

**Ohio Association of Health Plans' 2010 Annual Report to Delegates**



Dear OAHP Delegates:

As the end of 2010 draws near, I wanted to take the time and thank you for your support and involvement with OAHP this year and to highlight the many accomplishments achieved by OAHP.

Uncertainty started out the year as experts debated the likelihood of Congress passing healthcare reform. 2010 is also ending in uncertainty as the industry waits for critical answers to many outstanding questions that will shape the future of the health insurance industry. In between, was a rush of activity as OAHP took the lead in Ohio to engage policy makers on efficient implementation of initial health care reforms and set up our industry to provide critical input on policy issues on the immediate horizon. These included spearheading an effort with ODI to develop a streamlined expedited filing process for plans to obtain ODI approval of revised documents needed to reflect reform requirements. Additionally, at the request of OAHP, ODI is pursuing the potential to request a transitional waiver of the new medical loss ratio requirements to help with ease of implementation of the new levels. Finally, OAHP has been front and center representing member health plans views on development of an Exchange in Ohio and educating Ohioans on reform and its impact on health insurance benefits.

While health care reform dominated discussions among the member health plans, in central Ohio and across the state, the lagging economy and frustration with the direction of our state took center stage in a lengthy election cycle that broke spending records. This year, Ohio elected a new Governor, changed the leadership of the Ohio House and strengthened the current leadership in the Ohio Senate. Additionally, a Republican sweep in other statewide offices created single-party opportunity to usher in changes that will likely be felt in all parts of the state. OAHP played an important role in organizing meetings between member health plans and candidates running for office to educate them on the health insurance industry and upcoming issues of importance. These early meetings have created new opportunities for further discussions with these individuals that won their races and are the new public policy leaders in Ohio.

During the elections, little official activity took place at the Statehouse, but OAHP was able to achieve success by preventing passage of negative legislation, such as new extreme process requirements for amending contracts and limitations on benefit changes that would have driven up administrative costs within our healthcare system. We also were able to modify legislation, rules and bulletins that were overly stringent or not consistent with national or other states' regulations or operations. To help ensure the position of health plans were included in all public policy discussions that impacted our industry, OAHP was able to obtain health plan representation on a number of state policy committees and workgroups.

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Finally, OAHP continued to push forward with bold new communications projects that got notice. Our annual fact book and convention brochure won coveted awards from the Ohio Society of Association Executives as did the Health Care Home “Get Your Well On” campaign. This campaign went statewide with over 600,000 cards and 100,000 coloring books distributed and over a dozen partnerships developed around positive primary care messaging. Additionally, OAHP collaborated with ODI on the development and launch of the “Young and Invincibles” campaign which targeted messaging on the importance of having health insurance in conjunction with the dependent age change in federal law.

As we take a deep breath and look towards 2011, OAHP has already begun strategy meetings on known issues with member plans and key public policy officials. We will continue our leadership role on reform implementation and take steps to advocate for the industry that provides health insurance benefits to more than 8 million Ohioans.

Sincerely,



Kelly McGivern  
President & CEO



**OAHP by the Numbers**

**Administrative**

176 Committee or Workgroup Meetings

119 Conference calls

3 Contractors

4 Full-Time Staff

**Advocacy**

55 Bills Introduced in the General Assembly of Interest to OAHP

300 Meetings on Legislation/Regulation

20 Speeches/Presentations

17 Projects Considered for Pinnacle Awards

**Political**

40 Fundraisers Attended

20 Fundraisers hosted or co-hosted by OAHP

\$15,000 in PAC contributions

**Communications and Media**

100 reporter inquiries

13 press releases/statements

1 letter to the editor published

1 op-ed piece published

2 editorial board meetings

24 electronic newsletters published

240 editions of news clips issued

**Educational Events**

198 Attendees

19 Speakers at Annual Convention

31 Sponsors for Annual Convention

5 Sponsors for other meetings

## OAHP Advocacy - Health Care Reform

In addition to efforts made at the state level to increase coverage and lower health insurance costs for Ohioans, the OAHP closely followed federal health care reform efforts that resulted in the Patient Protection and ACA act that was signed by the President on March 23, 2010. There are many changes to our health care system in the bill, and the goal of the health insurance industry is to implement changes in the most efficient manner while minimizing disruptions to current enrollees. Many of Ohio's health insurers began implementing changes ahead of schedule including the no pre-existing condition exclusions for dependents and prohibition of rescissions. This year also saw the creation of a high-risk pool for those individuals in Ohio with pre-existing conditions who have been uninsured for six months. OAHP led the efforts to put into place immediate reforms and obtain ODI guidance and approval of needed documents. Additionally, we have been actively working with members to determine industry positions on how Ohio should structure its health insurance exchange that must be in place by 2014. Finally, OAHP is working with member plans to identify needed law changes to eliminate duplicate state laws and unnecessary regulatory burdens.

There will continue to be legal challenges to the new law, and with the changing majority in the U.S. House of Representatives, there will likely be legislation seeking to change parts of it. The OAHP will continue to weigh in on policy discussions.

## OAHP & ODI Partner to Reach "Young and Invincibles"

With new laws in place permitting young adults to remain on their parent's insurance policy until the age of 28, the Ohio Department of Insurance and OAHP held a joint press conference at the Ohio Union to kick off the effort to educate one of the state's largest uninsured populations about the importance of securing health insurance. As part of an outreach campaign to cover more young adults, a special website was created with information on how parents can secure the dependent age coverage through their employer or insurer.



