

LTSS Trust Commission Meeting





Washington State Health Care Authority

Meeting Guidelines

Commission Members

- Please turn on video
- Stay muted unless talking
- Encourage active participation
- Raise hand to speak if necessary

Audience Members

 Opportunity to provide public comment later in the meeting

WELCOME & CALL TO ORDER

Meeting Goals

- Approve 04/18/2022 Commission meeting minutes
- Receive update on Commission workgroups
- Receive update on Supplemental Private LTC Insurance workgroup
- Receive update on WSIB Investment Plan
- Receive new information from ESD to make the Commission aware of inconsistencies between PFML and WA Cares
- Form workgroup on premium enforcement authority and process and documentation for ensuring accurate premium collection from self-employed
- Receive update on communications and outreach activities
- Review agenda for next Commission meeting on September 13

Consent Agenda

• 04/18/2022 Commission meeting minutes

NEW BUSINESS

Workgroups on Portability, Eligible Beneficiary Criteria, Private LTC Insurance Exemption Recertification/Rescinding, and Supplemental Private LTC Insurance

Workgroup on Portability

Workgroup is considering options to address the following issues around portability for qualified individuals who leave the state:

- Considerations of options for conducting eligibility determinations for qualified individuals who subsequently move outside of Washington,
- Alternative forms of benefits for out-of-state eligible beneficiaries,
- Methods of cross-state coordination on LTSS providers,
- Timing implications of extending benefits to out-of-state eligible beneficiaries with respect to short-term program implementation and long-term collaboration with other states establishing similar programs, and;
- Options to address the cost of expanding benefits to people who leave the state

Draft options will be presented to the full Commission in September.

Workgroup on Eligible Beneficiary Criteria

Workgroup is considering draft eligibility criteria and scenarios that address the following issues:

- Ease of access to earned benefits
- Seamless transitions to Medicaid LTSS
- Transitions to a PLTCI policy
- Ways to address cognitive impairment, instrumental activities of daily living, and specialty care, and
- Impacts to program solvency

Draft options will be presented to the full Commission in September.

Workgroup on Recertification of PLTCI and Rescinding of WA Cares Fund Exemptions

Workgroup is considering options to allow people to voluntarily rescind their exemption and options for recertification of PLTCI that:

- Minimize administrative burden
- Minimize negative impact on LTSS account solvency, and
- Incentivize maintenance of coverage

Draft options will be presented to the full Commission in September.

Workgroup on Supplemental Private Long-Term Care Insurance (SPLTCI)

Workgroup's Charter identified four primary objectives:

- Serve as a forum for clarifying questions, providing information, and solving problems surrounding the relation of supplemental private long-term care insurance plans to the WA Cares Fund benefit;
- Identify and develop recommendations to reduce impediments to the design of attractive, affordable supplemental private insurance plans;
- Identify and develop recommendations to manage coordination of benefits challenges between the WA Cares Fund benefit and supplemental private insurance plans;
- Develop recommendations for consumer protections in supplemental plans that ensure consistency with NAIC model Act consumer protections and to the extent needed, strengthen such protections for these supplemental policies.

Workgroup on Supplemental Private Long-Term Care Insurance (SPLTCI)

Workgroup Members			
Name	Title	Organization/Representing	
Bea Rector (Chair)	Aging and Long-Term Supports Administration Assistant Secretary	Dept. of Social and Health Services	
Jeff Beligotti	Vice President	Head of LTC Solutions, New York Life	
Mark Benya	Medical Assistance Program Specialist	Health Care Authority	
Bonnie Burns	Training and Policy Specialist	Consultant	
Laura Cepoi	Executive Director	Olympic Area Agency on Aging	
John Ficker	Executive Director	Adult Family Home Council	
Madeleine Foutch	Legislative and Campaigns Director	SEIU 775	
Ned Gaines	Forms Compliance Manager	Office of the Insurance Commissioner	
Yvonne Hayward	Compliance Consultant	Pacific Life	
Warren Jaffe	Government Relations Director	Genworth	
Sen. Karen Keiser	State Senator	Washington State Legislature	
Cathy MacCaul	Advocacy Director	AARP	
Jaime Mueller	Corporate Vice President – LTC Program Leader	New York Life	
Steve Schoonveld	Assistant Vice President, MoneyGuard Business Management	Lincoln Financial Group	
Adam Walling	Product Director and Actuary	Mutual of Omaha	

