

Warp Speed ACA Entry and Expansion



New Marketplace plan overcomes entry barriers and starts enrolling members only 6-weeks after implementation began



The Challenge: Entering the ACA Marketplace in record time to capitalize on industry growth

Be prepared to serve members at every step of their journey, even between coverage types.

As competition increases across all markets, state and regional health plans must proactively seek opportunities to diversify their lines of business and gain market share before their competitors.

A health plan already invested in the Medicare Advantage market recognized the potential of entering the ACA Marketplace at the right time. The renewed interest in the ACA has motivated prominent carriers like Aetna and BCBS of Nebraska to reenter and expand. Health plans looking to follow suit need to move quickly to gain a significant market share before it becomes oversaturated.

The health plan partnering with Softheon sought a single solution and fast implementation to enter the ACA before that year's Open Enrollment (OE).



The Results: A 6-week implementation period allowed the health plan to enter the ACA in time for Open Enrollment 2024

Streamlined implementation for immediate results.

The plan was live and effectuating members in **two Federally Facilitated Marketplace (FFM) states in 6 weeks**. Despite starting discussions in August, a streamlined **6-week implementation period** enabled the plan to enter the ACA for that period.

Softheon recommends plans begin implementation 3-6 months before OE; however, this highly motivated plan was able to partner and see results with Softheon's off-the-shelf solution in a significantly shorter timeframe.



Serving unique and underserved markets

Go where you're needed.

This health plan strategically entered the ACA by selecting counties where they had an established Medicare Advantage market and a sizable population of ACA-eligible individuals.

This targeted approach allowed the carrier to mitigate the risks associated with a large-scale ACA entry. By carefully selecting counties with established ACA need, the health plan ensured it wouldn't overstretch operations by expanding into multiple, unfamiliar states. Moreover, concentrating on familiar counties allowed the carrier to establish an ACA to Medicare Advantage pipeline, laying the groundwork for future expansion.



Collaborating with a trusted implementation partner

Nervous about the risks of expanding in competitive markets?

Experience is the key. Leverage trusted vendors, state agencies, and fellow carriers for a successful implementation.

By deploying Softheon's off-the-shelf ACA shopping, billing, and payment platform, a streamlined 6-week entry into the ACA was achieved. The initial deployment utilized the most common configurations for implementation speed. Softheon's flexible infrastructure allows the health plan to modify these configurations throughout the partnership, ensuring the solution is always tailored to meet changing member needs.

To expedite implementation and minimize associated risks, adopting a guided implementation approach is crucial. This approach positions industry experts as knowledgeable guides, ensuring a smoother and more successful implementation process.



Planning for future expansion

Streamlined core enrollment, billing, and payment functions allows the health plan to continually expand. Following a successful initial OE, the health plan has expressed its **intent to broaden its presence to five states in 2024.**

Softheon simplifies expansion by providing a distinct and tailored enrollment file for each state, ensuring rapid adaptation. An experienced ACA advisor helps carriers grow and overcome barriers in competitive markets, whether they are a new entry or looking to expand their market share.



What to look for in a reliable ACA advisor:

- A team of subject matter experts with an in-depth understanding of specific ACA requirements
- Clearly defined best practices and objectives established at the beginning of the implementation process
- Extensive experience working with various types of exchanges across multiple states



To learn more about how other health plans achieved success during their first year in the ACA, contact our team:



info@softheon.com



[linkedin.com/company/softheon](https://www.linkedin.com/company/softheon)