

Board of Directors Meeting

November 19, 2015



access health CT 

Agenda

- A. Call to Order and Introductions
- B. Public Comment
- C. Review and Approval of Minutes – Vote
- D. Vote – Cancellation of December Board of Directors Meeting
- E. CEO Report
- F. Operations Update
- G. 2016 OE Update
- H. Marketing Update
- I. Technical Operations & Analytics
- J. APCD Update
- K. Plan Management Update
- L. Strategy Committee Update
- M. Adjournment

Public Comment

Review and Approval of Minutes (Vote)

Cancellation of December Board of Directors Meeting (Vote)

CEO Update

Operations Update

Open Enrollment Member Update as of 11-17-2015

New AHCT Accounts Created	New QHP Enrollment
13,300	5,470

Total QHP Enrollments as of 11-17-2015	99,127	
APTC/CSR	APTC Only	No APTC
48,112	26,040	24,975

New Medicaid Eligibility Determinations as of 11-17-2015*
23,905

** This figure represents all completed and subsequently submitted applications with a positive Medicaid determination made after 10/31 for individuals who did not have an active enrollment status in the AHCT system on 10/31. This figure includes return customers, transitions from Non-MAGI to MAGI, etc.*

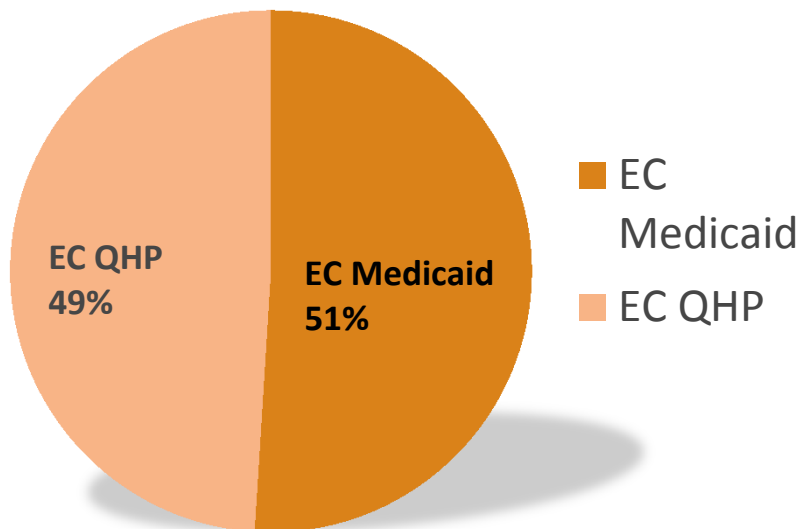
Open Enrollment Update

- Interactive Voice Response (IVR), Call Center scripts and working instructions were updated.
- Call Center Representatives were re-certified through the Learning Management System (LMS).
- Additional staffing has been added to allow for additional resources during open enrollment.
- November 1, 2015 through November 17, 2015

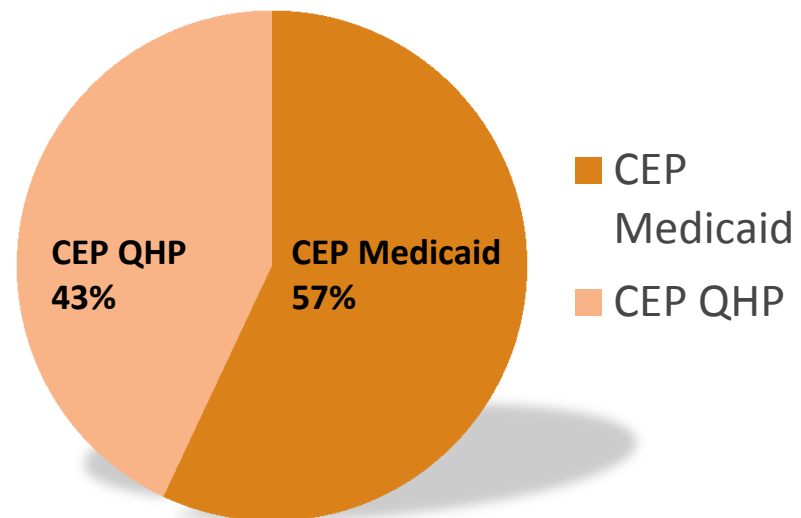
Calls Answered by Call Center	Store and CEP Visitors	Total Store & CEP QHP Enrollments	Total Store & CEP QHP Renewals	Total Store & CEP Medicaid Enrollments	Total Store & CEP Medicaid Renewals
75,375	1,748	502	234	551	306

