



HBEX



THE CALIFORNIA HEALTH BENEFIT EXCHANGE

**SEEKS
ITS
FIRST**

**EXECUTIVE
DIRECTOR**

UNIQUE OPPORTUNITY

California was the first state in the nation to enact legislation creating a health benefit exchange under federal health care reform. The first Executive Director will play a significant role in shaping the future of the Exchange, which will help California consumers and small businesses shop for and buy competitive health insurance starting in 2014.

CALIFORNIA HEALTH BENEFIT EXCHANGE

THE ORGANIZATION

Starting in 2014, the California Health Benefit Exchange will make it easier for individuals and small businesses to compare plans and buy health insurance on the private market. The Exchange will enhance competition and provide the same advantages available to large employer groups by organizing the private insurance market, including a more stable risk pool, greater purchasing power, more competition among insurers and detailed information regarding the price, quality and service of health coverage.

The Exchange will support consumer choice by making comprehensive information about health plans available in an objective, easy-to-understand format, including:

- a website that provides standardized comparison information on health plan options
- a calculator for applicants to compare costs across plan options
- a web-based eligibility portal to help link individuals to health coverage options available to them
- a toll-free consumer assistance hotline

GOVERNANCE

The Exchange is an independent public entity within state government with a five-member board appointed by the Governor and the Legislature. Two members are appointed by the Governor; one by Senate Rules Committee; and one by Speaker of the Assembly. The Secretary of the Health and Human Services Agency or another designee will serve as an ex-officio voting member of the Board. Appointed members will serve four year terms.

Members of the board or of the staff of the Exchange are subject to strict conflict-of-interest provisions. They may not be employed by, a consultant to, a member of the board of directors of, affiliated with, or otherwise a representative of, a carrier or other insurer, an agent or broker, a health care provider, or a health care facility or health clinic.

ENROLLEES

Individuals and small employers meeting federal citizenship requirements may enroll in the Exchange. Federal health care reform makes tax credits and subsidies available in 2014 to Californians with incomes between 133 and 400 percent of the federal poverty level (in 2010, approximately \$29,000 to \$88,000 for a family of four). The Exchange will ensure that Californians eligible for federally-authorized tax credits and subsidies get those benefits. Small employers may also purchase coverage through the Exchange.

FUNDING

The federal government awarded California \$1 million to fund preliminary planning efforts related to the development of an exchange. Additional federal implementation grants are expected to be announced in the third quarter of 2011. After 2014, the Exchange must be self-supporting from fees paid by health plans and insurers participating in the Exchange.

THE POSITION

Reporting directly to and appointed by the Board, the Executive Director is the chief executive officer of the California Health Benefit Exchange, the largest health purchasing exchange in the country. The Executive Director will be responsible for providing leadership and direction for formulating the Exchange's strategic objectives and bringing them to the Board for input, discussion and decision and developing and maintaining effective relationships and communication with key stakeholders, and the Executive and Legislative branches of federal and state government. Duties and responsibilities will include:

- Manage the planning, development, implementation and ongoing administration and evaluation of Exchange programs.
- Provide the overall direction and supervision to the Executive staff of the Exchange in carrying out program goals and objectives.
- Manage the entire staff of the Exchange, including eligibility and enrollment staff, purchasing and negotiation staff and administration and operations staff.
- Advise the Exchange Board on key policy and operational issues.
- Ensure the smooth operation of programs and operations under the Board's jurisdiction.
- Establish liaison and ongoing communication with stakeholders and the Executive and Legislative branches of state government with responsibilities related to the duties of the Board and other health coverage issues.
- Advance the mission of the Exchange through legislation, program administration, research and other means, as appropriate.
- Maintain strong liaison and good communication with the Executive and Legislative branches of state government involved in health coverage issues.
- Assure compliance with applicable state and federal legal and regulatory requirements, including public meeting laws, federal expenditure requirements and state personnel policies.
- Represent the Exchange and its mission and programs at national, state and local meetings and forums, in the media and at legislative hearings.

THE IDEAL CANDIDATE

The ideal candidate is a dynamic, mission-driven leader who possesses the energy, passion and experience to build an organization from the ground up. The Exchange's first executive director will bring a track record of visionary strategic thinking that has enabled previous organizations under his/her leadership to thrive. The ability to direct myriad projects in an expedient and efficient manner, design effective collaborations, and clearly articulate the Exchange's goals and objectives will be expected. Individuals dedicated to the ideal that healthcare benefits should be delivered differently, and committed to helping make that change, will find this position not only challenging but rewarding.

DESIRABLE QUALIFICATIONS

- Understanding of the importance of creating an organized, transparent marketplace for Californians to purchase affordable, quality health care coverage, to claim available federal tax credits and cost-sharing subsidies, and to meet the personal responsibility requirements imposed under the federal act.

EXECUTIVE DIRECTOR

- Experience in the design, implementation, negotiation or operations of benefit programs including those serving low income and special needs individuals.
- Experience with establishment or operational management of large-scale programs.
- Understanding of the need for the availability and renewability of health care coverage through the private health insurance market to qualified individuals and qualified small employers.
- Experience with health care service plans and health insurers, and an understanding of how coverage in the individual and small employer markets should compete on the basis of price, quality, and service, and not on risk selection.
- Experience with the state legislative and budget processes and fiduciary responsibility for public funds.
- Knowledge of federal health care program and California's health care system, claims processing and the health insurance business.

COMPENSATION AND BENEFITS

The salary for the Executive Director is negotiable and will be dependent on the qualifications of the successful candidate. As an employee of the State of California, the Director also receives a comprehensive benefit plan including, but not limited to:

Retirement

California Public Employees' Retirement System (PERS) Plan; employee contribution required.

Insurance

Health, dental, vision, and life insurance programs provided. Employee contributions may be required depending on programs selected.

Leave Allowance

- Vacation and sick leave benefits provided
- 13 holidays observed

Additional information about benefits available can be viewed at <http://www.dpa.ca.gov/benefits/index.htm>

APPLICATION AND SELECTION PROCEDURE

To be considered for this challenging and rewarding career opportunity, please submit your resume, which should include years and months of positions held, as well as size of staff and budgets managed, list of six work-related references and current salary to:



Pam Derby
 CPS Executive Search
 241 Lathrop Way
 Sacramento, CA 95815
 Tel: (916) 263-1401; Fax: (916) 561-7205
 E-mail: resumes@cps.ca.gov
 Website: www.cps.ca.gov/search

This position is open until filled. First review of resumes will take place July 1, 2011. Resumes will be screened in relation to the criteria outlined in this brochure. Candidates deemed to have the most relevant background will be invited to participate in a preliminary screening interview with the consultant. A short-list of candidates will then be invited to interview with a selection committee. An appointment is expected in early August following extensive reference/background checks.