



Kentucky's Healthcare Connection

A State-Base Exchange Success Story

Chris Clark, Program Manager



2014 MIDYEAR CONFERENCE

MAY 6-9, 2014 | HILTON BALTIMORE | BALTIMORE, MD

**Bringing
It All Together:
Mapping The Journey**

kynect: Opportunity

- Unique
- Important
- Visible
- Polarized
- Evolving
- Constrained



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kynect: Timeline



Engage Stakeholders

2011

Vision
Initial Consultation with Stakeholders
Strategy
Planning
Requirements
Definition



Define and Design

2012

Stage Gate Reviews
RFP
Executive Order
Town-Hall Meetings
Vendor Onsite
Blueprint Approval
General Design



Build and Market

2013

Issuer Liaison Office
Detailed Design
Development
Marketing and Outreach
Testing
Implementation



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kynect: Governance

Executive

- Governor of Kentucky
- Secretary, Cabinet for Health and Family Services
- Office of the Kentucky Health Benefit Exchange

Advisory

- Exchange Advisory Board
- Subcommittees:
 - Health Plans
 - SHOP
 - Agent/Navigator
 - Education/Outreach

Management

- kynect Program
- HBE Steering Committee
- Administrative and Technology Services
- Change Control Board
- IV&V

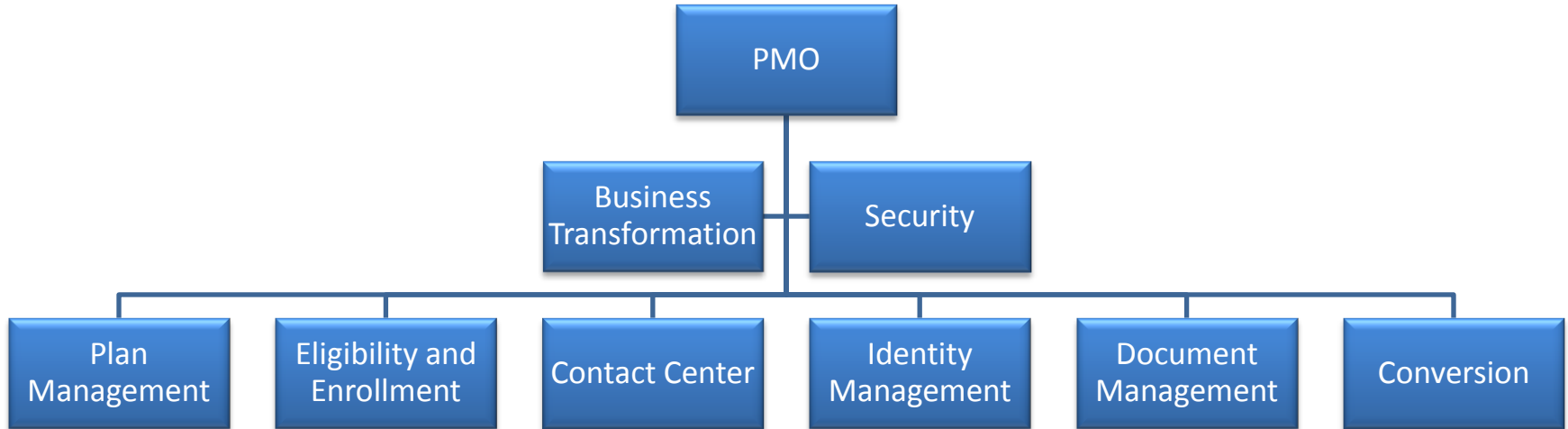


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kynect: Program



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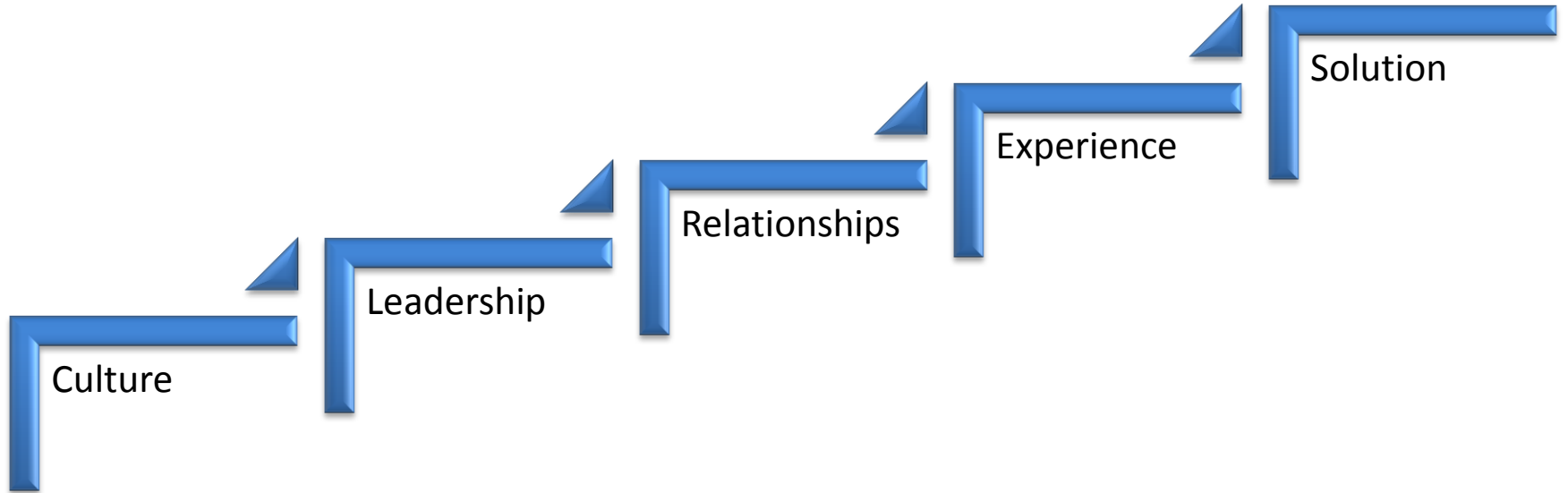
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kynect: Risk



kynect: Success Story



kynect: Culture

Unite

People united in a noble cause are more passionate about success

Governor Beshear united Commonwealth stakeholders in a noble cause

Comply

Commonwealth has a “compliance mentality” regarding federal guidance

Determined to do what is necessary to comply; what is required

Partner

Partnership between executive, business, and technology teams is critical

