

## Grant Outcome Report

### Health Reform: Eligibility and Enrollment Systems Inventory and Plan for New York State

#### The Problem

Under the Affordable Care Act (ACA), states were required to establish health insurance exchanges as a single point of entry for consumers to access and enroll in health care coverage. These exchanges function as a central online marketplace where individuals and employers can compare the benefit options and costs of different health plans and enroll in coverage.

In advance of health reform implementation, states sought to implement a consumer-friendly eligibility and enrollment system based on a no-wrong-door design that would allow individuals to explore insurance options regardless of their eligibility for public or subsidized private coverage. In addition, a person's eligibility for public or private coverage can change as incomes fluctuate, so an enrollment system would also need to seamlessly transition individuals to new programs as they become eligible.

Prior to health reform, New York had an antiquated, fragmented patchwork of eligibility and enrollment systems to administer Medicaid, Family Health Plus, and Child Health Plus. For example, New York State Medicaid used Welfare Management System (WMS), a decades-old system that required someone to manually enter and update information every time a user enrolled in a program, switched health insurance programs, or ended their enrollment.

Shortly after the passage of the ACA, NYSHealth recognized the complexity of readying New York State for health reform implementation. Executing a new, seamless eligibility and enrollment system would require a sophisticated and in-depth technology gap analysis of the State's current systems, as well as an assessment of applications that could be used for the NY State of Health Marketplace, the State's official exchange. New system architecture would have to be developed to receive, process, and transmit information among consumers, the Marketplace, employers, health plans, and relevant federal data hubs.

In January 2011, NYSHealth awarded a grant to Social Interest Solutions (SIS), with the Lewin Group serving as a subcontractor, to conduct an inventory of the State's systems and examine existing information

#### KEY INFORMATION:

##### GRANTEE

Social Interest Solutions

##### GRANT TITLE

- Eligibility and Enrollment Systems Inventory and Plan for New York State
- Consulting Support Services for the NY-HX

##### DATES

Phase 1: January 2011 – July 2011  
Phase 2: June 2011 – December 2011

##### GRANT AMOUNT

Phase 1: \$349,878  
Phase 2: \$150,000

##### FUNDING

Expanding Health Care Coverage

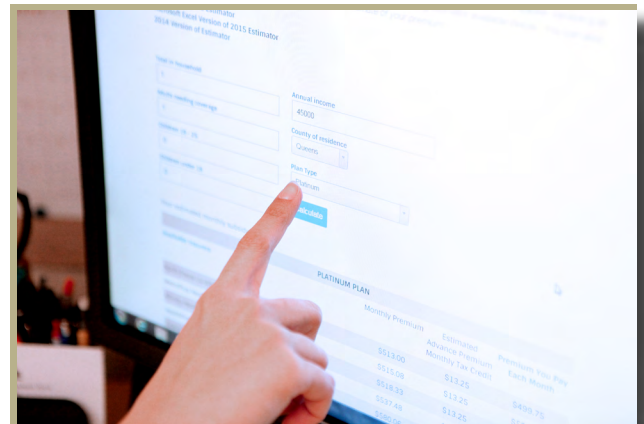
technology (IT) assets and deficiencies. In June 2011, NYSHealth awarded SIS a second grant to provide the State with consulting support services to help establish the Marketplace.

## Grant Activities and Outcomes

SIS achieved the following outcomes:

- Conducted an eligibility and enrollment system inventory and analysis of New York's current system infrastructure. This review included identification of current technology assets and functions that could be leveraged for the Marketplace;
- Conducted multiple stakeholder interviews, with project partner Lewin Group, to gather feedback from officials at relevant State agencies, the Governor's Office, New York City agencies, the New York City Mayor's Office, local counties, health plans, consumer organizations, and other stakeholders;
- Created a checklist guide for comparing and contrasting current eligibility and enrollment system capabilities with the federal requirements;
- Produced a final report, "[Preparing New York's Information Technology Infrastructure for Health Reform: A Gap Analysis](#)," for New York State. This gap analysis also laid out five options to inform future decisions related to establishing the Marketplace.

As a result of this work—in particular the technology gap analysis—New York was able to qualify for a \$27 million federal Early Innovator grant award, which supported the State's work to develop the Marketplace's IT architecture, including its eligibility and enrollment system. In addition, SIS's work supported New York's successful application for a \$10.8 million federal grant for the planning and establishment of the Marketplace.



Under the follow-up grant from NYSHealth, SIS continued to support New York State in conducting its eligibility and enrollment system Joint Application Design (JAD) sessions, a process to accelerate the design of IT solutions and meet different benchmarks for establishing the Marketplace. SIS served as a subject matter expert and helped lead these JAD sessions. SIS also supported New York State's involvement in the national Enroll UX 2014 effort, a multistate collaboration to develop a state-of-the-art online tool to assist consumers with identifying their eligibility for various health insurance options, selecting a plan, and enrolling in health insurance. SIS also continued to provide technical assistance to the State as it developed

its Marketplace.

Among its key accomplishments during this second grant period, SIS developed and circulated a white paper promoting the use of the National Association of Insurance Commissioners' System for Electronic Rate and Form Filing application (a tool used in all states to streamline their insurance plan rate and form filing process) to support some of the plan management functions required for the Marketplace.

## The Future

This project helped New York develop a nationally lauded Marketplace that has been used by more than 1 million New Yorkers to sign up for health insurance since open enrollment began. Much of the Marketplace's success is a result of it being a single point of access for all New Yorkers—regardless of their eligibility status—and allowing for online enrollment in public health insurance programs. In other states without this feature, there have been backlogs of hundreds of thousands of paper Medicaid applications awaiting eligibility determinations. In New York, the system was designed to be able to make instantaneous eligibility determinations and give approval for qualified applicants.

SIS also developed strong and effective working relationships with the New York State agencies responsible for establishing the Marketplace. Following the close of this project, SIS served as a short-term subcontractor to New York State's systems integration vendor to advise on planning and development for the Marketplace.

## BACKGROUND INFORMATION:

### ABOUT THE GRANTEE

Social Interest Solutions (SIS) is a mission-driven, nonprofit organization dedicated to leveraging technology innovation to improve consumers' quality of life. Working with policymakers, government agencies, health care providers, and philanthropic organizations, SIS develops innovative technologies to address some of today's most challenging health care IT issues and to promote policy reform efforts. SIS's enrollment and eligibility systems have screened more than 9 million people for eligibility, generating more than 11 million applications to public and private health and social service programs. Other SIS products help organizations and agencies operate more effectively and efficiently.

SIS has been solicited to advise a range of entities, including federal agencies, health care providers, and policymakers. It consulted with states on integrating health insurance exchanges with existing systems and on preparation for ACA implementation.

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### GRANT ID #

Phase 1: #10-02435  
Phase 2: #11-00362