Staff				
Name	Title			
Ben Veghte (Lead)	Director, WA Cares Fund			
Andrea Meewes Sanchez	Unit Manager, WA Cares Fund			
Angel Sullivan	LTSS Commission Manager, WA Cares Fund			

Workgroup on Supplemental Private Long-Term Care Insurance

Workgroup agreed on five core principles:

- The primary goal of the Workgroup is to support Washington's middle class in gaining access to affordable private long-term care insurance supplementing WA Cares.
- Impediments to carriers offering SPLTCI coverage should be mitigated to facilitate the emergence of a vibrant, competitive market.
- Given the significant long-term financial commitment entailed in a consumer purchasing private long-term care insurance and this market's goal of supplementing a state benefit, the state should be proactive in educating consumers about this complex product so they can make informed decisions.
- To be marketed and sold as WA Cares supplemental coverage, SPLTCI policies should be designed to "extend" WA Cares coverage by avoiding discontinuities in care, particularly in covered care settings and providers.
- Statutory changes to facilitate the emergence of a WA Cares supplemental market should apply only to this new market and not to the rest of the private long-term insurance market.

Workgroup on Supplemental Private Long-Term Care Insurance

Consensus was reached on set of recommendations on the structuring of an SPLTCI market, organized in six areas:

- Consumer protection
- Venue for filing policies
- Benefit trigger and elimination period
- Transition issues for near-retiree cohorts
- Continuity of covered care settings and providers
- Coordination of benefits between WA Cares and SPLTCI policies

SPLTCI RECOMMENDATIONS Consumer Protection

Challenge: Ensuring consumers are aware of cost and benefit tradeoffs involved in choices around policy design features, particularly for a product which claims to supplement WA Cares benefits.

- Develop consumer guide for people seeking SPLTCI coverage to help them make informed choices
- Direct and fund Office of the Insurance Commissioner to expand Statewide Health Insurance
 Benefits Advisors (SHIBA) program to educate SPTLCI consumers (focus on middle-income market)
- Create new section of statute in Title 48 to regulate policies that can be marketed and sold as supplemental to WA Cares
 - Should apply to SPLTCI products only and not disrupt current long-term care insurance market
 - Should be sufficiently detailed and thorough to give consumers adequate information to protect them as they make decisions about purchasing a product that entails a substantial long-term financial commitment
 - Everything known about SPLTCI policies should be disclosed up front so consumers are not surprised later

SPLTCI RECOMMENDATIONS Consumer Protection

language and to SPLTCI policy marketing

Disclosures to be included in new section Requirements to be included in new section Disclosure of potential gaps in coverage or discontinuities If rates go up and consumer cannot afford increase, of care between WCF and SPLTCI consumer has options such as reduction in benefits, nonforfeiture of premiums, etc. Disclosure that premiums may go up over time and under what conditions Policies should be governed by same suitability and affordability requirements currently in statute (RCW Disclosure that individual circumstances can change 48.83.140) over time (like job loss), and what if any options would be available to them if those events occur Suitability requirements should include a "best interest" standard, stipulating that agent/broker shall act in best Disclosure that if rates do go up and the consumer interest of the consumer under circumstances known at cannot afford the increase, the consumer has options time recommendation is made, without placing their such as a reduction in benefits, non-forfeiture of financial interest ahead of consumer's interest premiums, etc. Statute should require that Inflation protection for SPLTCI Disclosure that premiums continue after retirement benefit levels be offered at minimum rate of 3% (and Disclosure of when premiums stop ("waiver of premiums") leverage SHIBA to help customers understand inflation in a given SPLTCI policy protection and suitability) to protect purchasing power of Disclosure that this policy (like all private long-term care benefits from being eroded over time insurance policies sold after 11/1/21) does not qualify the SPLTCI policies may be designed with or without policyholder to opt out of WA Cares partnership protection – this should give flexibility to Above disclosures should apply both to SPLTCI policy carriers and consumers by giving rise to broader range of

SPLTCI policy designs and price points

SPLTCI RECOMMENDATIONS Venue for Filing SPLTCI Policies

Challenge: Issues regarding filing venue could create barrier to market entry by private LTC insurance carriers.

