

By Senator Garcia

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1                   A bill to be entitled  
2       An act relating to health insurance; amending s.  
3       408.910, F.S.; defining the terms "corporation's  
4       marketplace," "health benefit plan," and "small  
5       employer" for purposes of the Florida Health Choices  
6       Program; redefining the term "insurer" to include  
7       health maintenance organizations; revising the types  
8       of employers who are eligible to enroll in the  
9       program; authorizing health maintenance organizations  
10      to sell health maintenance contracts under the  
11      program; requiring the Office of Insurance Regulation  
12      to approve risk-bearing products that are sold by  
13      vendors; requiring health maintenance contracts to  
14      ensure the availability of covered services and  
15      benefits to participating individuals for a specified  
16      period; requiring Florida Health Choices, Inc., to  
17      approve of certain nonrisk-bearing products; requiring  
18      the corporation to determine that making the product  
19      available through the program is in the interest of  
20      eligible individuals and eligible employers; deleting  
21      the corporation's requirement to develop a methodology  
22      for evaluating the actuarial soundness of products  
23      offered through the program; requiring the program to  
24      provide a single, centralized market for the purchase  
25      of health insurance, health maintenance contracts, and  
26      other health services; requiring the corporation to  
27      inform individuals about other health care programs;  
28      providing that products sold as part of the program,  
29      except for certain risk-bearing products, are not

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subject to certain licensing requirements; requiring Florida Health Choices, Inc., to phase in the program by accomplishing certain duties regarding the program; requiring the program to provide for the operation of a toll-free hotline; requiring the program to provide for initial, open, and special enrollment periods; requiring the program to enable eligible employers to access coverage for their employees; providing that the provisions that govern the program do not preempt or supersede the authority of the Commissioner of Insurance Regulation to regulate the business of insurance; requiring all insurers and health maintenance organizations to comply with all applicable health insurance laws and orders by the commissioner; amending s. 409.821, F.S.; authorizing personal, identifying information of an applicant or enrollee in the Florida Kidcare program to be disclosed to Florida Health Choices, Inc., for purposes of administering the Florida Health Choices Program; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Section 408.910, Florida Statutes, is amended to read:

408.910 Florida Health Choices Program.—

(1) LEGISLATIVE INTENT.—The Legislature finds that a significant number of the residents of this state do not have adequate access to affordable, quality health care. The

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Legislature further finds that increasing access to affordable, quality health care can be best accomplished by establishing a competitive market for purchasing health insurance and health services. It is therefore the intent of the Legislature to create the Florida Health Choices Program to:

(a) Expand opportunities for Floridians to purchase affordable health insurance and health services.

(b) Preserve the benefits of employment-sponsored insurance while easing the administrative burden for employers who offer these benefits.

(c) Enable individual choice in both the manner and amount of health care purchased.

(d) Provide for the purchase of individual, portable health care coverage.

(e) Disseminate information to consumers on the price and quality of health services.

(f) Sponsor a competitive market that stimulates product innovation, quality improvement, and efficiency in the production and delivery of health services.

(2) DEFINITIONS.—As used in this section, the term:

(a) "Corporation" means the Florida Health Choices, Inc., established under this section.

(b) "Corporation's marketplace" means the single, centralized market established by the program which facilitates the purchase of products certified by the corporation.

(c) "Health benefit plan" means any hospital or medical policy or certificate, hospital or medical service plan contract, or health maintenance organization subscriber contract.

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88        (d) ~~(b)~~ "Health insurance agent" means an agent licensed  
89 under part IV of chapter 626.

90        (e) ~~(c)~~ "Insurer" means an entity licensed under chapter 624  
91 which offers an individual health insurance policy or a group  
92 health insurance policy, a preferred provider organization as  
93 defined in s. 627.6471, ~~or~~ an exclusive provider organization as  
94 defined in s. 627.6472, or a health maintenance organization as  
95 defined in chapter 641.

96        (f) ~~(d)~~ "Program" means the Florida Health Choices Program  
97 established by this section.

