

POSITION ANNOUNCEMENT

09/20/2022



Executive Search for:
Chief Executive Officer

**Washington Health Benefit
Exchange**

810 Jefferson St. SE
Olympia, WA 98501

POSITION ANNOUNCEMENT

INTRODUCTION

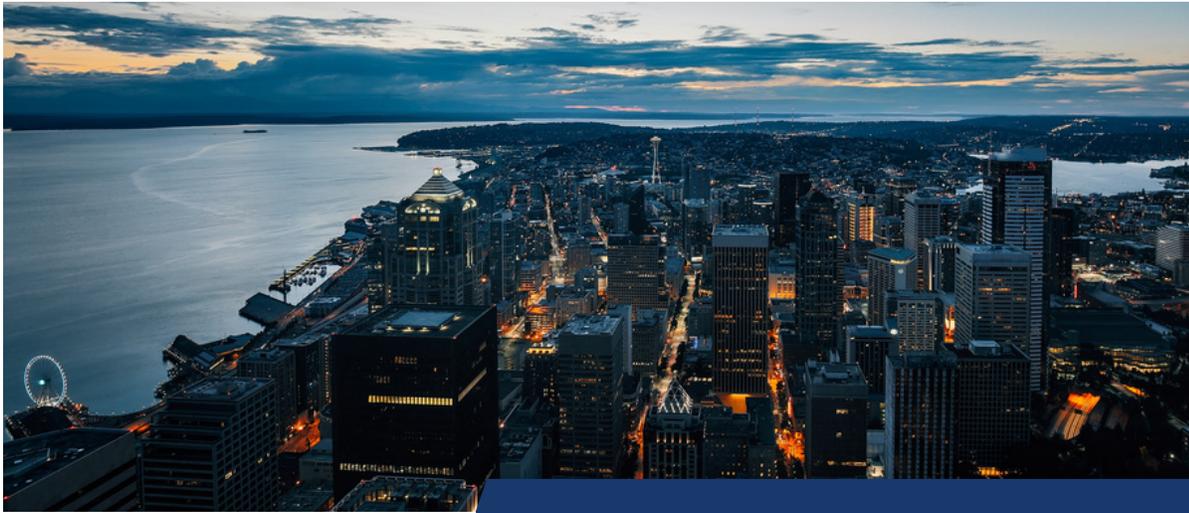


The Washington Health Benefit Exchange ("The Exchange") is seeking an experienced leader, collaborator, and critical thinker who is committed to bringing about positive change as the organization's next **Chief Executive Officer**.



The CEO oversees the entirety of the Exchange's activities, working closely with the Exchange Board, the organization's senior management, and other staff to define and execute its mission considering its statutory responsibilities and the health insurance needs of individuals and small businesses.

ABOUT THE EXCHANGE



The Washington Health Benefit Exchange was created in state statute in 2011 as a public-private partnership. The Exchange is responsible for the operation of Washington Healthplanfinder, an easily accessible, online marketplace for individuals and families to find, compare and enroll in Qualified Health Plans, Qualified Dental Plans and Washington Apple Health (Medicaid).

Washington Healthplanfinder offers Washington state residents:

- Side-by-side comparisons of Qualified Health Plans and Qualified Dental Plans
- Tax credits or financial help to pay for co-pays and premiums
- Expert customer support online, by phone or in-person through local organizations or insurance brokers

What is an Exchange?

A health benefit exchange is a key provision of the Affordable Care Act that creates a new marketplace for each state to offer health and dental insurance coverage to individuals and families. Exchanges can be developed and implemented by the state or by the U.S. Department of Health and Human Services. Washington State chose to implement a state-based exchange.

ABOUT THE EXCHANGE



The Exchange seeks to redefine people's experience with health care. It is committed to identifying and reaching groups faced with obstacles to accessing coverage, which includes providing support to those who need assistance overcoming barriers to seeking, finding, and using their health insurance coverage.

In alignment with this commitment, the Exchange is embracing the following equity statement:

Our goal is that all Washingtonians have full and equal access to opportunities, power, and resources to achieve their full potential.

Equity is a fundamental pillar of the society we seek to build. The process of dismantling deeply entrenched systems of privilege and oppression to advance equity will be disruptive and will demand vigilance. We must focus our efforts on people and places where needs are greatest, especially communities of color, and go beyond remedying a particular inequity to address all determinants of health.

ABOUT THE EXCHANGE



MISSION

The Washington Health Benefit Exchange's mission is to radically improve how Washington residents secure health insurance through innovative and practical solutions, an easy-to-use customer experience, its values of integrity, respect, equity and transparency, and by providing undeniable value to the health care community.

