

# *Board of Directors Special Meeting*

*June 8, 2016*

access health CT 

# Agenda

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A. Call to Order and Introductions

B. Public Comment

C. Votes

- May 19, 2016 Regular Meeting Minutes
- Policy and Procedure: Verification of Consumers' Eligibility for Special Enrollments

D. CEO Report

E. Enrollment Update

F. TMA/QHP Transition Update

G. Marketing Update

H. State Innovation Model Presentation

I. Adjournment

# *Votes*

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- May 19, 2016 Regular Meeting Minutes

## *Vote:*

# *Verification of Consumers' Eligibility for Special Enrollments*

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## *Triggering Life Events:*

- Loss of Minimum Essential Coverage
- Permanent move to Connecticut
- Birth
- Adoption, foster child, child support or other court order
- Marriage

## *Enrollments Verification Procedure:*

- Notice to consumers notifying them to submit documentation to verify their eligibility for the Special Enrollment Period
- 30 days to submit documentation verifying eligibility or coverage will be terminated at end of current month

## Votes

### *Verification of Consumers' Eligibility for Special Enrollments*

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- At the April 21, 2016 Board of Directors meeting, the Board voted to approve the Procedure for publication in the *Connecticut Law Journal* and 30 days of public comment.
- The deadline for public comment was June 2, 2016 and one comment with four recommendations was received late on June 2, 2016.
- None of the recommendations received require changes to the proposed Procedure.

# *CEO Report*

# *Enrollment Update*

## Enrollment Update (6/6/2016)

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### Current Enrollment By Carrier

ConnectiCare	55,578
Anthem BCBS	34,403
HealthyCT	11,592
UnitedHealthcare	1,835
<b>Grand Total</b>	<b>103,408</b>

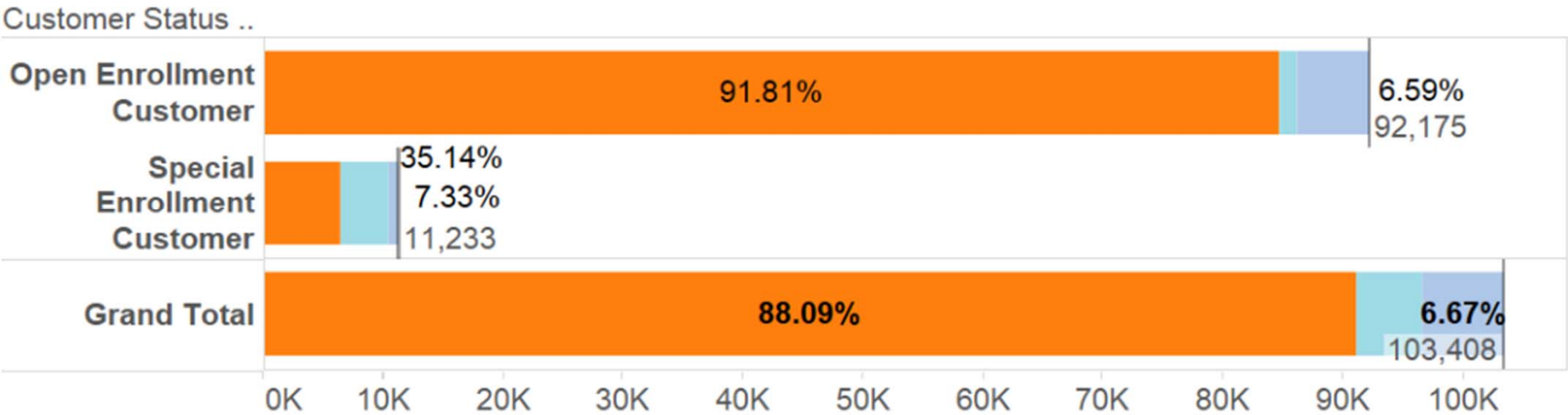
### Current Enrollment By Financial Assistance