Community Enrollment

Enrollment Centers (Store Fronts)



Community Enrollment Partners (CEP's)



Call Center and Store Front Hours of Operation

- Call Center Hours of Operation - 1-855-805-4325
(During Open Enrollment)
Monday - Friday 8:00 a.m. through 6:00 p.m.
Saturday 10:00 a.m. - 3:00 p.m. (will be assessed weekly based on call volume)
(Ongoing)
Monday - Friday 8:00 a.m. through 4:00 p.m.
- Store Front Hours of Operation - New Britain and New Haven
Monday - Friday 9:00 a.m. through 5:00 p.m.
Saturday 9:00 a.m. - 1:00 p.m.

New Britain - 200 Main Street - 860-515-3225

New Haven - 55 Church Street - 203-889-2000

CEP Location Hours of Operation

Danbury - Danbury's Women's Center

- Public hours: Mon-Fri 9:30am - 4:30pm, Sat-Sun Closed

East Hartford - Raymond Main Library (Navigator)

- Public hours: Mon-Thu 9:30am - 5:00pm, Fri 9:30am-4:30pm, Sat-Sun Closed

Norwich - United Community and Family Services

- Public hours: Mon-Thu 9:30am - 5:00pm, Fri 9:30am-4:30pm, Sat-Sun Closed

Stamford - The Ferguson Library

- Public hours: Mon Closed, Tue-Fri 10:30am-6:00pm, Sat 10:30am-5:00pm, Sun Closed

Waterbury - Opportunities Industrialization Center (Navigator)

- Public hours: Mon-Fri 10:00am - 4:30pm, Sat-Sun Closed

Enrolling or Get Help Options

AccessHealthCT.com

Call the Call Center
1-800-855-805-4325

Contact a Certified Broker
or a Certified Application
Counselor – Visit
AccessHealthCT.com and
click on “**Get Help**” to
locate one near you

Visit or call a Store Location
New Britain 200 Main Street
860-515-3225
New Haven 55 Church Street
203-889-2000

