



# Access Health Connecticut

June 8, 2023, Strategy Committee Regular Meeting

# Strategy Committee Meeting Agenda

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***Mission:** To decrease the number of uninsured residents, improve the quality of healthcare and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health coverage that give them the best value.*

***Vision:** Provide Connecticut residents with access to the most equitable, simple and affordable health insurance products to foster healthier communities.*

# Public Comment

# Vote:

## Review and Approval of Minutes

- April 13, 2023

# Five-to-ten-year Strategy Development

# Strategic Priorities

Through an assessment of primary and secondary research, the following priorities have risen to the top to support the Access Health CT customer and create long-term sustainability for the brand.

**Consumer  
Health + Health  
Insurance  
Literacy**

**Customer  
Experience**

**Micro-Market  
Outreach**

**New Product  
Development**

**Ecosystem  
Conduit**

**Data as an  
Asset**

**Alternate  
Revenue  
Sources**

# Medicaid Unwinding Marketing Update

# Medicaid Unwinding Ad Campaign

## Framing the campaign message and approach:

**Everyone should have the protection of health coverage.** And as Medicaid unwinds, we want to help ensure they don't lose it.

- So, let's make sure people who have Medicaid don't suddenly find themselves without it.
- Clearly and directly – ***and calmly, without causing panic or fear*** – we remind them that they may need to take action to ensure they can continue to have health coverage.



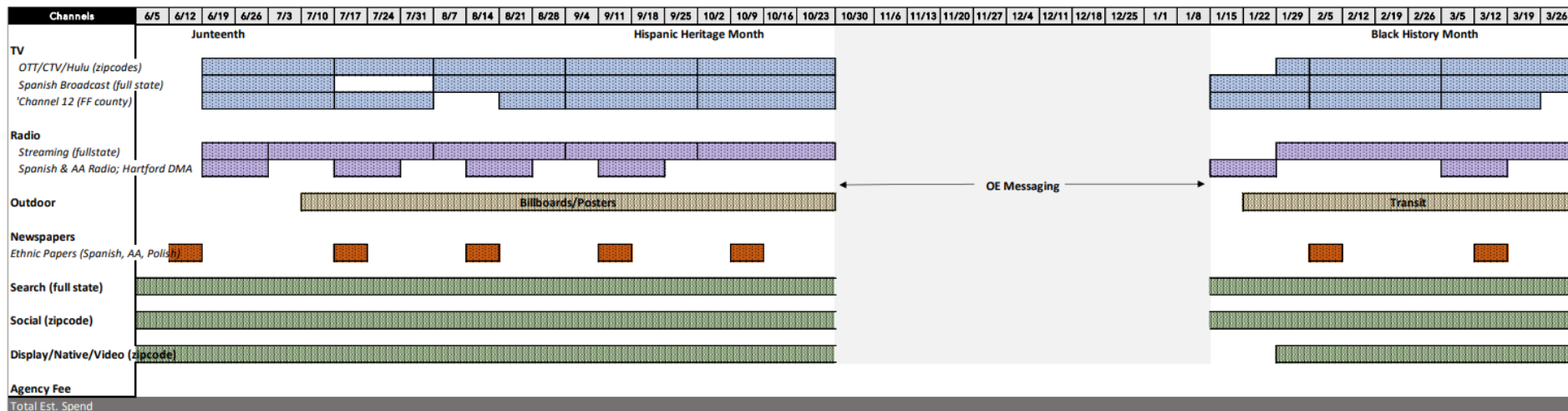
# Medicaid Unwinding Ad Campaign

## Key facts:

- **Languages:** English and Spanish campaign
- **Placements:** TV, radio, print, billboards, transit, digital, social media and Search Engine Marketing (SEM)
- **Feedback sources:** Department of Social Services (DSS), Health Equity Outreach Consumer Experience committee and previous focus group feedback
- **Print, TV, Transit:** Cobranded with DSS
- **Other materials:** DSS campaign, homepage website updates, blog, Knowledgebase article, call center, live chat, in-person help/events, direct-to-consumer marketing (direct mail, email and SMS/text messaging)
- **Policy update:** 120-day Special Enrollment Period for those impacted by the unwinding

# Media Schedule

## Medicaid Unwinding Flowchart



# Print Ad



## Do you still qualify for HUSKY Health? Complete your renewal to find out.

At Access Health CT, we're here to help you renew your HUSKY Health insurance. To get started, visit [AccessHealthCT.com](https://AccessHealthCT.com) or call 1-855-805-4325 to update your address, phone number, email, and other information. You will be notified when your HUSKY renewal is due.

