



State of Wisconsin / OFFICE OF THE COMMISSIONER OF INSURANCE

Scott Walker, Governor
Theodore K. Nickel, Commissioner

Wisconsin.gov

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Stakeholder Exchange Working Groups

Exchange Working Group

General “catch all” group that will provide feedback and recommendations to the Insurance Commissioner on exchange related issues presented to the group.

Chairperson:

Wendy Arnone (United)

Membership:

- Insurers
 - United Healthcare (Wendy Arnone, Chair)
 - Network (Shiela Jenkins)
 - Trilogy (Jim Enright)
 - Assurant (David Hill)
 - Anthem (Larry Schreiber)
- Agents
 - Terry Frett (Frett, Barrington, Ltd)
 - Mike Derdzinski (Johnson Insurance)
 - Jerry Frye (The Benefit Services Group, Inc)
- Business
 - Bill Smith (NFIB)
- Consumer
 - Barbara Zabawa (State Bar of Wisconsin)

Health Plan Management

The Health Plan Management work group will define the requirements to enable insurers to participate in the exchange as well as develop the functionality to aid individuals, agents and employers in viewing, comparing and selecting health coverage.

Membership:

- OCI/DHS
- Insurers
 - WPS
 - Anthem
 - Security
 - Unity
 - Group Health Cooperative of South Central

- Agents
 - Terry Murphy (East Towne Insurance)
 - Sarah Niesl (Benefits Concepts of Wausau)
- Employers
 - Small employer
- Consumers
 - Barbara Zabawa (State Bar of Wisconsin)

Employer Management (SHOP)

This work group will address requirements for employers and employees to enroll in a health plan. With agents playing a key role in the facilitation of small employers' interaction with health plans in the current market, the Employer Management work group will also address supporting agents' needs to continue to work and serve the small employer community.

Membership:

- OCI/DHS
- Insurers
 - United Healthcare
 - Dean
 - Humana
 - Physicians Plus
 - GHC Eau Claire
- Agents
 - Mike Farrell (Creative Insurance Planning)
 - Bill Bohn (Corey Hoze)
- Employers
 - Lindsay Jones (Foremost Buildings)

Screening and Eligibility

This work group involves implementing subsidy and new BadgerCare Plus eligibility rules according to PPACA, including the use of the Modified Adjusted Gross Income (MAGI) standard to determine where an individual's income falls compared to the Federal Poverty Line (FPL).

Membership:

- OCI/DHS
- Insurers
 - Molina Health Plan
 - Children's Community Health Plan
 - GHC Eau Claire
 - Gundersen Lutheran Health Plan
 - MercyCare
- Agents
 - Bill Enright (Strategic Marketing Solutions)
 - Barbara Schlaefel (JC Rose Associates)
- Consumer

- Debra Kraft (Community Advocates Public Policy Institute)

Customer Relationship Management

The Customer Relationship Management (CRM) work group will address ensuring supports for resolving consumer problems primarily relating to pre-enrollment functions such as eligibility determinations.

Membership:

- OCI/DHS
- Insurers
 - Health Tradition
 - Children's Community Health Plan
 - Trilogy
 - Group Health, South Central
 - Humana
- Agents
 - Chris Hanson (Hanson Benefits)
 - Bruce White (Schwarz Insurance)
- Employers
 - Sherry Wuebben (St. Joseph Equipment)
- Consumer
 - Karen Zimny (Broadcast Interactive Media)

Program Integrity and Verification

The Program Integrity and Verification work group will be responsible for ensuring that the exchange has all the real-time interfaces built in with the HHS federal and trusted third party sources to perform real time verification of various items that would be collected within the exchange. The goal is to verify various items reported in the exchange through trusted sources.

Membership:

- OCI/DHS
- Insurers
 - WPS
 - Unity
 - Dean
 - Security
 - Mercy Care
- Agents
 - Graham Ness (Forsite Benefits)
 - Dan Burkwald (Burkwald Associates)
- Employers
 - Small employer
- Consumer
 - David Riemer (Community Advocates Public Policy Institute)

Technology Management

The Technology Management project will provide technical oversight for the Exchange through implementation of new technologies and the review of the technical standards that have been outlined by the Federal government for building the Exchange.

Membership:

- OCI/DHS
- Insurers
 - Gundersen Lutheran Health Plan
 - WPS
 - Network
 - United Healthcare
 - Physicians Plus
- Agents
 - Dale Thoma (Willis)
- Employers
 - Aaron Powell (Comprehensive Computer Consulting)

User Engagement

The User Engagement workgroup will be responsible for ensuring that the Exchange is user friendly. It will be responsible for developing the correspondence and security and privacy management functions within the Exchange.

Membership

- OCI/DHS
- Insurers
 - Humana
 - Anthem
 - Network
 - Trilogy
 - WEA Trust
- Agents
 - Jeff Klett (Tricor)
 - Matt Wiemer (Diversified)
- Employers
 - Ralph Jensen (Pro Data IV, Inc.)
 - Kevin Henry (Food Fight Restaurant Group)
- Consumers
 - Barbara Zabawa (State Bar of Wisconsin)
 - Debra Kraft (Community Advocates Public Policy Institute)