Recommendation:

 Washington State should endeavor to work through the logistical challenges for allowing "mix and match" to reach the agreed-upon goal of facilitating the development of a vibrant and competitive SPLTCI market

SPLTCI RECOMMENDATIONS Benefit Trigger and Elimination Period

Challenge: potential gaps in coverage related to benefit trigger and elimination period

- SPLTCI deductible (monetary component of SPLTCI elimination period) should be equal to WA Cares full maximum lifetime benefit (starting at \$36,500) and automatically adjusted for inflation
- WA Cares annual benefit inflation adjustment should be automatic, rather than an annual discretionary determination by the LTSS Trust Council
- Carriers may not require that a client undergo a functional assessment or satisfy a benefit trigger in order to determine that a SPLTCI elimination period has begun or ended
 - Carrier may conduct a functional assessment and apply a benefit trigger for purposes of approving SPLTCI claim and authorizing SPLTCI benefits
 - ➤ SPLTCI policies must accept exhaustion of maximum WA Cares benefits (currently \$36,500) by a SPLTCI policyholder or for WA Cares beneficiaries with partial benefits, exhaustion of WA Cares benefits and utilization of paid care which together total proposed statutory SPLTCI deductible (currently \$36,500) as sufficient to satisfy monetary component (deductible) of SPLTCI elimination period

Benefit Trigger and Elimination Period

- For proof of exhaustion of WA Cares benefits, will suffice that WA Cares Fund informs carrier when a client's WA Cares benefits are exhausted
- SPLTCI policies' elimination period may include, in addition to the monetary component (deductible), a time component such as 3, 6, 9, or 12 months, but not to exceed 12 months
- For policies that include both monetary and time component, a policyholder would satisfy SPLTCI elimination period after later of 2 events:
 - ➤ Exhausting WA Cares benefits
 - ➤ Being on their WA Cares claim for the time period specified in the policy
- New SPLTCI consumer guide, SHIBA counseling, and disclosures should support
 consumers in assessing tradeoffs between various elimination period options and
 price points and educate consumers about importance of budgeting their WA
 Cares benefits carefully to reduce the likelihood and size of a potential donut hole

Transition Issues for Near-Retiree Cohorts

Challenge: potential gap in coverage due to gap between partial benefits and \$36,500 elimination period in other SPTLCI policies

- •SPLTCI consumer guide and SHIBA counseling will work to educate near-retirees on cost and benefits of purchasing SPLTCI policies
 - Particular focus will be potential for a large deductible before the SPLTCI policy begins paying claims, its implications, and strategies for managing this
- For SPLTCI policies marketed and sold to near-retirees, dollar component of elimination period (deductible) may be \$36,500 or less

Continuity of Covered Care Settings & Providers

Challenge: Ensuring WA Cares beneficiaries can keep their existing care setting and/or provider (including family providers) as they transition to SPLTCI benefits

- Unless there is good-faith reason to believe a care setting or provider is not suited to meeting care and safety needs of a beneficiary, SPLTCI policies must allow continuity from WA Cares to SPLTCI coverage of care setting and provider, including family providers, so that SPLTCI "extends" WA Cares benefits without disrupting care
 - > Carriers may audit for fraud, i.e. to determine whether care being billed is actually being provided
- If a carrier determines a care setting or provider is not suited to meeting care and safety needs of a beneficiary the carrier may, effective 90 days after the transition from WA Cares to SPLTCI benefits, require a change in care setting or provider
 - > Beneficiary will have right to appeal decision through third party independent review tracked by OIC
- In their covered care settings and providers, SPLTCI policies must generally include coverage of family providers

