



HealthCare.com

Unleashing private sector platforms to
help more individuals compare, choose
and enroll in health plans

Presented by Jeff Smedsrud
Co-Founder

Biographical Information

- Helped create most of the state-based high-risk pools for those denied health insurance.
- Founder of NASCHIP – National Association for State Comprehensive Health Insurance Pools.
- Co-Founder of HealthCare.com – a private technology marketplace for health insurance.
- Chairman and CEO of Communicating for America – representing ~100,000 rural health insurance consumers.
- Founder of HealthValues.org – a new organization that helps consumers be “wiser about healthcare financing.” It is sponsored by Thrivent Financial, on behalf of its 2.3 million members.
- Former President of publicly-traded insurance and financial services company.
- Serial entrepreneur who has created four companies that were later sold to NASDAQ and NYSE public firms.
- Frequent speaker on health insurance market innovation and reform.

The Individual Market is in a Meltdown

- Consumer choice has dropped
 - 30% of counties have one carrier
- Competition is being eliminated
 - 67 insurance companies have withdrawn
- Prices have escalated
 - 25% average price increase for 2017 plans
- Retention of coverage has declined
 - 18 month duration is now 7 months
- The mandate is not working
 - 20% fewer people paid penalty in last year
- Medical debt is rising
 - Medical bankruptcies up 15%
- Provider networks have narrowed
- Consumers and carriers have a “crisis of confidence.”



The Internet Has Revolutionized The Travel Experience ...



And it can do the same for the health insurance industry

Subsidy Portability – The Key to Unlock Consumer Engagement

Allow private companies, web-based entities and insurance carriers to administer premium tax credits without requirement to connect to HealthCare.gov.

- Requires stringent standards for privacy and verification
- Can be funded by private companies
- Makes it easier to enroll and increases number of people who have health insurance
- Can be done by CMS rule

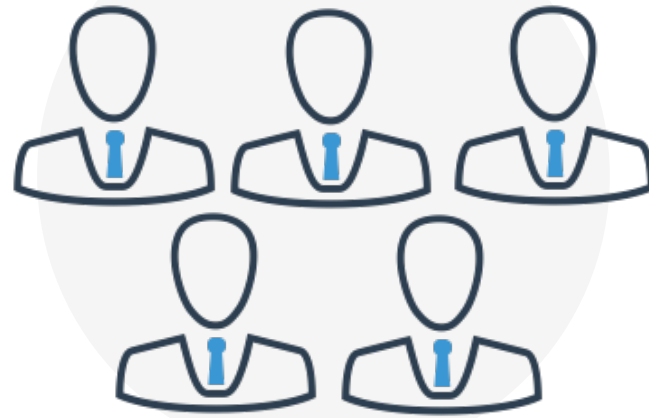


Unleash the power of private sector...

Private companies can serve as the Human Resource Department for a growing market of individuals buying their own health insurance

Private companies:

- Calculate and administer subsidies
- Provide choices
- Show doctors in network
- Recommend/suggest plans
- Compare options
- Help consumers calculate out-of-pocket expenses



And private companies could:

- Link to the federal data hub for a better, more efficient way to enroll in subsidy eligible health plans

The Current State of Consumer Plan Selection

% who feel confident in their health insurance knowledge:

75%

When in doubt, consumers default to the plan with the **lowest premium**

% can accurately apply plan design to routine doctor visit:

20%

30%
Of consumers are satisfied with the plan they chose

HealthCare.com. A New Way to Connect.

Consumers Looking for Healthcare Coverage

- *How do I find coverage?*
- *What kind of coverage fits me best?*
- *How and where do I shop for plans?*
- *How do I compare plans?*
- *What is this coverage going to cost me all-in?*
- *How do I understand what this plan actually covers?*
- *Will I receive a tax credit?*



Healthcare Insurance Companies Looking for Consumers

- *How do we identify customers **actively** shopping for coverage?*
- *How do we acquire customers **profitably**?*
- *How do we grow our **direct channel** (versus paying out broker commissions)?*
- *How do we get more **high-converting consumers** to our websites?*
- *How do we target **long term customers**?*
- *What can we do to create **rewards***

HealthCare.com is privately owned and not a web-based entity.

Let us help you find the right Healthcare plan.





WHAT IS YOUR ZIP CODE?

55410

GET STARTED



We found 118 plans in 55410 Minneapolis, MN

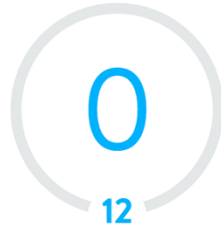
 Who do you need coverage for?	Me	▼
 Do you smoke?	No	▼
 What's your date of birth?	01-01-1975	
What's your gender?	Male	▼
 What's your household income?	\$100,000	

[VIEW YOUR RESULTS](#)

Do you want to improve results?
[TELL US MORE ABOUT YOURSELF](#) >

< UPDATE YOUR INFO

QUESTIONS ANSWERED:



Tell us as much as you can about yourself, so that we can find the best plan for you.

