

**INSURANCE PROGRAM SPECIALIST****Nature of Work**

Under general supervision, performs work at the advanced level by providing administrative coordination, complex technical assistance, marketing support to AccessWV the State High Risk Pool, or other program or technical area of the Insurance Commission. Acts as liaison to facilitate problem resolution and assure compliance with regulations, laws, policies, and procedures governing the program or technical area. Has primary responsibility for developing standards for program operation, for monitoring and/or evaluating program performance and marketing the program to potential members and various stakeholders. Uses independent judgement in determining action taken in administrative, operational, and marketing aspects of the area of assignment. Exercises considerable latitude in varying methods and procedures to achieve desired results. May supervise subordinate employees. Performs related work as required.

**Examples of Work**

Analyzes laws and regulations for program area assigned and applies them appropriately to resolve problems and assure compliance.

Interprets laws and regulations for staff, AccessWV Board of Directors, and vendors and external stakeholders.

Monitors changes in laws and regulations and advises insurance industry, staff, AccessWV Board of Directors, and vendors.

Collaborates with agency head on determining need for changes in procedures, guidelines, and formats; develops solutions, and monitors program; interacts with plan administrator to implement procedures.

Represents the program area with other agencies and outside entities.

Plans and implements program to inform and educate potential enrollees, providers, agents and other stakeholders about the High Risk Pool Program; conducts meetings and workshops.

Develops and reviews program related documents or material; such as, licensing forms and educational, informational and promotional material using a variety of media. Coordinates production and promotional campaigns.

Has contact with federal, state, local program representatives, participants and vendors serving the program.

Completes related reports; may compile special and/or statistical reports, analyzing data and interpreting results.

Reads, reviews and responds to correspondence.

**INSURANCE PROGRAM SPECIALIST (CONT'D)****Examples of Work (cont'd)**

May draft legislative issues, rules and regulations.  
 May oversee the work of support staff, specialists, or consultants in relation to the completion of specific assignments.

**Knowledge, Skills and Abilities**

Knowledge of health insurance and the rules, regulations, policies, and procedures of the Insurance Commission.  
 Knowledge of the federal and state regulations, laws, and statutes relevant to area assigned.  
 Knowledge of the objective of the program area, its procedures, policies, and guidelines, and its relationship to the rest of the agency and other health insurance programs in West Virginia.  
 Ability to analyze situations, problems, and information and develop appropriate responses and resolutions.  
 Ability to communicate well, both orally and in writing.  
 Ability to plan and implement promotional campaigns.  
 Ability to represent area of assignment and to provide consultation on program or agency matters.  
 Ability to synthesize information and provide interpretation.  
 Ability to assign, direct and review the work of others.

**Minimum Qualifications**

**TRAINING:** Bachelor's degree from an accredited four-year college or university.

**SUBSTITUTION:** Additional qualifying experience as described below may be substituted for the required training on a year-for-year basis.

**EXPERIENCE:** Three years of full-time or equivalent part-time paid experience in providing technical or programmatic assistance to staff, users or participants in insurance product development, health care policy, or marketing.

Established: 8/19/93  
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