

Marketplace 2.0 Consumer Tools

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Consumer Facing Changes for Plan Year 2015

- Educational “Learn” pages
 - Content (homepage, landing pages, general education articles)
 - Visual design
 - New & enhanced tools
 - Find local help
 - Window shopping
 - Tax tools
- Marketplace 2.0 systems
 - Application 2.0
 - Plan Compare 2.0
 - Scalable Login System (SLS)

What is Marketplace 2.0?

- Marketplace 2.0 is an umbrella term for a set of consumer-facing systems that will be implemented on HealthCare.gov and CuidadoDeSalud.gov for the Plan Year 2015 open enrollment period.
- For the upcoming open enrollment period, 3 Marketplace 2.0 systems :
 - Application 2.0
 - Plan Compare 2.0
 - Scalable Login System (SLS)
- The goal of the Marketplace 2.0 systems is to improve the scalability and performance of the FFM and to enhance the consumer experience.

What is Application 2.0?

- Application 2.0 is a new consumer user interface (UI) for the FFM eligibility application. It leverages the existing FFM web services to produce the eligibility determination.
- Runs in Amazon Web Services (AWS) – significant scalability beyond existing FFM
- Mobile optimized
- Streamlined calls to FFM and data services hub (DSH) web services – a scripted test of Application 2.0 runs in 25 seconds or less.
- It supports a subset of applications (excluding complex households), estimated to be 75%+ of applications. Users are directed to Application 2.0 or the current FFM by way of a screening tool that sits in front of the application.
- The application data and the generated outputs (e.g., 834s) are identical to those from the current FFM application.

Initial Success: Registration Pages

- The first Marketplace 2.0 code, account creation screens, went live in February.
- These pages consolidated a 4-step process down to 1 page.
- The new screens are fully responsive and have increased completion rates by 10% and mobile use by 30%.

What does it do?

- Application 2.0 includes the following functionality:
 - Account creation (for all consumers)
 - Login (for all consumers)
 - RIDP (for all consumers)
 - Screener (for all consumers — to direct to Application 2.0 or current eligibility application)
 - Eligibility for non-complex applicants

What is Plan Compare 2.0?

- Plan Compare 2.0 will support PY15 and forward. The existing Plan Compare data store will remain in use for plan year 2014 QHP data.
- Does not include any of the following components:
 - Rating engine
 - Set APTC
 - To Do List
 - Enroll functionality

What will it do?

- Improve scalability of the Plan Compare system to improve overall HealthCare.gov scalability and performance.
- Integrates into the FFM web services with no/minimal coding changes required.
- Support “anonymous shopping” for both the individual/family and SHOP markets.
- Issuer impacts:
 - Will be used to display QHP plan data to consumers
 - Will require issuer testing/validation prior to go-live.

What is the Scalable Login System (SLS)?

- A new account creation and authentication system for HealthCare.gov and CuidadoDeSalud.gov consumer accounts, replacing the use of EIDM.
- Improve scalability of the HealthCare.gov login system to improve overall HealthCare.gov scalability and performance.
- Integrates into the FFM web services with no/minimal coding changes required.

How will issuers be engaged?

- CMS will engage issuers and web brokers for Application 2.0 testing in the implementation environment.
- Prior to testing we will provide a demonstration of the system via webinar.
- Testing support will be provided via the existing issuer feedback process.

Questions

