote DCHL.</p> <p>G. Partner with the SHOP health plan providers to conduct webinars on their COVID-19 resources.</p>		
9. Public Policy Support	<p>A. Support DCHL Advisory Group participation.</p> <p>B. Provide testimony at Public Hearings</p>	<ul style="list-style-type: none"> • Testimony at DC Council, Budget and Performance, oversight hearings, DISB rate hearings, and other public policy forums. 	October 2022 - September 2023
10. Administrative, Reporting and Monitoring Requirements	<p>A. Maintain monthly reports to include detailed information about activities and events, attendance, outcomes and referrals, tracking, semi annual, final report.</p> <p>B. Email and phone follow-up with brokers for statues update on Small business employer enrollment in DCHL.</p>	<ul style="list-style-type: none"> • Reports and presentations as required • Track small business referrals and enrollments in the SHOP tracking spreadsheet 	October 2022 - September 2023

4.0 Detailed Descriptions of Proposed Tasks

4.1 In-reach/Outreach, Enrollment & Education

Timeframe: October 2022 – September 2023

The DC Chamber will maximize current Chamber programs, partner events that offer opportunities to educate, enroll and re-enroll 50 small businesses on plan choice options in DC Health Link. As part of outreach, the Chamber will conduct lead development activities through telephone and email outreach and face-to-face meetings with small businesses employing 2-50 employees.

Specific events/activities will include:

- Health Policy Forum
- Technology Forum
- Hospitality Forum
- Chamber Works
- Employer Advocacy Seminars and other annual events

4.2 Marketing & Promotions

Timeframe: October 2022 – September 2023

Through twenty-five (25) DC Chamber and DC Health Link partner events, DC Health Link will have visibility and branding of collateral presentation and the DCHL Business Outreach Coordinator will be in attendance to answer questions or make appropriate referrals to address healthcare options. Events/activities will include, In-reach/outreach, signature/special events, and special campaigns. The DC Chamber will develop source content for (12) “Healthy Business of the Month” and feature on social media, website and e-newsletters.

4.3 Special Events

Timeframe: October 2022 – September 2023

To keep DC Health Link in the forefront of the small business community for enrollment and as re-enrollment is being considered, the Chamber will collaborate and promote DCHL as a sponsor with a presence at the following signature events.

EVENT	MONTH
DCCC 2022 Chamber's Choice Awards & Gala	November 2022
DCCC 2022 Health Policy Forum	April 2023
DCCC 2021 Small Business & Economic Summit	May 2023
DCHL 2022 PowerUp DC	May 2023
DCCC 2022 Annual Golf Tournament	June 2023
State of the District and Regional Conference	September 2023

4.4 Special Campaigns

Timeframe: October 2022 – September 2023

The DC Chamber will participate in the DCHL/DCRA Project and collaborate with DCRA to conduct at least onsite or virtual seminars to interact with businesses that utilize DCRA for services to further promote DC Health Link.

Conduct at least two roundtables with DCSBDC to promote DC Health Link and other special campaigns.

Promote and participate in all DC Health Link special campaigns to include: Focus Groups, Marketing Campaigns, COVID-19 Events -DC Health Link PPE distribution, DCHL@Work, GAP Initiative, and capturing small business Inspirational stories.

4.5 Administrative Reporting and Monitoring

Timeframe: October 2022 – September 2023

The DC Chamber will submit the required reports, participate in requested meetings, trainings and provide public policy support on behalf of the DC Health Link. The reports will include detailed information about activities, events, attendance outcomes and referrals.

- Monthly performance and end of year reports
- Weekly DCHL partner conference call meetings
- Required Trainings
- Semi Annual Program Review with partner leadership
- Onsite review
- Public Policy testimonials

The DC Chamber will prepare and submit a final report highlighting the program accomplishments; challenges encountered and corrective steps; and a comparison between projected and actual milestones.

5.0 Price Quote

The DC Chamber price quote for proposed FY 2022 - FY2023 funds are \$187,000. An itemized price table that includes the details of costs associated for the proposed services is below in Section 8.

6.0 Qualifications

The DC Chamber's mission is to be the most valuable resource and leading advocate for businesses throughout the District of Columbia through advocating, connecting and educating while delivering the capital to meet the needs of the membership.

As the largest business group in the District of Columbia the DC Chamber is uniquely positioned to leverage its membership and key relationships to inform small businesses and small business employees on the benefits of the Affordable Care Act and assist them in enrolling and continuing their participation in DC Health Link.

Since 2013, the DC Chamber has been actively involved with informing its 1,400+ members and small businesses in the District of Columbia the health insurance options offered through DC Health Link. With regional, national and global reach, DC Chamber members reflect the diversity and prosperity of the District of Columbia's robust business community. As the 'Voice of Business' in Washington DC, the nation's capital, the DC Chamber of Commerce is proud to celebrate over 80 years of service to the business community.

The DC Chamber will maximize current organizational programs, partner programs and events to inform and promote the importance of understanding the importance of health insurance plan options to help small businesses grow and sustain themselves and attract and retain employees. We also bring a unique perspective and understanding of the impact of business

operations on individual employer decision-making on employee and human resources benefits.

7.0 Personnel

The FY 2022 - FY 2023 scope of work will be conducted by the following program positions:

- Program Director – Grantor Engagement, Business Development
- Administrative Specialist - Administrative Management
- Program Manager - Project Management, Employer Outreach, Engagement and Research

8.0 Proposed Budget

- Budget details
- Budget Narrative - (See pages 14)



District of Columbia Health Benefit Exchange Authority

Grant Agreement

Recipient:	Restaurant Association of Metropolitan Washington (RAMW)
NOGA No.	DCHBX-2023-G-00017
DCHBX Program:	Consumer Education and Outreach
Award Period:	October 1, 2022 through September 30, 2023
Maximum Award:	\$155,800 (One Hundred Fifty-five Thousand Eight Hundred Dollars and No Cents)
Fund/Authorization:	DCHBX Assessment Fund



RESTAURANT ASSOCIATION METROPOLITAN WASHINGTON

DC Health Benefit Exchange Authority

Work Plan and Budget

Grant Year

October 1, 2022 – September 30, 2023

I-shi Patterson Stuart, Director of Operations and Administration
202.331.5990 (Office)
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www.ramw.org

In DC, 96% of full-service restaurants are independently operated meaning a majority of local restaurants are small businesses. A driving force in the District of Columbia's economy with approximately 2,457 eating and drinking places, they provide jobs and build careers for thousands of Washingtonians. DC's restaurant industry employed over 65,000 individuals, before the pandemic, making restaurants the second-largest private employer in the District, accounting for 8% of employment in the city. As recovery continues to be the goal, the restaurant industry continues to experience a staffing crisis and is actively working to restore its workforce through methods such as benefits and incentives packages to attract and retain staff.

Our partnership with HBX remains critical in keeping restaurants informed and aware of available healthcare incentives including options for maintaining coverage for staff, and options for staff who do not have employer-offered coverage.

Specific Purpose:

The purpose of this grant request is to continue to support the DC Health Benefit Exchange Authority efforts in outreach, education and enrollment growth targeted to the District of Columbia small business restaurant and foodservice community.

Goals:

In the fiscal year 2022-2023 grant period, RAMW will utilize its platform to encourage and promote enrollment of small business restaurant in DC HBX SHOP through programs and strategies that have been developed and implemented during the past year. RAMW will continue to provide resources and opportunities for restaurant owners and operators to directly access brokers to aide them with questions and assistance that helps to promote enrollment. Additionally, RAMW will continue to support DC HBX through direct communications to small business restaurants, and via our online platforms and through marketing support for DC Health Benefit Exchange initiatives, activities and events to continue to keep restaurants informed of incentives and mandates related to the Affordable Care Act (ACA).

Specific Objectives:

- Engage the District of Columbia restaurant industry through activities, events and digital mediums that inform owners/operators of options to enroll and continue coverage for employees and/or options for employees that do not have employer covered healthcare.
- Utilize dedicated staff to coordinate outreach, enrollment strategies and activities that positions health insurance as a key benefit to recruit and maintain quality staff and to promote attendance for virtual and in-person activities that provide information about DC and access to brokers that are available to walk interested small business through the enrollment process to increase conversions from marketing to enrollment.
- Position our monthly "Small Business Connect" virtual Q&A sessions as a key opportunity that is tailored to restaurants allowing them to speak and connect directly with brokers that support enrollment in SHOP and who can support them through the enrollment process.
- Establish promotional partnership opportunities with small business restaurants that allow the restaurant to participate in RAMW programming in exchange for in-house marketing during Open Enrollment and an open dialogue with the owner/operator to gather information about why they offer/do not offer health insurance benefits and provide direct connection access to resources that demonstrate healthcare as a key.
- Engage small business restaurants through continuous outreach via RAMW direct marketing platforms that highlights and encourages health care as a key benefit incentive for staff recruitment and retention.

- Distribute information to the local restaurant and foodservice community through RAMW events, training sessions, and digital formats such as direct e-communications, social media and other outreach methods that generate awareness of all available coverage options available through the DC Health Benefit Exchange Authority.
- Support DC Health Benefit Exchange programs and initiatives such as POWERUP DC, focus group research and the annual Open Enrollment period.
- Highlight DC Health Benefit Exchange as a partner to the local restaurant industry through support of RAMW events such as The RAMMY Awards Gala, the RAMW Annual Meeting and other industry related events where DC Health Link is featured as a supporting partner.

Target Audiences:

The target audiences of the RAMW grant work plan is composed of small business restaurants and foodservice industry employers and their employees in the District of Columbia.

The Restaurant Association Metropolitan Washington (RAMW) is the regional trade association representing the restaurants and foodservice industry in the Washington, DC Metropolitan Area. Established in 1920, RAMW is an advocate, resource and community for its 1,500+ members, of which 59% are located or headquartered, in the District of Columbia.

RAMW works to promote and sustain the growth and development of the industry while providing its members legislative and regulatory representation, marketing and small business support, programming and events. RAMW serves its members with professionalism and integrity, and provides them the training, education and support they need to grow a successful business.

RAMW has been actively involved with educating and informing its members about the health insurance options offered through DC SHOP since August 2013. Since the beginning of the partnership, the organization has been engaged in enrollment and educational outreach events, referrals of business and individuals to brokers for enrollment in DC SHOP.

Since June 2014, RAMW has been enrolled as a small business in the DC Health Link SHOP.

Summary of Tasks and Deliverables

The grant execution plan for FY 2022-2023 consists of the tasks summarized in the table below. Specific details regarding each task are included in subsequent sections.

