

**42212**

**DATE:** September 11, 2014

**TO:** Board of Acquisition and Contract

**FROM:** Sherlita Amler, MD  
Commissioner of Health

**RE:** Authorization to enter into Contract with Marlon M. Anglin, Berta Pineyro, Hipolita Cabrera and Ana Severino as Independent Contractors, and Business of Your Business LLC, a small business consultant, to assist individuals and small businesses in applying for health insurance coverage through the New York State of Health: The Official Health Plan Marketplace, for the term 10/01/14 through 09/30/15, pursuant to approved budgets, for a total aggregate not-to-exceed amount of \$238,820, to be paid to each in accordance with approved budgets.

The Westchester County Department of Health (“WCDH”) seeks authorization to enter into contract with Marlon M. Anglin, Berta Pineyro, Hipolita Cabrera and Ana Severino as Independent Contractors, and Business of Your Business LLC, a small business consultant, to assist individuals and small businesses in applying for health insurance coverage through the New York State of Health: The Official Health Plan Marketplace, for the term 10/01/14 through 09/30/15, pursuant to approved budgets, for a total aggregate not-to-exceed amount of \$238,820, to be paid to each in accordance with approved budgets.

Marlon M. Anglin replaced Amber Wilson earlier this year after Ms. Wilson gave notice that she would resign her position of IPA/Navigator, and the County duly terminated the contract.

In October 2013, New York State changed the name of the insurance Exchange to “New York State of Health: The Official Health Plan Marketplace” (the “Marketplace”) for public relations purposes.

These contracts will be funded by the New York State Department of Health’s (“NYSDOH”) Consumer Assistance for the New York State Health Benefit Exchange: In Person Assistors and Navigators (“IPA/Navigators”) Grant program.

In 2013, the Governor of New York created the Marketplace as part of the Federal Affordable Care Act (ACA). The Marketplace is a one-stop electronic platform where individuals and small businesses (“potential applicants”) can explore and compare private and public health insurance options, health plans, out of pocket costs, and eligibility for advance premium tax credits and cost sharing assistance in a fair and impartial matter. The Marketplace funds enrollment activities to help individuals and organizations serve as IPA/Navigators. The above- named individuals and small business consultant are IPA/Navigators that have been trained and certified by the NYSDOH.

The IPA/Navigators program will promote the public health and general welfare of uninsured County residents by providing in-person application assistance to all potential applicants who apply for health insurance through the Marketplace.

The goal of the IPA/Navigators program is to educate potential applicants about the Marketplace and the types of health insurance programs offered; provide in person health insurance enrollment and re-enrollment services in public and private insurance to potential enrollees; help consumers apply for financial assistance including advanced tax credits and cost sharing options; and assist potential enrollees with grievances, complaints or questions regarding their health coverage or a determination related to their coverage. IPA/Navigators have extensive knowledge and experience conducting outreach, education and assistance to diverse populations.

The objective is to have a dedicated cadre of IPA/Navigators who are linguistically and culturally representative of the target populations to be served so that they can provide assistance and numerous other services at locations and times convenient to the target population, including evenings and weekends.

The majority of the above named individuals have worked for several years with the WCDH to provide enrollment services into NYS's public health insurance programs under the NYSDOH's Facilitated Enrollment program, and therefore have the experience and contacts to target eligible but hard-to-reach and vulnerable individuals. The small business consultant specializes in working with and advising small businesses on a variety of matters and has direct access to an established network of community business and trade association contacts.

During the first eleven months, the IPA/Navigator program provided over 7,000 service encounters including education, application assistance, eligibility screenings, referrals, troubleshooting and other health coverage navigation services. Services were provided via telephone, in person, and email. Navigators assisted consumers with close to 2,400 applications for health insurance coverage in the Individual Marketplace, which represents 72% of WCDH's target during the first year of the Program.

The WCDH will monitor the IPA/Navigators' performance monthly based on compliance with internal application productivity standards, as well as outcomes generated and measured by NYSDOH; customer satisfaction with services rendered; effectiveness of outreach activities; and compliance with NYSDOH and WCDH contract and operating protocols. For the 2014-2015 contract period, IPA/Navigators will assist consumers and small businesses in completing an average of 215 applications monthly in the Individual Marketplace and the SHOP.

There are no rules in the IPA/Navigators grant that prohibit the County from following its own local rules regarding procurement. Therefore, these contracts are exempt under Section 3 (a) viii of the Westchester County Procurement Policy, as medical and health related services.

Approval of the attached resolution is respectfully requested.

**RESOLUTION**

UPON A COMMUNICATION FROM THE COMMISSIONER OF HEALTH, BE IT HEREBY

**RESOLVED**, that the County of Westchester, acting by and through its Department of Health ("WCDH"), is authorized to enter into contract with Marlon M. Anglin, Berta Pineyro, Hipolita Cabrera and Ana Severino as Independent Contractors, and Business of Your Business LLC, a small business consultant, to assist individuals and small businesses in applying for health insurance coverage through the New York State of Health: The Official Health Plan Marketplace, for the term 10/01/14 through 09/30/15, pursuant to approved budgets, for a total aggregate not-to-exceed amount of \$238,820, to be paid to each in accordance with approved budgets; and, be it further

**RESOLVED**, that the total aggregate not-to-exceed amount of \$238,820 is to be distributed among the following one (1) small business consultant and four (4) independent contractors in the manner set forth below and to be paid to each according to approved budgets:

<u>Name</u>	<u>Amount Not-to-Exceed</u>
Business of Your Business LLC (small bus. Consultant)	\$ 55,000
Ana Severino (Independent Contractor)	\$ 45,500
Hipolita Cabrera " "	\$ 49,140
Marlon M. Anglin " "	\$ 38,220
Berta Pineyro " "	<u>\$ 50,960</u>
Total	<u>\$ 238,820</u>
and be it further	

**RESOLVED**, that the County Executive or his duly authorized designee be and hereby is authorized and empowered to execute all appropriate contracts or documents necessary to effectuate the purposes of this Resolution in the manner prescribed by law.

Department of Health  
County of Westchester  
10 County Center Road, 2<sup>nd</sup> Floor  
White Plains, New York 10607  
September 11, 2014

Original Agreement	\$
First Amendment	\$
<b>This Amendment</b>	<b>\$</b>
TOTAL	\$ _____

Agreement #

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase or Unit	Object/ Sub-Object	Trust Account	Dollars
263	27	517P	4380	T517	\$238,820

Budget Funding Year(s) (must match resolution) 2014-2015 Start Date 10/01/14 End Date 09/30/15

Funding Source Tax Dollars  
State Aid NYSDOH (25%)  
\$238,820 Federal Aid pass thru NYSDOH (75%)  
(must match resolution) Other \_\_\_\_\_

APPROVED BOARD OF ACQUISITION & CONTRACT - 10/09/2014 - JOMARY VEIRA, SECRETARY