Visit a CEP Location in
East Hartford,
Waterbury, Danbury,
Norwich or Stamford

Go to the Website –
Visit
AccessHealthCT.com

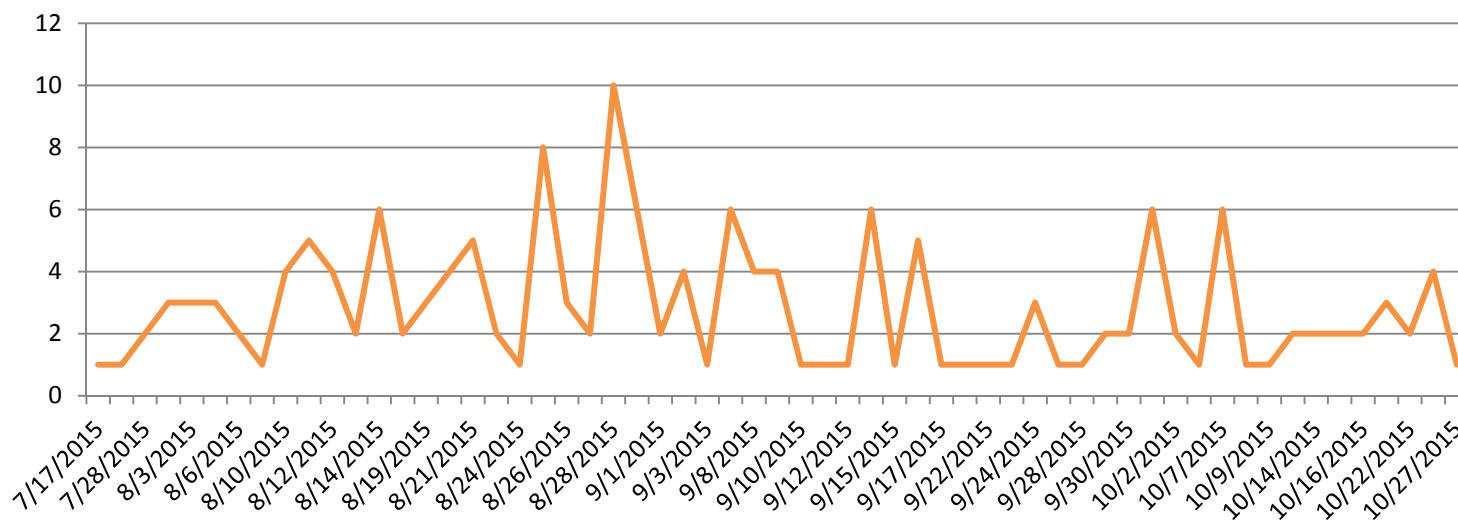
1095 A, B & C

Proof of Compliance with Individual Mandate

Form	Recipient	Accountable
1095A	QHP enrollee receives from Market Place Exchange	Market Place Exchange
1095B	Medicaid & Medicare recipients and individuals who purchase insurance through a Health Insurer	State Medicaid Organizations, Health & Human Services (Medicare) and Health Insurers
1095C	Employee receives from Employer	Employer

*As of August 2015 <http://www1.ctdol.state.ct.us/lmi/laus/lmi121.asp>

Daily Husky A Conversion Volume



**Husky A Transition to QHP
By Metal Selection & Financial Assistance Selection**

Metal Tier	Financial Assistance Status			Grand Total
	APTC+CSR	APTC	Non Subsidized	
Bronze	13	14	1	28
Silver	101	16	6	123
Gold	5	10		15
Platinum		1		1
Grand Total	119	41	7	167

**Husky A Transition to QHP
By Financial Assistance Selection**

Financial Assist.	Person Count	Avg. Individual		Avg. APTC	Avg. After APTC
		Premium			
APTC & CSR	119	\$ 706.87	\$ 592.64		\$ 114.23
APTC Only	41	\$ 804.00	\$ 561.95		\$ 242.06
No Financial Asst.	7	\$ 524.13	\$ -		\$ 524.13
Grand Total	167	\$ 723.06	\$ 560.27		\$ 162.79

* Husky A Parents with no earned income slated to lose coverage 9/1/2015. Approximately 1,200 enrollees impacted.

2016 Open Enrollment Update

Open Enrollment Dashboard – On Track

	2016 Open Enrollment Release Timeline						
	June	July	August	September	October	December	January
PM			◆◆◆		◆		
Marketing		◆	◆◆	◆◆◆	◆		
PM IT			◆◆◆	◆			
Renewal				◆	◆	◆	
Tech		◆			◆		
CC		◆◆◆		◆	◆◆		
Sales	◆◆	◆	◆	◆	◆	◆	
Training			◆	◆	◆		
Field Service			◆		◆◆	◆◆	
CSO / IRD		◆◆	◆	◆	◆		

Open Enrollment Functional Area Status			
Component	Status	Functional Lead	Upcoming Priorities Next Week
Plan Management	100%	Ellen Kelleher / Ann Lopes	<ul style="list-style-type: none"> Prepare for 2017 plan design
Marketing / Communication	100%	Andrea Ravitz	<ul style="list-style-type: none"> Continue to work outreach, events and store front media request
Renewals	80%	Shan Jeffreys	<ul style="list-style-type: none"> Monitor renewal population reporting changes Work with Department of Social Services on batches during December timeframe
Technology	100%	Peter Van Loon	<ul style="list-style-type: none"> Monitor nightly batches and mitigate where needed Communicate high volume dates to downstream stakeholders
Call Center	100%	David Lynch	<ul style="list-style-type: none"> Continue to monitor call volume, call reasons and mitigation / escalation if needed
Sales	100%	Josephine Sempere / Ron Choquette	<ul style="list-style-type: none"> Continue to work and monitor activity within lead broker agencies Continue to work with brokers on renewal book of business
Training	90%	Josephine Sempere / Ron Choquette	<ul style="list-style-type: none"> Continue training for existing brokers
Field Services	100%	Tony Crowe	<ul style="list-style-type: none"> Monitor store front traffic
Customer Services Organization	100%	Jennifer June	<ul style="list-style-type: none"> Continue turning around the 1095's in a timely manner. Backlog Complete