Strategies - Tasks	Deliverables	Timeframes
<p>1. Business Outreach Activities</p>	<ul style="list-style-type: none"> Weekly outreach Monthly sessions 	<p>October 2022 – September 2023</p>
<p>2. Membership Engagement</p>	<ul style="list-style-type: none"> Monthly outreach via RAMW digital platforms and/or in-person engagement Data collection to determine # of attendees that are District residents, if currently covered by Employer sponsored insurance, and information distribution Distribution of DC Health Link collateral to attendees at RAMW member networking events 	<p>October 2022 – September 2023</p>

	<p>such as OEP activations, POWERUP DC, and townhalls as scheduled</p> <ul style="list-style-type: none"> • Produce 2-minute video that speaks to SHOP benefits; host and distribute video on RAMW platforms such as RAMW.org, social media, and a dedicated eblast to all District based members 		
<p>3. Support & Advocacy</p>	<ul style="list-style-type: none"> • Tracker Project – Provide information pertaining to small business and individual referrals to DC Health. • Promote and encourage DC Health Link initiatives that encourage enrollment in SHOP through outreach efforts, digital communications, and meetings • Promote and refer small businesses that do not offer insurance to the DC Health Link @Work program during Open Enrollment Period 9. • Provide public policy support for DC Health Link through participation on DC Health Link Advisory Groups, and through submitted testimony for legislative hearings as relevant to DC Health Link. 	<p>Provide 50 small business referrals to HBX business development team through established tracker system</p>	<p>October 2022 – September 2023</p>
<p>4. Online Marketing & Promotions</p>	<ul style="list-style-type: none"> • Highlight Open Enrollment 10 through RAMW social media platforms including Instagram, Facebook and Twitter • Support DC Health Link initiatives including program changes, POWERUP DC, workshops and enrollment events/activities • Dedicated presence on RAMW.org (Industry Partners Placement) RAMW shall place the DC Health Link logo with text within the Industry Partners section of RAMW.org with a link to a specific page as determined by the DC Health Benefit Exchange Authority. The Industry Partners section is reserved for select partnerships highlighted by RAMW. • Dedicated presence on RAMW.org (Prominent Homepage Placement) RAMW shall place a DC Health Benefit Exchange Authority banner prominently on RAMW.org with a hyperlink to a specific page as determined by the DC Health Benefit Exchange Authority. Additionally, RAMW shall maintain a homepage “hero” slide highlighting the DC Health Benefit Exchange Authority. The DC Health Benefit Exchange Authority shall develop and provide both the image for the hero slide and a banner and 	<p>Awareness and information distribution</p> <p>Awareness and information distribution</p> <p>Enrollment recruitment, awareness and information distribution</p> <p>Enrollment recruitment, awareness, and information distribution</p>	<p>October 2022 – September 2023</p>

	<p>accompanying language and hyperlink for placement on the website.</p> <ul style="list-style-type: none"> • Dedicated presence on RAMW.org (Segmented Section on RAMW.org) RAMW shall maintain a dedicated “Healthcare” section on RAMW.org including a subsection for “DC Health Benefits Exchange or DC HBX” for updates, messaging and blog posts related to the DC Health Benefit Exchange Authority. • Dedicated presence on RAMW.org (Internal Ad Blocks on RAMW.org) RAMW shall allot space on specified internal pages of RAMW.org for a DC Health Benefit Exchange Authority block ad with hyperlink. DC Health Benefit Exchange Authority shall develop and provide a banner and accompanying language and hyperlink for placement on the website. • Designation as an official RAMW Training Sponsor HBX blurb included on all training confirmation emails sent to attendees of RAMW classes and webinars. The blurb will include a call to action to visit DCHHealthLink.com and links to HBX initiatives. Additionally, the HBX logo and blurb to be included in monthly RAMW Training Update e-blasts distributed to the general subscriber list including RAMW members and non-member restaurants. 	<p>Enrollment recruitment, awareness, and information distribution</p> <p>Enrollment recruitment, awareness, and information distribution</p> <p>Enrollment recruitment, awareness, and information distribution</p>	
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<p>5. Special Events</p>	<ul style="list-style-type: none"> • Engagement of participating restaurants in appropriate RAMW programming such as Metropolitan Washington Restaurant Week (Winter cycle) • March 2023– RAMW Annual Meeting • July 2023 – The RAMMY Awards Gala 	<p>Enrollment recruitment, awareness, and information distribution</p>	<p>January 2023 – July 2023</p>
<p>6. Administrative</p>	<ul style="list-style-type: none"> • RAMW will participate in weekly conference calls and/or meetings as requested • RAMW will prepare and submit progress reports as requested. • RAMW will submit monthly invoices including staff timesheets and expenses as related to DC Health Link activities • Adhere to DC Health Link monthly reporting and analytics requirements 		<p>October 2022 – September 2023</p>
<p>7. Reporting Requirements</p>	<ul style="list-style-type: none"> • Monthly reports to include information about engagement activities, referrals, marketing, communications and analytics 		<p>October 2022 – September 2023</p>

- 9. Please provide the following information for grants/sub-grants awarded by HBX in FY 2022 and FY 2023, to date, broken down by program and activity:**
- a. Grant Number/Title;**
 - b. Approved Budget Authority;**
 - c. Funding source;**
 - d. Expenditures (including encumbrances and pre-encumbrances);**
 - e. Purpose of the grant;**
 - f. Organization or agency that received the grant;**
 - g. Grant amount;**
 - h. Grant deliverables;**
 - i. Grant outcomes, including grantee/subgrantee performance;**
 - j. Any corrective actions taken or technical assistance provided;**
 - k. Program and activity supported by the grant; and**
 - l. HBX employee responsible for grant deliverables.**

DCHBX issued two types of grants during both FY 2022 and FY 2023, funded through assessment funds.¹ Assister grants, reflected in Attachment A and overseen by Antonio Guernica, and Business Partner grants, reflected in Attachment B and overseen by Dr. Linda Wharton Boyd. The work plans for each grant for both FY 2022 (Attachment C) and FY 2023 (Attachment D) are included.

DCHBX grants are approved by the DCHBX Board's Marketing & Outreach Committee. Once approved there, the grants then go to the Board's Finance Committee for review. Once approved there, grants go to the full Executive Board for approval. Each year DCHBX budgets approximately \$1 million for grants to assisters and business partners. This has been an important strategy for DC Health Link since 2013 to help educate residents and businesses about the ACA and DC Health Link and to help with enrollment. No corrective action has been required on any of our grants in either FY 2022 or FY 2023, to date.

Assister Grants

The Affordable Care Act (ACA) requires every state-based exchange to have a navigators program, whereby trained experts assist potential customers with their application and enrollment into exchange coverage. In addition to a navigator program, in the early years of ACA implementation, the federal government provided grants to states to fund assister programs, but that funding has since ended. DCHBX, has continued to fund and operate our assister and Navigator program to provide essential application and enrollment assistance to District residents. Our Assister grants, reflected in Attachment A, are meant to develop and support trained experts from community-based organizations that are trusted voices in their communities. They help with the education, outreach, and enrollment of uninsured people and hard to reach target populations into private health insurance coverage via DC Health Link.

¹ As discussed below, a portion of grants issued in FY 2022 were reimbursed through funds secured in a grant from the Centers for Medicare & Medicaid Services.

Those experts can also provide effective post-enrollment and renewal support services to residents.

The grant outcomes on the Assister grants for FY 2023 are substantially different from FY 2022. We shifted priorities for assisters to focus on HC4CC. As a result, apart from one weekly Virtual One-Touch Event and providing Assister support for community in-person events, all Assisters are now focusing on HC4CC. This resulted in each grantee making outreach calls and on-site visits to facilities and individuals eligible for HC4CC, as well as providing staffing to HC4CC virtual enrollments. The Assister focus on HC4CC is on-going.

Business Partner Grants

Business partner grants are designed to educate District small businesses and sole proprietors about health insurance on DC Health Link. Similar to our approach with Assister Grants, we leverage business associations to help amplify outreach and partnering with the Greater Washington Hispanic Chamber of Commerce (GWHCC), the DC Chamber of Commerce (DCCC), and the Restaurant Association of Metropolitan Washington (RAMW) ensures that information about DC Health Link comes from trusted voices in the business community. In response to the extreme effects the Covid-19 pandemic on the restaurant industry we substantially increased our grant to RAMW in FY 2021 by \$81,000 and in FY 2022 by \$140,000². We have maintained the higher FY 2022 amount (\$155,800) into FY 2023 to ensure that we reach as many members of that highly impacted population as possible.

² As noted in the earlier footnote, a portion of this grant—\$119,353—was reimbursed through the DC Health Benefit Exchange Authority State Exchange Modernization Grant from the Centers for Medicare & Medicaid Services.

FY22-23 Performance Oversight Hearing: Q10

Q10. For each grant lapse occurring in FY22, please provide:

a. A detailed statement on why the lapse occurred;

N/A.

b. Any corrective action taken by HBX; and

N/A.

c. Whether the funds can be carried over into FY23.

N/A.

FY 22-23 HBX Performance Oversight: Q11 Attachment A

Vendor Name	Contract Number	Purpose of Contract	Contract Administrator	Original Contract Value	Current Contract Term	Modified Contract Value	FY22 -Pre-encumbrance Amount	FY22 Total Amount Expended	FY23-Pre-encumbrance Amount	FY23 Total Amount Expended as of Jan. 05, 2023	Reason for Modification	Funding Source ¹	Final Deliverables for Completed Contract	Contracting Method
Maximus, Inc.	DCHBX-2018-C-0001	Call Center Services	Allison Muse	\$3,962,028.00	Option Year Four: 10/1/2021-9/30/2022	Option Year Four: \$5,415,476.41	\$5,415,476.51	HBX: \$2,050,301.08 DHCF: \$3,008,846.37 MA: \$353,466.88	\$3,447,658.31	HBX: \$729,742.78 MA: \$55,068.40	Exercise Option & Contract Increase	Assessment MA	Customer contact center support service	RFP ³
	DCHBX-2023-C-0001		Grace Cudjoe	\$3,435,708.66	Base Year: 10/1/2022-9/30/2023	Base Year: \$3,447,658.31								
Mercer Health & Benefit, LLC	DCHBX-2017-F-0025	Actuarial Services	MaryBeth Senkewicz	\$250,000.00	Option Year Four: 4/1/2021-3/31/2022	Option Year Four: \$250,000.00	\$174,931.25	\$38,392.25	\$38,461.00	\$0.00	Exercise Option	Assessment	Actuarial rate review services	RFTOP ⁴
	DCHBX-2022-F-0003		Alexander Alonso	\$175,000.00	Base Year: 4/1/2022-3/31/2023	Base Year: \$175,000.00	\$108,608.61				New Contract			
A & T Systems	DCHBX-2018-F-0002	Cloud Computing Services	Samir Hassan	\$550,000.00	Option Year Three: 6/24/2021-6/23/2022 Option Year Four: 6/24/2022 -6/23/2023	Option Year Three: \$790,000.00 Option Year Four: \$950,000.00	\$515,794.89	HBX: \$331,959.30 MA: \$183,835.59	\$390,000.00	HBX: \$96,362.67 MA: \$38,507.97	Exercise Option & Contract Increase	Assessment MA	Cloud computing services	RFTOP
Data Net Systems Corporation	DCHBX-2020-C-0003	IT Consulting Services	Catherine Bennett	\$7,000,000.00	Option Year Two: 10/1/2021 – 9/30/2022 Option Year Three: 10/1/2022-9/30/2023	Option Year Two: \$800,000.00 Option Year Three: \$800,000.00	\$385,953.60	HBX: \$359,975.12 MA: \$0.00	\$206,912.84	HBX: \$78,220.74 MA: \$0.00	Exercise Option	Assessment MA	Information technology support services including specialized IT staffing services	RFP
IdeaCrew	DCHBX-2020-C-0002	IT Consulting Services	Catherine Bennett	\$7,000,000.00	Option Year Two: 10/1/2021-9/30/2022 Option Year Three: 10/1/2022-9/30/2023	Option Year Two: \$10,800,000.00 Option Year Three: \$10,800,000.00	\$8,256,281.65	HBX: \$5,698,622.70 MA: \$1,642,105.50	\$4,917,686.59	HBX: \$1,115,934.36 MA: \$263,737.30	Exercise Option	Assessment MA	Information technology support services including design, development, and implementation of software customizations and enhancements to DC Health Link Exchange platform	RFP
MW Consulting, LLC	DCHBX-2020-C-0006	AWS Cloud Security Services	Samir Hassan	\$253,000.00	Option Year Two: 1/13/2022-1/12/2023 Option Year Three 1/13/2023-1/12/2024	Option Year Two: \$348,000.00 Option Year Three: \$348,000.00	\$270,000.00	\$269,060.00	\$78,000.00	\$61,600.00	Exercise Option & Contract Increase	Assessment	Amazon Web Services (AWS) cloud security compliance and ancillary data security	RFP

