

VIRGINIA CHAMBER

THE VOICE of BUSINESS



WiseChoice Healthcare Alliance Endorser Orientation January 2024

Agenda

Roles and Responsibilities

Questions & Answers

Call To Action



VIRGINIA HEALTH CARE CONFERENCE - June 2022

Ceremonial Bill Signing



CHAMBER DAY AT THE CAPITAL - January 2024

Governor Announces WiseChoice



WiseChoice intends to expand access and lower the cost of coverage for small businesses.

Five pillars:

1. PROVIDE BROAD ACCESS TO SMALL BUSINESSES
2. DELIVER LOWER COSTS OF COVERAGE
3. ENSURE QUALITY COVERAGE
4. OFFER STRONG CONSUMER PROTECTIONS
5. MAINTAIN FINANCIAL SECURITY & SOLVENCY



WiseChoice Highlights

Program provides monthly savings for businesses with better-than-average health risk.

Regulated at both the state and federal level as a multiple employer welfare association (MEWA).

WiseChoice provides health benefits to the program's participants. As an ASO arrangement, **it is not insurance.**

Employers must be a member of a chamber or association within the Alliance to buy.

Each employer group elects their own benefits from the product portfolio.

Employers can join at any time, based on the initial effective date, groups will either renew in March or September.

No Pre-existing Condition limitations.

Program includes COBRA services through a vendor provided by WiseChoice.

Compliance support provided by the WiseChoice to include 1094/1095 preparation and PCORI payments.

All Anthem certified brokers can sell this program if they have association or chamber membership.



Stay in Compliance

- Market Conduct Examination
 - Proper product description
 - Member eligibility
 - Broker certification
- This coverage is not insurance and is not offered through an insurance company
- Please refrain from using the term “insurance”



For Example!

Health benefit plan documents shall have the following statement printed on the first page in size 14-point boldface type:

"This coverage is not insurance and is not offered through an insurance company. This coverage is not required to comply with certain federal market requirements for health insurance, nor is it required to comply with certain state laws for health insurance. Each member shall be liable for his allocated share of the liabilities of the sponsoring association under the health benefit plan as determined by the board of trustees. This means that each member may be responsible for paying an additional sum if the annual premiums present a deficit of funds for the trust. The trust's financial documents shall be available for public inspection at (insert website of where sponsoring association trust documents are posted)."



Roles & Responsibilities



Virginia Chamber of Commerce

- Sponsoring Association
 - All participating employer groups must be a member



Roles & Responsibilities



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WiseChoice Healthcare Alliance

Dual Membership Arrangement – August 2023

What is WiseChoice Healthcare Alliance:

The **WiseChoice Healthcare Alliance**, a benefits consortium composed of chambers of commerce, business associations, and trade organizations, offers a comprehensive self-funded healthcare program to small businesses with 50 or fewer employees that have membership in good standing with the Virginia Chamber of Commerce (Plan Sponsor). The Alliance allows small businesses to come together as a single large pool to share risk, streamline plan administration, and lower the cost of coverage.

Endorsing Entity:

As an endorsing association or business membership organization, the **Insert Association Name** agrees to provide its member businesses with 50 or fewer employees a dual membership with both the **Insert Association Name** and the Virginia Chamber of Commerce.

In exchange for assisting the Virginia Chamber of Commerce with the marketing and promotion of the **WiseChoice Healthcare Alliance**, endorsing entities earn non-dues revenue (Product Dues).

- Product Dues are \$3 per enrolled employee per month, to be paid quarterly.
 - Additionally, by offering **WiseChoice Healthcare Alliance**, associations and organizations can grow small business membership with minimal commitment of internal resources.

Eligible Small Businesses:

To participate in the **WiseChoice Healthcare Alliance**, businesses must have 50 or fewer employees, be domiciled in Virginia, be a member in good standing of the **Insert Association Name**, and by virtue of this dual membership arrangement, agree to be a member of the Virginia Chamber of Commerce (Plan Sponsor).