APTC+CSR	51,920
APTC	26,978
No Financial Assistance (FA)	24,510
<b>Grand Total</b>	<b>103,408</b>



# Enrollment Update (6/6/2016)

## Enrollment Count by Enrollment Period (OEP vs SEP)



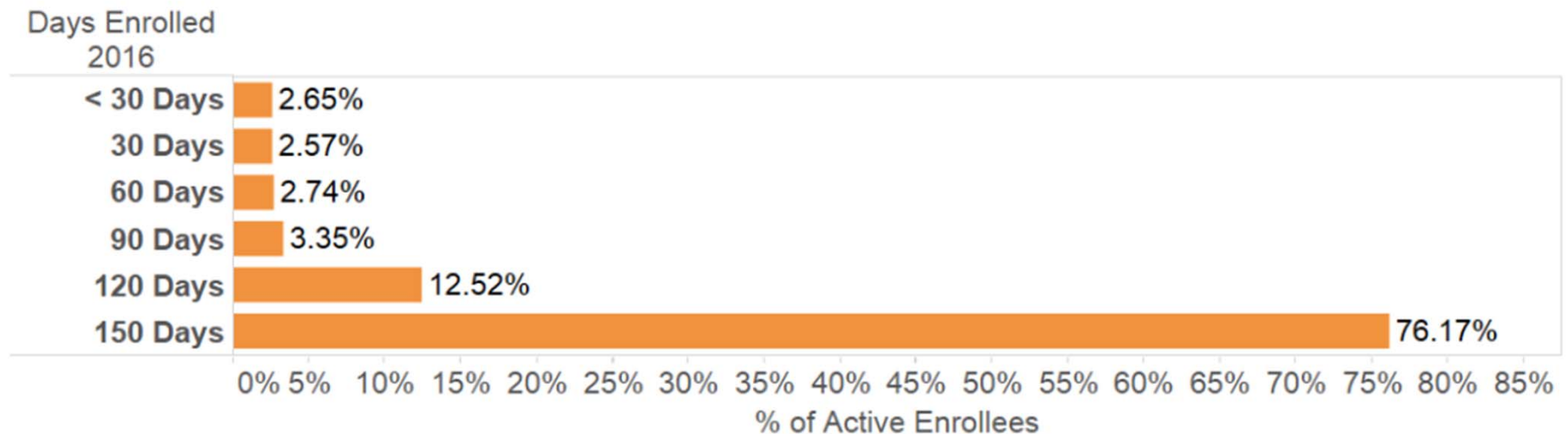
### Medicaid History

- 2015
- 2016
- No HUSKY Coverage H..