Vendor Name	Contract Number	Purpose of Contract	Contract Administrator	Original Contract Value	Current Contract Term	Modified Contract Value	FY22 -Pre-encumbrance Amount	FY22 Total Amount Expended	FY23-Pre - encumbrance Amount	FY23 Total Amount Expended as of Jan. 05, 2023	Reason for Modification	Funding Source¹	Final Deliverables for Completed Contract	Contracting Method
Reyarp Strategies Group	DCHBX-2021-C-0001	Social Justice Employee Training	Yi-Ru Chen	\$170,000.00	Option Year One: 10/1/2021-9/30/2022	Option Year One: \$94,400.00	\$94,400.00	\$91,700.00.00	\$0.00	\$0.00	Exercise Option	Assessment	Consultant services for social justice employee training and secured speakers for monthly speaker series.	Exempt from Competition
Bert Smith and Company	DCHBX-2020-C-0005	Audit Services	Alex Alonso	\$67,168.00	Option Year Two: 10/1/2021-9/30/2022 Option Year Three: 10/1/2022-9/30/2023	Option Year Two: \$70,568.00 Option Year Three: \$72,332.00	\$70,568.00	\$70,568.00	\$72,332.00	\$0.00	Exercise Option	Assessment	Programmatic audit of HBX activities as required by US Dept. of HHS	RFP
Capital Business Solutions, LLC	DCHBX-2023-C-0003	Document Processing	Grace Cudjoe	\$97,200.00	Base Year: 10/1/2022-9/30/2023	Base Year: \$97,200.00	\$0.00	\$0.00	\$97,200.00	\$16,161.75	New Contract	Assessment	Mail service document processing including scanning, electronic logging, remailing, and information updating of mailing addresses	IFB ⁵
Immediate Mailing Services	DCHBX-2022-C-0001 DCHBX-2023-C-0002	Printing and Mailing Services	Grizelda Mejia	\$245,000.00 \$330,000.00	Base Year: 10/1/2021-9/30/2022 Base Year: 10/1/2022-9/30/2023	Base Year: \$330,000.00 Base Year: \$330,000.00	\$205,000.00	HBX: \$153,482.70 MA: \$23,174.64	\$250,000.00	HBX: \$12,820.83 MA: \$6,692.36	New Contract	Assessment MA	Printing and mailing services related to health insurance	Sole Source
Center for Study of Services	DCHBX-2020-C-0001	Plan Shopping Tools: Doctor Directory and Plan Comparison	Isabella Leung	\$697,000.00	Option Year Two: 10/1/2021-9/30/2022 Option Year Three: 10/1/2022-9/30/2023	Option Year Two: \$664,800.00 Option Year Three: \$655,700.00	\$664,800.00	\$664,800.00	\$655,700.00	\$632,700.00	Exercise Option	Assessment	Consumer decision support tools for choosing health plans	Sole Source
NFP Health Services	DCHBX-2019-C-0001	Premium Billing Services	Kyle Esdaille Gloria Jackson	\$742,980.00	Option Year Three: 10/1/2021-9/30/2022 Option Year Four: 10/1/2022-9/30/2023	Option Year Three: \$878,256.68 Option Year Four: \$742,980.00	\$878,256.68	HBX: \$560,710.04 MA: \$317,546.64	\$663,593.34	HBX: \$70,905.56 MA: \$52,924.44	Exercise Option & Contract Increase	Assessment MA	Premium billing services	Sole Source
Whitman-Walker Health	DCHBX-2022-C-0004	Clinical Support and Research Services	Jennifer Libster	\$97,600.00	Base Year: 8/19/2022-9/30/2022 Option Year One: 10/1/2022-9/30/2023	Base Year: \$97,660.00 Option Year One: \$224,820.00	\$97,660.00	\$81,424.58	\$25,000.00	\$0.00	New Contract Exercise Option	DISB (through Federal Grant)	Clinical support and research services	Sole Source

Notes:

¹ The funding sources are the same for FY 2022 and FY 2023.

² The equitable adjustment was based on the Department of Labor Wage Determination clause in the contract.

³ Request for Proposal

⁴ Request for Task Order Proposal

⁵ Invitation for Bid

12. Please describe any new major programs, activities, and initiatives executed or planned in FY 2022 and FY 2023, to date.

HealthCare4ChildCare

On June 7, 2022, the Council approved the FY23 Budget Support Act (“BSA”). The BSA included the Early Childhood Educator Pay Equity Fund Amendment Act of 2022, which authorizes a portion of funds from the Early Childhood Educator Pay Equity Fund to be used to reduce health insurance premiums paid by child development facilities or eligible employees of child development facilities. The Act also authorized the Office of the State Superintendent for Education (OSSE), which administers the Early Childhood Educator Pay Equity Fund, to partner with DCHBX.

As soon as the BSA was enacted, DCHBX leadership and OSSE leadership initiated a partnership approach. OSSE leadership helped DCHBX better understand the early child development community, provided public data, and introduced DCHBX to many stakeholders to help provide input to the program. In addition, at the outset, DCHBX and OSSE leadership held weekly, then bi-weekly meetings. Simultaneously, both agencies had teams working through formalizing the relationship for DCHBX to set up, implement, and oversee the health coverage affordability program. This included drafting and quickly executing data-sharing agreements and MOUs. Also, initially and on an on-going basis, DCHBX consults with OSSE on major policies for the program. OSSE allocated \$18 million from the Pay Equity Funds for 2023 health insurance coverage – all funding is for the sole purpose of paying health insurance premiums. In addition, using Coronavirus Response and Recovery Supplemental Appropriations Act funds, OSSE provided DCHBX with funding for 3 FTEs.

DCHBX wanted to help as many people as possible and set a goal to operationalize HealthCare4ChildCare (HC4CC) quickly for coverage effective January 1, 2023, which meant employers could start enrolling as early as October 1, 2022. To accomplish this, DCHBX had to make major policy decisions, develop and deploy IT, and establish an infrastructure to operationalize HC4CC very quickly—a program that had not previously existed in the District, any state¹, or at the federal level. We made HC4CC a leadership priority, re-tasked and detailed staff from existing programs, halted other IT development priorities, and allocated funding for IT development and deployment of HC4CC.

Standing up a program like this, in a very short period of time is generally viewed as not possible in IT. We had to quickly determine what, if any, portions of our existing IT systems could be repurposed and what needed to be built from scratch as new development. Any new development—even with DCHBX’s Agile software development approach that allows us to be incredibly nimble—takes time to plan, develop requirements, code, test and fix glitches, and deploy. The DCHBX team worked with a CBE that does development and maintenance for DC Health Link. The vendor was able to deliver a preliminary build of the enrollment system for

¹ Washington State has a program for child care workers earning less than 300% FPL. It doesn’t cover higher wage workers and does not serve employers.

testing in August 2022 with the major build completed by September 2022. What's more, this system's work was being done concurrently with our deployment of IT changes necessary for open enrollment beginning November 1.

To execute the IT build, though, we also had to make major policy decisions quickly to inform specifications for IT. So, as the IT work was proceeding, we undertook a parallel policy track. DCHBX's typical approach to developing policy involves the creation of stakeholder working groups with extensive engagement, ultimately aimed at developing a consensus approach. Such an approach, though, was simply impossible if we were to launch in time for January 1st coverage, which meant building IT to launch by October 1st (with a soft-launch or "beta" in September to fix any glitches). That said, it was important that the program work across the District and be responsive to the needs of the entire early child development employee community. So, we quickly began an expansive and extensive outreach effort to early child development coalitions, advocates, associations, and OSSE-licensed facilities in all eight wards. These robust and broad conversations—and with input from OSSE—led to preliminary policy decisions that enabled IT work to begin.

Importantly, our discussions with employers, workers, associations, advocates, and community leaders continue. And we found that we need to continue to modify our approach and policy decisions, based on the needs and diversity of the entire early child development community.

We developed and launched a website for HC4CC with FAQs and other important information in August 2022. We translated the website into 6 languages: Spanish, Amharic, Chinese, French, Korean and Vietnamese.

In September, DCHBX in partnership with OSSE launched HealthCare4ChildCare through DC Health Link. HealthCare4ChildCare:

- Provides free silver-level health insurance through DC Health Link for District residents (and their families) who are employees of OSSE-licensed child development centers and homes. Free premiums are for Silver Standard PPO and HMO Plans from CareFirst BlueCross BlueShield and from Kaiser Permanente.
- Provides free health insurance or lower premiums through DC Health Link for non-District residents who are employees of OSSE-licensed child development centers and homes choosing to participate in HealthCare4ChildCare. Free premiums are for Silver Standard Plan from Kaiser Permanente (KP). When employers or employees choose a different plan, their premium is lowered by the amount equal to the KP plan.
- Helps OSSE-licensed child development centers and homes provide affordable group health insurance for their employees through DC Health Link's Small Business Market (SHOP).
- Free and lower premiums are guaranteed for calendar year 2023 once a resident or employer enrolls.
- Employers and employees who signed up in Fall 2022 (see data below) for coverage to start January 1, 2023 have free or lower health insurance premiums starting January 1, 2023.

- Enrollment is ongoing and each month employers and workers can newly enroll.

For outreach, we wanted to make sure that no one was left behind and that we focused resources on underserved populations and communities. We focused first on child development homes and expanded homes in all wards and centers in Wards 5, 7, and 8. Homes were prioritized because home and expanded home providers are individuals who own their own businesses. Through the Pay Equity Task Force process and DCHBX’s outreach to this population, home providers indicated that they experience challenges particularly in obtaining affordable health coverage. We also conducted in-person visits and made staff available for additional in-person or telephonic meetings, intentionally not allowing technology to serve as a barrier to participation. We adjusted our tactics as we learned the operational realities of facility operations, timing, for example, our phone calls and appointments for breaks, lunch hours, and immediately after the children left for the day. We also allocated appointment times specifically for homes and centers in Ward 5, 7, and 8.

In addition to many in person visits (unscheduled and scheduled), we:

- sent more than 3,000 emails and made 1,241 phone calls to employers for employer enrollment;
- sent more than 4,000 emails and made 287 phone calls to workers who are DC residents to enroll in individual marketplace coverage (we targeted workers who are not enrolled in Medicaid);
- had nearly 400 virtual meetings with employers;
- held 39 in-person enrollment events;
- held 7 webinars for employers; and
- held 5 trainings for brokers.

OSSE also sent multiple emails, included us in their regular calls with early childhood stakeholders, and engaged their grantees who have strong relationships with the early childhood educator community to make calls to early childhood educators.