98        (g) "Small employer" means an employer that employed an  
99 average of not more than 50 employees during the preceding  
100 calendar year in the following manner:

101        1. All employees are counted, including part-time employees  
102 and employees who are not eligible for coverage through the  
103 employer;

104        2. If an employer was not in existence throughout the  
105 preceding calendar year, the determination of whether the  
106 employer is a small employer is based on the average number of  
107 employees that are reasonably expected to be employed on a  
108 business day in the current calendar year; and

109        3. An employer that makes enrollment in health benefit  
110 plans available to its employees through the program and would  
111 cease to be a small employer by reason of an increase in the  
112 number of its employees shall continue to be treated as a small  
113 employer for purposes of this section as long as it continuously  
114 makes enrollment through the program available to its employees.

115        (3) PROGRAM PURPOSE AND COMPONENTS.—The Florida Health  
116 Choices Program is created as a single, centralized market for

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the sale and purchase of various products that enable individuals to pay for health care. These products include, but are not limited to, health insurance plans, health maintenance organization plans, prepaid services, service contracts, and flexible spending accounts. The components of the program include:

(a) Enrollment of employers.

(b) Administrative services for participating employers, including:

1. Assistance in seeking federal approval of cafeteria plans.

2. Collection of premiums and other payments.

3. Management of individual benefit accounts.

4. Distribution of premiums to insurers and payments to other eligible vendors.

5. Assistance for participants in complying with reporting requirements.

(c) Services to individual participants, including:

1. Information about available products and participating vendors.

2. Assistance with assessing the benefits and limits of each product, including information necessary to distinguish between policies offering creditable coverage and other products available through the program.

3. Account information to assist individual participants with managing available resources.

4. Services that promote healthy behaviors.

(d) Recruitment of vendors, including insurers, health maintenance organizations, prepaid clinic service providers,

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provider service networks, and other providers.

(e) Certification of vendors to ensure capability, reliability, and validity of offerings.

(f) Collection of data, monitoring, assessment, and reporting of vendor performance.

(g) Information services for individuals and employers.

(h) Program evaluation.

(4) ELIGIBILITY AND PARTICIPATION.—Participation in the program is voluntary and shall be available to employers, individuals, vendors, and health insurance agents as specified in this subsection.

(a) Employers eligible to enroll in the program include:

1. Employers that meet the criteria established by the corporation and elect to make their employees eligible for one or more health plans offered through the program ~~have 1 to 50 employees.~~

2. Fiscally constrained counties described in s. 218.67.

3. Municipalities having populations of fewer than 50,000 residents.

4. School districts in fiscally constrained counties.

5. Statutory rural hospitals.

(b) Individuals eligible to participate in the program include:

1. Individual employees of enrolled employers.

2. State employees not eligible for state employee health benefits.

3. State retirees.

4. Medicaid ~~reform~~ participants who select the opt-out provision of reform.

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~~5. Statutory rural hospitals.~~

(c) Employers who choose to participate in the program may enroll by complying with the procedures established by the corporation. The procedures must include, but are not limited to:

1. Submission of required information.

2. Compliance with federal tax requirements for the establishment of a cafeteria plan, pursuant to s. 125 of the Internal Revenue Code, including designation of the employer's plan as a premium payment plan, a salary reduction plan that has flexible spending arrangements, or a salary reduction plan that has a premium payment and flexible spending arrangements.

3. Determination of the employer's contribution, if any, per employee, provided that such contribution is equal for each eligible employee.

4. Establishment of payroll deduction procedures, subject to the agreement of each individual employee who voluntarily participates in the program.

5. Designation of the corporation as the third-party administrator for the employer's health benefit plan.

6. Identification of eligible employees.

7. Arrangement for periodic payments.

8. Employer notification to employees of the intent to transfer from an existing employee health plan to the program at least 90 days before the transition.

(d) Eligible vendors and the products and services that the vendors are permitted to sell are as follows:

1. Insurers licensed under chapter 624 may sell health insurance policies, limited benefit policies, other risk-bearing

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coverage, and other products or services.