Collaboration in Benefit Administration

Challenge: Ensuring warm handoffs to minimize risk of discontinuities in care

- To support seamless transition from WA Cares to SPLTCI, a process of reciprocal administrative notification should be developed:
 - ➤ When a WA Cares Fund qualified individual applies for WA Cares benefits, WA Cares Fund asks whether individual has SPLTCI coverage and if yes, requests written consent from the applicant to share this information with SPLTCI carrier for purpose of triggering SPLTCI policy's elimination period as well as any potential care coordination
 - ➤ When a Washingtonian purchases a SPLTCI policy, carrier requests written consent from policyholder to share this information directly with WA Cares Fund and if this consent is granted, shares that information with WA Cares Fund
- Only basic demographic information that would allow a person to be identified in each system would be shared; no health information or data on claims.

Update on Shared Savings Waiver for Centers for Medicare and Medicaid Services

- Data analysis shows significant Medicare savings
- Discussions with Centers for Medicare and Medicaid Services are underway
- Status report due to the office of financial management and the appropriate committees of the legislature by December 1, 2022.

WA CARES - INVESTMENT PLAN UPDATE



Christopher Hanak, Chief Investment Officer





AGENDA





- Timeline
- Investment Policy and Strategy
- Historical Performance
- Portfolio Risk and Return Metrics
- Portfolio Simulated Expected Return
- Contact Information

November 2020	WSIB briefs Trust Commission Investment Strategy Subcommittee (ISS) on WSIB's approach to asset management
June 2021	WSIB updates Trust Comission ISS on revised investment plan
September 2021	WSIB provides Trust Comission ISS with an investment plan update
November 2021	WSIB asks Trust Commission ISS to consider risk tolerance
November 2021	WSIB updates Trust Commission
December 2021	WA Cares education session provided to WSIB Board
April 2022	WSIB Updates Trust Commission ISS on investment plan and receives feedback on investment recommendation and policy
June 2022	WSIB Board approves WA Cares investment policy
July 2022	WSIB updates Trust Commission
July 2023	WSIB implements new investment strategy

INVESTMENT POLICY AND STRATEGY



The WSIB approved the Long-Term Services & Supports Trust Account investment policy at its June 16, 2022, meeting



The customized fixed income investment program is designed to maximize return at a prudent level of risk while abiding by the constitutional limitations

The investment program will be actively managed by the WSIB with the following characteristics

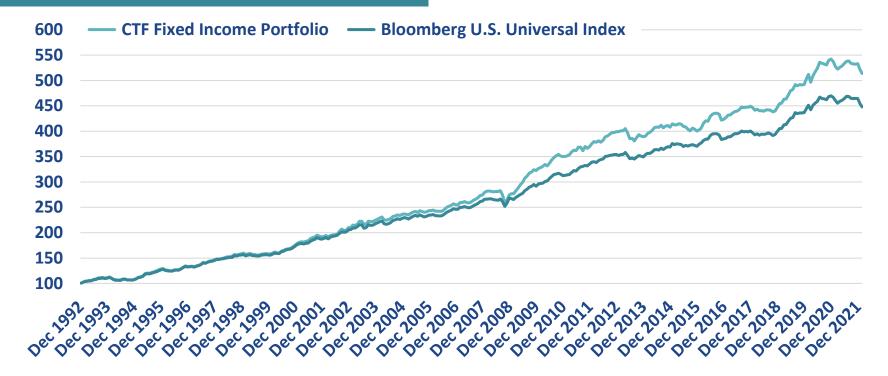
- Invested in interest-producing debt securities with varying maturity, structure, and credit ratings
- Expected to meet or exceed the return of the Bloomberg U.S. Universal Index
- Managed to maintain a portfolio duration within plus or minus 25 percent of the index

The Board-adopted policy can be found at https://www.sib.wa.gov/docs/policies/2_35_600.pdf

