

Oregon and California get “Covered”

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Branding and marketing for upcoming health insurance exchanges (HIXs) will be a huge focus for many states as they inch closer to launching their insurance portals. Oregon and California, two states that have taken great strides in implementing these systems, have already created the name for their hub, and are one step closer to bringing all the pieces of the HIX initiative together.

Cover Oregon, the name of Oregon’s upcoming health insurance exchange, built by Oracle, will be a central marketplace where Oregonians can shop for health plans and access financial assistance to help pay for coverage. The state is working to put the final pieces in place, which include setting standards for health insurance plans, and designing a website to make comparing plans and enrollment a breeze. The state is confident that it will be able to begin enrolling individuals and employers by the October 2013 deadline.

Similarly, **Covered California** is the name of California’s health insurance exchange portal. The state, which anticipates about two million people purchasing insurance through premium subsidies of the exchange, faces a unique challenge: The state also expects to enroll three million residents under Medi-Cal, the state’s Medical Assistance Program. California contracted with Accenture in May 2012 for development of the California Healthcare Eligibility, Enrollment and Retention System (CalHEERS). The system is expected to provide an open, fair and accurate process that maximizes competition.

Stay tuned for the release of Delttek’s new **HIX Vertical Profile Application (VPA) product**. This new, expanded coverage will provide detailed information of all 50 states’ progress in implementing Affordable Care Act (ACA) requirements. The launch of the HIX VPA product is expected to go live the first week in December!