Other components of the push to cover more young adults, includes: distributing posters to college and university campuses, a Facebook account and a Twitter page. The website, at [www.youngandinvincibles.com](http://www.youngandinvincibles.com), also contains stats, stories, and video testimonials, about the need for young adults to have insurance.



**OAHP & the Health Care Home**

The seven OAHP Medicaid Managed Care plans continued their work together under the Health Care Home banner to better describe the comprehensive care they provide. Health Care Home integrates behavioral concerns, and community services so that Medicaid recipients benefit from all available resources to help them use care more effectively and stay healthier. The Health Care Home website, [www.ohiohealthcarehome.com](http://www.ohiohealthcarehome.com) was refreshed to make it more graphically appealing and easier to find information.



In addition, under the Health Care Home banner, OAHP’s Medicaid Care Coordination plans created an 11-minute video called “Real Lives, Real Stories, A Real Difference” featuring stories from Medicaid consumers from all over the state describing the difference that being part of a care coordination plan has

made in their lives. The video contains powerful short vignettes that get at the heart of the how Medicaid Care Coordination provides services to help people get well and stay well.

In a special campaign called “**Get Your Well On**” Ohio’s Medicaid Care Coordination Plans created a series of six informational cards – visit well, age well, sleep well, unwind well, move well and eat well – to provide health and wellness messages for the public. These cards were part of a tiered counter display and were made available to community and social services groups, like the Ohio Benefit Bank and the Ohio Family and Children First Councils at no charge. All 600,000 of the cards were distributed. In addition, to help kick off this campaign, Governor Ted Strickland issued a proclamation declaring September “Get Your Well On” month.

As part of the Medicaid plans’ efforts to encourage visits with primary care physicians, a coloring book was created called “My Doctor Cares for Me.” The coloring book is a fun way to get the message across to parents and children that visits with a primary care physician are essential to good health and making sure that children are growing the way they should.

A total of 100,000 coloring books were distributed statewide through the plans and community partners.

The “Get Your Well On” campaign took top honors for a Public Relations campaign in the Ohio Society of Association Executives Achievement Awards.

**OAHP – Simplifying Small Group Applications**

In 2010, the Ohio Association of Health Plans and its member companies created a standardized small group application that combines the same information asked for into one form that can be used for multiple insurance carriers. This will help small and medium-sized businesses who want to apply for coverage and also ease the administrative burdens for brokers who are seeking quote from insurers. This form has been approved for use by OAHP member companies and has been approved by the Ohio Department of Insurance.

## OAHP – Partnering to Tackle Childhood Obesity

The Ohio Association of Health Plans was a founding partner of the Healthy Choices for Healthy Children effort, which passed legislation to make Ohio a national leader in addressing childhood obesity by:

- Raising the bar to ensure children have access to nutritious foods in the school setting
- Building physical activity into the daily school routine, and
- Measuring progress through Body Mass Index (BMI) screenings upon school entry, and in 3<sup>rd</sup>, 5<sup>th</sup> and 9<sup>th</sup> grades

## OAHP Health Fair 2010



To bring more visibility to our member companies and reach out to Ohioans, 14 OAHP member companies participated in the OAHP's first health and wellness fair on the east plaza of the Ohio Statehouse during the OAHP Annual Convention and Trade Show. Member companies provided screenings, educational materials and health and wellness items to members of the public. To publicize this, OAHP created special outdoor advertising on the electronic billboard at Broad and High Streets downtown. This event also garnered print, radio and television coverage.

## OAHP – A Look at 2011

The OAHP will be active in 2011 on many fronts. The start of the 129<sup>th</sup> Ohio General Assembly will bring 27 new members to the Ohio House. OAHP set the foundation for getting to know these new members by reaching out during the election season to educate candidates on the health insurance industry and upcoming key issues. OAHP will implement a plan for meeting with each new member one-on-one in the first two months of the year to provide them with important materials and point of contacts for key issues.

Dominating the political scene during the first half of the year will be the state's biennial budget for FY 2012-13. Because the state relied on many sources of one-time revenue in the current budget, Ohio begins the process with an \$8 billion dollar deficit. Ohio's new Governor, John Kasich, has stated that he will balance the budget without new taxes, and that everything is on the table.

Since Medicaid represents such a large part of the state's expenditures, it will likely receive scrutiny. In fact, one third of the savings needed to fill the projected budget deficit is likely to be required from this program. OAHP has a proactive plan for expanded use of Medicaid Care Coordination to help reduce spending and capitalize on additional federal matching funds. Additionally, we will be active in discussions on actions that can be taken to accomplish stated goals of policy makers of reducing costs associated with health care benefits for local school districts and potentially all local governments.

Ohio will also need to pass legislation next year to create the structure for development of an exchange in Ohio. The state has secured \$1 million planning grant that will be used for development of data needed to make key structural decisions that will form the exchange. The new administration will create a process for stakeholder input on exchange development and OAHP will work to ensure the views of the health insurance industry are included.

Finally, debate will continue in the Ohio General Assembly on many key issues that failed to obtain approval in the past and will include: additional restrictions on amendments to contracts between health plans and providers and required elements of physician designation or rating systems developed by health plans. Additionally, mandated benefit bills are likely to be reintroduced surrounding autism, diabetes coverage, prosthetic devices, oral chemotherapy and cancer treatments.