

**Florida Health Choices, Inc.**  
**Project: Marketplace**  
**Vendor Steering Committee Charter**

DRAFT

**Project Name: Health Insurance Marketplace**

**Prepared By: Vendor Steering Committee**

**Date: June 20, 2011**

## **A Purpose of the Steering Committee**

### **Primary Functions**

Florida Health Choices, Inc. is established pursuant to 408.910, F.S. and is an instrumentality of the State of Florida.

The primary function of the Vendor Steering Committee is to advise the Florida Health Choice board of directors (board) on program feasibility and design options for a successful health insurance marketplace in Florida. The Vendor Steering Committee will conduct research on program options and develop recommendations on program policies affecting the vendor community.

The Steering Committee can provide a stabilizing influence so organizational concepts and directions are established and maintained with a visionary view. The Steering Committee provides insight on insurance market influences and can assist with long-term strategies in support of the marketplace. Members of the Steering Committee ensure business objectives of vendors are being adequately addressed and the project remains under control. In practice these responsibilities are carried out by performing the following functions:

- Research marketplace options and develop recommendations for consideration by the board.
- Monitoring and review of the project at regular Steering Committee meetings;
- Providing assistance to the project when required;

### **Approval Responsibilities**

The Steering Committee is responsible for approving major project elements such as:

- Prioritization of project objectives and outcomes as identified in the project *Business Case*;
- Deliverables as identified in the project *Scope Statement*;
- Budget, ensuring that effort, expenditures and changes are appropriate to stakeholder expectations;
- Schedule;
- Risk management strategies, ensuring that strategies to address potential threats to the project's success have been identified, estimated and approved, and that the threats are regularly re-assessed;
- Project management and quality assurance practices.

## B Steering Committee

### Membership

Stakeholder members are appointed by the chairman of the board. The Steering Committee will initially consist of the following stakeholder members:

Entity	Role	Representative
Florida Association of Health Plans	Committee Chair	Michael W. Garner
America's Health Insurance Plans	Committee Vice Chair	Joe Ryan
Aetna	Member	Sherry R. Baker
AvMed Health Plans	Member	Javier Mendoza
Blue Cross Blue Shield of Florida	Member	V. Sheffield "Chip" Kenyon
Broward Health	Member	Joseph Rogers
Capital Health Plan	Member	Tom Glennon
Centene Corporation/ Sunshine Health Plan	Member	Holly Benson
Consumer Health Alliance and Coverdell	Member	Vincent DiBenedetto
Delta Dental	Member	Heather Grzych
Denta Quest	Member	Lourdes T. Rivas
Florida Health Care Plans	Member	David C. Schandel
FSU School of Medicine	Member	Les Beitsch
Humana	Member	Tim Love
MCNA Dental Plan	Member	Carlos Lacasa and Glen Feingold
United Healthcare of Florida	Member	Glenn Baker
Vista/Coventry	Member	Darcy Gartner

Additional appointments may be made at the discretion of the board chair.

### Role of a Steering Committee member

It is intended that the Steering Committee leverage the experiences, expertise, and insight of knowledgeable individuals at organizations committed to building a successful marketplace. Steering Committee members are not directly responsible for managing project activities, but provide support and guidance to those who do. Thus, individually, Steering Committee members should:

- Understand the strategic implications and likely outcomes of proposed program policies;
- Appreciate the significance of the project for some or all major stakeholders and represent their interests;
- Be genuinely interested in the initiative and be an advocate for broad support for the outcomes being pursued in the project;
- Have a broad understanding of project management issues and approach being adopted.

In practice, this means they:

- Review the status of the project;
- Help balance conflicting priorities;
- Provide guidance to the board of directors and corporation staff;
- Consider ideas and issues raised;
- Foster positive communication;

## C Meetings

This Steering Committee is subject to Florida's sunshine law, public records requirements, and governance documents adopted by the board.

All meetings of the Steering Committee will be notice in advance on the corporations' website at [www.myfloridachoice.org](http://www.myfloridachoice.org). Meeting materials will also be made available to the public at the same address.

## D Scope

### In Scope

The Steering Committee's areas of scope include program policies and marketplace operations.

In making initial appointments to the Steering Committee, the chair provided the following subject areas for consideration by the Steering Committee

- Identification of initial market segments
- Identification of appropriate plans
- A vendor and plan certification process
- Terms and conditions for vendor participation
- Participation in testing the vendor interface during system development

Additionally, the board and staff of the corporation will seek vendor input on program policies as they develop and which likely include:

- Eligibility
- Standard application
- Enrollment periods
- Risk Pooling
- Evaluation
- Marketing
- Other assignments by the chair

### Out of Scope

The marketplace is implementing a program defined by 408.910, Florida Statutes. The following subject areas are specifically excluded from the scope of work to be considered by this Steering Committee:

- National Health Care Reform
- Patient Protection and Affordable Care Act
- Pending state legislation or policies related to either of the above