

Minnesota Health Insurance Exchange (MNHIX) Mission Statement, MNHIX and MNHIX Technology Solution Design Guiding Principles

August 17, 2012

1. Overview

State of Minnesota (MN), Department of Commerce held two ninety minute executive visioning sessions on August 14, 2012 with various MN agencies to collaboratively create the Minnesota Exchange (MNHIX) Vision Statement, and MNHIX Technology Solution Design Guiding Principles.

This was a critical step in the overall MNHIX, as the vision development and guiding principles are an important tool for discovering common values, developing a shared sense of purpose, fostering communication and decision making. It is this shared understanding that will provide the foundation for honest, creative and collaborative interaction going forward with MNHIX Technology Solution Design.

2. Vision Statement

During the first 90 minute visioning session, team brainstormed regarding past, present and future challenges and critical success factors for MNHIX. Additionally, key characteristics were identified, these key characteristics were then used to develop the MNHIX Vision Statement (please see Appendix A *'MNHIX Executive Vision Session 1 Output'* for the list of key characteristics and past, present, future challenges and critical success factors that were captured during session 1).

In order to ensure the vision statement was appropriate for all audiences the following guideline was used during the construction of the MNHIX Vision Statement:

- Makes business sense throughout the organization
- Has value to customers and stakeholders
- So compelling that it motivates others to action
- Results-oriented (measurable and quantifiable)
- Clear/concise.

At the end of the session the team came up with the below MNHIX Vision Statement. Further refinement or details may be added at a later date.

MNHIX Vision Statement

'Minnesotans creating the go-to place for affordable health coverage'

3. Technology Solution Design Guiding Principles

Once the MNHIX Vision Statement was developed the team took the next second 90 minutes of the visioning session to develop a series of 'Guiding Principles' that will be used for the MNHIX Technology Solution Design. The team first identified high level MNHIX guiding principles, then MNHIX Technology Solution Design Guiding Principles. The objective of this methodology was to ensure that MNHIX Technology Solution Design guiding principles aligns with high level MNHIX Guiding Principles.

3.1 MNHIX Technology Solution Design Guiding Principles

The section below summaries MNHIX Technology Solution Design Guiding Principles. These principles should be referred to during the development of business requirements and design of the Portal. This list is not exhaustive and represents values and priorities beyond the requirements for regulatory compliance (e.g. Federal requirements including ADA, Security, HIPAA and others).

3.1.1 Access and Opportunity

- The Portal should provide intuitive pathways for all users.
- All users can access and exit securely and save their progress.

3.1.2 Economic

- The Portal should have limited presentation views – grouped by user types to avoid over engineering.
- Maximize the ability for users to self-serve without assistance.
- Present automated solutions wherever feasible to avoid manual steps for users.
- Analyze the cost-benefit of customization versus process change.
- If COTS can deliver functionality – do not customize – change process if necessary.

3.1.3 Decision Making

- The majority of decisions during development/implementation will be made by State representatives of work groups, empowered to do so.
- All members will strive for consensus in decision making – but where significant disagreement is present, the meeting facilitator will record and present the issue for escalation or 'parking lot'. Those parking lot items will be decided upon within 24 hours of escalation.
- Decisions need to focus on the best outcome; not be based on current practice.

3.1.4 Design Principles

- COTS design will be used wherever possible; rarely allow customization.
- Task Force products will be referred to for guidance – and implemented where they can be reasonably accommodated by COTS.
- The Portal design must be client-focused – not program-focused.
- Help features need to be present at logical points to allow for smooth navigation.
- Screens need to be simple, easy to understand and navigable.
- Where future requirements and processes (i.e. Modernization) can be accommodated within planned design and architecture reasonably, the teams should strive to do so.

3.1.5 Stakeholder Engagement

- State personnel will liaise with Stakeholders, and will include as appropriate.
- Early planning with detailed agendas is critical to allow for stakeholder inclusion as appropriate.

3.1.6 Communication

- Design for pro-active communications with clients to assist them and avoid unnecessarily breaks in service or cause for concern/inquiry.
- Use terminology familiar to customers.
- Exchange Team will agree on full vocabulary for the Exchange – to be used internally.
- All screens, communications will be approved by the State.

3.1.7 Processes/Implementation Schedule

- Priority of design, functionality on delivering to federal requirements – but with sufficient functionality to meet Minnesotans needs.
- Meet critical dates (e.g. certification date, User Acceptance, Open Enrollment).
- Plan/scheduling will include meeting objectives with sufficient detail to allow State to calendar appropriate attendees.

3.1.8 Transparency/Accountability

- All deliverables will be available for public record.
- Full disclosure can be expected of all Exchange related materials.
- The State will avail the public of the status of the Exchange construction throughout the project.