# Enrollment Update

## Enrollment Count By Days of Active Enrollment (2016)

Total QHP Enrollment by Active Days Enrolled in CY2016

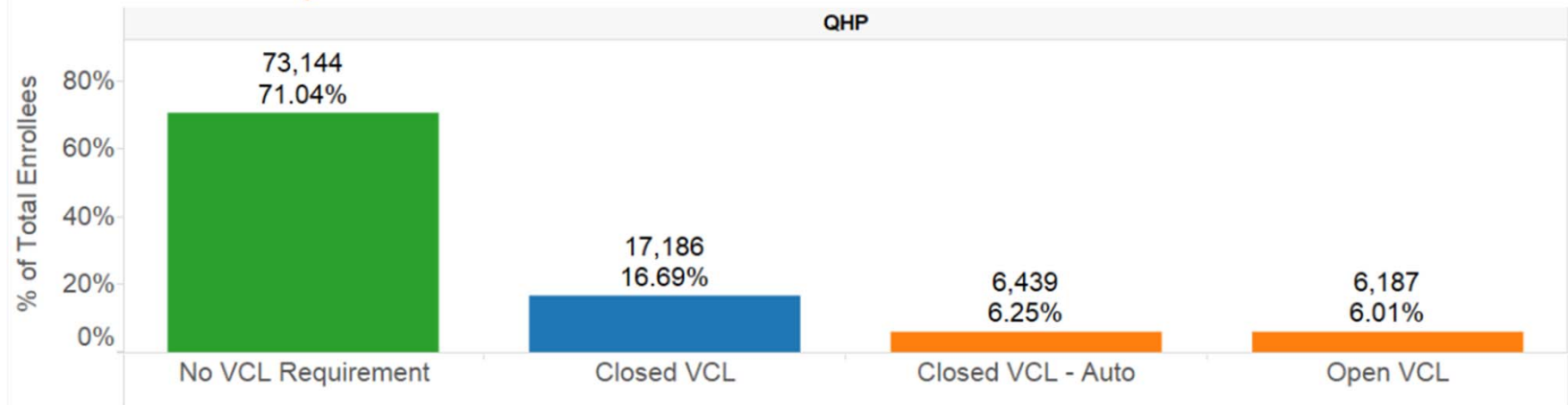


### Highlights:

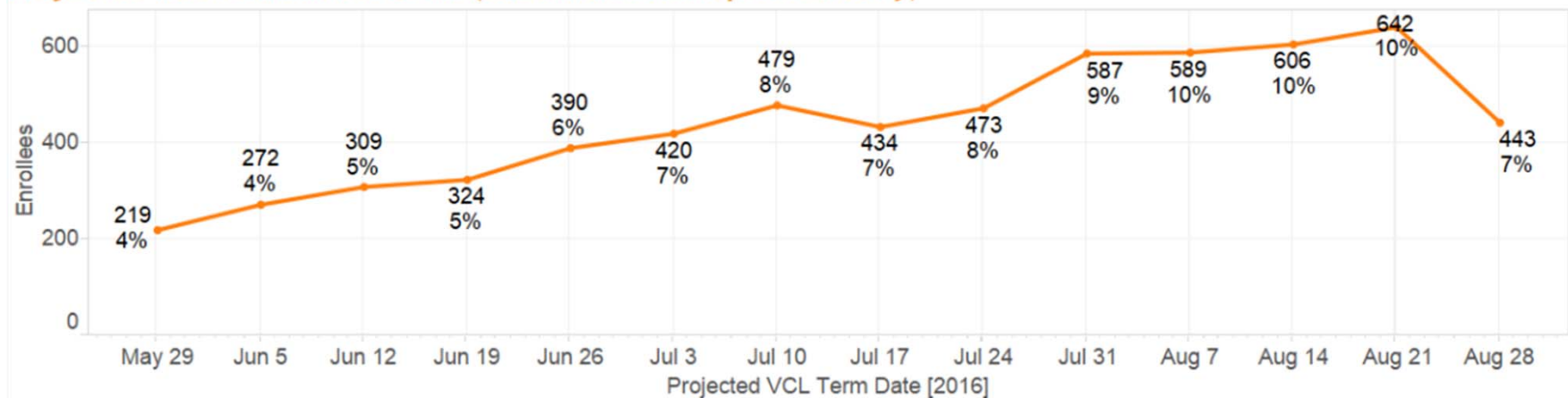
- 12 month Consecutive Enrollment Rate between Jun 2015 – May 2016: 60.6%
- Average days of active enrollment for current enrollees between Jan 2016 – May 2016: 145 days (158)
- Average days of active enrollment for current enrollees between Jun 2015 – May 2016: 318 days (365)

# Enrollment Update

VCL Status for Actively Enrolled Customers



Projected VCL Termination Dates (Customers With Open VCL Only)



