



Connecticut Health Insurance Exchange  
Strategy Committee Regular Meeting

**Meeting Minutes**

Thursday, April 13, 2023  
Remote Meeting

**Members Present:** Steven Hernandez (Chair); Grant Ritter; Paul Lombardo; Sean King on behalf of Theodore Doolittle (OHA)

**Access Health CT (AHCT):** James Michel; Caroline Ruwet; John Carbone; Glenn Jurgen; Marcin Olechowski

**Other:** Kara Mitchell – Mintz & Hoke

**A. Call to Order and Introductions**

Steven Hernandez called the meeting to order at 1:00 p.m. Roll call for attendance was taken.

**B. Public Comment**

No public comment was submitted.

**C. Review and Approval of Minutes**

Chair Steven Hernandez requested a motion to approve the February 9, 2023 Strategy Committee Regular Meeting Minutes. Motion was made by Grant Ritter seconded by Paul Lombardo. Roll call vote was taken. Sean King abstained. **Motion passed.**

**D. Medicaid Unwinding Update**

James Michel, Chief Executive Officer (CEO) provided a brief introduction on Medicaid Unwinding and the ongoing efforts related to it.

Caroline Ruwet, Director of Marketing provided more information on the Medicaid Unwinding and the Access Health CT (AHCT) efforts to assist in the process. Ms. Ruwet noted that AHCT instituted a 120-day Special Enrollment Period (SEP) for individuals from the date that their Medicaid coverage ended.

Ms. Ruwet provided the statistical and operational data that was available at the beginning of the month. Ms. Ruwet stated that 11 percent of households impacted by the Unwinding have manually updated their applications since November 1, 2022. The Department of Social Services (DSS) is increasing their “Update Us so we can Update U” media campaign and AHCT amplifies this messaging as well. The call center handled over 77,000 calls in the month of March alone with an average wait time being 67 seconds.

Ms. Ruwet briefly described the Health Equity and Outreach efforts pertaining to the Medicaid Unwinding efforts. There are 15 new call center representatives that specialize in field enrollment work who started their work on March 31. Ms. Ruwet added that enrollment fair planning is in progress with the target launch date for events in June, and Enrollment Specialists will rotate at community health center locations and Navigator sites to assist with enrollment efforts.

Consumers currently have access to over 500 certified independent brokers and 130 Certified Application Counselors (CACs) throughout Connecticut to assist with the in-person enrollment. In order to keep consumers and community partners informed, monthly educational presentations as well as quarterly in-person meetings are being held.

AHCT issued a joint press release with DSS on March 27 on the Unwind, and creative concepts are in progress for the advertising campaign. Ms. Ruwet reviewed other efforts that are currently being undertaken from the marketing perspective to promote the Medicaid Unwinding efforts.

### **E. Five-to-ten-year Strategy Development**

James Michel, CEO reviewed current efforts being developed by AHCT staff to help Connecticut residents improve their quality of life and enhance healthcare outcomes. Mr. Michel stressed that one of the biggest investments pertains to the information technology area which constantly needs to be upgraded in order to continuously meet the challenges facing the healthcare and cybersecurity sectors.

Mr. Michel introduced Kara Mitchell from Mintz and Hoke to provide an overview of the current efforts pertaining to the Five-to-Ten-year Strategy Development. Ms. Mitchell provided a brief overview of the efforts that have been completed already and discussed in the past at the Committee level which include conducting stakeholder interviews and two sessions with consisted various discussion points.

Ms. Mitchell reiterated external viewpoints with five key implications that were also discussed at the prior meeting of the Strategy Committee.

Ms. Mitchell indicated that the goal is to transition Access Health CT from meeting the current needs of the market to proactively anticipating and engaging the market – ultimately working toward improving health outcomes for the next 10 years. Ms. Mitchell added that a desired outcome would be to create a strategic priorities blueprint.

Ms. Mitchell provided the Committee with a detailed analysis of the strategies that are under consideration. These include the company, customer, culture and category. Mr.

Michel emphasized that AHCT is also aware of the potential disruptors to the market and the organization wants to make sure that it is positioned to respond to those challenges.

## **F. Strategic Initiatives**

### *-Broker Academy*

John Carbone, Director of SHOP and Product Development provided a Broker Academy update. He provided statistical data which included a significant increase in the webpage traffic, referral statistics as well as gender and ethnicity of applicants. Mr. Carbone noted that the Marketing and Outreach Teams continue to work on promoting this innovative and first of its kind in the country program.

Mr. Carbone stated that 69 applications have been received. Mr. Carbone stated that 41 percent of the applications are from Hartford County, 26 percent from Fairfield County and 17 percent from New Haven County, while the rest came from the Middlesex, New London, Litchfield and Windham Counties combined. He noted that 6 informational sessions were held with 107 attendees participating.

A decision was reached to extend the application deadline to April 30 to encourage additional applications. At this point, 2 class locations have been secured at Capital Community College in Hartford and Gateway Community College in New Haven. In case the number of accepted applicants goes beyond the capacity of those two locations, consideration will be given to add another location. Mr. Michel explained that AHCT is enthusiastic about launching the second year of the Broker Academy and lessons from the first year will be incorporated into enhancing the experience.

Chair Hernandez inquired whether there is a plan to reach out to the other counties with lower numbers of applicants. Mr. Michel explained that AHCT is looking at possible extensions of the Broker Academy classes for other locations, such as Waterbury. A certain number of applications would need to be submitted from an area in order for AHCT to consider investing its resources into another classroom location. The Hartford and New Haven locations both have good transportation access for many people.

### *-Subsidiary*

Mr. Michel briefly touched upon the issue of creating a subsidiary. Mr. Michel pointed out that subsidiary will be used a tool to deploy in order to fulfill the Five-to-Ten-year Strategy Development. The creation of a subsidiary will be put on hold until the strategy is completed. Mr. Michel stated that there are some areas that the subsidiary would be very helpful to assist AHCT in executing its long-term strategic approach. Chair Hernandez stated that it seems to be a prudent course since numerous issues depend on the implementation of the strategy.

### **G. Adjournment**

Chair Steven Hernandez requested a motion to adjourn the meeting. Motion was made by Grant Ritter and was seconded by Paul Lombardo. **Motion was passed unanimously.** Meeting adjourned at 1:38 p.m.