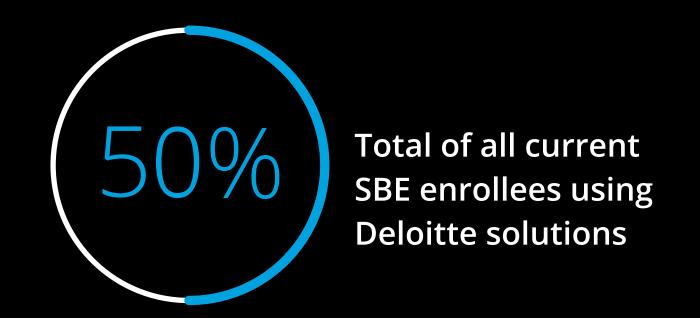
Deloitte.

HealthChoice™

Customize care for your state

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



Deloitte supports over



million users across state exchange platforms

Make the move to a state-based exchange

Adopt an entire exchange ecosystem with HealthChoice

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-customized capabilities to determine eligibility and accelerate member enrollment

CUSTOMER SUPPORT AND CONTACT CENTERS

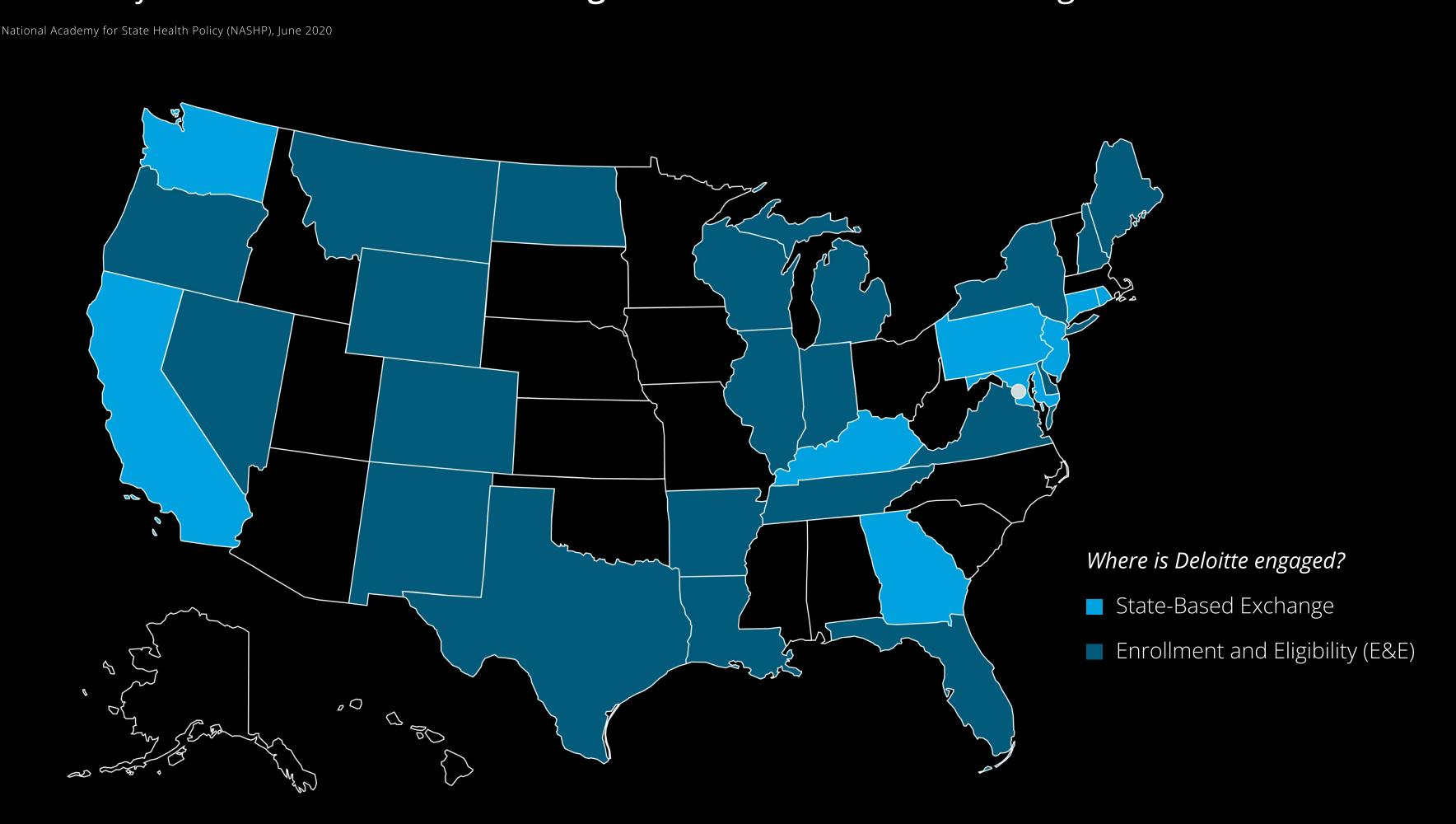
Full-service digital contact centers and staff training to advance the adoption and success of your exchange

PUBLIC OUTREACH AND MARKETING

Data-driven outreach campaigns to engage underserved state regions and drive enrollment

Elevate impact through state healthcare

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



TOTAL STATE FLEXIBILITY

Incorporate 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 in exchange fees each year and reinvest in preventative care, targeted outreach, or wellness centers

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



Simson Thomas Simon

Senior Manager, HealthChoice Deloitte Consulting LLP sthomas@deloitte.com As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

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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 and Services

Lock in reliable vendors to ensure high exchange quality and 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



Operate Efficiently

Gain centralized visibility into exchange maintenance and track enrollment analytics