When it's your time for renewal, we will use your information to see if you still qualify for HUSKY. If you qualify, you may be automatically re-enrolled.

If you do not qualify, you can choose new coverage through Access Health CT. You will have up to 120 days from the date your HUSKY ends to enroll in new coverage.

But don't wait until your HUSKY ends. Shop during your renewal period to be sure you have coverage when you need it. We're here to help and can even see if you qualify for financial help. [Start at AccessHealthCT.com](https://AccessHealthCT.com)

**Take action today to stay covered tomorrow.**



Call Center Hours:  
Monday-Friday 8am-6pm  
Saturday 9am-1pm

Scan to get started.



access  
health CT



## ¿Todavía califica para HUSKY Health? Complete su renovación para saberlo.

Access Health CT está aquí para ayudarle a renovar su seguro de HUSKY Health. Para comenzar, visite [AccessHealthCT.com](https://AccessHealthCT.com) o llame al 1-855-805-4325 para actualizar su dirección, número de teléfono, correo electrónico u otra información. Se le notificará cuando tenga que renovar su cobertura HUSKY.

Cuando sea el momento de renovar, usaremos su información para ver si todavía califica para HUSKY. Si califica, su cobertura se renovará automáticamente.

Si no califica, podrá elegir un nuevo plan a través de Access Health CT. Tendrá hasta 120 días a partir de la fecha de finalización de su plan HUSKY para inscribirse en un plan.

Pero no espere hasta que su HUSKY termine. Compre durante su período de renovación para asegurarse de tener cobertura cuando la necesite. Estamos aquí para ayudarle y podemos decirle si califica para recibir ayuda financiera. [Comience en AccessHealthCT.com](https://AccessHealthCT.com)

**Actúe hoy para tener cobertura mañana.**



Horario del centro de llamadas:  
De lunes a viernes, de 8:00 a. m. a 6:00 p. m.  
Sábado de 9:00 a. m. a 1:00 p. m.

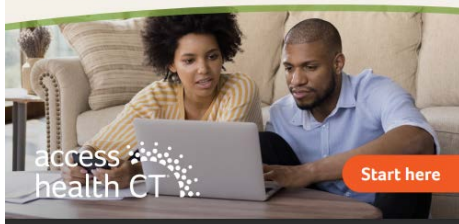
Escanee para empezar.




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# Online Ads

**Are you still eligible for Medicaid/HUSKY?**  
Update your information to find out.



access health CT 

Start here


**Don't lose health coverage.**  
Update your Medicaid/HUSKY information.




access health CT 

Start here

**Are you still eligible for Medicaid/HUSKY?**  
Update your information to find out.

access health CT 

**Don't lose health coverage.**  
Update your Medicaid/HUSKY information.

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# Transit/Out of Home (OHH)



**Don't lose health coverage.**  
**Update your Medicaid/HUSKY information.**  
Start at [AccessHealthCT.com](https://AccessHealthCT.com)

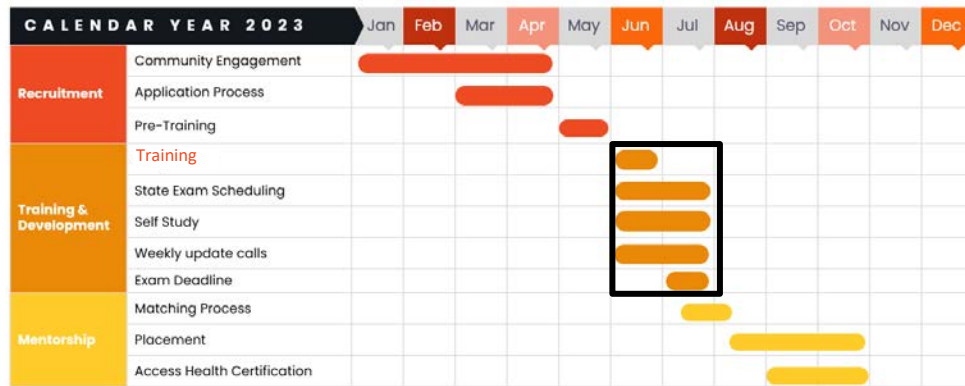


**No pierda su cobertura.**  
**Actualice su información de Medicaid/HUSKY.**  
Comience en [AccessHealthCT.com](https://AccessHealthCT.com)

