

HCCA Conference

Tuesday, January 30, 2024

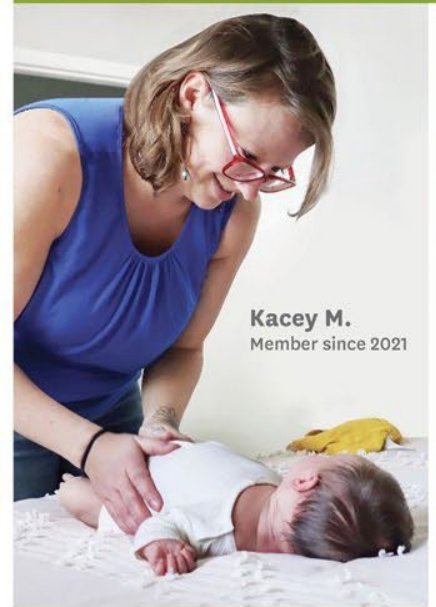


Department of
Insurance



Your Guide to Better Health™

MEDICAID • MEDICARE • MARKETPLACE



“Transparency and Tips for Navigating Regulator Relationships”

Speakers:

<u>Whitney Fitch</u>	<u>Andrew Reitz</u>
<ul style="list-style-type: none">• Ohio Department of Insurance• Chief Legal Officer• Licensed Ohio Attorney since 2012• Undergraduate Degree: Miami University• Law School: Capital University	<ul style="list-style-type: none">• Buckeye Health Plan• Vice President, Compliance• Licensed Ohio Attorney since 2003• Undergraduate Degree: Wabash College• Law School: Indiana University (Bloomington)

Topics

- Relationships Matter
- Focus on Member
- Focus on Regulator Needs
- Know Your State Rules
- Be Transparent
- Trends
- Top 10 List



Overview

- Buckeye Health Plan
- Ohio Department of Insurance



Overview: Buckeye Health Plan

- Subsidiary of Centene Corporation
- Membership: Over 520,000
- Staff: Over 900 Full Time Employees
- Products: Medicaid, MMP, D-SNP, Marketplace, Medicare Advantage
- Mission:
 - “Transforming the health of the communities we serve, one person at a time.”



