

B.T.F.M

Councilmember Brandon T. Todd

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A CEREMONIAL RESOLUTION

COUNCIL OF THE DISTRICT OF COLUMBIA

To recognize the District of Columbia Health Benefit Exchange Authority on its determined efforts to expanding access to health insurance for all Washingtonians.

WHEREAS, the District of Columbia Health Benefit Exchange Authority (DCHBX) was established as a requirement of Section 3 of the Health Benefit Exchange Authority Establishment Act of 2011, effective March 3, 2012 (D.C. Law 19-0094);

WHEREAS, DCHBX is a public-private partnership established to create and operate the District's state-based on-line health insurance marketplace called DC Health Link;

WHEREAS, the mission of the DCHBX is to implement a health care exchange program in the District of Columbia in accordance with the Patient Protection and Affordable Care Act (ACA), thereby ensuring access to quality and affordable health care to all DC residents;

WHEREAS, DCHBX is locally managed, operated, and funded reflecting local priorities and needs and advocates for the lowest possible premiums for District residents and small businesses;

WHEREAS, DCHBX was built from the ground up by the DC community including health plans, brokers, community health centers, hospitals and physicians, the business community, patient and consumer advocacy groups, with strong support of policymakers;

WHEREAS, District of Columbia policymakers including the U.S. Congresswoman representing DC, the Mayor of DC, and the Council of the District Columbia that supported the successful implementation of the exchange with key policy decisions, including legislation to create a quasi-government agency, budget and financing, streamlined procurement and public policies affecting consumer protections;

36 WHEREAS, District of Columbia government agencies were also crucial to the
37 successful implementation of the exchange including DC Department of Health Care
38 Finance (DHCF), DC Department of Human Services (DHS), DC Health, DC Department
39 Insurance, Security and Banking (DISB);

40 WHEREAS, reaching and educating District residents about the ACA and DC
41 Health Link involved engaging myriad stakeholders, community partners and
42 organizations as trusted voices with a wealth of skills, contacts and resources to support
43 and boost outreach efforts, including faith-based institutions, public libraries,
44 professional associations, embassies, public and charter schools, universities and
45 colleges;

46 WHEREAS DCHBX's development was guided and is continually led by an
47 Executive Board comprised of District residents with benefits expertise and who are
48 locally and nationally recognized health policy experts;

49 WHEREAS, DCHealthLink.com assists District residents shop for, compare, and
50 enroll in affordable, high-quality health insurance;

51 WHEREAS, when many ACA marketplaces around the country struggled and
52 despite being the last state to begin building its online marketplace, DC Health Link was
53 one of four that opened for business on time;

54 WHEREAS, since DC Health Link opened for business in 2013, the District's
55 uninsured rate decreased in half, and approximately 18,000 residents are covered
56 through the DC Health Link individual marketplace and more than 76,000 people are
57 covered through its small business marketplace;

58 WHEREAS, in 2015, DCHBX received national recognition by PR Week for
59 innovative techniques used to reach District residents with creative "outside-the-box"
60 enrollment events, "Reaching People Where They Live, Work, Play, and Pray," including
61 at popular bars and late-night diners, ice skating venues, laundromats and places of
62 worship;

63 WHEREAS, in 2016 HBX was awarded a Best Practices in Innovation Award by
64 Amazon Web Services and again in 2018

65 WHEREAS, in 2017, DC Health Link was ranked number one among public
66 marketplaces for our online consumer decision support tools;

67 WHEREAS, in 2017, DC Health Link was ranked #1 among all state-based
68 marketplaces and the federal market for its online consumer decision support tools by
69 the Clear Choice Campaign by the Council for Affordable Health Coverage;

70 WHEREAS, in 2017, DCHBX communications and outreach strategy is included
71 as a chapter in the Health Industry Communication college textbook for communications
72 students as well as students of health administration and public health;

73 WHEREAS, in 2017, DCHBX and the Massachusetts Health Connector created the
74 first in the nation state marketplace partnership where with DCHBX replaced the
75 technology platform using DC Health Link technology and now provides operational
76 support for their small business marketplace;

77 WHEREAS, in 2018 DCHBX won two national awards for best Community
78 Relations and best Event Marketing campaigns by PR News Healthcare
79 Communications, and was awarded honorable mention in two other categories, Cause
80 Related Marketing and WOW! (out-of-the-box) marketing campaigns;

81 WHEREAS in 2018, DCHBX won honorable mention in the PR News' Platinum
82 Awards category for its Multicultural Campaign that focused on "Enrollment Weeks of
83 Action" for engaging the Latino, African American, Asian-Pacific Islander, and LGBTQ
84 communities;

85 WHEREAS, according to a Spring 2018 U.S. Centers for Medicare and Medicaid
86 Services (CMS) report, the District has the second lowest health insurance premiums for
87 residents among all states

88 WHEREAS, in 2018, the District is ranked #2 in the country for the lowest
89 uninsured rate, second only to Massachusetts; and

90 WHEREAS, the District has one of the lowest uninsured rates in the country with
91 more than 96 percent of District residents insured, and under the leadership of Executive
92 Director Mila Kofman, the DCHBX remains a national leader in expanding access to
93 health insurance.

94 RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, that this
95 resolution may be cited as the "DC Health Benefit Exchange Authority Recognition
96 Resolution of 2018".

97 Sec. 2. The Council recognizes the District of Columbia Health Benefit Exchange
98 Authority on its commitment to expanding access to health insurance for all
99 Washingtonians.

100 Sec. 3. This Resolution shall take effect immediately upon the first date of
101 publication in the District of Columbia Register.