# Broker Academy Update

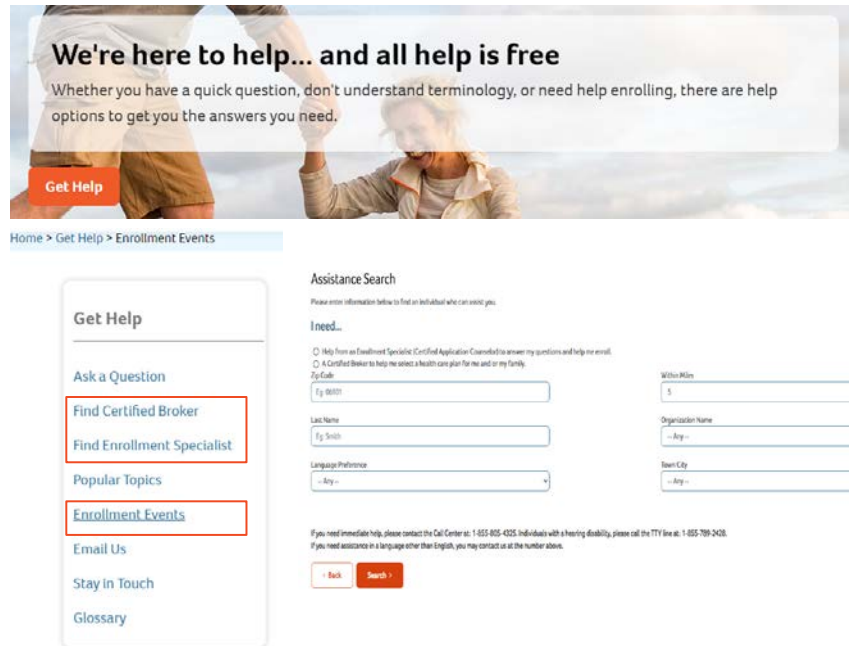
# Broker Academy

- 53 Students accepted
- 4 Program Readiness sessions
- Kaplan Training
- Gateway and Capital Community College
- Class days: June 5<sup>th</sup>-9<sup>th</sup>
- Class exam: June 9



# Outreach Update

- **Community Partner monthly Zoom**
  - Discuss topics such as Medicaid Unwind, Call Center, Enrollment options and other timely issues
  - Encourage referrals to Healthy Chats
- **Healthy Chats for consumers**
- **Outreach enrollment specialists**
- **Enrollment fairs**
  - 6/14 New Opportunities Inc, Waterbury 5-8pm
  - 6/15 Otis Library, Norwich 10am-1pm
  - 6/24 Augusta Curtis Center, Meriden 10am-1pm



**We're here to help... and all help is free**

Whether you have a quick question, don't understand terminology, or need help enrolling, there are help options to get you the answers you need.

[Get Help](#)

Home > [Get Help](#) > [Enrollment Events](#)

**Get Help**

[Ask a Question](#)

[Find Certified Broker](#)

[Find Enrollment Specialist](#)

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**Assistance Search**

Please enter information below to find an individual who can assist you.

**I need...**

☐ Help from an Enrollment Specialist  
☐ A Certified Broker to help me select a health care plan for me and/or my family.

Zip Code  
Eg 06101

Last Name  
Eg Smith

Language Preference  
Any

Within Miles  
5

Organization Name  
Any

Team City  
Any

If you need immediate help, please contact the Call Center at: 1-855-855-4325. Individuals with a hearing disability, please call the TTY line at: 1-855-789-2428.  
If you need assistance in a language other than English, you may contact us at the number above.

[Back](#) [Search](#)



# Future Agenda Items

# Adjournment

**Next meeting: September 14, 2023**