The WA Cares fund will be invested in a similar manner to the fixed income component of the Retirement Funds' Commingled Trust Fund (CTF)

The WSIB has a long history of strong risk-adjusted performance in its actively managed fixed income portfolios

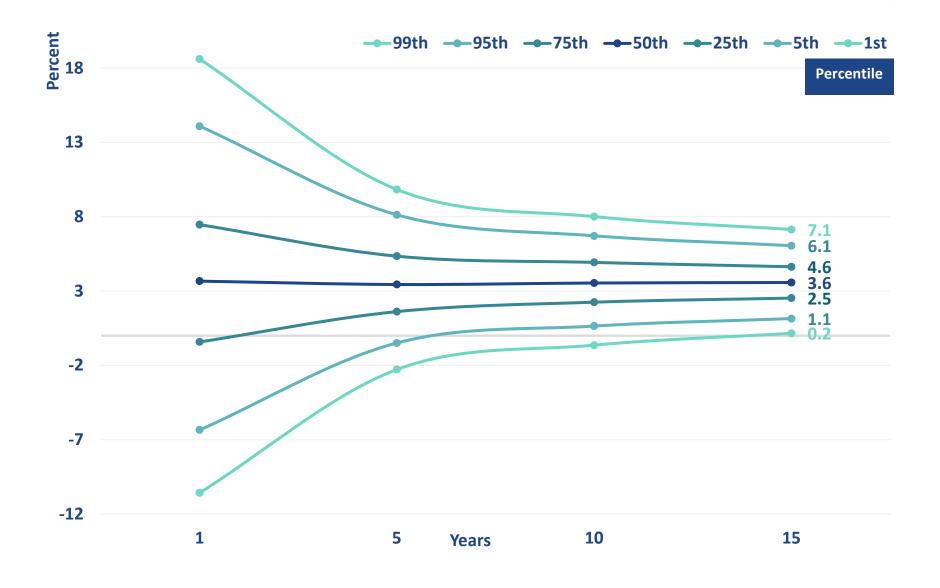
GROWTH OF \$100 SINCE INCEPTION



PORTFOLIO RISK AND RETURN METRICS

	Allocation
Diversified Fixed Income	100.0%
Median 15-year return	3.6%
Standard Deviation	6.0%
Sharpe Ratio	0.62
Probability of achieving a 15-year return of 3.5 percent or greater	52.0%
Probability of experiencing a 1-year negative return	27.4%
Probability of experiencing a 5-year negative return	8.6%

- Milliman provided the WSIB with two cashflows scenarios from the most recent 2020 report
- The more conservative scenario projected that approximately 45 percent of wage earners would opt out at the start of the program
- The other scenario projected that approximately 3 percent of wage earners would opt out
- Modeling of the recommended diversified fixed income portfolio projects the program will retain positive balances for at least 4 decades under both scenarios



CONTACT INFORMATION





Web Site

http://www.sib.wa.gov

Address

2100 Evergreen Park Drive SWP.O. Box 40916Olympia, WA 98504

Phone Number

(360) 956-4600



BREAK





Open Public Meetings Act – Training Reminder

- Members need to take open public meeting training within 90 days of appointment and at intervals of no more than 4 years thereafter
- Members who are local or statewide officials must also take basic records training
- Open Public Meetings Act, Public Records Act Basics, and Record Retention and Management Basics are available online
- It is recommended you document the training you received in your own records

https://www.atg.wa.gov/open-government-training

https://app.leg.wa.gov/RCW/default.aspx?cite=42.30.205

Expiration of the CBA clause for PFML and impact on employer reporting for PFML and WA Cares

- Both paid leave and WA Cares contain a provision to exclude premium assessments from employees covered by a collective bargaining agreement.
- Legislation passed in 2022 (2SSB 5649) sunsets this provision for paid leave only as of December 31, 2023.
- ESD is implementing combined employer reporting for paid leave and WA Cares.
 - Inconsistent CBA provisions make this harder for employers to understand and successfully complete required reporting.