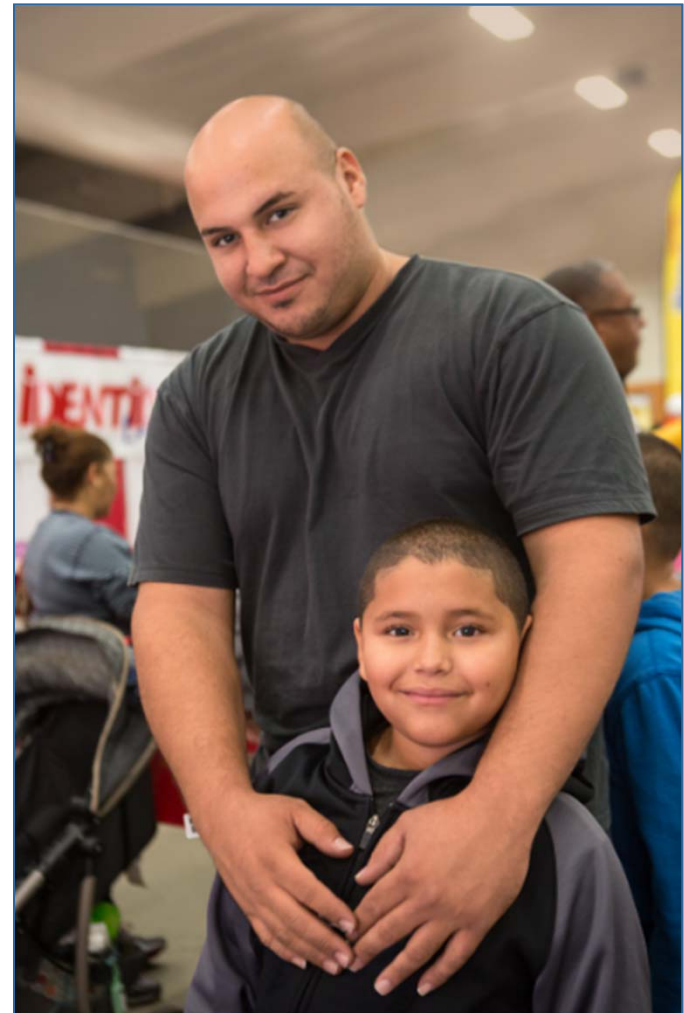
# *TMA/QHP Transition Update*



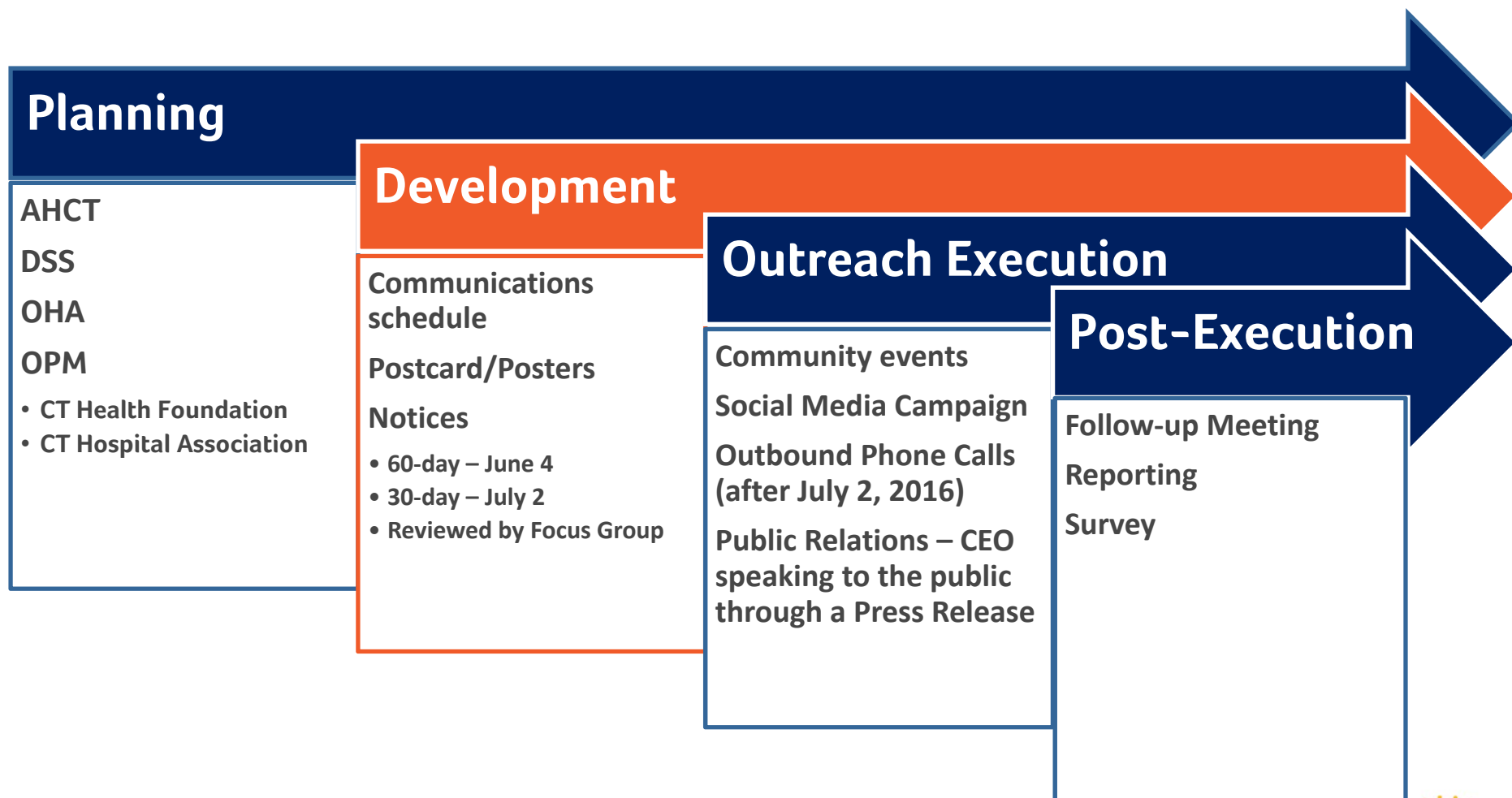
## *HUSKY A Transition Overview*

# Background

- Effective **August 1, 2015**.
- Reduces the HUSKY A Income Limit for Parents and Caretaker Relatives **from 201% of the Federal Poverty Level (FPL) to 155% FPL**.
- Income limit for children **remains at 201% FPL**.
- **17,688** parents in households with earnings qualify for Transitional Medical Assistance (TMA) for 12 months.
- TMA coverage period is **8/1/2015 – 7/31/2016**.



# Project Plan Phases





## AHCT- TMA meeting with Community Advocates, April 27, 2016

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# Communication Strategy



# Outreach Plan

## Electronic Notifications

Including Social Media Campaigns, Email Blasts, and New Website Banners.

## Outbound Call Campaign

Automated Calls **and** Live Outbound Calls with Targeted Scripting. (July 2, 2016)



# Outreach Plan – Enrollment Fairs

Date	City	Location	Hours
6/22	Danbury	Danbury Women's Center	12 – 6pm
6/23	Waterbury	Waterbury Industrialization Center	12 – 6pm
6/29	Norwich	United Community & Family Services (UCFS)	12 – 6pm
6/30	Stamford	Optimus Health Center	12 – 6pm
7/7	Hartford	Main Branch Library	12 – 6pm
7/13	New Haven	New Haven Enrollment Center	12 – 6pm
7/14	Bridgeport	Main Branch Library	10 – 4:30pm

Participants will include: Brokers, AHCT Employees, Community Based Organizations, Certified Application Counselors, and Carriers were invited.

