



2015 FLORIDA HEALTH CHOICES Annual Report

THE HEALTH INSURANCE MARKETPLACE

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2015: The Year in Review

January and February: Shop the Marketplace

On January 5, 2015, Florida Health Choices officially opened its Direct-to-Consumer Exchange for a special six-week enrollment period during the nationwide open enrollment period. Individuals, children, and families could shop for comprehensive health insurance from qualified health plans, as well as for ancillary products like dental and vision coverage, through an online marketplace open 24/7.

March: Association Exchange

In March, Florida Health Choices was pleased to partner with one of Florida’s largest trade associations to provide their membership with a valuable benefit – an exclusive health insurance exchange. The 140,000 members of the Florida REALTORS® now have access to a choice of health plans and easy shopping and checkout functionality.



About Florida Health Choices

With a goal of increasing access to affordable, quality health care, Florida Health Choices is working to create a competitive market for health insurance. We provide employers, consumers, agents, associations and insurers with private exchange services.

Our Mission Statement

Florida Health Choices: Removing barriers between Floridians who deserve quality health care and the providers who want to make sure they get it. Easily and accurately.



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2015: Year in Review (continued)



Florida Health Choices, Inc. was created by the Florida Legislature as a not-for-profit corporation. Shop, compare and enroll at www.myfloridachoice.org.



2016 Board of Directors

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April and May: New Communications Partner

In need of a new marketing partner, Florida Health Choices released a Solicitation of Interest for Marketing and Communications services in April. Over the next month, the corporation evaluated respondents, and ultimately awarded the contract to Moore Communications Group.

June: Contract Termination

Florida Health Choices and Careington International Corporation mutually terminated the contract for Third Party Administration Services for the web platform offering discount medical and limited benefit products.

July: Serving Licensed Professionals in Florida

The first of its kind in the U.S., the Professional Exchange makes it easier for Floridians with professional licenses issued by the State of Florida to shop for health insurance. By collecting a user's industry, profession, license name or job title, Florida Health Choices can deliver licensees to one of seven customized shopping options designed just for them.

August, September, and October: Gearing Up

With a new marketing partner on board, Florida Health Choices began mapping promotional campaigns to include radio, digital out-of-home and social media advertising to increase awareness of the products available through Florida Health Choices. Corporation staff attended the Florida REALTORS® Trade Expo in Orlando to educate members and provide live demos to show how easy it is to shop online for health insurance. In addition to tips and information, a Consumer Resource Guide was prepared and posted on the corporation website for download.

November and December: Open Enrollment

Florida's Health Insurance Marketplace is open 24/7 with Open Enrollment beginning on November 1, 2015. Individuals, children, families, and licensed professionals can shop for coverage and get questions answered.

Florida Health Choices Offers Exchange Services

In addition to its Direct-to-Consumer exchange for individuals, children, and families, Florida Health Choices offers the following private exchange services:

What are exchanges?

Online benefit exchanges are expected to rapidly replace traditional purchasing methods for both employers and individuals. This trend is fueled by advances in technology and recent standardization of product rules. Estimates show that 40 million Americans will select their benefit plan utilizing a private exchange by the year 2018. Another 31 million are expected to enroll through public exchanges established under the Patient Protection and Affordable Care Act.

Before jumping on the exchange bandwagon, it's important to understand the different types of exchanges. There are two major categories:

Public exchanges are created by law and provide government subsidies.

Private exchanges — though they may be created by law — do not provide government subsidies and, therefore, do not meet the definition of public exchange.

Within the private exchange arena, there is great variance in the types of exchanges with the most common distinctions being the type of insurance offered, the owner/sponsor of the exchange, and the types of users.

Professional Exchange (PROX)

Floridians with professional licenses issued by the State of Florida can now shop for coverage that is tailored to meet their needs. After sharing their industry, profession, license name or job title through an on-line portal, a licensee is delivered to one of seven customized shopping options by Florida Health Choices. The corporation is proud to offer this unique service to hard-working Floridians.

Association Private Exchange (AEX)

With an AEX, associations can offer their membership access to a valuable benefit, streamline the user experience, and improve the take-up rate for offered products with easy shopping and checkout functionality. Interested parties can contact the corporation to learn the how revenue sharing or product endorsement can enhance member offerings.

Florida Employer Exchange (FLEX)

The FLEX exchange for employer groups helps control employer benefit costs and increase worker engagement in health care choices. It provides a comprehensive employee benefits management platform and is designed around the emerging strategy to shift away from the defined benefit model to the defined contribution model. This trend is fueled by advances in technology and recent standardization of product rules and provides advantages to both employers and their employees.

Agency Private Exchange (APEX)

A custom-branded exchange by Florida Health Choices can expand an agency's online presence in this highly competitive market. Exchange platforms can be expensive to build and operate, especially on a small scale. Florida Health Choices works with Florida insurance agencies of all sizes to establish custom-branded private exchanges.

Single Insurer Exchange (SIX)

The up-and-coming single insurer private exchange can not only position the insurer as innovative and consumer-oriented, but provide a level of control and flexibility highly desirable in today's competitive market environment.



About the Marketplace

With approximately 90 percent of Floridians ineligible for Affordable Care Act subsidies, it's important to offer options that fill coverage gaps and meet individual needs. Since its inception, the Marketplace has provided consumers with a user-friendly experience when searching for and purchasing health plans. Customer service is an equally high priority for consumers who prefer to enroll via the Marketplace's toll-free number, with average hold times of 14 seconds.

Coverage Offered: Comprehensive health insurance, dental, vision, and more

User Demographics

- 62% of individual product enrollments are adults and children
- Child-only policies make up 7% of enrollment (ages birth – 18)
- Sales include:
 - » All insurance companies currently offered
 - » All of the metal tiers: Bronze 43%, Silver 32%, Gold 19%, Platinum 6%
 - » All product lines offered (Medical, Dental, Vision, Telehealth, Identity Theft Protection)
- The average individual/family monthly premium was \$355, and they purchased an average of two products
- Florida Health Choices assisted with subsidized purchases
- Enrollment was geographically dispersed from Tallahassee to St. Augustine to Miami
- The highest concentration of enrollment was along the I-4 corridor from communities around Orlando to the greater Tampa Bay area
- Ages range from 1 to 64, with 35 as the average age of an enrollee
- Young Invincibles make up about 27% of enrollment (ages 18 –29)
- 80% of customers purchased individual coverage, 20% purchased spouse/family coverage

In remembrance of Durell Peaden

Senator Durell Peaden, M.D., J.D., a beloved former lawmaker from the Panhandle, passed away on June 23. He was 69. Peaden served as chair of the Florida Health Choices board of directors. Among his many notable accomplishments, he championed a medical school for Florida State University and was the driving force behind the college's design. In October, the FSU College of Medicine named the Durell Peaden Auditorium in his honor. An innovative program designed to increase and improve health care for Florida's rural residents was named after him as well. He is dearly missed.



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