Establish workgroup on the following issues

- Enforcement authority for premium collection (penalty, delinquency, and interest structure)
 - WA Cares does not have authority to require employers to participate. No current avenue for ESD:
 - To collect penalties from employers who do not report wages
 - To apply interest to unpaid premiums from employers
 - PFML authority in 50A.45 does not apply to WA Cares
- Process and documentation for ensuring accurate premium collection from self-employed

OLD BUSINESS

Communications and Outreach Activities

In This Presentation

- Outreach and Communications Overview
- Key Audiences
- Upcoming Planned Activities
 - Contracted Activities
 - Partner Roundtables
 - Themed Webinars
- Trackers and Reporting Tools



WA Cares Fund Outreach Plan Overview

Goals

- Increase the public's understanding of the program and how it can help them prepare for their long-term care needs, especially among workers who will contribute.
- Provide information to groups impacted by recent legislative improvements about what's changed.
- Build support for the program.
- Cultivate ambassadors who can help reach others with key messages.

Priority Activities

- Statewide marketing and outreach campaign – strategy and materials
- Audience research and message testing
- Permanent website development
- Proactive media outreach
- Social media launch planning
- Broad outreach to community groups, business and professional associations
- Roundtable with potential partners
- Monthly topical webinars for public

Key Audiences

Groups impacted by legislative changes

- Near-retirees
- Workers who live out of state and work in Washington
- Military spouses
- Workers on nonimmigrant visas
- Veterans with 70% or higher serviceconnected disabilities

Other priority groups for outreach

- Skeptics: Don't trust government, need more time and detail
- Engaged but hesitant:
 Community-minded, but hesitant about program
- Happy contributors:
 Believe in contributing to public good
- Women
- LGBTQ+ community

Priority groups for partnership & education

- Business & professional groups, chambers of commerce
- HR professionals
- Financial institutions & professionals
- Health care & social services professionals
- Community-based organizations

Planned Timeline for Activities

AREA	ACTIVITY	APRIL	MAY	JUNE	JULY	AUG	SEPT	ОСТ	NOV	DEC
Planning	Develop overall communications and outreach strategic plan									
	Develop statewide TV & digital outreach plan for FY23-24									
TV & digital outreach	Continue statewide marketing campaign (FY22)									
	New ads targeting near-retirees (FY22)									
	Ad testing with audience segments									
	Begin implementing FY23-24 statewide TV & digital outreach plan									
Messaging & materials	Create animated explainer videos in English and Spanish									
	Develop and test key messages for priority audiences									
	Create vignettes with care stories from Washingtonians (including video, audio, written materials)									
Earned media	Monthly media pitching									
Live outreach & education	First meeting of partner roundtables									
	Topical monthly webinars									
	Broad, direct outreach to organizations									
User experience design	User experience research									
	Develop new permanent website									

TV & Digital Outreach

• Currently using paid media for public education of working Washingtonians (age 18-54) in English and Spanish.

TELEVISION

Mariners Early Season Package

- 3 markets (Seattle, Spokane and Yakima)
- Estimated Delivery 273 spots and 3.2 million impressions

King 5

- Seattle-Tacoma
- Estimated Delivery 350 spots and 19 million impressions

DIGITAL

Native Ads

Advertising that appears on websites as part of the content (ie, side banners on an online newspaper)

Paid Social (Facebook & Instagram)

During April and May, paid advertising was placed on Facebook and Instagram. Metrics indicated it wasn't as effective as the Native Ads, so this budget was reallocated to Native Ads for July

Still Graphic Examples



Getting better all the time.

Improvements to WA Cares Fund mean more Washingtonians are now covered.





Independence and dignity for Washingtonians.

WA Cares Fund makes long-term care accessible for everyone.