For January 1, 2023 effective date of coverage, below is our enrollment data:

Small Group Health Insurance Enrollment

Employers	61*
Employees	516
Employees + Dependents	594
Monthly HC4CC Discount	\$215,027

*Representing 94 OSSE-licensed early child development facilities

Individual Marketplace Enrollment

Residents	41
Residents + Dependents	62
Monthly HC4CC Paid for 100% of Premium	\$34,028

Total Enrollment

Total Covered People	656
Monthly HC4CC total paid	\$249,055

Details:

- ✓ 33 of the 61 employers did **not** offer coverage before (54% of employers newly offering group coverage). These 33 employers have 121 employees enrolled (total of 136 people)
 - ✓ 95 employees have free health insurance premiums
 - ✓ 26 employees pay a reduced premium
- ✓ 25 of the 61 employers previously offered coverage through DC Health Link
 - ✓ Because of the HC4CC discount, “take up” or **enrollment increased** by 92 employees (**42% increase**) (94 people, including dependents).
- ✓ 3 employers previously offered outside of DC Health Link:
 - ✓ 1 of the 3 employers: 80% of their workforce is now insured due solely to HC4CC. Before HC4CC, only a handful were on their plan and it varied monthly. Here is what Gabriella Morgan from CommuniKids said: “The program is a Godsend to us and our employees. CommuniKids wanted to be competitive and retain good teachers but were unable to contribute more than just 50% of employee rate. The employees were largely uninsured because of high costs. This program is very important to our business and the retention of our teachers.”

We consider this to be a very successful launch of a new major program. We recognize, however, that there is more work to be done to make sure that all OSSE-licensed early child development employers and workers know about HC4CC and have an opportunity to enroll in free health insurance or low-cost health insurance. We also recognize that we need to continue to adopt policies that address the needs of this very diverse community. To help us to continue to improve our outreach and to provide input on policies, we established a HealthCare4ChildCare Advisory Council that provides feedback and advice on implementation. The details of its membership are discussed more fully in the response to Question 13.

HealthCare4ChildCare is now being recognized by the federal government, and several states are looking at HealthCare4ChildCare as a model. The federal government asked OSSE and DCHBX to present at a nationwide webinar in December 2022. Two states are examining how HC4CC was implemented as a model for their own efforts. And, of course, 656 people, many of whom were uninsured, are now covered through this first-in-the-nation program. That number only reflects those who have enrolled for January 1st coverage; even more will be covered effective February 1st.

Mayor’s Health Insurance Premium Arrears COVID Relief Program

The COVID-19 pandemic has had devastating health and economic impacts for District residents and local businesses. In October 2021, using the funds the American Rescue Plan provided to the District, the Mayor announced an arrears relief program to help small-business employees and residents experiencing financial hardship keep their health insurance. The program was approved by the Council with a total of \$15 million set aside to help the District’s small businesses and residents stay insured by paying off overdue health insurance premiums. By the end of FY 2021, DCHBX paid \$13.461 million for overdue premiums. In FY 2022, the Mayor proposed, and the

Council approved, an additional \$1.6 million as part of the first FY 2022 supplemental budget (B24-717) and another \$3.874 million as part of the second FY 2022 supplemental budget (B24-719). In total, DCHBX issued \$18.928 million in payments for premiums in arrears for qualified employers and residents.

Importantly, DCHBX sought to provide the maximum amount of relief with the lowest administrative burden on customers. To simplify eligibility for the program, DCHBX adopted an approach using presumptive categories to qualify businesses and residents based on DCHBX records. Examples of these categories include businesses in hard-hit industries like tourism, travel, and hospitality; businesses that received Paycheck Protection Program (PPP) loans to keep their workforce employed during the COVID-19 public health emergency; businesses located in ZIP codes where data showed significant losses in revenue; and businesses with a history of clean, consistent, and timely payments before the pandemic, and that went into arrears during the pandemic. By using data that we already had, DCHBX was able to pay premiums in arrears within just a few weeks of the funding being authorized by the Mayor's team and without the need for customers filling out any applications on their own.

DCHBX worked closely with our four health insurance carrier partners (Kaiser Permanente, CareFirst BlueCross BlueShield, Aetna, and UnitedHealthcare) to implement the premium arrears relief program. And for those customers in arrears where we were unable to make a categorical determination, we worked with the four carrier partners and all four carriers agreed to write off an additional \$1.4 million. After additional funding became available through subsequent appropriations, we established a program whereby employers who didn't otherwise qualify could submit a simplified application. Each application was then reviewed by our legal team. Although this was a labor-intensive process for DCHBX, we strove to keep it as simple as possible for the part of the applicant. In some instances, that process required hands-on calling of groups identified as likely to qualify but where we did not have sufficient information.

The net result of these efforts was 635 employers covering 6,110 people through employer-based insurance staying insured during the pandemic and maintaining insurance for 1,761 residents with individual marketplace coverage.

13. Please provide the following as it relates to HealthCare4ChildCare:

a. Total number of childcare workers enrolled, to date;

As of January 1, 2023, there are 557 employees of OSSE-licensed facilities enrolled with HealthCare4ChildCare (HC4CC) coverage. Including dependents, this represents a total of 656 covered people. Of that total number, 516 employees (including dependents, 594 people) are covered through the Small Group Marketplace. An additional 41 employees who are DC residents (including dependents, 62 people) are covered through the Individual and Family Marketplace.

b. Total number and name of childcare facilities DCHBX partners with; and

DCHBX established a stakeholder advisory committee called the HealthCare4ChildCare Advisory Council, whose membership is reflected below.

HealthCare4ChildCare Advisory Council

- Kathy Hollowell-Makle (Chairperson)
Executive Director, District of Columbia Association for the Education of Young Children (DCAEYC)
- Teresa Aspinwall
Director, Multicultural Spanish Speaking Providers Association (MSSPA)
- Carrie Thornhill
President, DC Early Learning Collaborative
- Sia Barbara Kamara
Board Member, DC Early Learning Collaborative
- Jeff Credit
President, Washington Association of Child Care Centers (WAC)
Founder and CEO, Community Educational Research Group
- Jamal Barry
President, DC Head Start Association
President and CEO, Educare
- Cynthia Davis
President, DC Family Child Care Association
Owner, Kings and Queens Childcare Center
- Sally D'Italia
DC Directors Exchange
Arnold & Porter, LLP Children Center

- Maria Cristina Encinas
Multi-Cultural Spanish Speaking Providers Association
Director of Education, Estrellitas
- Almeta Keys
Executive Director, Mazique Parent-Child Center
- Maurice Sykes
Senior Associate, Early Childhood Leadership Institute
- Kimberly Perry
Executive Director, DC Action
- Christina Benjamin
Managing Director, DC Head Start Association
- Raúl Echevarría
CEO/President, CommuniKids Preschool and Children's Language Centers

In addition to working with these leaders as a group, we've had one-on-one discussions with many of them, and in some cases multiple discussions. We have also presented at their association meetings.

c. Plans and timeline to enroll more childcare workers.

A full description of the outreach efforts for January 1 coverage is in the response to Question 12.

We will continue using email, calls, and a direct in person visit approach to increase awareness of HC4CC and enrollment. We are also using our Contact Center to supplement our efforts. After open enrollment we will dedicate our assisters to focus nearly all their time on HC4CC. We will also rely on our HC4CC Advisory Council to be trusted voices in the community. Specifically for the March 1 coverage effective date, we are focused on outreach to centers in Wards 5, 7, and 8 that have not yet taken action to set up an appointment with us by calling and visiting them in person. We are also focusing on direct communications with employees who live in the District, using our contact center and assisters to make outbound phone calls to schedule appointments and setting up in-person enrollment events.

14. Please describe any changes or improvements to HBX's dental and vision coverage in FY 2022 and FY 2023, to date.

Dental Coverage

DC Health Link's dental coverage offerings serve as a national model for providing dental insurance to individuals. Prior to our offerings, an individual could not buy an individual dental policy directly from a carrier. Rather, such policies were only available through group coverage. After DC Health Link launched, we began to offer dental coverage and reconfigured our IT to enable residents to enroll just in dental coverage ("standalone dental plans"). We created a whole new private market. That market now serves a variety of customers beyond those residents who are purchasing their healthcare coverage through DC Health Link. For example, residents who have Medicare, which does not provide dental coverage, can purchase dental plans on DC Health Link. Similarly, individuals who may have job-based healthcare coverage but whose benefits do not include dental coverage can buy dental coverage on DC Health Link. Indeed, DC Health Link's approach to dental coverage is used as a model by the dental plan industry in their work with the federal marketplace and other states.

In addition, modeled on our healthcare plan-match tool, DCHBX built a consumer decision support tool that allows residents to compare dental coverage options quickly. DC Health Link Individual Marketplace offers 16 dental plans from four carriers:

- Best LIFE (4 plans)
- Delta (2 plans)
- Dominion (8 plans)
- CareFirst (2 plans)

DC Health Link Small Group Marketplace offers two dental plans from CareFirst.

These plan options and carrier options are the same in Benefit Year 2023 as in Benefit Year 2022.

Vision Coverage

The Affordable Care Act restricts marketplaces from offering products other than qualified health plans and qualified dental plans. As such, DC Health Link does not offer vision coverage. As a benefit to our customers, though, we have arranged for VSP, the largest not-for-profit vision insurance plan in America, to offer vision coverage to individuals. Consumers who choose to purchase a vision plan, do so directly through VSP's online enrollment system and not through DC Health Link.

15. Please describe HBX's efforts in promoting health equity. Please include a description of the work produced by the Social Justice & Health Disparities Working Group in its identified focus areas:

- a. Expand access to providers and health systems for communities of color in the District;**
- b. Eliminate health outcome disparities for communities of color in the District; and**
- c. Ensure equitable treatment for patients of color in health care settings and in the delivery of health care services in the District.**

After the murder of George Floyd and the evidence of deep racial and ethnic disparity shown by data on hospitalizations and deaths related to Covid-19, the DCHBX Board and staff concluded that we must work to help end systemic racism and injustice in healthcare. To that end, the DCHBX Executive Board created a working group on Social Justice and Health Disparities. The Board tasked its new working group with identifying specific solutions that DCHBX can implement with health insurers that offer coverage on DC Health Link. These efforts are not to displace, or replace, the work of District agencies, community leaders, providers, and payor already underway. DCHBX's efforts are focused where it can actually effect change based on its authority.

DCHBX Board Chair Diane Lewis chaired the working group, and Cara James, former Director of Office of Minority Health at CMS, was vice-chair. All DC Health Link insurers (United Healthcare, Aetna, Kaiser Permanente, and CareFirst BlueCross BlueShield) participated in the working group, along with several DCHBX board members, medical professionals, hospitals, community health centers, public health experts, consumer and patient advocates, employers, and brokers. The working group was staffed by Dr. Dora Hughes, who is now the Chief Medical Officer for the Center for Medicare & Medicaid Innovation.

The working group developed three focus areas for its work. First, expanding access to providers and health systems for communities of color in the District. Second, eliminating health outcome disparities for communities of color in the District. And third, ensuring equitable treatment for patients of color in health care settings and in the delivery of health care services in the District. The working group met 12 times from February to June 2021, heard from local and national experts, and reached consensus recommendations, <https://hbx.dc.gov/page/social-justice-health-disparities-2021-meeting-materials>. The DCHBX Executive Board unanimously adopted these recommendations at the July 2021 Board Meeting.

