



2010 FLORIDA HEALTH CHOICES Annual Report

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Florida Health Choices Selects Ceridian to Launch Small Business Marketplace

Florida Health Choices recently selected leading business services company, Ceridian, to establish a virtual health insurance marketplace for Florida small businesses and their employees.

The marketplace will provide employers and consumers with a single point of access to compare multiple insurance products and enable them to enroll in the product that best meets their needs.

Ceridian teamed with eHealth, the nation's leading online source of health insurance for individuals, to create a customized web-based choice portal. Users will not only be able to easily compare insurance products and health services, but also will have access to qualified agents, community organizations, and other benefit providers.



"We are very confident in Ceridian's ability to administer this marketplace in a way that is user friendly, cost effective and scalable to meet the needs of millions of Floridians," said Aaron Bean, board chairman of Florida Health Choices. "This is a very exciting time for us as we take a lead role in determining what the future of our state's health care should look like."

Ceridian Exchange Services will provide a full range of administrative services for the program, including eligibility and enrollment functions, payment processing, a statewide customer contact center, and decision-support tools to help employers and employees make more informed health plan choices. In addition, educational and community outreach programs will be implemented to help small businesses and employees.

"We are eager to play a vital role in offering small businesses a valuable new health insurance option that can save them money, provide their workers with access to affordable health benefits, and help keep them competitive in a changing marketplace," said Bart Valdez, president of Ceridian Exchange Services.

Located in St. Petersburg, Florida, Ceridian Exchange Services is a subsidiary of Ceridian Corp., the nation's leading provider of COBRA administration services and the second largest payroll services provider in the United States. Ceridian is a leading provider of human resource solutions, including benefits administration, reimbursement program management, employee assistance programs, and payroll and tax filing services.

With a goal of increasing access to affordable, quality health care, Florida Health Choices is working to create a competitive market for purchasing health insurance and health services.

We will provide employers and consumers with a single point of access to compare multiple insurance products, and enable them to enroll in the product that best meets their needs.



Our Mission Statement
Florida Health Choices: Removing barriers between employees who deserve quality health care, and the providers who want to make sure they get it. Easily and Accurately.

How Does the Marketplace Work?

FREQUENTLY ASKED QUESTIONS ABOUT THE MARKETPLACE PROGRAM

Q: What is the Marketplace?

A: Florida's Insurance Marketplace is a web-based shopping experience that allows easy access and side-by-side comparison of health care options for individuals, families and businesses.

Q: What products will be offered?

A: Insurers and health maintenance organizations will offer insurance and limited benefit policies while provider organizations may participate with prepaid service contracts offered by health clinics, health providers, pharmacies, service networks, group practices, and professional associations. Other groups may offer health services for a specified amount and type of service or treatment. Payroll services, medical savings accounts and other insurance options that are helpful to employers can also be offered.

Q: Which businesses can participate?

A: Eligible employers include Florida's small businesses with 50 or fewer employees at the time of enrollment. Other eligible groups designated by the State of Florida include: fiscally constrained counties and school districts; small municipalities; rural hospitals; and the State of Florida.

Q: After a business joins, who in the business is eligible to participate?

A: Employers determine which employees are eligible for benefits and the amount of any employer contribution. State of Florida retirees and employees who are not already eligible to participate in the state group health benefit plan may also shop with us.

Q: How do employees sign up?

A: Enrolled employers will inform employees of the opportunity to shop for coverage and services by providing a web link allowing access to the employer's customized Marketplace home page. Employees will have up to 60 days to shop and compare their options.

Q: Usually my employer picks my plan, my benefits and the insurance agent for me. How does it work in the Marketplace?

A: Here, the employer may recommend plans but you can shop from the entire range of offerings available in the Marketplace. If you want to seek the advice of an agent, you will have access to licensed insurance agents in your local area who serve the Marketplace. You can pick your own agent and the coverage that suits you and your family.

Q: How do I pay for the coverage and services I choose?

A: Your employer will collect your share of the premium through payroll deduction. Each pay period your employer will forward any employer contribution along with your payroll-deducted amount. Your contribution may also be considered pre-tax, depending on your employer's benefit plan and the options you pick.

Q: Do I have to leave the Marketplace if I lose my job or change employers?