The Details Matter

Please answer all that apply so we can select the best plans for you

Prescription Drugs



Doctor Visits



Emergency Services



Hospitalizations



Imaging



Labs



Maternity & Baby



Planned Surgery



VIEW YOUR RESULTS

Subsidized price estimate:

\$253

~~\$279~~

PER MONTH

[Call an Agent](#)

who often visit the doctor or use prescriptions.



\$1,300



On Exchange Plan

[Details](#)

DEDUCTIBLE

On-Exchange: \$1,300

OUT OF POCKET TO DEDUCTIBLE

On-Exchange Plan: \$1,300

Gold

\$280

PER MONTH

MEDICA.

This higher cost plan is great for people who often visit the doctor or use prescriptions.



\$300



Off Exchange Plan

DEDUCTIBLE

Off-Exchange: \$300

OUT OF POCKET TO DEDUCTIBLE

Off-Exchange Plan: \$624

Private Companies Changing Health Insurance Shopping

Stride

 ClearHealthAnalytics

CONSUMERS'
CHECKBOOK

 **GetInsured**

 **PlanCompass** For Individual

picwell[®]
choose smarter

eHealth



- Build health profile >
- Pick a plan v
- Pick a plan**
- Compare plans
- Fill out application >

We've crunched the numbers and here's your recommended plan!

Blue Cross Blue Shield of Texas Recommended Plan
Blue Advantage Bronze HMO 005 with BlueCare Dental 4 Kids 1A

Doctors in network 102 doctors nearby	Prescriptions Generic Brand	Full price Full price
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Price ? \$176 /month	Deductible ? \$5,000 /year	Est. Care ? \$357 /year
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Show me why this is the best plan

Looking for options?

Lowest Price Plan
Blue Cross Blue Shield of Texas
Blue Advantage Bronze HMO 006 with BlueCare Dental ...

Price \$168 /month	Est. Care \$470 /year
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Similar Plan
Humana PPO/EPO
Platinum 1000/ChoiceCare PPO + Children's Dental

Price \$433 /month	Est. Care \$188 /year
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PlanCompass.com



151 Plans Found: 53 Plans with all of your doctors 98 Plans with none of your doctors

Your Info:

ZIP CODE: 55101

DOCTOR (1)

APPLICANT (1)

53 Plans with all of your doctors

Sort By

DOCTOR MATCH

PRICE

Narrow Your Search Results

clear all

MONTHLY PREMIUM



Below \$550

DOCTORS

FRANZ-JOSEF REISDORF

PPO ◆ Bronze

Afford.2 Choice
by PreferredOne Insurance Company

PreferredOne

Compare

Enroll

IN NETWORK

FRANZ-JOSEF REISDORF

MONTHLY PREMIUM

\$227 *Eligible for subsidies

DEDUCTIBLE

In-Network: \$6,300 / Out-of-Network:
\$12,600

OUT OF POCKET MAXIMUM

Help

GetInsured.com

Call: 866-602-8466 Partner With Us Help Sign Up Log In

GetInsured by Vimo

45 Health

ACCIDENT CART 0

PLAN SCORES

ADD TO CART

BlueShield

SILVER ...