## FOR MORE INFORMATION GO TO:

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<http://learn.accesshealthct.com/husky-move/>

<http://learn.accesshealthct.com/es/cambio-husky/>

# *Marketing Update*

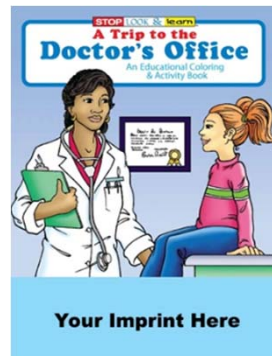


## Marketing Update

June Board of Directors

# Marketing - UPDATES

- **PSA's: UConn Coaches** Geno Auriemma (Olympic coverage on NBC) and Bob Diaco.
- **Year-round:** TV, radio, video banners
- **Messaging:** using your plan to stay healthy, enrollment process and important dates.
- Special Enrollment Videos: [English](#) and [Spanish](#)
- NBC Time & Temperature spots: tied to healthy reminders
- Digital banners (radio and NBC Mobile App)



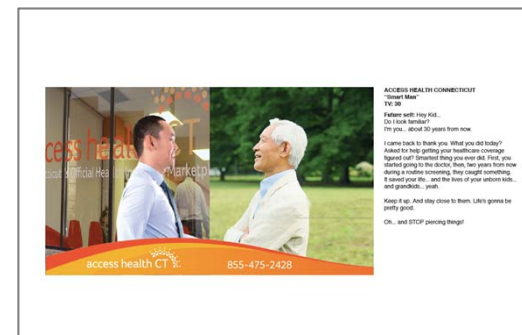


# Advertising - CREATIVE UPDATE



- 4 focus groups (32 people, 25-64 years)
  - African American & Hispanic Members – English
  - Uninsured – English Speaking
  - Millennial Members
  - Spanish Speaking Members
- Tested 4 concepts (“Future” concept clear winner in all groups)

*The “Future” campaign appears to be the most effective as it resonates in varying degrees with all audience segments. For most participants, this campaign evoked a stronger positive emotional response than other campaigns. Its universal appeal is partly due to the fact that anyone can relate to a dialog with one’s future self.*



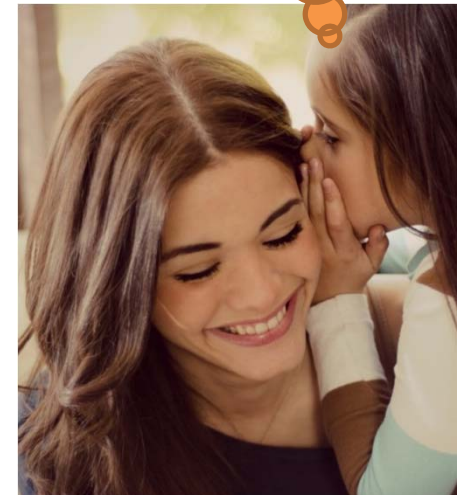


# Community Outreach- UPDATE



- **Regional Planning Meetings (4)→ 80+ RSVPs to date**
  - Goal: opportunity for partners to provide input on strategy
  - 1. New Haven, June 2, Hartford, June 9, Bridgeport June 13, Planning Webinar June 16
- **Community Chats (6) July 2016 - January 2017**
  - Goal: learn about topics relevant to partnership, define opportunities
  - 6 in person Community Chats and 16 via webinar.
- **Community Conference: Time TBD**
  - Goal: Network Opportunities, workshops and sessions to plan, debrief and strategize. Maximize opportunities to help residents get and stay covered.
- **Community Outreach**
  - Goal: Work and partner with new and exciting community organizations
  - 100+ meetings and 25 trainings for organizational staff
- **Outreach Tour**
  - Goal: brand awareness, health insurance literacy & data collection
  - 35 events in key areas→ CRN, UConn, Yard Goats, and Live Nation
  - Summer Outreach Activation (40+ events May – December)
  - Health Is Wealth / Salud es Riqueza Quiz→
    - i. Focused on: Health Insurance literacy, data capture, and information:
    - ii. Children-focused giveaways and events to promote annual check-ups with a family doctor