A: No. Members can continue coverage in the Marketplace. We will arrange a different method of payment for you if payroll deduction is no longer an option.

Q: How is this different from the insurance exchanges I have been hearing about?

A: The differences are significant. In Florida's Marketplace, participation is voluntary for employers, employees, agents and the health care and insurance community. There are no mandates on individuals; no fines or penalties for employers; and the products and benefits are voluntarily brought to you by the insurance and health care industry. In the Marketplace, you – the employee – choose the level of benefits and services that fit your needs best; no one will tell you what you have to buy.

Marketplace to Launch in Three Phases

With three distinct implementation phases planned over the next 18 months, Florida's Marketplace will evolve and grow to include more vendors, products and web-based functionality in each phase.

Phase One, known as "Quick Start," will support the application and enrollment of eligible employers, employees and insurance agents. The initial web-based portal will support up to nine medical insurance plans and permit side-by-side comparison of benefits and insurance costs.

An online calculator will display member premium costs after taking into account any employer contributions. A statewide customer contact center will open in St. Petersburg, Florida, and the ability to accept payroll deducted premiums is also included.

The **Mid-Term phase** will expand the portal functionality for both employers and insurance agents. Supporting up to 20

vendors, the Mid-Term portal offerings can include dental, vision and prepaid plans. Web chat will also enhance the customer service capability of the new contact center.

Customer support is key. A customer contact center will include a web chat feature and will enhance service.



With the **Long-Term phase** expected in 2012, the Marketplace is expected to offer life insurance and other non-medical products to enrolled participants and employers.

With a scalable, flexible solution at its core, the Marketplace is well positioned to respond to changing health care policy in Florida and the small business community it is intended to serve.

Vendor Steering Committee to Form

FLORIDA ASSOCIATION OF HEALTH PLANS
PARTNERS WITH FLORIDA HEALTH CHOICES, INC.

The Florida Association of Health Plans will host meetings of a new Vendor Steering Committee this year formed by Florida Health Choices. The meetings will be held in conjunction with Association events.

The Committee will be comprised primarily of representatives from vendors eligible to participate in Florida's Marketplace and will include at least one consumer representative.

Eligible vendors include:

- Insurers
- Health Maintenance Organizations
- Prepaid Health Clinics
- Health Care Providers
- Provider Organizations

Other entities may sell service contracts and arrangements for a specified amount and type of health service or treatment.

Individuals interested in consideration for an appointment to the Vendor Steering Committee should submit a letter of interest to info@myfloridachchoices.org.



2011 Board of Directors

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Sherri Meadows, Vice Chair
Walter Nason, Secretary/Treasurer

DIRECTORS

Becky Cherney
Scott Edinger
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David Medvedeff
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Liz Dudek, Agency for Health Care Administration
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Agent Input is Critical for Success

As the Marketplace gears up for implementation, the Florida Health Choices, Inc. Board of Directors seeks the input of insurance agents to participate on a steering committee. The committee will be comprised primarily of insurance agents licensed in the State of Florida and will include at least one consumer representative.

The steering committee will be tasked with providing guidance and recommendations regarding program design to include:

- Program eligibility criteria for Agents/Buyer's Representatives
- Agent training requirements and opportunities for continuing education
- Terms and conditions of agent participation
- Development of compensation recommendations and participation fees
- Identification of efficient referral processes to participating agents
- Testing of the agent portal during development and recommendations for future enhancements

Florida Health Choices Names Chief Executive

ROSE M. NAFF, CEO

After conducting an executive search, the Florida Health Choices Board of Directors announced the appointment of Rose M. Naff to lead the fledgling organization.

"Naff is a proven leader and innovator in health policy, outreach, insurance and health care finance," said Chairman Aaron Bean. "She knows what it takes to get something like this up and running. She is one of Florida's great assets when it comes to health care and that made her our number one draft pick."

In tapping Naff, board members cited her 18-year tenure with the Florida Healthy Kids Corporation, a national reputation on health care issues, and award-winning marketing and outreach campaigns directed at the uninsured.

"We postponed filling this important position while health care reform was being debated in Washington," said Senator Durell Peaden, a board member. "Now we are ready to show the rest of the country how Florida's insurance exchange can be effective at reducing the number of uninsured workers and Rose is the best choice for the job at hand." Naff officially began her new duties May 14.



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