In July 2022, DCHBX reported on progress the health plans made toward achieving the agreed upon Year 1 activities/requirements:
https://hbx.dc.gov/sites/default/files/dc/sites/hbx/event_content/attachments/SJWG%20Slides%20July%2013%202022%20Year%20One%20DRAFT.pdf

In summary, health plans achieved the following in Year 1:

- Discourage or prohibit race-adjusted GFR by their network providers. For context, GFR is a clinical tool that estimates how well kidneys function. The tool's "race adjustment" modifier automatically adds points to the score for Black patients, making it look like their kidneys functioned better than they actually did. An artificially inflated score delays kidney treatment and prevents some patients from receiving life-saving transplants. Note that the national clinical guidelines were updated and at least one nation-wide lab indicated its discontinued use of GFR.
- Reviewed or began reviewing clinical algorithms and diagnostic tools for biases and inaccuracies. One plan's medical director helped identify an article in the New England Journal of Medicine by researchers from Massachusetts General Hospital, Harvard University, and New York University who studied clinical guidelines and identified 13 clinical diagnostic tools that use race-adjustment, and determined those tools have the potential to perpetuate or even amplify race-based health inequities. One such tool is the Vaginal Birth after Caesarean (VBAC) Risk Calculator, which deems Black women high risk after their first C-Section and classifies them exclusively as candidates for C-section delivery if they had a prior C-section. Meanwhile, White women would be given the choice of C-section or vaginal birth, after a prior C-section. C-sections are not only more expensive, but also have a much higher medical risk of severe complications and death. Already, one of our insurers has confirmed that they do not use these tools in their internal decision making. Subsequently, this clinical guideline was updated to remove the race adjustment, which perpetuated disparities (and death) in health outcomes for pregnant, Black women.

In addition, DCHBX Standard Plans Working Group through consensus removed cost sharing for Type 2 diabetes for 2023 standard plans. The DCHBX Board approved this equity-based benefit design. For current plan year (2023), all standard plans offered on DC Health Link cover Type 2 Diabetes, a disease that disproportionately affects communities of color, with no cost sharing—no deductible, no co-insurance, and no copay—for physician visits, lab work, both eye and foot exams, supplies, and prescriptions including insulin.

For 2024 plan year, Standard Plans Working Group reduced cost sharing for pediatric mental and behavioral health services substantially, to \$5. This is for copays for office visits—down from \$45 for bronze coverage, certain lab work, and medication for pediatric mental and behavioral health services. Later in 2023, we will reconvene the Standard Plans Working Group to continue our equity-based benefit design to address cardiovascular disease coverage. In future years, we plan to examine insurance design related to cerebrovascular disease, adult mental health, and HIV, as well as cancer of the breast, prostate, colorectal and lung/bronchus.

Internal activities and leadership priorities

DCHBX has also initiated an agency-wide, internal social justice initiative. We established and appointed a Chief Equity Advisor to the Executive Director, and developed a guide on identifying internal practices, policies, and procedures for equity review using a newly crafted toolkit. Each leadership team member developed a social justice strategic plan—a priority for

DCHBX. The strategic plans include the incorporation of Diversity, Equity, and Inclusion (DEI) goals into performance management plans (initiated in 2021 and on-going), and a review of both existing and new policies and procedures through the social justice lens. The following policies are those we reviewed for equity impact using our draft Tool Kit: DCHBX COVID-19 Vaccination Policy for Contracts, Purchase Orders and Grants; DCHBX Remote Work Pilot program (developed for retention) and the DCHBX policy on Standards for Promotions and Raises. The strategic plans also include examining prior year's spending that is not-CBE spending and increasing/shifting spending by 25 percent to DSLBD-designated disadvantaged businesses (DBEs). In addition, starting February 4, 2022 we added our social justice values statement to all DCHBX job postings as a reflection of our values. The statement is "We believe in social justice and the power of diversity, equity, and inclusion, and are committed to fighting longstanding discrimination, racial injustice, and systemic racism to contribute to a more just and equitable future for our workforce, our customers, and our partners." We update leadership strategic plans throughout the year.

Furthermore, DCHBX hired social justice consultants to provide trainings, workshops, and counseling for our team. We initially held monthly trainings for managers and staff on topics such as micro-aggressions, bias training, and LGBTQI awareness. Our social justice consultants provided workshops on "Bridging the Generational Gap," "The Importance of Building an Inclusive Team," and "Fostering an Inclusive Workplace." Based on recommendations from the social justice consultants, we now have periodic trainings instead of monthly (data shows that monthly trainings do not work well for many reasons). We also established a Social Justice Speaker Series for all staff, which included the following speakers in 2021:

- Black History Month (NAACP President & CEO Derrick Johnson),
- Women's History Month (Congresswoman Eleanor Holmes Norton),
- Arab American heritage Month (former Congresswoman and former Secretary of HHS Donna Shalala),
- Asian Pacific Islander American Heritage Month (NBC4 Anchor Eun Yang),
- LGBTQ+ Pride (Human Rights Campaign President Alphonso David),
- Former Lt. Governor of MD and former Chair of the RNC Michael Steele,
- Hispanic Heritage Month (Secretary of the Virginia State Advisory Committee to the U.S. Commission on Civil Rights Raul "Danny" Vargas), and
- American Indian Heritage Month (Director of National Museum of the American Indian and the Smithsonian's Under Secretary for Museums and Culture Kevin Gover).

We had the following speakers in 2022:

- Black History Month (Reverend Dr. Willie Wilson, Senior Pastor Emeritus of the Union Temple Baptist Church),
- Women's History Month (Maria Gomez, founder and former President and CEO of Mary's Center),
- Arab American heritage Month (Dr. Diana Abouali, Director of the Arab American National Museum (AANM)),
- Asian Pacific Islander American Heritage Month and LGBTQ+ Pride (Mr. Kris Hayashi, Executive Director of the Transgender Law Center, and Admiral Rachel Levine, Assistant

Secretary for Health at the US Department of Health and Human Services (HHS) recorded a special message for HBX),

- Hispanic Heritage Month (Mickey Ibarra, president of the Ibarra Strategy Group), and
- American Indian Heritage Month (Ms. Colleen Medicine, Program Director of the Association on American Indian Affairs and a citizen of the Sault Ste. Marie Tribe of Chippewa Indians).

Q16. Please describe your implementation of the relevant portions of the federal Inflation Reduction Act during FY 2022 and FY 2023, to date. This should include your operations, IT, and communications activities related to the Act.

Background

The Affordable Care Act (ACA) made health coverage affordable in part by lowering premiums through premium tax credits available monthly, and at tax time for people with incomes below 400% of the federal poverty level (FPL). The American Rescue Plan Act (ARPA), enacted in March 2021, substantially increased premium tax credits available thus lowering premiums even more. Importantly, ARPA also expanded eligibility for lower premiums by removing the 400% FPL income limit which allowed people with incomes above 400% FPL to qualify for lower premiums. This means that no one would pay more than 8.5% of their income for health-insurance premiums (based on price of second-lowest cost silver plan through a marketplace). This premium relief was due to expire on December 31, 2022. The subsequent Inflation Reduction Act (IRA), signed into law by President Biden on August 16, 2022, extends availability of lower premiums to December 31, 2025. Examples of the IRA's benefits to DC residents:

- ✓ a 45-year-old with an annual income of \$30,000 is now paying \$77/month, compared to \$175/month if IRA had not been enacted.
- ✓ a family of two 60-year-old residents with an annual income of \$137,325 (approximately 750% of FPL) now pay \$14,196 annually compared to \$24,400.

Impact of ARPA and the IRA

Inflation Reduction Act health insurance benefits to residents:

- ✓ Approximately \$36 million annually in lower premiums.
- ✓ Premiums as low as \$11/month for quality health insurance through DC Health Link.
- ✓ On average, \$5,600/year in lower premiums for families.

ARPA, and by extension the IRA, has provided particular relief to sole proprietors, entrepreneurs, and people who work for employers that don't offer health insurance and are getting their health insurance through DC Health Link's individual and family marketplace.

DCHBX Advocacy for the Extension of Lower Premiums

DCHBX made it a leadership priority to work with stakeholders, the Administration, and Congress to extend the lower premiums beyond December 31, 2022. By working closely with insurers, brokers, consumer and patient advocates, the Biden Administration, and Congress, we

successfully advocated for Congress to extend the lower premiums established under the American Rescue Plan, which were set to expire December 31, 2022.

As part of our advocacy efforts, DCHBX undertook an extensive campaign to educate officials on the impact of ARPA on District residents, highlighting the loss of coverage that would result if lower premiums expired on December 31, 2022. (See impact on DC Residents fact sheet at: <https://www.nashp.org/wp-content/uploads/2022/06/June-2022-DCHBX-ARP-Fact-Sheet.pdf>)

DCHBX met with Congressional staff and the Biden Administration, including the White House, both individually, and in partnership with other State-Based Exchange Marketplaces. We worked with industry stakeholders to coordinate efforts on the ARPA extension and conducted outreach to reporters. Additionally, we developed fact sheets, one on the impact of ARPA locally, and another coordinated with all State-Based Marketplaces to provide a national view. DCHBX shared customer testimonials about the importance of the lower premiums and gave concrete examples of savings, while also highlighting the expected losses of coverage as millions of people would not be able to afford their health insurance without the extension. Our efforts emphasized the importance of Congressional action needed before the required ACA renewal notices went to customers in September to communicate a loss of lower premiums. Had there been a delay in securing the extension of lower premiums, this would have led to some residents dropping their coverage. Finally, some members of Congress proposed cutting off the availability of lower premiums for households at higher income levels. DCHBX, along with other state-based marketplaces, documented the harm this proposal would cause, particularly in high-cost rural and urban areas. Through all these combined strategies, we succeeded in getting the extension of lower premiums for all, beating back efforts to restrict lower premiums.

Implementation of the IRA

Outreach and Education Campaign Activities

After its enactment, DCHBX launched a robust outreach campaign to educate District residents about the continuation of lower premiums under the IRA. Our outreach activities are summarized below:

- ✓ Developed and posted FAQs and a pop-up statement about the IRA on DCHealthLink.com. We also translated these FAQs into Spanish, Korean, Amharic, French, and Chinese.
- ✓ Sent information about the continuation of lower premiums and how to get these new benefits to existing full-pay customers, residents who were not enrolled, and brokers. We also publicized the continuation of lower premiums to existing customers with premium reductions (APTC).
- ✓ Developed paid advertising for radio, print, TV, and digital media, and held in-person and virtual outreach events and activities. Advertising included English and Spanish media outlets.

- ✓ Included information about the IRA lower monthly premiums in PowerPoint presentations and materials for briefings with community organizations, business partners, other agency partners, and Council offices.
- ✓ Partnered with DC Health Link Assistants and the DC Health Link business partners (DC Chamber of Commerce, the Greater Washington Hispanic Chamber of Commerce, and the Restaurant Association Metropolitan Washington) to promote IRA benefits.

IT Improvements

DCHBX deployed several major infrastructure and core functional improvements to our enrollment and eligibility platform to support expanded lower premiums when ARPA was enacted. As a result, no major changes were necessary for the implementation of IRA. These improvements are summarized below:

- ✓ Eligibility system updates: Updated the nimble open-source, cloud-based eligibility engine in 2022 that DCHBX deployed with the passage of ARPA in 2021. This system determines if, and to what extent, a person is eligible for lower premiums under ARPA and now IRA.

Background: In 2015, DCHBX moved to an open-source, cloud-based IT system for most of DC Health Link, including full-pay customers, enrollment in private health insurance plans, and the Small Businesses Health Options Program (SHOP) marketplace. The open-source code is cost effective and nimble in changes, fixes, and improvements; it does not necessitate millions of dollars in annual licensing fees; and it does not rely on version upgrades by any vendor.