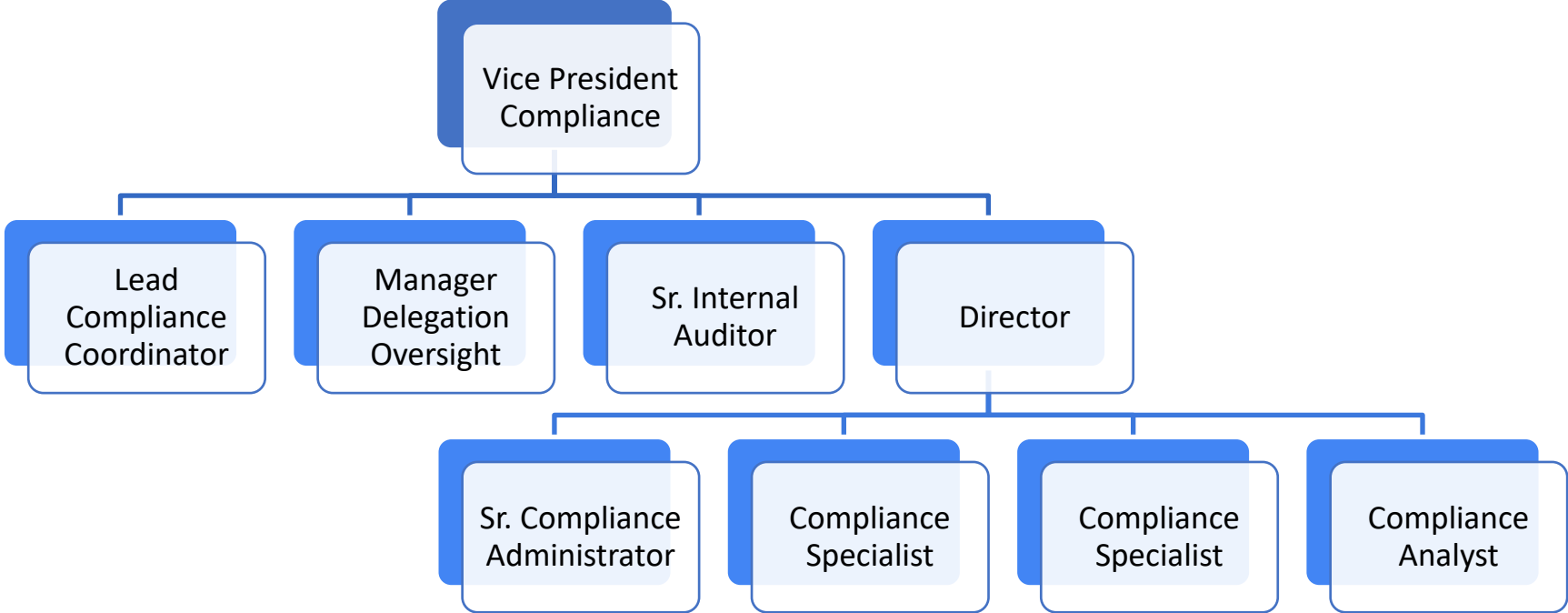
Overview: Buckeye Health Plan

- Values: Accountability, Courage, Curiosity, Trust, and Service
- Strategic Pillars:
 - Make it Easy to Work with Us.
 - Lead through Innovation.
 - Trusted Partnerships.
 - Grow from Strength.

Overview: Buckeye Health Plan

- Compliance Department (Local)
 - Direct and Local Liaison with State Regulators
 - Primary Contact and Relationship Owner
- Legal Department (Centene Corporation)
 - Assist with Requests
 - Rely on Local Expertise

Overview: Buckeye Health Plan





Department of Insurance

Mike DeWine, *Governor* | Jon Husted, *Lt. Governor* | Judith L. French, *Director*

- The mission of the Ohio Department of Insurance is to provide consumer protection through education and fair but vigilant regulation while promoting a stable and competitive environment for insurers.
- 247 total employees
- Cabinet Agency
- Based in Columbus, Ohio