2. Health maintenance organizations licensed under part I of chapter 641 may sell health maintenance contracts ~~insurance policies~~, limited benefit policies, other risk-bearing products, and other products or services.

3. Prepaid health clinic service providers licensed under part II of chapter 641 may sell prepaid service contracts and other arrangements for a specified amount and type of health services or treatments.

4. Health care providers, including hospitals and other licensed health facilities, health care clinics, licensed health professionals, pharmacies, and other licensed health care providers, may sell service contracts and arrangements for a specified amount and type of health services or treatments.

5. Provider organizations, including service networks, group practices, professional associations, and other incorporated organizations of providers, may sell service contracts and arrangements for a specified amount and type of health services or treatments.

6. Corporate entities providing specific health services in accordance with applicable state law may sell service contracts and arrangements for a specified amount and type of health services or treatments.

A vendor described in subparagraphs 3.-6. may not sell products that provide risk-bearing coverage unless that vendor is authorized under a certificate of authority issued by the Office of Insurance Regulation under the provisions of the Florida Insurance Code. Otherwise eligible vendors may be excluded from



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participating in the program for deceptive or predatory practices, financial insolvency, or failure to comply with the terms of the participation agreement or other standards set by the corporation. The Office of Insurance Regulation shall approve the risk-bearing products that are available under subparagraph 1. or subparagraph 2.

(e) Eligible individuals may voluntarily continue participation in the program regardless of subsequent changes in job status or Medicaid eligibility. Individuals who join the program may participate by complying with the procedures established by the corporation. These procedures must include, but are not limited to:

1. Submission of required information.
2. Authorization for payroll deduction.
3. Compliance with federal tax requirements.
4. Arrangements for payment in the event of job changes.
5. Selection of products and services.

(f) Vendors who choose to participate in the program may enroll by complying with the procedures established by the corporation. These procedures must include, but are not limited to:

1. Submission of required information, including a complete description of the coverage, services, provider network, payment restrictions, and other requirements of each product offered through the program.
2. Execution of an agreement to make all risk-bearing products offered through the program guaranteed-issue policies, subject to preexisting condition exclusions established by the corporation.

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262 3. Execution of an agreement that prohibits refusal to sell  
263 any offered non-risk-bearing product to a participant who elects  
264 to buy it.

265 4. Establishment of product prices based on age, gender,  
266 and location of the individual participant.

267 5. Arrangements for receiving payment for enrolled  
268 participants.

269 6. Participation in ongoing reporting processes established  
270 by the corporation.

271 7. Compliance with grievance procedures established by the  
272 corporation.

273 (g) Health insurance agents licensed under part IV of  
274 chapter 626 are eligible to voluntarily participate as buyers'  
275 representatives. A buyer's representative acts on behalf of an  
276 individual purchasing health insurance and health services  
277 through the program by providing information about products and  
278 services available through the program and assisting the  
279 individual with both the decision and the procedure of selecting  
280 specific products. Serving as a buyer's representative does not  
281 constitute a conflict of interest with continuing  
282 responsibilities as a health insurance agent if the relationship  
283 between each agent and any participating vendor is disclosed  
284 before advising an individual participant about the products and  
285 services available through the program. In order to participate,  
286 a health insurance agent shall comply with the procedures  
287 established by the corporation, including:

288 1. Completion of training requirements.

289 2. Execution of a participation agreement specifying the  
290 terms and conditions of participation.

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291 3. Disclosure of any appointments to solicit insurance or  
292 procure applications for vendors participating in the program.

293 4. Arrangements to receive payment from the corporation for  
294 services as a buyer's representative.

295 (5) PRODUCTS.—

296 (a) The products that may be made available for purchase  
297 through the program include, but are not limited to:

298 1. Health insurance policies.

299 2. Limited benefit plans.

300 3. Prepaid clinic services.

301 4. Service contracts.

302 5. Arrangements for purchase of specific amounts and types  
303 of health services and treatments.

304 6. Flexible spending accounts.

305 7. Health maintenance contracts.

