DATE: September 16, 2010

TO: Issuers of Health Insurance

FROM: Teresa DeCaro
                Web Portal Team Lead, Office of Consumer Support

SUBJECT: CEO/CFO Attestation for Issuers Transferring Data from Commercial
                Database to CMP

In accordance with the regulation on "Health Care Reform Insurance Web Portal Requirements" issued by the Department of Health and Human Services, (45 CFR Part 159, Sect. II(B)1(d)), this memo is to notify the recipient regarding procedures for certifying the accuracy and completeness of data submitted to the Content Management Portal (CMP) of healthcare.gov pursuant to the October 1, 2010 release.

Issuers that transferred data to the CMP from eHealthinsurance.com are reminded that CEO or CFO attestation is required by Friday, September 24, 2010. Any plans for which the attestation is not made by this date and time will not be displayed on the healthcare.gov web portal by October 1, 2010. Web portal regulation requires attestation by either the CEO or CFO. The attestation is to the accuracy and completeness of the information provided by the Issuer.

- Issuers that transferred data from the commercial website to CMP can review your plans by going to http://finderverify.healthcare.gov and entering: User ID: "Verify" and Password: "quality1."

- Any updates or errors to the plan data and pricing on http://finderverify.healthcare.gov must be corrected on the eHealth site and then re-transferred. Any problems or updates that require a re-transfer must be communicated to cmp-support@ehealth.com by Thursday, September 16th. The changes will be made at eHealth, and re-transferred for final review on Monday, September 20th. After September 16th, corrections that relate to incomplete or erroneous data provided by the Issuer will not be displayed on the web portal on October 1, 2010.

- HHS requires that Issuer ID, Product ID and Membership be captured for every plan combination transferred from eHealth. If you have not yet provided this information, please send it to cmp-support@ehealth.com. You can confirm if this information has been captured when you review your plans on http://finderverify.healthcare.gov . The Issuer ID and Product ID will appear at the bottom of the plan details page.

- CEO or CFO attestation must be completed by Friday, September 24th. If you have not logged onto CMP then you must follow the following steps to implement attestation:

    1. Go to https://cmp.healthcare.gov and click on the "Register" link to create your account.
    2. When you enter CMP, click on the "Initial Submission" tab and enter your issuer name, the states needed for CEO or CFO attestation, and a product type of Individual and Family plans and click on the "create" button.
    3. Go to "Status of Request" tab and find the "Request" that will require CEO or CFO attestation.
    4. Check on the box next to the Request, and then click on "Generate Attestation Email."

5. An email with attestation information will be sent to the Issuer's data submission contact's email address. The data submission contact needs to forward the email to the CEO or CFO for attestation.
6. CEO or CFO clicks on the link in the email and will be taken directly to the e-Sign page
7. On the Attestation page, the CEO or CFO needs to fill in the e-Signature form and click on "I Agree."
8. Once the attestation is e-signed by the CEO or CFO, a signed PDF copy will be attached to the request to keep a record of the attestation.

For technical assistance regarding the portal plan submissions, please contact the CMP Help Desk at either 1-877-425-3708 or cmp-support@ehealth.com.