The Exchange's Objectives:

- Increase access to affordable health plans
- Organize a transparent and accountable insurance market to facilitate consumer choice
- Provide an efficient, accurate, and customer-friendly eligibility determination process
- Enhance health plan competition on value: price, access, quality, service, and innovation

POSITION DESCRIPTION



LOCATION

Olympia, WA

REPORTS TO

Exchange Board

The Chief Executive Officer oversees the entirety of the Exchange's activities, working closely with the Exchange Board, the organization's senior management, and other staff to define and execute its mission considering its statutory responsibilities and the health insurance needs of individuals and small businesses.

This entails overseeing the Exchange for both the non-group and small employer markets; making policy decisions that set requirements, certifying qualified health plan (QHP) criteria for plans participating in the Exchange, conducting statewide enrollment and outreach initiatives, defining eligibility determination and appeals; detailed reporting requirements to both state authorities and the U.S. Secretary of Health and Human Services; preparing the annual Exchange budget; and creating innovative design features to encourage more efficient, effective, and affordable health insurance.

Beyond providing effective stewardship of the Exchange, the CEO also seeks to advance the cause of the Exchange by highlighting the organization's accomplishments and participating in other avenues of discussion and debate about health care policy.

PRIMARY RESPONSIBILITIES



- Principal responsibility for setting strategic priorities for the Exchange with respect to all components of its mission, in consultation with the Board and Exchange staff. The CEO must be finely attuned to rapidly evolving health insurance market and health care delivery system trends and opportunities, as well as state and national legislative and political dynamics, and to provide effective strategic leadership for the organization
- Facilitate oversight and engagement by the Exchange Board, including ensuring close coordination with the Board Chair; conducting individual meetings and conversations; ensure robust information flow; and working with senior staff to plan productive Board meetings and retreats
- Build and manage external relationships that are essential to the success of the Exchange (e.g., Ongoing federal grant funding and the progress of reform to include high-level federal and state government officials, health care industry leaders and key vendors)

PRIMARY RESPONSIBILITIES



- Actively engage and participate in legislative activities and policy leadership that align with the Exchange mission
- Proactively seek opportunities to educate and promote the Exchange to policymakers and the public
- Serve as the principal “face” of the Exchange for state and national media, and at public forums and meetings on health reform
- Assemble and retain a high-performing staff, determine scope of staff responsibilities, facilitate staff cooperation on cross-Agency policy and operational initiatives, and provide guidance and feedback
- In partnership with the senior staff, manage the Exchange to ensure that it achieves its short and long-term strategic priorities with maximum effectiveness and efficiency (e.g., Provide direct oversight of most senior staff; oversee organizational finances to maintain a self-sustaining financial model; manage and maintain Exchange operations and IT systems; and participate in policy workgroups as needed)

IDEAL CANDIDATE PROFILE



DESIRED ABILITIES + KNOWLEDGE

- Proven experience as a policymaker and problem solver
- Excellent interpersonal skills and commitment to fostering a team environment for an essential work environment
- Strong public speaking and writing skills
- Experience in information technology and data management tools
- Astute understanding of the media, government, and politics and experience in decision-making in the public spotlight
- Esteemed track record of managing and working within a very fast-paced, quickly evolving organization, steering, and tracking multiple and complex priorities
- Success in effectively working with culturally diverse groups of individuals
- Ability to successfully manage the dynamic and differing needs, interests, and viewpoints of multiple stakeholders

IDEAL CANDIDATE PROFILE



EDUCATION + EXPERIENCE

- Degree in Business Administration or Public Policy, Health Administration, Public Administration, Public Health, Juris Doctorate (J.D.) or equivalent
- 10 years of health care experience in the health insurance industry (private or public)
- 10 years of management experience and extensive understanding of health insurance-related policy development
- Significant understanding and working knowledge of state and national health care reform laws, and health care delivery system trends and issues

THE FINE PRINT



ADDITIONAL REQUIREMENTS

A criminal background check and screening will be conducted for candidates under final consideration, and if hired, every 5 years of employment where highly sensitive data is processed or maintained by the position. The results of this background screening must meet the Exchange's eligibility criteria and standards.

The above statements are intended to describe the general nature and levels of work being performed. They are not intended to be construed as an exhaustive list of duties, responsibilities, and skills of personnel so classified. This position description is not an employment agreement or contract. Management has the exclusive right to alter this position description at any time without notice.

THE FINE PRINT

TIME FRAME

The Exchange is seeking to have a new Chief Executive Officer in place by February 2023.

COMPENSATION RANGE

\$169,776 – \$254,664



POSITION ANNOUNCEMENT

NEXT STEPS

If you would like to apply to be Washington Health Benefit Exchange's next Chief Executive Officer, please go to:
motusrecruiting.co/WAExchangeCEO



**THANK YOU, AND WE
LOOK FORWARD TO
WORKING WITH YOU.**