Mommy  
go to the  
doctor... I  
need you  
around



## Community Outreach - Events so far



- **Better Health Conference -Foxwoods**  
500 Participants
- **Susan G. Komen Race for the Cure Connecticut, Hartford**  
10,000 Participants
- **Puerto Rican Day Parade and Festival del Coqui, Hartford**  
Approx. 3,000 participants at the festival

### Collected 97 leads throughout the weekend

Networked and distributed educational materials, collected leads through the Health Is Wealth quiz



## Community Outreach- EVERY KID HEALTHY WEEK EDUCATING OUR KIDS



- PILOT→S.A.N.D. Elementary School , 50 5th grade students
- Promote health & wellness & the importance of regular physical activity
- Chat about health, children & parents going for checkups
- Pictures with Hartford Yard Goats, Chew – Chew
- Continue activities in the fall

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# Letter of Appreciation

## V. Principal McCoy

*“Thank you Ms. Renton and your Access Health Connecticut representatives for coming to SAND School and interacting with our students informing them about the importance of going to the doctor, having health insurance, eating healthy and exercising. **Our 5th grade students were truly engaged and even went home informing their parents and guardians about all of the interesting facts they learned from their morning session with you and your fellow colleagues.** Our 5th grade teachers, Ms. Garrett and Ms. Sanders were appreciative of the perspective you cultivated with the students.*

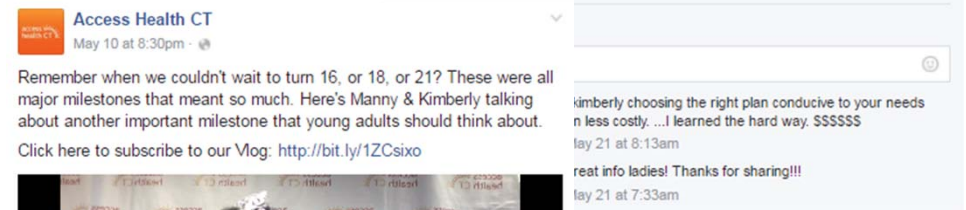
*Thank you also for the orange goodies-t-shirts, ice pack, booklets that were given to the nurse for her area when students are waiting to see her, pens, frisbees, etc.*

*SAND School looks forward to future collaborations with you.”*

# Outreach- EDUCATING YOUNG ADULTS / MILLENNIALS

## What's Health Got To Do With It?

- Video Blog available on social media targeting young adult community
- Lead discussions on health topics & create dialogue about health & wellness
- Goals:
  - Ambassadors for health
  - Branding and AHCT pathway to coverage
  - Tell a Friend to Tell a Friend!
- Partner with special guests (organizations, community leaders, medical experts) to help spread the word.
- <https://www.youtube.com/channel/UCJcDTRzBPmh3IFqdoqoMfzg>