In anticipation of ARPA, on March 2, 2021, DCHBX launched an open-source, cloud-based alternative to Curam (the COTS product shared with the District's Medicaid agency) for Advance Premium Tax Credit, Cost Sharing Reduction, and Medicaid (together called "Insurance Affordability Program"). As a result, two weeks after President Biden signed ARPA into law, we updated our new application for lower premiums and made all ARPA benefits available to residents on March 29, 2021 (the first state-based marketplace in the country to do this). This included expanded eligibility for lower premiums, and premiums as low as \$2/month and cost-sharing reductions for residents who had unemployment insurance in 2021.

Operations Activities

DCHBX's business operations team prioritized operational changes to most efficiently get DC Health Link customers lower premiums. This was done for ARPA and major activities continued for IRA. Summary:

- ✓ Reran eligibility and automatically lowered premiums for existing customers whose income information we had. The May 2021 invoices reflected these lower premiums.

- ✓ Using the new yearly premium aggregate feature, DCHBX reran eligibility and automatically lowered premiums even further for people whose income information we had. This functionality allowed customers to lower their premiums even more by applying the tax credit amount they qualified for back to January 2021, instead of waiting until they filed their taxes in 2022 to get the credit for the earlier months before the COVID relief law was passed. June 2021 invoices reflected these further reduced premiums.
- ✓ Encouraged new customers to apply for lower premiums in July 2021 by deploying a new, enhanced quick-check tool. Before a customer creates an account, the customer can check if they likely qualify for lower premiums.
- ✓ Worked with Kaiser Permanente and CareFirst BlueCross BlueShield and both agreed not to reset accumulators. In other words, if a customer switched plans but stayed with the same insurer, the customer got credit for claims they had prior to switching toward the annual deductible and for protections for maximum out-of-pocket costs. Because residents qualified for lower premiums, some switched plans to higher cost plans that became more affordable due to higher APTC.
- ✓ Launched Open Enrollment for the American Rescue Plan. In other words, turned on Open Enrollment status in DCHealthLink.com system so enrollment was just as easy as during regular annual Open Enrollment.
- ✓ Extended the COVID-19 Special Enrollment Period (SEP), which allows residents to start coverage immediately.
- ✓ Modified renewal eligibility for 2022 coverage to reflect expired unemployment insurance (UI) special premiums. As part of this, DCHBX emailed and called UI special premium customers letting them know that although UI special premiums of \$2/month expired on December 31, 2021, lower premiums for 2022 were still available depending on their income.
- ✓ For Plan Year 2023, ran eligibility for renewal customers with lower premiums under IRA.
- ✓ For Plan Year 2023 Open Enrollment beginning November 1, 2022, retrained DCHBX staff, DC Health Link assisters, brokers, and contact center staff on continuing lower premiums under the Inflation Reduction Act. This includes encourage new customers and existing customers for whom we don't have income information to use the quick check tool to see if they likely qualify for lower premiums.

17. Please provide an update on HBX's oversight of the DC Health Link call center, including a description of any regular meetings, conferences, or training sessions that occur with management and/or customer service representatives; how certain trends, developments, problems, and concerns are communicated to HBX; and the process by which calls are escalated and/or reviewed by HBX, if at all.

- a. Please provide the number of calls made to the call center each month in FY 2022 and FY 2023, to date.**

General Oversight

DCHBX continues to work with the vendor MAXIMUS to operate the DC Health Link Contact Center (i.e., call center). Between October 1, 2022, and January 16, 2023, the call center received 24,108 calls. The call abandonment rate was 2.1 percent in October, 1.6 percent in November, 5.3 percent in December, and 2.9 in January. The average wait time to speak with a customer service representative (CSR) was 18 seconds in October, 21 seconds in November, 1 minute and 4 seconds in December, and 34 seconds in January.

Throughout FY22 and FY23 to date, DCHBX worked closely with MAXIMUS to improve call abandonment rates and wait times, including the following actions:

- Reviewed Tier 2 Feedback forms to ensure timely coaching to customer service representatives (CSRs);
- Offered additional coaching and training opportunities to CSRs; and
- Developed a performance tracker to address specific areas of improvement such as Quality Assurance scores.

DCHBX continuously works with the Contact Center to improve quality of service. DCHBX provides regular feedback on call handling and problem resolution. Additionally, when customer issues are not resolved properly, DCHBX staff reviews processes with vendor management and CSRs, which includes retraining and process changes when necessary. Quality improvement and oversight includes:

- Updating standard operating procedure documents, job aids, and scripts with DCHBX approved template;
- Correctly opening and closing a call;
- Providing accurate information to the caller and documenting the call appropriately;
- Enhancing the customer experience; and
- Ensuring HIPAA compliance.

In 2020, DCHBX transitioned the Contact Center to work remotely permanently. To support remote Contact Center work, DCHBX:

- Uses instant messaging to communicate quickly and resolve customer issues while we have the customer on the phone wherever possible; and

- Supports a direct line of communication between Contact Center program managers and DCHBX IT support staff to ensure any connectivity or equipment issues are resolved as quickly as possible so CSRs can resume taking calls.

MAXIMUS communicates trends, new developments, problems, and concerns to DCHBX through multiple channels, including:

- A nightly “end of day” report outlining call volume statistics, types of customer calls, and any escalated cases. During open enrollment, Maximus also sends a mid-day report with call stats;
- Weekly management meetings to review any emerging customer issues, casework, trends, and metrics for both the individual and small-business marketplaces;
- Monthly operations meetings with Contact Center management to discuss operations, including quality trends;
- Bi-monthly call calibration sessions between Contact Center quality analysts, DCHBX, and Contact Center management to review call quality and customer handling; and
- Communicating with Contact Center management daily during open enrollment to discuss and resolve all issues as they arise.

CSR Training

New hires for the Contact Center go through an extensive, multi-week virtual training regimen and then two weeks “nesting” with an experienced CSR, virtually, before taking calls themselves. Contact Center Management and DCHBX also deliver one-on-one virtual trainings and refreshers as needed to CSRs to reinforce messages and resolution procedures for new or emerging issues, including new policies, system updates, and outreach initiatives. In advance of and throughout open enrollment, on average, CSRs receive 30–40 hours of training monthly. CSRs also receive semi-annual privacy and security refresher trainings, along with quarterly reminder updates. The DCHBX team works with Maximus trainers to ensure timely updates of training materials, SOPs, job aids. DCHBX also works to identify additional trainings that would help the Contact Center better serve DC residents and small businesses.

Case Escalation

If a case (received via call or email) cannot be immediately resolved at the Contact Center, CSRs use Salesforce, a case triaging and tracking system, to escalate the case to a Tier 2 team of Case and Account Managers on the DCHBX team. Escalated cases that come directly to DCHBX staff outside of the Contact Center, such as through councilmembers or from the Executive Office of the Mayor, are also handled by Case and Account Managers. These staff work closely with the DCHBX Plan Management and Electronic Data Interface (EDI) teams to ensure that any enrollment update or information is sent quickly to the health insurance carriers. The carriers work to resolve the cases that DCHBX sends them in a timely manner.

- a. The chart below details the number of calls made to the DC Health Link Contact Center in FY 2022.

MONTH	CALLS
October 2021	11,666
November 2021	10,925
December 2021	11,676
January 2022	10,799
February 2022	7,195
March 2022	8,411
April 2022	6,382
May 2022	6,305
June 2022	6,418
July 2022	5,817
August 2022	7,275
September 2022	6,699
TOTAL	99,568

The chart below details the number of calls made to the DC Health Link Contact Center in FY 2023 from October 1, 2022, through January 16, 2023.

MONTH	CALLS
October 2022	5,851
November 2022	6,592
December 2022	8,512
January 2023	3,153
TOTAL	24,108

Q18. Please provide the monthly enrollment targets and projections for DC Healthlink applications in FY 2022 (that have resulted in enrollment in a Medicaid, individual, or SHOP health plan), actual enrollment numbers, and whether HBX met the targets. Please also provide the monthly enrollment targets and projections for FY 2023. To the extent practicable, please disaggregate data according to:

- a. Ward;**
- b. Zip code;**
- c. SHOP individual, markets;**
- d. Age group; and**
- e. Advanced Premium Tax Credits**

Current Individual Plan Selection and Paid Enrollment – Plan Year 2023

The following charts reflect number of plan selections and separately paid status for Plan Year 2023. The information is aggregated by Ward and age group and delineated by new customers, existing customers who chose new coverage, and customers who we automatically renewed.

DC Health Link Plan Year 2023 Individual Plan Selections as of January 16, 2023

STATUS	TOTAL
Auto Renewal	13,139
Active Renewal	1,259
New Customers	2,064
TOTAL	16,462

DC Health Link Plan Year 2023 Individuals Paid as of January 16, 2023

RENEWAL STATUS	TOTAL
Auto Renewal	11,383
Active Renewal	1,111
New Customer	1,583
TOTAL	14,077

Plan Year 2023 Individual Plan Selections as of January 16, 2023 by Age Group

AGE GROUP	AUTO RENEWAL	ACTIVE RENEWAL	NEW CUSTOMER	TOTAL
< 18	1,366	128	176	1,670
18-25	714	61	181	956
26-34	3,361	287	773	4,421
35-44	3,068	355	416	3,839
45-54	2,104	205	278	2,587
55-64	2,282	210	220	2,712
65+	244	13	20	277
TOTAL	13,139	1,259	2,064	16,462

Plan Year 2023 Individuals Paid as of January 16, 2023 by Age Group

AGE GROUP	AUTO RENEWAL	ACTIVE RENEWAL	NEW CUSTOMER	TOTAL
< 18	1,215	116	133	1,464
18-25	620	53	138	811
26-34	2,698	243	575	3,516
35-44	2,670	311	317	3,298
45-54	1,897	187	227	2,311
55-64	2,092	189	176	2,457
65+	191	12	17	220
TOTAL	11,383	1,111	1,583	14,077

Plan Year 2023 Individual Plan Selections as of January 16, 2023 by Ward

WARD	AUTO RENEWAL	ACTIVE RENEWAL	NEW CUSTOMER	TOTAL
Ward 1	2,001	199	347	2,547
Ward 2	2,340	209	291	2,840
Ward 3	2,816	243	244	3,303
Ward 4	1,458	131	256	1,845
Ward 5	1,339	162	306	1,807
Ward 6	1,985	191	381	2,557
Ward 7	575	61	107	743
Ward 8	405	57	89	551
Non-DC	220	6	43	269
TOTAL	13,139	1,259	2,064	16,462

Plan Year 2023 Individuals Paid as of January 16, 2023 by Ward

WARD	AUTO RENEWAL	ACTIVE RENEWAL	NEW CUSTOMER	TOTAL
Ward 1	1,738	178	262	2,178
Ward 2	2,070	188	217	2,475
Ward 3	2,513	223	213	2,949
Ward 4	1,281	117	205	1,603
Ward 5	1,115	141	231	1,487
Ward 6	1,711	166	286	2,163
Ward 7	489	43	82	614
Ward 8	357	50	58	465
Non-DC	109	5	29	143
TOTAL	11,383	1,111	1,583	14,077

Plan Year 2023 Individual Plan Selections as of January 16, 2023 by Zip Code

ZIP CODE	AUTO RENEWAL	ACTIVE RENEWAL	NEW CUSTOMER	TOTAL
20009	1,564	155	244	1,963
20002	1,326	151	222	1,699
20016	1,199	106	104	1,409
20007	1,106	95	117	1,318
20008	1,071	88	123	1,282
20001	983	97	177	1,257
20011	932	90	166	1,188
20003	825	94	151	1,070
20010	656	63	98	817
20015	589	28	71	688
20037	337	31	64	432
20019	286	28	83	397
20024	298	28	68	394
20017	307	22	52	381
20005	284	41	49	374
20020	238	42	64	344
20012	264	32	45	341
20018	234	38	48	320
20036	180	12	34	226
20032	113	8	29	150
Other	347	10	55	412
TOTAL	13,139	1,259	2,064	16,462