HMO

/month

%

%

3500

Expense Estimate Low

Expense Estimate Low

Expense Estimate Low

Company +

Find the right plan by answering a few quick questions

1. How many times a year does your household visit the doctor?

1-2 3-4 5-11 12 or more

2. How many monthly prescriptions does your household have?

0-2 3-4 5-11 12 or more

3. Are any of these optional benefits important to you? (Select up to 2)

Children's Dental Chiropractic


Acupuncture Weight Loss Programs

4. Is there a doctor you'd like to keep on your plan?

Search by doctor name near 75121

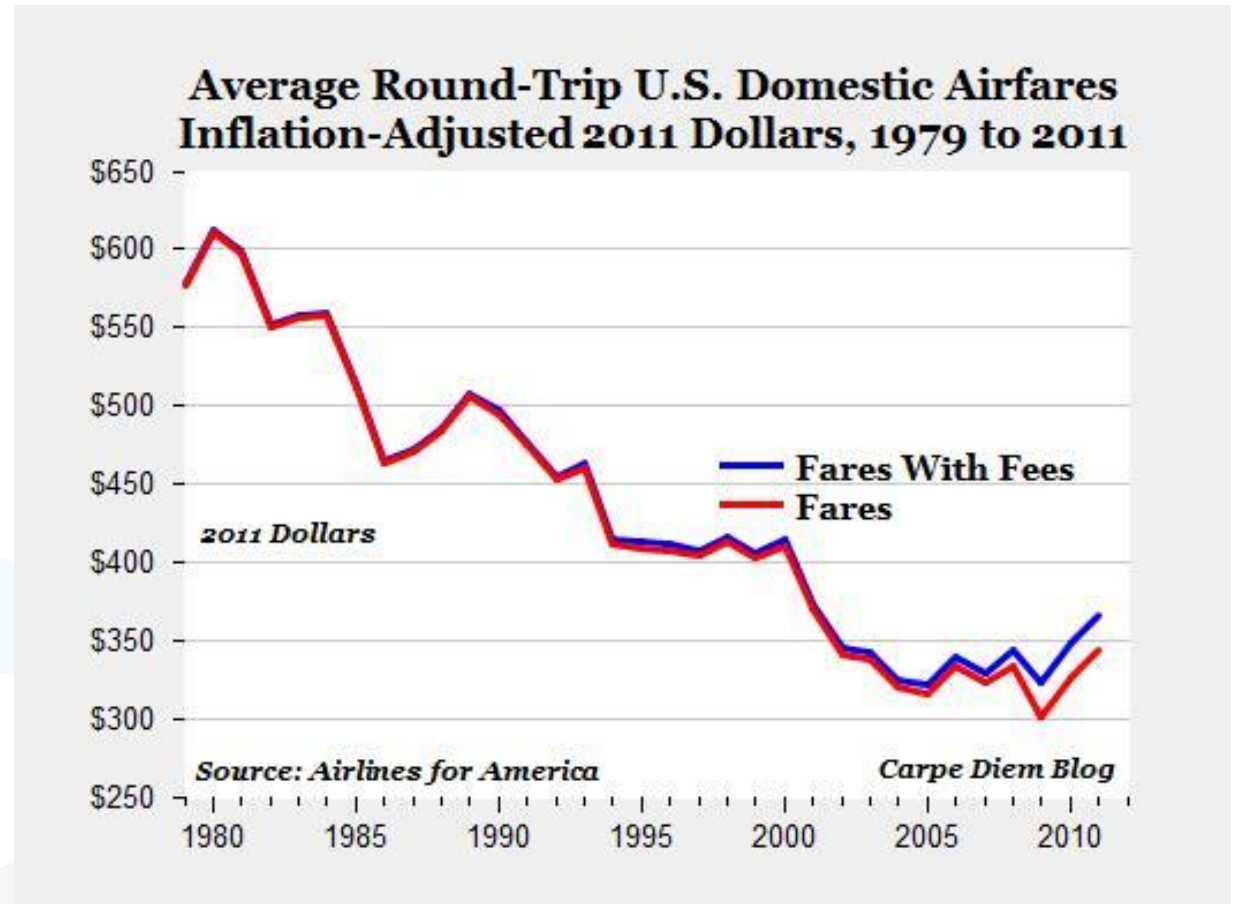
PERSONALIZE PLAN SCORES

We use your answers to score plans according to your needs.



How Deregulation Works

- Before 1978 Washington determined whether an airline could fly to a certain city, and how much they needed to charge.
- With limited competition, average citizens couldn't afford to fly. In 1974 a regulated flight between New York and L.A. was \$1,442. Today it's \$304.
- With deregulation, airfare has fallen nearly 50% in 30 years.