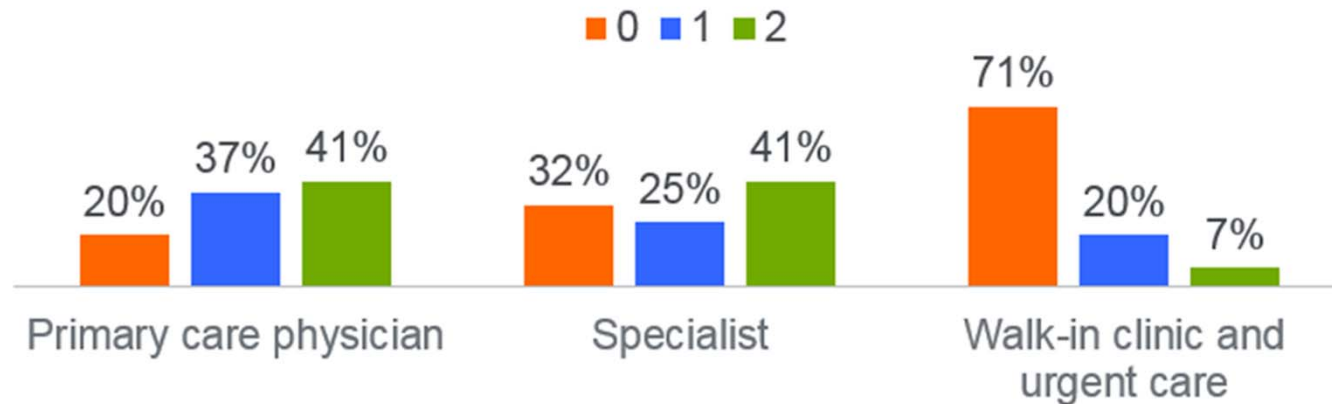


896 views, 29 likes, 25 shares

# Analytics- SURVEYS

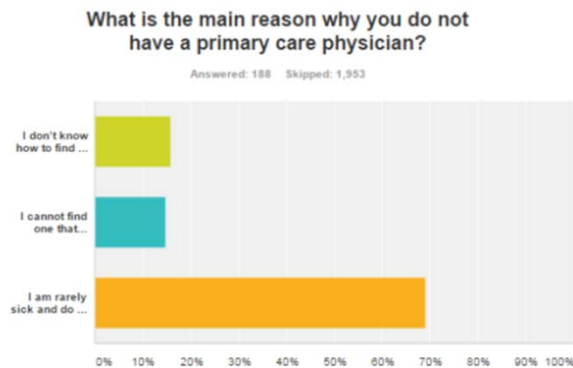
- We sent an online survey to 50K+ QHP members on May 2, 2016, and we received 2,141 completed responses to all questions.
- 86% of survey respondents used their coverage in the last year.
- 85% had a primary care physician.

How many times have you been treated at the places listed below in the past year?

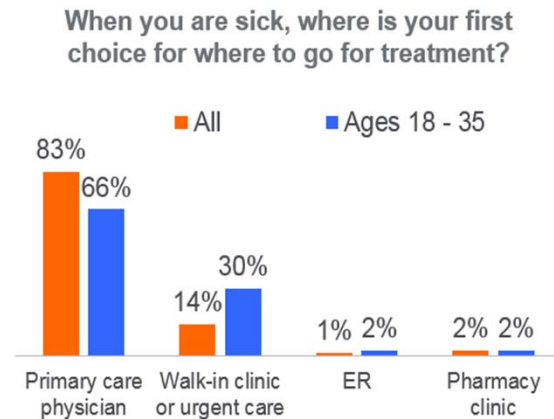


## Reasons for not having a Primary Care Doctor:

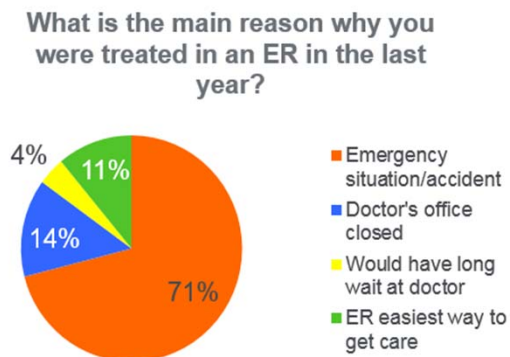
- 15% “they do not know how to find one in their area.”
- 14% cannot find one that accepts their insurance.”
- 69% believe that they are “rarely sick and do not need one.”



- Younger respondents were more likely to prefer walk-in clinics or urgent care to a PCP for regular care.



- Survey respondents indicated that the majority of ER visits were due to an emergency situation or accident.
- 14% of the respondents were treated in an emergency room in the past 12 months **because the doctor's office was closed or their doctor was not in.**



## Next survey: Leavers (June)

- Members whose coverage ended, in order to assess the factors that affected their leaving Access Health CT.
- Those who failed to verify, did not pay, and cancelled their coverage.
- Results: actionable findings to shape our marketing and outreach this year.

# *State Innovation Model Presentation*



# *Adjournment*