Technology team embraced as equal partner in this endeavor

kynect: Leadership

Strategize

Foundational strategy must withstand public scrutiny

Socialized formative thinking prior to formalizing vision

Organize

Diverse stakeholders must collaborate to be successful

Primary stakeholder agencies united under a single cabinet

Decide

Timely, accurate decisions are required, sometimes without full guidance

Experienced leadership is able to make the right decision quickly

kynect: Relationships

Consult

Guidance may be incomplete or not entirely clear

Developed “consulting” relationship with federal partners

Listen

Insurance industry experts understand success in the marketplace

Adopt “best accepted practice” industry models versus reinvent

Collaborate

Engaged stakeholders feel included in the process

kynect fostered participation via Advisory Board and Issuer Liaison Office

kynect: Experience

Prepare

Commonwealth staff invested time in understanding requirements

Team prepared to engage vendor and avoid unplanned delays

Understand

Knowledge provides understanding of the “big picture”

Derive more value from CMS interactions; ask the right questions

Delegate

Exchange is an complex ecosystem incorporating multiple solutions

Identify responsible, focused project managers accountable for results

kynect: Solution

Balance

Recognize broad, diverse customer base and high-volume

Simplistic, balanced design with multiple application paths

Leverage

Must launch multiple, complex, systems within a compressed timeframe

Leverage existing in-state, out-of-state systems and artifacts

Integrate

The integration of discrete systems into a seamless exchange is critical

Selection of a capable vendor is equally critical



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kynect: Future



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