Agreement:

The **Insert Association Name** would like to become an endorsing entity.

Signature:		Title:	
Email:		Date:	
Approximate number of members with fewer than 50 employees:	(optional)		

Please sign & return this Agreement to Maryann Crowder at m.crowder@vachamber.com.

Note: participating members will not be solicited by the Virginia Chamber of Commerce without the express authority of the endorsing association or organization. Data collected by the WiseChoice Healthcare Alliance and/or the Virginia Chamber of Commerce will not be released or sold to third parties.



Roles & Responsibilities



ChamberSolutions

- Wholly owned subsidiary of Virginia Chamber
 - Nationally regarded expertise in employee benefit offerings
 - 30+ years continuous relationship with Anthem
- Created WiseChoice Healthcare Alliance Trust
- Distribute non-dues revenue share
 - W-9
 - ACH information



Roles & Responsibilities



WiseChoice HealthCare Alliance Trust

- Separate and distinct from the Virginia Chamber
 - Managed by Trustees for the benefit of participants
 - Self-funded Multiple Employer Welfare Arrangement (MEWA)
 - Licensed and Authorized by the Bureau of Insurance
 - Department of Labor oversight



Roles & Responsibilities



WiseChoice HealthCare Alliance Trust (con't)

- Contracting entity
- All funds are the property of the trust
 - \$4 million dollar minimum solvency standard
 - Funds must be used to benefit participants



Roles & Responsibilities



Consoliplex

- Plan Manager
 - Perform state and federal regulatory functions
 - Conduct reporting and other administrative tasks
 - Provide IRS compliance documents for participants



Roles & Responsibilities



Anthem Blue Cross Blue Shield (Virginia)

- Administrative Services Provider
 - Maintain physician, hospital, and pharmacy networks
 - Manage ongoing enrollment
 - Issue ID cards
 - Manage billing and collections
 - Process and pay claims
 - Issue EOB
 - Provide customer service and supporting technology



Roles & Responsibilities



Anthem Blue Cross Blue Shield (con't)

- Provide quoting tools
- Conduct group underwriting
- Process initial group enrollment
- Manage broker distribution
 - Pay broker commission
 - Conduct broker certification
 - Maintain certification records



Roles & Responsibilities



Anthem Blue Cross Blue Shield (con't)

- Source of reinsurance
 - Specific stop-loss
 - Aggregate stop-loss
 - Terminal Liability coverage



Endorsing Chamber or Association

- Marketing and distribution partner
 - **DO NOT CREATE YOUR OWN MATERIAL**
 - Turnkey tools and assets
 - Member communications
 - Email
 - Social media
 - Website
 - Event “sponsorship”
 - Support sales channel
 - Assigned Anthem sales representative
 - Local certified broker
 - Membership is required



Endorsing Chamber or Association

- Manage membership
 - Verify eligibility
 - Assist with compliance
- WiseChoice **must** terminate non-members
 - Membership is an absolute requirement



Certified Broker

- Local insurance professional
 - Requirements
 - Training certification
 - Chamber and/or Association Membership
 - Onboarding
 - Quote groups
 - Underwriting assistance
 - Enrollment processing
 - Ongoing support
 - Employer assistance
 - Employee questions
 - Member retention
 - Delinquent members



Choice Plan and Network

- Coverage selection
 - 146 different coverage options
 - In contrast, currently Anthem has 66 small group ACA plans
- Three networks
 - HealthKeepers HMO
 - KeyCare PPO
 - BlueChoice Advantage OA



Open Discussion

Q & A



Becoming an Endorser

- **Information Required:**
 - Legal name and address of Chamber or Association
 - Name of Executive
 - Contact person on finance team
 - Establish ACH payments

Maryann Crowder
Endorser Liaison

m.crowder@vachamber.com

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WiseChoice Healthcare Alliance Trust



www.wisechoicehealthcare.com