Plan Year 2023 Individuals Paid as of January 16, 2023 by Zip Code

ZIP CODE	AUTO RENEWAL	ACTIVE RENEWAL	NEW CUSTOMER	TOTAL
20009	1,370	137	189	1,696
20002	1,117	124	175	1,416
20016	1,070	100	85	1,255
20007	1,006	89	99	1,194
20008	955	78	95	1,128
20001	804	88	145	1,037
20011	818	78	132	1,028
20003	715	79	104	898
20010	565	57	71	693
20015	551	26	56	633
20037	293	31	49	373
20017	269	22	41	332
20024	255	25	51	331
20005	248	34	39	321
20019	235	18	62	315
20012	236	30	39	305
20020	209	34	41	284
20018	195	35	29	259
20036	164	11	22	197
20032	91	6	21	118
Other	217	9	38	264
TOTAL	11,383	1,111	1,583	14,077

Advanced Premium Tax Credits

Plan Year 2023 Individual Plan Selections as of January 16, 2023 by Receiving APTC

APTC	AUTO RENEWAL	ACTIVE RENEWAL	NEW CUSTOMER	TOTAL
Yes	2,099	306	472	2,877
No	11,040	953	1,592	13,585
TOTAL	13,139	1,259	2,064	16,462

Plan Year 2023 Individual Paid as of January 16, 2023 by Receiving APTC

APTC	AUTO RENEWAL	ACTIVE RENEWAL	NEW CUSTOMER	TOTAL
Yes	1,860	257	377	2,494
No	9,523	854	1,206	11,583
TOTAL	11,383	1,111	1,583	14,077

Current SHOP Enrollment 2023

For the month of January, there are 86,884 people enrolled through DC Health Link SHOP. Small businesses located in the District and purchasing coverage through DC Health Link employ people who live in surrounding states and in some cases across the country. Congressional SHOP participants reside in every state.

19. Please describe outreach programs, activities, and initiatives executed or planned in FY 2022 and FY 2023, to date, to inform the public about enrollment or changes to programs.

In FY 2022 and FY 2023 to date, DCHBX executed outreach programs, activities, and initiatives in the following areas:

1. Open enrollment for residents, which runs each year from November 1 to January 31, special enrollment opportunities year-round for residents, and year-round enrollment for small businesses.
2. Lower premiums available to District residents thanks to the Inflation Reduction Act (See discussion in Question 16).
3. Mayor's health insurance premium arrears program (See discussion in Question 12). We targeted outreach only on enrollees and employers with premiums in arrears.
4. HealthCare4ChildCare free and lower premiums for OSSE licensed early child development facilities (See discussion in Question 12).

Our outreach included media campaigns and partnerships with community organizations and District government agencies focusing on "*where people live, work, play, shop, and pray.*" This includes door-to-door canvassing in neighborhoods likely to have higher uninsured rates; literature drops at places like strip malls, metro stops, and libraries; and street teams on location at major events and street festivals. DCHBX produced a variety of marketing materials—rack cards, brochures, e-filers, video ads and clips, web pages and banners, and branded promotional items—for targeted populations and translated materials into Spanish, French, Amharic, Chinese, and Vietnamese. To reach a wider audience, DCHBX produced radio, television, cable, web, and print ads with various outlets. We also produced culturally sensitive and specific social media graphics and messages that were posted on Facebook, Twitter, and Instagram; text messaging campaigns; and advertisements for television streaming (Netflix, Hulu, Prime, Disney+, Sling, etc.). Throughout Open Enrollment, DCHBX placed advertisements at 14 local movie theaters.

Below are highlights of our outreach activities in FY2022 and FY2023 to date. Some we organize directly. Others, organized by our business partners, community organizations, other agencies or the Mayor's office, we participate in.

Young Adult Enrollment Week of Action (January 4-9, 2022)

- Twitter Chat with community partner Young Invincibles to urge young adults to get covered and stay covered
- Instagram Live virtual conversation with Latin American Youth Center
- Virtual Zumba class with community partner Young Invincibles in recognition of National Youth Enrollment Day
- Weekend Brunch Bash with Restaurant Association of Metropolitan Washington

National Hispanic Enrollment Week of Action (January 10-16, 2022)

- Facebook Live with El Tiempo Latino
- “Health Insurance and Small Business” webinar with Greater Washington Hispanic Chamber of Commerce (GWHCC)
- 7th Annual Hispanic Health Leadership Symposium in partnership with the Mayor’s Office of Latino Affairs (MOLA), the Greater Washington Hispanic Chamber of Commerce (GWHCC), Mary’s Center, and other community-based organizations

African American Enrollment Week of Action (January 16-23, 2022)

- Virtual Faith-in-Action Worship Services at local houses of worship
- Martin Luther King Peace Walk and Health Fair coordinated by the Coalition for Peace
- Virtual Townhall with Kaiser Permanente Center for Total Health
- Beauty and Barber Day at Mid-town Barber Shop and Jon Scott Cuts

DC Restaurant Week (January 16-23, 2022)

- “Take-Out Sticker Tag Campaign” with local restaurants and small businesses
- DC Health link @ Local Restaurants with table tent enrollment deadline reminders

Other Events for 2022 Open Enrollment

- “24 Hour Enrollment Marathon: Drag Yourself to Get Covered” in partnership with the Mayor's Office on LGBTQ+ Affairs, Carlos Rosario, and the Greater Washington Hispanic Chamber of Commerce (GWHCC) (January 28, 2022)

Enrollment Deadline Weekend Media-A-Thon (January 28-31, 2022)

- Before the Open Enrollment deadline on January 31, 2022, DCHBX hosted the “Enrollment Deadline Weekend Media-A-Thon” to reach uninsured residents through virtual events and activities as well as through social, digital, print, and broadcast media. A similar event is planned for the end of January 2023.

Open Enrollment Community Day & Health Fair (November 3, 2022)

- DC Health Link Open Enrollment Community Day & Health Fair is designed as a citywide activity to promote the 2023 DC Health Link Open Enrollment Period.
- The Fair provided an opportunity for small-business owners and their employees, as well as District residents, to learn about and enroll in quality, affordable health insurance through DC Health Link.
- DC Health Link assisters and DC Health Link-certified insurance brokers were available to offer enrollment assistance, help residents navigate the web portal, and answer questions about insurance benefits and the enrollment process.
- The festival-style family event featured free health screenings, vaccines and immunizations, free expert enrollment support, Zumba and yoga exercises, children’s and family activities including games and story book hour, healthy food demonstrations, local entertainment, and refreshments.

Small Business Outreach Event Highlights

- “Level Up with Quality Health Insurance During the Special Enrollment Periods” at Business Bootcamp Spring 2022, hosted by GWHCC (multiple dates)
- Virtual Broker + Business Connect: Small Business Health Insurance Q&A Session (multiple dates)
- QuickBooks and Health Insurance Options for New Business, hosted by GWHCC (multiple dates)
- Annual POWERUP DC Small Business Summit (May 3, 2022)
- 2nd Annual Women in Business Luncheon/Health Insurance for Women Business Owners and Entrepreneurs, with DC Chamber of Commerce and CRP, Incorporated (June 23, 2022)
- DC Chamber of Commerce Golf Classic “Doing Business on the Green / Health Insurance for Small Business” (June 27, 2022)
- DC Chamber of Commerce – ChamberWorks: New Member Orientation / Meet DC Health Link (June 29, 2022)
- DC Chamber of Commerce – Emotional Intelligence and the Value of Health Insurance Workshop (July 7, 2022)
- Federal Contracting and Health Insurance Options – A Webinar Series, hosted by GWHCC (July 12, 2022)
- 9th Annual OEP Strategic Planning Summit (July 21, 2022)
- Understanding What’s Important for Business Credit: Understanding the Value of Health Insurance, with GWHCC (multiple dates)
- Making Your Food Business Concept A Reality & the Value of Health Insurance, with GWHCC (multiple dates)
- Start, Grow, and Develop Your Business & Health Insurance Options, with GWHCC (multiple dates)
- B2B Virtual Networking: Business Unplugged / Health Insurance Options, with GWHCC (August 31, 2022)
- Email Marketing & the Value of Health Insurance, with GWHCC (multiple dates)
- Creative Entrepreneurs Virtual Town Hall (September 22, 2022)

Individual Outreach Event Highlights

- Virtual One Touch Enrollment events (multiple dates)
- Tuesday Talks: Accessing Health Insurance Coverage, with University of Maryland Extension Center’s Smart Choice, Smart Use Health Insurance Program, and the Washington English Center (multiple dates)
- Peace Walk and Community Resource Pop-Up Fairs (November 10, 2022)
- Celebration of Caribbean Veterans, with Mayor’s Office on Caribbean Community Affairs and the Mayor’s Office on Veterans Affairs (November 10, 2022)
- Ward 8 Turkey Giveaway & Health Insurance Outreach and Enrollment (November 22, 2022)
- LAYC Thanksgiving Turkey Giveaway and Health Insurance Outreach and Enrollment (November 22, 2022)
- CommuniKids World Cup Party and Health Insurance Promotions (December 11, 2022)

- Latin American Youth Center (LAYC) Holiday Meal Distribution and Health Insurance Promotion (December 14, 2022)
- Faith-In Action Sunday at Our Lady Queen of the Americas Catholic Church (Hispanic Enrollment Week of Action) (January 8, 2023)
- Hispanic Leadership Health Symposium and Virtual Town Hall Conversation (January 12, 2023)
- Martin Luther King Peace Walk and Health Fair (January 16, 2023)
- Drag Yourself to Get Covered: A Virtual LGBTQ Health Insurance Enrollment Event (January 27, 2023)
- Rush Hour “Fact Mobs” at various Metro stops in Wards 1, 2, 3 and 4 to provide information and reminders of January 31 enrollment deadline (January 27, 2023)
- Annual 24Hr Enrollment Marathon with Ben’s Chili Bowl, community partners, volunteers, and local radio stations (January 28-29, 2023)

Q20. Are there any current statutory or regulatory impediments to your agency's operations?

LOCAL

HealthCare4ChildCare for Employers with More Than 100 FTEs: The Affordable Care Act allows states to apply ACA reforms to the small group market, which is defined as a market for employers with 100 or fewer workers. While working with OSSE licensed facilities and stakeholders, we identified some employers with more than 100 workers. We are discussing with employers and stakeholders ways all their DC-based employees can benefit from HC4CC. Currently, only employees who are DC residents benefit because the larger size employer is not allowed to enroll in group coverage through DC Health Link. This means that their workers who work in DC but don't live in DC get no HC4CC benefits. Once we confirm that these employers would like to enroll their qualified DC facilities, we will explore the possibility of a technical clarification to our local statutes to allow facilities that qualify for HC4CC to enroll in group coverage even when such employers have more than 100 employees.

Bill 24-0305: The Health Committee withdrew the PEO Registration Act (B24-0305) from markup, which resulted in no action on the bill this past legislative session. DCHBX opposed this bill because it would have exempted PEOs from key consumer protections in the Affordable Care Act and harmed District employers and residents. In addition to DCHBX, the groups that opposed this legislation included RAMW, GWHCC, the DC Chamber of Commerce, health plans (CareFirst Blue Cross Blue Shield and Kaiser Permanente), DC Appleseed, local brokers, consumer and patient advocates and physicians and other medical providers (Families USA, DC Behavioral Health Association, Whitman-Walker Health, DC Primary Care Association, Medical Society of DC, American Lung Association, American Heart Association to name a few), and national experts (Georgetown University). If this bill is enacted this session, it will have significant negative consequences to the District's ACA.