306 (b) Health insurance policies, health maintenance  
307 contracts, limited benefit plans, prepaid service contracts, and  
308 other contracts for services must ensure the availability of  
309 covered services ~~and benefits to participating individuals for~~  
310 ~~at least 1 full enrollment year.~~

311 (c) Products may be offered for multiyear periods provided  
312 the price of the product is specified for the entire period or  
313 for each separately priced segment of the policy or contract.

314 (d) The corporation shall provide a disclosure form for  
315 consumers to acknowledge their understanding of the nature of,  
316 and any limitations to, the benefits provided by the products  
317 and services being purchased by the consumer.

318 (e) Any nonrisk-bearing products other than those set forth  
319 in paragraph (a) must be approved by the corporation.

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320       (f) The corporation shall determine that making the health  
321 benefit plan available through the program is in the interest of  
322 eligible individuals and eligible employers in the state.

323       (6) PRICING.—Prices for the products sold through the  
324 program must be transparent to participants and established by  
325 the vendors based on age, gender, and location of participants.  
326 ~~The corporation shall develop a methodology for evaluating the~~  
327 ~~actuarial soundness of products offered through the program. The~~  
328 ~~methodology shall be reviewed by the Office of Insurance~~  
329 ~~Regulation prior to use by the corporation. Before making the~~  
330 ~~product available to individual participants, the corporation~~  
331 ~~shall use the methodology to compare the expected health care~~  
332 ~~costs for the covered services and benefits to the vendor's~~  
333 ~~price for that coverage. The results shall be reported to~~  
334 ~~individuals participating in the program. Once established, the~~  
335 ~~price set by the vendor must remain in force for at least 1 year~~  
336 ~~and may only be redetermined by the vendor at the next annual~~  
337 ~~enrollment period.~~ The corporation shall annually assess a  
338 surcharge for each premium or price set by a participating  
339 vendor. The surcharge may not be more than 2.5 percent of the  
340 price and shall be used to generate funding for administrative  
341 services provided by the corporation and payments to buyers'  
342 representatives.

343       (7) THE MARKETPLACE PROCESS ~~EXCHANGE PROCESS~~.—The program  
344 shall provide a single, centralized market for the purchase of  
345 health insurance, health maintenance contracts, and other health  
346 services. Purchases may be made by participating individuals  
347 over the Internet or through the services of a participating  
348 health insurance agent. Information about each product and

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349 service available through the program shall be made available  
350 through printed material and an interactive Internet website. A  
351 participant needing personal assistance to select products and  
352 services shall be referred to a participating agent in his or  
353 her area.

354 (a) Participation in the program may begin at any time  
355 during a year after the employer completes enrollment and meets  
356 the requirements specified by the corporation pursuant to  
357 paragraph (4) (c).

358 (b) Initial selection of products and services must be made  
359 by an individual participant within 60 days after the date the  
360 individual's employer qualified for participation. An individual  
361 who fails to enroll in products and services by the end of this  
362 period is limited to participation in flexible spending account  
363 services until the next annual enrollment period.

364 (c) Initial enrollment periods for each product selected by  
365 an individual participant must last at least 12 months, unless  
366 the individual participant specifically agrees to a different  
367 enrollment period.

368 (d) If an individual has selected one or more products and  
369 enrolled in those products for at least 12 months or any other  
370 period specifically agreed to by the individual participant,  
371 changes in selected products and services may only be made  
372 during the annual enrollment period established by the  
373 corporation.

374 (e) The limits established in paragraphs (b)-(d) apply to  
375 any risk-bearing product that promises future payment or  
376 coverage for a variable amount of benefits or services. The  
377 limits do not apply to initiation of flexible spending plans if

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those plans are not associated with specific high-deductible insurance policies or the use of spending accounts for any products offering individual participants specific amounts and types of health services and treatments at a contracted price.

(8) CONSUMER INFORMATION.—The corporation shall establish a secure website to facilitate the purchase of products and services by participating individuals. The website must provide information about each product or service available through the program.

