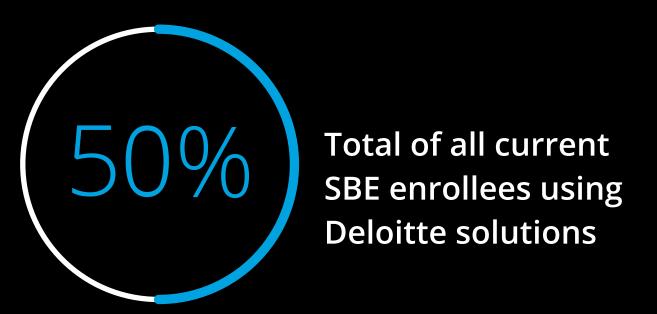
#### Deloitte.

HealthChoice™

## Customize care for your state

Deloitte HealthChoice provides states with dynamic technology to develop their very own state-based exchange. Our intuitive interface allows individuals across a state to **choose** from a variety of eligible plan options that align with their unique health requirements or financial situations.





Serving nearly
85% of the top 25
U.S. health plans

Our clients include

of the 10 largest U.S. health care systems

# Make the move to a state-based exchange

HealthChoice collaborates with you to build the entire exchange ecosystem

# POLICY, PROGRAM, AND PROJECT MANAGEMENT

End-to-end strategic support—
from design to ongoing
coordination with federal
government for approval

# COMPREHENSIVE EXCHANGE SOLUTION

Flexible, highly-customizable exchange capabilities to determine eligibility and accelerate user enrollment

#### CUSTOMER SUPPORT AND CONTACT CENTERS

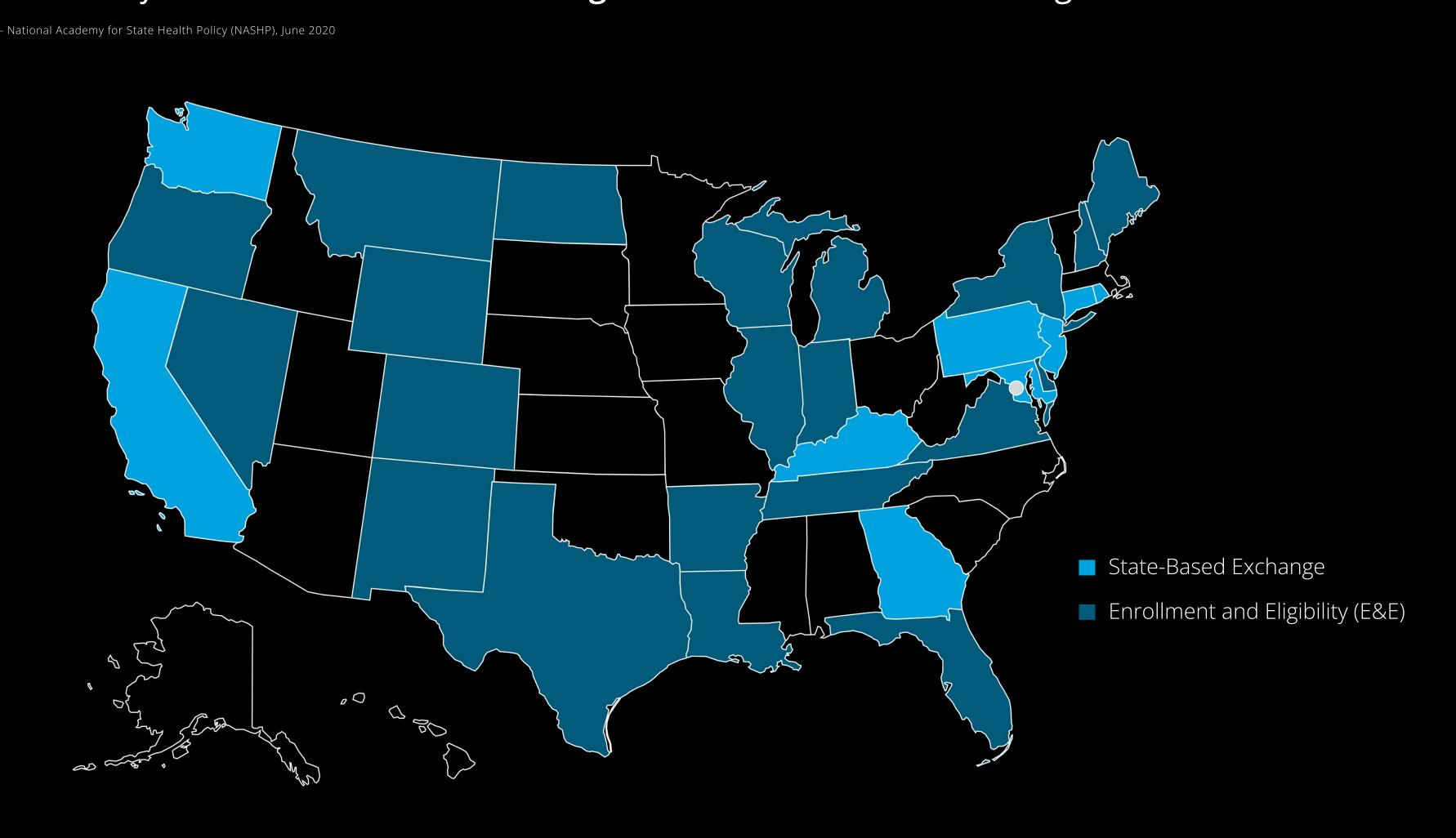
Full-service digital contact centers and staff training to advance the adoption and success of your exchange

# PUBLIC OUTREACH AND MARKETING

Data-driven outreach
campaigns to engage specific
state regions or populations
and drive enrollment

## Amplify total impact on state health

The rate of residents insured is 20% higher with state-based exchanges



#### TOTAL STATE FLEXIBILITY

Integrate state or region-specific coverage options into plan shopping and personalize the provider directory

#### **COVERAGE EXPANSION**

Streamline outreach programs, eligibility determination, and plan review to reduce the uninsured rate

#### NEW REVENUE STREAM

Retain millions of dollars annually that can be reinvested in preventative care, targeted outreach, or wellness

# Ash D'Souza Managing Director Deloitte Consulting LLP asdsouza@deloitte.com



## Simson Thomas Simon

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### Start the *journey* to SBE

Deloitte collaborates with you every step of the way

#### **Establish Program Goals**

Determine objectives that align with the broader mission of the state

#### Secure Funding

Develop a compelling case for SBE investment through impact projections

#### **Procure System Vendors**

Lock in reliable system vendors to ensure high exchange performance

3

#### **Transition**

- Pilot testing of technology
- Integrate highest level of data security and HIPAA compliance
- Communicate strategy with insurance companies and providers
- Train staff and support teams
- Continuously monitor roll out

5

#### **Operate Efficiently**

Gain centralized visibility into exchange maintenance and track enrollment analytics