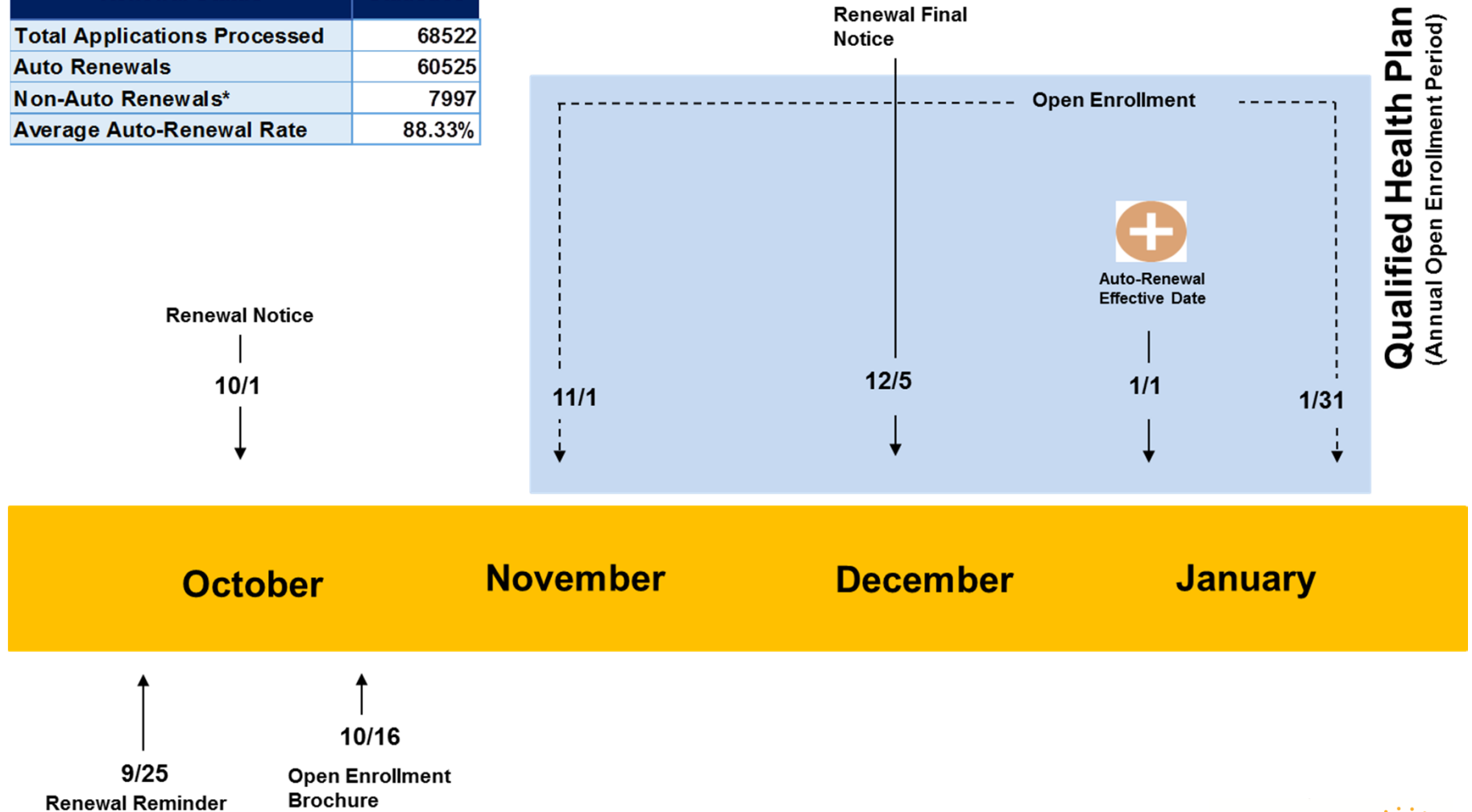
Legend

 Completed
  On Track
  Issue / Risk
  Next Milestone

2016 Open Enrollment & Renewals Process

(Open Enrollment November 1, 2015 through January 31, 2016)

Renewal Status	Statistics
Total Applications Processed	68522
Auto Renewals	60525
Non-Auto Renewals*	7997
Average Auto-Renewal Rate	88.33%



Marketing Update

Summer/Fall Outreach Program Summary



OVERALL TOUR STATISTICS:

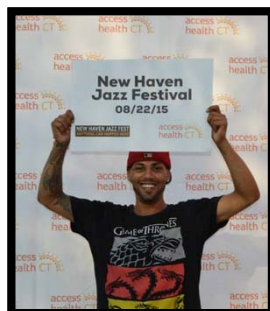
Tour Stops: 35

Total Attendance: 450K+

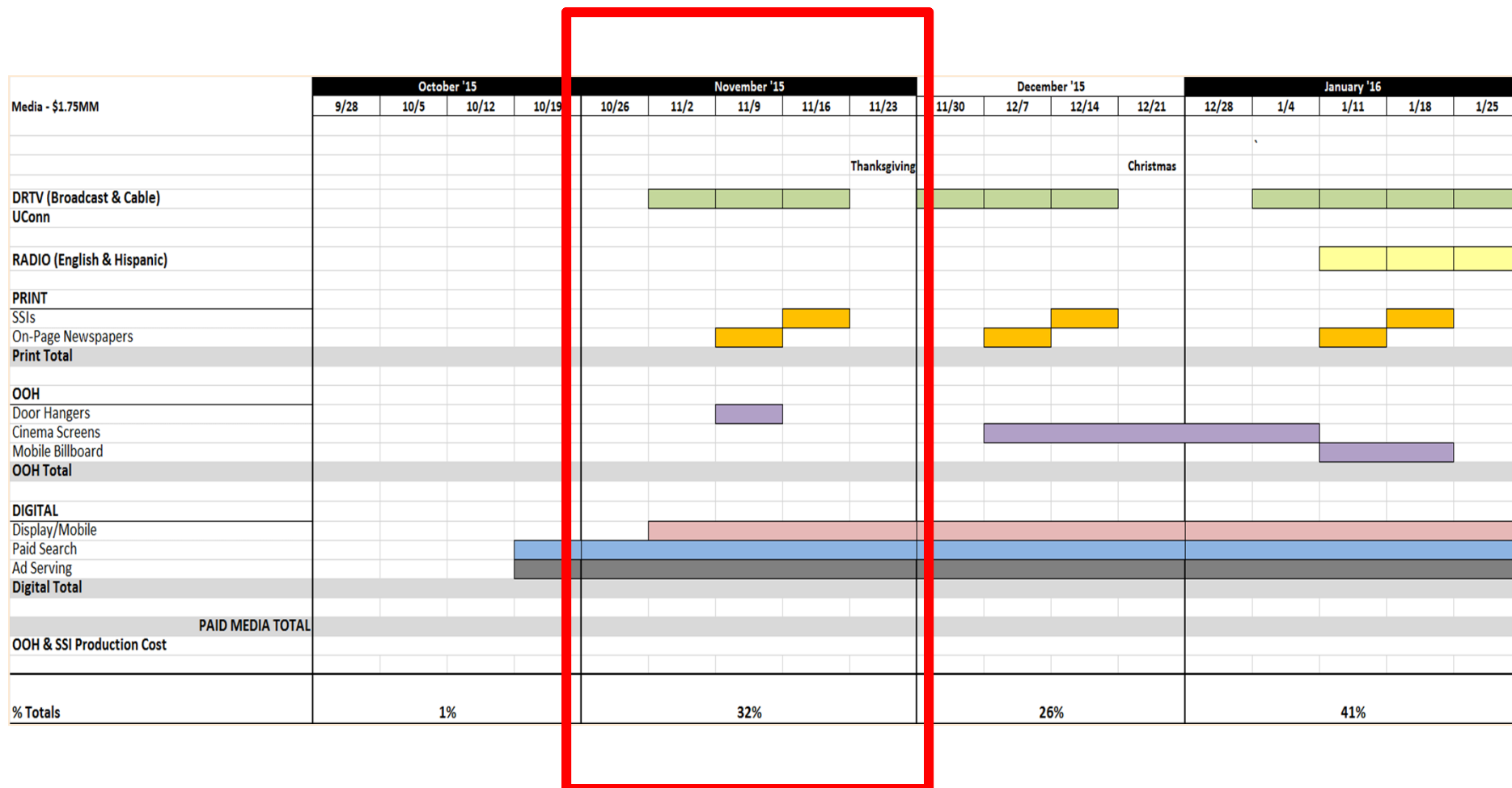
Premium Items: 13,530

Photos Collected: 1,054

Emails Captured: 2,363



2015/16 Open Enrollment Paid Media Flowchart

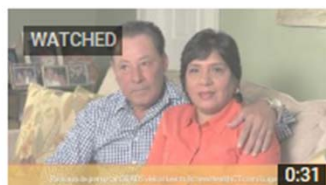


TV Ads | PSA's | Informational videos



TV Commercials

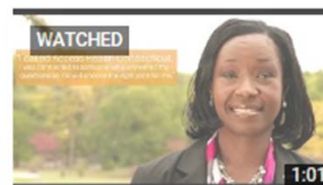
▶ Play all



El período de inscripción termina el 31 de enero, 2016. ¡Inscríbete...
by Access Health CT
15 views • 1 week ago