(a) Before ~~Prior to~~ making a risk-bearing product available through the program, the corporation shall provide information regarding the product to the Office of Insurance Regulation. The office shall review the product information and provide consumer information and a recommendation on the risk-bearing product to the corporation within 30 days after receiving the product information.

1. Upon receiving a recommendation that a risk-bearing product should be made available in the corporation's marketplace, the corporation may include the product on its website. If the consumer information and recommendation is not received within 30 days, the corporation may make the risk-bearing product available on the website without consumer information from the office.

2. Upon receiving a recommendation that a risk-bearing product should not be made available in the corporation's marketplace, the risk-bearing product may be included as an eligible product in the corporation's marketplace and on its website only if a majority of the board of directors vote to include the product.

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(b) If a risk-bearing product is made available on the website, the corporation shall make the consumer information and office recommendation available on the website and in print format. The corporation shall make late-submitted and ongoing updates to consumer information available on the website and in print format.

(c) The corporation shall inform individuals about other public health care programs.

(9) RISK POOLING.—The program shall use ~~utilize~~ methods for pooling the risk of individual participants and preventing selection bias. These methods shall include, but are not limited to, a postenrollment risk adjustment of the premium payments to the vendors. The corporation shall establish a methodology for assessing the risk of enrolled individual participants based on data reported by the vendors about their enrollees. Monthly distributions of payments to the vendors shall be adjusted based on the assessed relative risk profile of the enrollees in each risk-bearing product for the most recent period for which data is available.

(10) EXEMPTIONS.—

(a) Products, other than those risk-bearing products set forth in subparagraphs (4)(d)1. and 2., ~~Policies~~ sold as part of the program are not subject to the licensing requirements of the Florida Insurance Code, chapter 641, or the mandated offerings or coverages established in part VI of chapter 627 and chapter 641.

(b) The corporation may act as an administrator as defined in s. 626.88 but is not required to be certified pursuant to part VII of chapter 626. However, a third party administrator

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used by the corporation must be certified under part VII of chapter 626.

(11) CORPORATION.—There is created the Florida Health Choices, Inc., which shall be registered, incorporated, organized, and operated in compliance with part III of chapter 112 and chapters 119, 286, and 617. The purpose of the corporation is to administer the program created in this section and to conduct such other business as may further the administration of the program.

(a) The corporation shall be governed by a 15-member board of directors consisting of:

1. Three ex officio, nonvoting members to include:

a. The Secretary of Health Care Administration or a designee with expertise in health care services.

b. The Secretary of Management Services or a designee with expertise in state employee benefits.

c. The commissioner of the Office of Insurance Regulation or a designee with expertise in insurance regulation.

2. Four members appointed by and serving at the pleasure of the Governor.

3. Four members appointed by and serving at the pleasure of the President of the Senate.

4. Four members appointed by and serving at the pleasure of the Speaker of the House of Representatives.

5. Board members may not include insurers, health insurance agents or brokers, health care providers, health maintenance organizations, prepaid service providers, or any other entity, affiliate or subsidiary of eligible vendors.

(b) Members shall be appointed for terms of up to 3 years.



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Any member is eligible for reappointment. A vacancy on the board shall be filled for the unexpired portion of the term in the same manner as the original appointment.

(c) The board shall select a chief executive officer for the corporation who shall be responsible for the selection of such other staff as may be authorized by the corporation's operating budget as adopted by the board.

(d) Board members are entitled to receive, from funds of the corporation, reimbursement for per diem and travel expenses as provided by s. 112.061. No other compensation is authorized.

(e) There is no liability on the part of, and no cause of action shall arise against, any member of the board or its employees or agents for any action taken by them in the performance of their powers and duties under this section.

(f) The board shall develop and adopt bylaws and other corporate procedures as necessary for the operation of the corporation and carrying out the purposes of this section. The bylaws shall:

1. Specify procedures for selection of officers and qualifications for reappointment, provided that no board member shall serve more than 9 consecutive years.

2. Require an annual membership meeting that provides an opportunity for input and interaction with individual participants in the program.