User Experience & Web Design

- Working with the IT team, the Communications team is helping support the web design project which is currently in the User Experience research phase. New website is targeted to launch in January 2023.
- **Goal:** Use qualitative (interviews) and quantitative (statewide survey) data to create user personas that will inform how the new website and benefit access systems are built.
 - Have interviewed 32 Washingtonians from diverse backgrounds on their experiences and pain points accessing and managing government benefits for themselves and for others. We have also asked generally about long-term care planning.
 - By the end of August, key insights and patterns will be used to develop initial personas (in conjunction with the WA Cares team).
 - Statewide survey will be used to validate findings and refine final personas.

Partner Roundtables

- Throughout July, have hosted roundtable discussions on WA Cares with identified partners.
- Goal: Gather feedback on program implementation and outreach from stakeholders; create lasting two-way partnerships with key organizations and develop a network for information distribution
 - A report of key themes and takeaways from the initial set of meetings will be available by September.
- Roundtables divided by subject area:
 - Business & Labor
 - Human Resources
 - Long-Term Care & Disability
 - Equity & Community Organizations
 - Financial Planning & Financial Institutions
 - Community Health & Health Care
 - Faith-Based Organizations

Themed Webinars

• Beginning in June, WA Cares is hosting monthly webinars on topics related to long-term care or long-term care planning.

2022 Calendar						
Topic	Planned Month					
Caregiving and the LGBTQ+ community	June 2022					
The Gender Gap in Caregiving	July 2022					
Planning for LTC for Near-Retirees	August 2022					
Cultivating A New Generation Of Caregivers	September 2022					
Rural Health And Long-term Care	October 2022					
LTC Planning For Younger Workers (Including Caregiver Role)	November 2022					
Caregiver Mental Health	December 2022					

 Coordinating with external partners, other ALTSA administrations and other relevant agencies to recruit panelists and develop content.

Employer Outreach and Engagement

ESD Employer Newsletter

- Highly impactful communications medium
- Provides agency with detailed metrics to track campaign efficacy
- Audience of 225,000+ employers with workers localized in WA
- Regular cadence employers are accustomed to with option for special editions, as needed

Webinars

- Connects employers to knowledgeable WA Cares experts
- Excellent opportunity to relay key information to professional associations and employer groups
- Creates meaningful discourse with the WA Cares team

Postal Mail

- Classic communications medium
- Employers likely to engage with official government letters
- Highly effective with small businesses

Communicating New Exemptions Criteria

Employers

- ESD Employer Newsletter Postal Mail
 - Workers often look to their employers to answer questions about benefits
 - Allows ESD to lift this burden by providing tools and information employers can use to answer questions or to guide workers to official sources

Website

- Secure platform where the most up-to-date, official information can be accessed
- Creates a path for workers to follow when seeking information about WA Cares

Plans, Trackers & Reporting

- As this is a new program, we have a unique opportunity to start off on the right foot
- Getting our data collection and reporting schedules situated to make sure we're keeping everyone informed of work and progress

Data & Media Tracking

- Reach and engagement metrics for digital outreach
- Earned media tracking
- Email list tracking
- Presentations and outreach tracking
- Progress on goals & priorities identified in strategic plan and quarterly plans

Strategic Communications & Outreach Plan

- Broad goals & priorities
- Key audiences & messages
- Updated on a rolling basis as needed
- New finalized/reviewed versions produced every January

Quarterly Communications Plan & Report

- Date-specific deadlines and deliverables for the upcoming quarter
- Outreach goals for the upcoming quarter
- Challenges, successes, lessons learned from the previous quarter
- Reports on data of interest as needed



Questions?

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Washington State
Department of Social
& Health Services

Transforming lives









PUBLIC COMMENT

Questions about WA Cares Fund?

- Visit <u>wacaresfund.wa.gov</u>
- Submit questions to: <u>wacaresfund@dshs.wa.gov</u>

Set Timing and Review Agenda for September 13 Meeting

- Update on new actuarial baseline analysis (Office of the State Actuary)
- Potential pilot project in early 2026 to prepare for benefit implementation
- Report out from Commission workgroups and review of policy options
- Set 2023 meeting schedule

Wrap Up

- Action items review
- Adjourn

THANK YOU