FEDERAL

Federal Regulations

The Biden Administration has taken significant steps to expand quality, affordable health insurance, establish protections against discrimination, and expand health equity efforts. Many of these steps involve reversing harmful Trump Administration actions that created impediments to DCHBX's mission of providing affordable quality health insurance to residents and employers. Given the four years of attacks on the ACA, it continues to take time to address all impacted policies. The chart below provides a status update on key issues.

Federal Action	DCHBX Response Under Trump Administration	DCHBX Response Under Biden Administration	Status of Federal Action
<p>The U.S. Department of Homeland Security and Department of State, under President Trump, issued new regulations with a harmful interpretation of the Public Charge statute, which has already had a chilling effect on US citizens, Lawful Permanent Residents, and other Visa holding immigrants obtaining public benefits, including health insurance.</p>	<p>DCHBX submitted comments opposing the Trump Administration rule.</p>	<p>DCHBX asked the Biden Administration to repeal the final regulations and associated Information Collection requests. AG Racine joined litigation opposing the public charge rule. DCHBX partnered with immigration attorneys from the Immigrant Justice Legal Services grant program to provide free immigration help to consumers who attend one-touch enrollment events. DCHBX provided interpreter services at these enrollment events.</p>	<p>On March 18, 2021, the DHS revoked the prior rule, reverting to the 1999 policy. The partner State Department rule is frozen by federal courts. The Biden Administration is seeking comment to revise Public Charge policies. DCHBX submitted comments supporting revisions that protect immigrant families and mitigate the chilling effect the Public Charge statute has on residents' access to medical care. On January 18, 2022 DCHBX submitted comments to U.S. State Department on revision of Public Charge regulations (supported policies which support medical care for immigrants). On April 23, 2022 DCHBX submitted comments to Dept. of Homeland Security on revision of Public Charge</p>

			regulations. (supported policies which support medical care for immigrants).
President Trump issued a Presidential Proclamation requiring immigrants to have health insurance prior to entering the country.	DCHBX submitted comments opposing the Trump Administration's proclamation.	DCHBX asked the Biden Administration to repeal the Presidential Proclamation and associated information collection requests.	The Biden Administration repealed the proclamation on February 2, 2021.
Under President Trump, CMS finalized a rule requiring separate billing for the portion of premiums that pay for abortion coverage, limiting access to women's health care.	DCHBX submitted comments opposing Trump Administration regulations.	DCHBX asked the Biden Administration to repeal this provision. DCHBX worked with health insurance carriers to ensure they were prioritizing their response to the COVID-19 pandemic over implementation of this provision that would cause loss of health insurance coverage and create consumer confusion.	AG Racine joined litigation in California opposing the Trump Administration's rule. Based on that litigation, as well as a similar case in Maryland, this rule was halted by federal courts. On September 27, 2021, HHS released a final rule reversing these provisions. DCHBX submitted comments supporting this reversal.
Under President Trump, CMS finalized a rule allowing web-based brokers and insurance carriers to perform essential government functions currently performed by ACA exchanges, putting consumers at risk and endangering the stability of ACA insurance markets.	DCHBX submitted comments opposing Trump Administration regulations.	DCHBX asked the Biden Administration to repeal the provisions related to web-brokers and direct enrollment entities.	On September 27, 2021, HHS released a final rule reversing these provisions. DCHBX submitted comments supporting this reversal.

<p>Under President Trump, HHS finalized a rule to eliminate non-discrimination protections for LGBTQ, women, and immigrants.</p>	<p>Submitted comments opposing Trump Administration regulations.</p>	<p>DCHBX asked the Biden Administration to repeal the final regulation and reissue Obama Administration protections.</p>	<p>President Biden issued an Executive Order (EO) to prevent and combat discrimination on the basis of gender identity or sexual orientation. The EO instructed agencies to review their regulations, guidance, and policies for compliance with Title VII of the Civil Rights Act and with the policies in the order. On January 5, 2022, HHS proposed a repeal of the Trump Administration regulations. DCHBX is submitting comments supporting this reversal. On January 27, 2022 DCHBX submitted comments to CMS on Proposed Notice of Benefit and Payment Parameters for 2023 that supported policies that reinstate the protections against discrimination on the basis of sexual orientation and gender identity. On September 30,</p>
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			<p>2022, DCHBX submitted comments to HHS Nondiscrimination in Health Programs and Activities Proposed Rule (supported policies that reinstate the protections against discrimination on the basis of sexual orientation and gender identity, supported policies that apply nondiscrimination principles to the use of clinical algorithms, machine learning, and artificial intelligence when used as part of clinical decision making).</p>
<p>Under President Trump, HHS released guidance that loosen standards for section 1332 waivers to allow exemptions from the ACA consumer protections. A Trump Administration final rule converted the guidance into regulation.</p>	<p>Submitted comments opposing Trump Administration rule.</p>	<p>Asked the Biden Administration to repeal this provision.</p>	<p>The final rule was frozen prior to its implementation. On September 27, 2021, HHS released a final rule reversing the Trump Administration’s provisions. DCHBX submitted comments supporting this reversal.</p>

The following areas still need Biden Administration action:

Federal Action	District's Response
<p>Under President Trump, the U.S. Department of Labor (DOL) finalized a rule exempting association health plans from the ACA's consumer protections, which opens the door to fraud and insolvencies.</p>	<p>DCHBX submitted comments opposing Trump Administration rule. DCHBX asked the Biden Administration to repeal the final regulation. Attorneys General (AG), co-led by District of Columbia's Attorney General Karl Racine, challenged the rule in federal courts. District passed a law to keep consumer protections.</p> <p>President Biden issued an Executive Order on January 28, 2021 instructing the departments to review and revise the regulations.</p> <p>DOL advised the Court on its intent to engage in rulemaking (see full description below).</p>
<p>Under President Trump, the U.S. Department of Health and Human Services (HHS), DOL, and U.S. Department of the Treasury (Treasury) finalized a rule removing consumer protections related to short-term limited duration plans.</p>	<p>DCHBX submitted comments opposing Trump Administration regulations. The District passed a law to maintain a three-month limit on short term, limited duration plans. DCHBX asked the Biden Administration to revert to the Obama Administration consumer protections related to these plans under federal law. President Biden issued an Executive Order on January 28, 2021 instructing the departments to review and revise the regulations. In its Unified Regulatory Agenda, the Biden Administration announced it is still in the process of formulating proposed revisions to these regulations as planned for April 2023.</p>
<p>The ACA requires taxpayers to reconcile the amount they received in tax credits paid directly to health carriers for health insurance premiums with their income for that tax year when they file taxes.</p>	<p>In response to the economic devastation and uncertainty caused by the COVID-19 pandemic, in March 2021, the American Rescue Plan waived reconciliation requirements for tax year 2020. DCHBX has asked the IRS to provide maximum flexibility to taxpayers related to reconciliation for tax years 2021 and beyond.</p> <p>CMS issued guidance pausing the denial of tax credits directly to health carriers for Plan year 2021 through 2023 based on a failure to file a return or reconcile tax credits from the previous year. On December 21, 2022, CMS</p>

Federal Action	District’s Response
	<p>proposed a regulatory change under which terminations based on a failure to file a return or reconcile would be paused at least through plan year 2024 while the IRS worked to improve its capacity to process returns and send accurate information to exchanges. DCHBX is commenting in support this change.</p>

Actuarial Value Calculator

DCHBX submitted comments on the proposed draft 2024 Actuarial Value Calculator, recommending that CMS develop an approach that will enable states to use benefit design to address disparities in health outcomes. The Actuarial Value Calculator provides the actual value of services provided at the various plan metal levels. At proposed levels, DCHBX’s changes in plan design reducing cost-sharing to \$5 for pediatric mental health would exceed the acceptable value for both Gold and Bronze plans. DCHBX recommended that specific changes be made to the allowable deviations from current year actuarial values and that CMS initiate a review of how the AV calculator inadvertently has become a barrier to equity-based benefit design.

Federal Court Cases

Data Marketing Partnership Litigation

A federal District court in the Northern District of Texas issued a decision preempting state regulation and oversight of an entity engaging in the unauthorized sale of insurance. The District Court overturned a DOL Advisory Opinion and is permitting the entity to use ERISA as a shield from state oversight. The Department of Labor appealed this decision to the U.S. Court of Appeals for the Fifth Circuit. The D.C. Attorney General led a state effort in submitting an amicus brief in support of preserving state regulation of insurance and individual market stability. On August 17, 2022, in *Data Marketing Partnership, LP v. United States Dept of Labor*, the Fifth Circuit Court of Appeals remanded the case, partially affirming and partially vacating the lower court’s decision. The case remains under review at the Fifth Circuit to determine whether the case will be remanded to DOL, as requested by DOL. This case is important because if entities are allowed an exemption from state insurance standards, premiums would rise, and ACA markets would de-stabilize.

ACA Preventive Care Services Litigation

A federal judge in Texas ruled that the ACA’s process for determining what kinds of preventive care must be covered by private health insurance without cost sharing is unconstitutional. The ruling could jeopardize millions of Americans’ access to preventive care services, including cancer screenings, alcohol abuse counseling and drugs that prevent H.I.V. infection. The judge concluded that reliance on the Preventive Services Task Force, a volunteer panel of experts that

recommends what kinds of preventive care must be covered under the law, violated the Constitution because its members are not appointed by the President or confirmed by the Senate. The ruling also found requiring coverage of the H.I.V. drug regimen known as pre-exposure prophylaxis (PrEP) violated one of the plaintiff employer's rights under the Religious Freedom Restoration Act (RFRA). The ruling does not take effect immediately and would not affect current plan year benefits; the issue is the impact of the ruling on future plan years. The ruling also does not address all the issues pending in the case, specifically contraceptive coverage. The judge asked the parties to provide a joint status report and briefing schedule on the other outstanding issues. DOJ cannot appeal until the judge issues a final decision, including what he is ordering the government to do. DCHBX is initiating a full review of our statutory preventive care requirements should this case result in the ACA's preventive care requirements being struck down by the Supreme Court or the Fifth Circuit Appeals court.

Association Health Plans

In 2018, the DOL issued final regulations that would allow Association Health Plans (AHPs) to sell to individuals and small businesses, subject to almost no federal standards or oversight. AHPs have a long history of insolvencies, scams, and fraud. The D.C. Attorney General, as part of a 12-state coalition, in *State of New York, et al., v. U.S. Dept of Labor*, sued the DOL to overturn the new AHP regulations. The 12-state coalition prevailed, and the federal district court struck down the AHP rule as violating federal law; however, the case was appealed in the U.S. Court of Appeals for the District of Columbia. No decision has been issued in this case by the DC Circuit. After President Biden assumed office, DOL asked the Court to not issue an opinion while the new Administration reviews the regulation. In their most recent periodic update on January 6, 2023, DOL stated their intent to engage in notice and comment rulemaking on this issue. Through the passage of the Health Insurance Marketplace Improvement Amendment Act of 2018, the Council has taken steps to help protect District residents from any market destabilization, fraud, or insolvency that might result from the rule. Even with this important Act in place, the District remains at risk as the outcome of rulemaking is unpredictable. DCHBX will review the rule once issued and will comment. DCHBX will also continue to lead SBMs and other stakeholders on this issue.