3. Specify policies and procedures regarding conflicts of interest, including the provisions of part III of chapter 112, which prohibit a member from participating in any decision that would inure to the benefit of the member or the organization that employs the member. The policies and procedures shall also

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require public disclosure of the interest that prevents the member from participating in a decision on a particular matter.

(g) The corporation may exercise all powers granted to it under chapter 617 necessary to carry out the purposes of this section, including, but not limited to, the power to receive and accept grants, loans, or advances of funds from any public or private agency and to receive and accept from any source contributions of money, property, labor, or any other thing of value to be held, used, and applied for the purposes of this section.

(h) The corporation may establish technical advisory panels consisting of interested parties, including consumers, health care providers, individuals with expertise in insurance regulation, and insurers.

(i) The corporation shall phase in the program to:

1. Determine eligibility of employers, vendors, individuals, and agents in accordance with subsection (4).

2. Establish procedures necessary for the operation of the program, including, but not limited to, procedures for application, enrollment, risk assessment, risk adjustment, plan administration, performance monitoring, and consumer education.

3. Arrange for collection of contributions from participating employers and individuals to pay for:

a. Products purchased through the corporation's marketplace; or

b. Other public health care programs approved by the corporation.

4. Arrange for payment of premiums and other appropriate disbursements based on the selections of products and services

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by the individual participants.

5. Establish criteria for disenrollment of participating individuals based on failure to pay the individual's share of any contribution required to maintain enrollment in selected products.

6. Establish criteria for exclusion of vendors pursuant to paragraph (4) (d).

7. Develop and implement a plan for promoting public awareness of and participation in the program.

8. Secure staff and consultant services necessary to the operation of the program.

9. Establish policies and procedures regarding participation in the program for individuals, vendors, health insurance agents, and employers.

10. Provide for the operation of a toll-free hotline to respond to requests for assistance. ~~Develop a plan, in coordination with the Department of Revenue, to establish tax credits or refunds for employers that participate in the program. The corporation shall submit the plan to the Governor, the President of the Senate, and the Speaker of the House of Representatives by January 1, 2009.~~

11. Provide for initial, open, and special enrollment periods.

12. Enable an eligible employer to access coverage for its employees which may enable any eligible employer to select one or more products available through the program so that any of its eligible employees may enroll.

(12) REPORT.—Beginning in the 2009-2010 fiscal year, submit by February 1 an annual report to the Governor, the President of

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the Senate, and the Speaker of the House of Representatives documenting the corporation's activities in compliance with the duties delineated in this section.

(13) PROGRAM INTEGRITY.—To ensure program integrity and to safeguard the financial transactions made under the auspices of the program, the corporation is authorized to establish qualifying criteria and certification procedures for vendors, require performance bonds or other guarantees of ability to complete contractual obligations, monitor the performance of vendors, and enforce the agreements of the program through financial penalty or disqualification from the program.

(14) RELATION TO OTHER LAWS.—This section or any action taken by the corporation does not preempt or supersede the authority of the commissioner to regulate the business of insurance within the state. Except as expressly provided to the contrary in this section, an insurer or health maintenance organization offering health benefit plans in this state must comply fully with all applicable health insurance laws in this state and orders issued by the commissioner.

Section 2. Subsection (2) of section 409.821, Florida Statutes, is amended to read:

409.821 Florida Kidcare program public records exemption.—

(2) (a) Upon request, such information shall be disclosed to:

1. Another governmental entity in the performance of its official duties and responsibilities;

2. The Department of Revenue for purposes of administering the state Title IV-D program; ~~or~~

3. Any person who has the written consent of the program

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581 applicant; ~~or~~.

582 4. The Florida Health Choices, Inc., for purposes of  
583 administering the Florida Health Choices Program authorized in  
584 s. 408.910.

585 (b) This section does not prohibit an enrollee's legal  
586 guardian from obtaining confirmation of coverage, dates of  
587 coverage, the name of the enrollee's health plan, and the amount  
588 of premium being paid.

589 Section 3. This act shall take effect July 1, 2011.