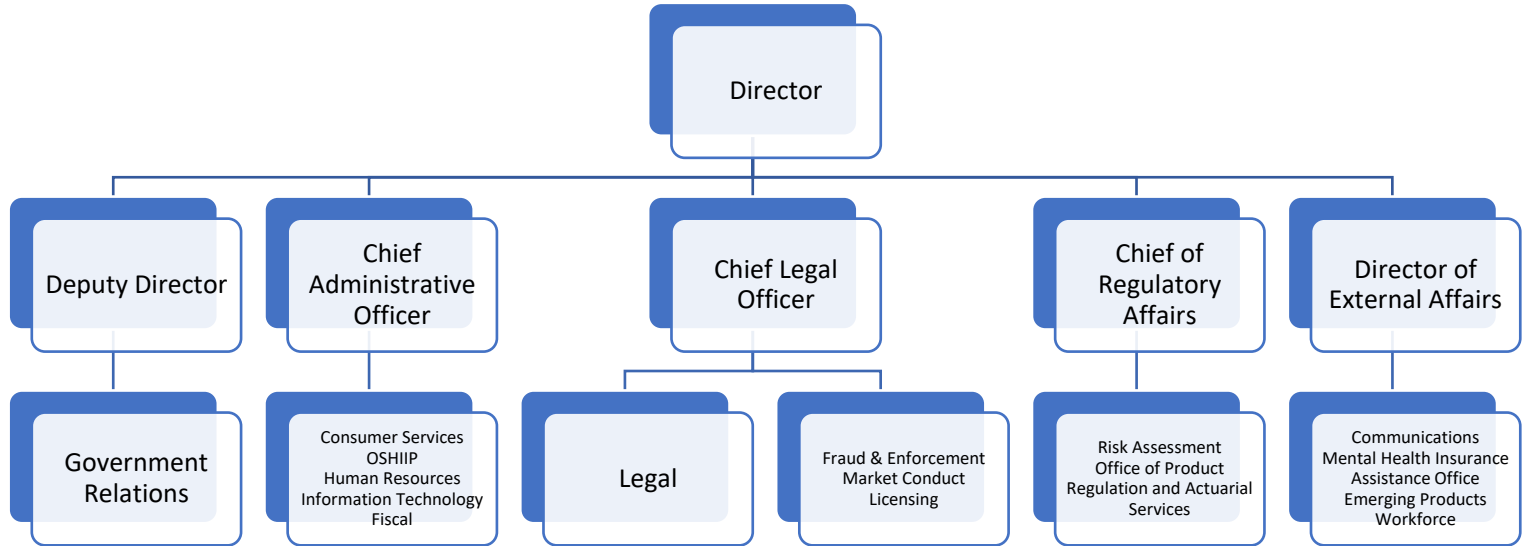
Department of Insurance

Mike DeWine, Governor | Jon Husted, Lt. Governor | Judith L. French, Director

- Executive Team:
 - Director
 - Deputy Director
 - Chief Legal Officer / General Counsel
 - Chief Administrative Officer
 - Chief of Regulatory Affairs
 - Director of External Affairs

- Several offices and divisions within the Department

Overview: Ohio Department of Insurance



Overview: Ohio Department of Insurance

AREA	# EMPLOYEES	PRIMARY FUNCTION
Legal Department	13	Provides legal assistance and advice to all Department divisions; administers public hearings on applicant, agent, and company licensing and enforcement issues; assists with review of regulatory transactions; supervises litigation
Fraud & Enforcement	20	Designated criminal justice agency; investigates allegations of unlicensed insurance activity, potential agent misconduct, insurance fraud, and other crimes related to insurance
Market Conduct	8	Monitors and examines insurance company practices to ensure compliance with Ohio law; most regulatory reviews initiated based on alleged patterns or practices reported to the division
Licensing	16	Administers testing and issues licenses to resident and non-resident insurance agents; monitors agent compliance with continuing education requirements; processes insurance company appointments of authorized agents

Relationships Matter

“It’s literally true that you can succeed best and quickest by helping others to succeed.”

– *Napoleon Hill, Entrepreneur and Author*

Relationships Matter

- Follow the Golden Rule
- Different Jobs, but Common Goals
- Build the Relationship Before An Issue Arises
- Reputation is Important
- Compliance, Not Punishment



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Focus On Member

"Life is for service."

– *Fred Rogers*



Members Are Important

- Your Members are Your Business!
- Service to Members Helps Your Business.
- Without Members, You Have Nothing!
- Operate from the Premise that Regulators exist to Protect Consumers.



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Reyanna P.
Member since 2015



Vivian S.
Member since 2015

Focus On Regulator Needs

“All I want is compliance with my wishes, after reasonable discussion.”

- *Winston Churchill*

What Does the Regulator Need?

- A strong relationship with your Regulator helps you know and understand the Regulator's Needs
- Be Proactive
- Do Your Research
- Know Your "Ask"
- Follow Through



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Regulator's Decision Making Process

#1 Question: Do we have the authority to do it?

- If not, is it a change we should consider pursuing?
- If so, consider:
 - Consumer impact
 - Industry impact
 - Past precedent
 - Policy implications



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Know Your State Rules

“We’ve accommodated the new rules and regulations.
We’ve served our clients and had quite good returns.”

- *Jamie Dimon*



Know the Rules

- Ignorance of the Law is No Excuse!
- Increases Your Credibility
- Enhances Problem Solving
- Challenges: Operating in Multiple States
- Approach to Understanding Nuances and State Specific Rules



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Member since 2015

Be Transparent

“Honesty and transparency make you vulnerable. Be honest and transparent anyway.”

- *Mother Teresa*

Be Transparent

- Be Honest
- Better To Hear It From You First
- Transparency Includes Proactivity



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Trends

What is New in the Insurance Industry?

New Trends

- Private Equity Investing in Insurance Companies
- Tension Between Sensitive Information and Public Records Obligations
- Artificial Intelligence
- New Regulatory Requirements and Program Changes
- Increased Competition



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Summary: Top 10 List

What To Do and What NOT To Do!

TOP 10 LIST: What To Do and Not To Do!

1. Invest in the relationship
2. Be willing to engage with the front line
3. Be respectful and professional
4. Be honest and transparent
5. Be cooperative and collaborative
6. Be prepared
7. Help your regulator understand
8. Don't point fingers
9. Don't risk your reputation
10. Don't DISCO!



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THANK YOU!