There is No One Way, But There is a Right Way

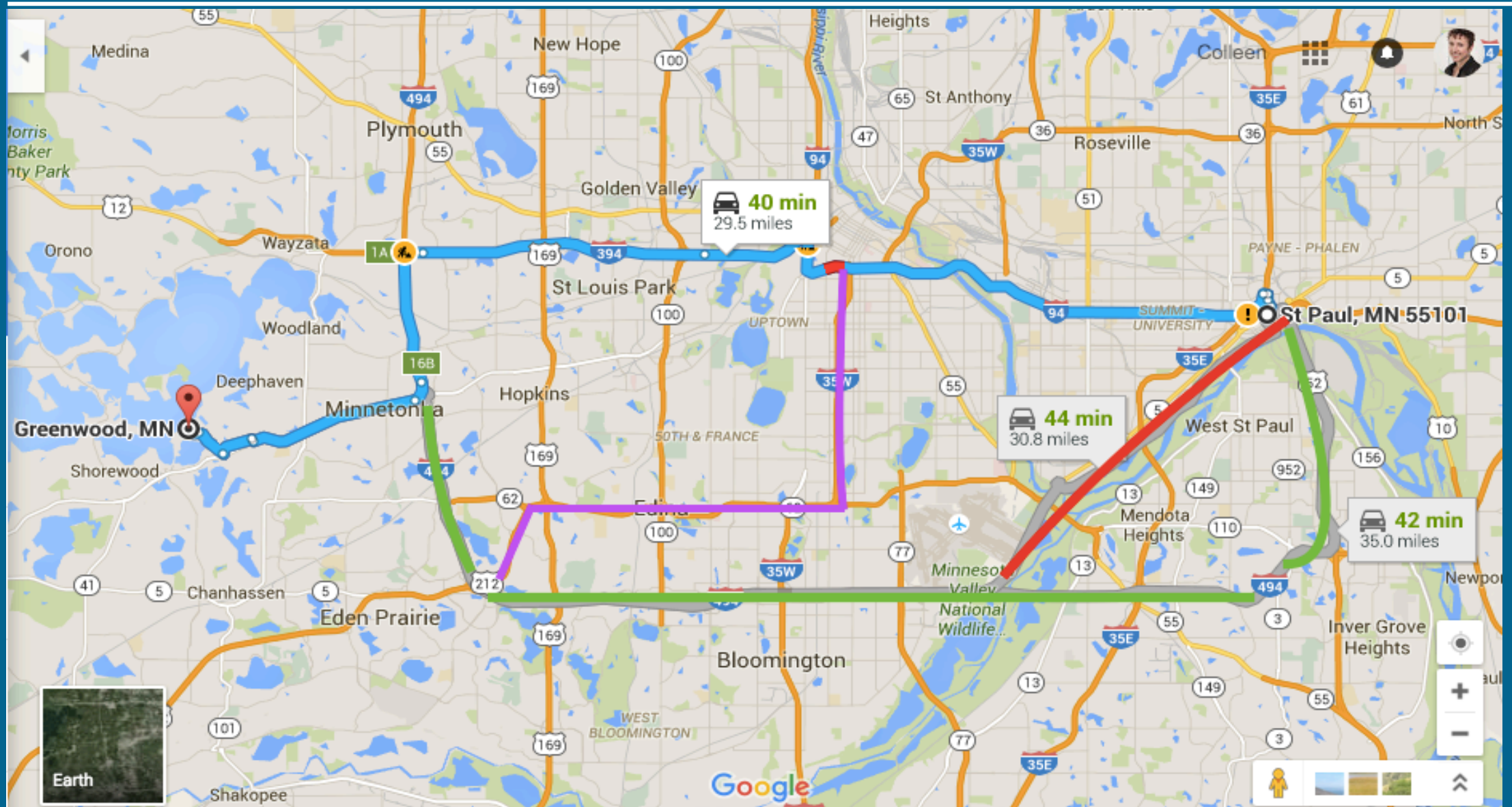
Government should determine rules for subsidies and penalties.

Private marketplaces — competing under common rules — develop intuitive tools and enrollment platforms.

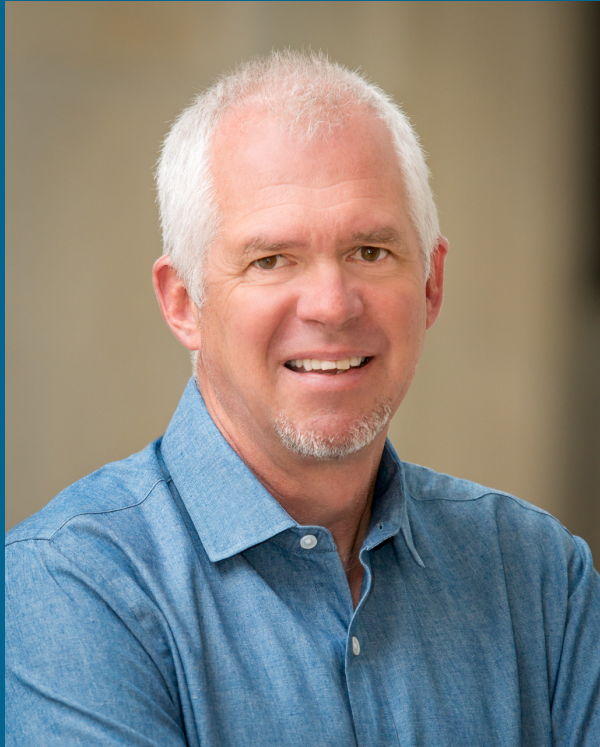
Consumers decide in open market who wins.



There are Several Paths to the Final Destination Let Consumers Pick the Route



Let's Stay in Touch



www.HealthCare.com



www.linkedin.com/in/jeffreysmedsrud



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