El período de inscripción termina el 31 de enero, 2016. ¡Inscríbete...
by Access Health CT
19 views • 1 week ago



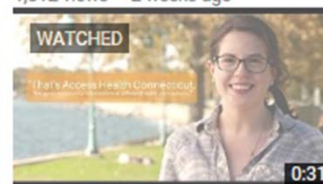
Having health Care Coverage is peace of mind - Access Health ...
by Access Health CT
1,812 views • 2 weeks ago



Access Health CT Open Enrollment 2016
by Access Health CT
142 views • 2 weeks ago



"I found a plan that was right for me" - Open Enrollment 2016
by Access Health CT
7,330 views • 2 weeks ago



That's Access Health CT - Open Enrollment 2016
by Access Health CT
6,713 views • 2 weeks ago

Media Summary, cont.

■ TV

- Customers testimonials
- Diversity
- Theme: “That’s Access Health CT!”

■ Paid Search

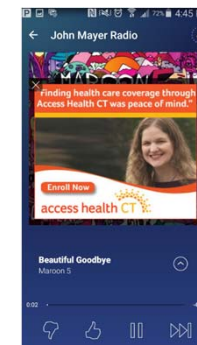
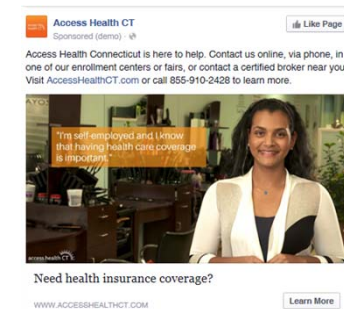
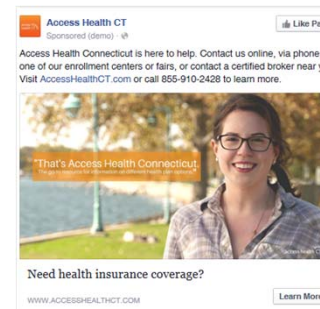
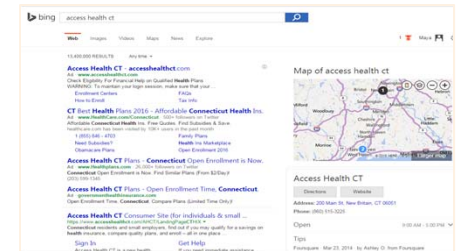
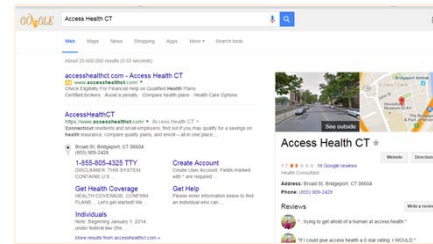
- Launched 10/19 (Google and Bing)
- First 18 days of search campaign drove:
 - ✓ Over 120K searches
 - ✓ Close to 18K clicks

■ Social: launched w/o 11/02

- ✓ segments: Caucasian, African-American, Hispanic A25-64 (all in CT)

■ Digital campaign:

- banners, audio, video launched w/o 11/02



Media Summary, cont.

- Newspaper:
 - Majority of newspapers dropped week of 11/9.
- Door Hangers
 - Door Hangers posting week of 11/9
 - 5 mile radius of 7 location
- Text message campaign
 - Text **GETCOVEREDCT** to 30644
 - Text **ASEGURATECT** to 30644
 - Coverage Status (YES/NO)
 - Website visit
 - Text Opt-in: 200K+ emails sent, 38K+ opened, close to 1,200+ subscribed already



Media Summary | Sponsorships

News 8 - Gr8 Holiday Gift Give, Toy for Tots : 11/12 - 12/16

- Competition: News & Weather Team for most unwrapped toys donated.
- AHCT Enrollment Centers are drop off locations.
- Featured in live interviews at each location to track progress throughout the campaign.
- Kickoff interview 11/12 at New Britain Enrollment Center during Good Morning CT.



NBC Connecticut - Joy of Sharing Food Drive 11/21

- Live interview (W. Hartford)
- Benefiting the CT Food Bank and Foodshare.



NBC Connecticut - Joy of Sharing Toy Drive 12/12

- Featured in a live interview when dropping off the donated toys benefiting Toys for Tots.



Media Summary | Sponsorships



November 2, 2015 - January 31, 2016

WTNH (New 8), Storm Closings

- On-air and online presence.

WFSB (Channel 3) Early Warning Network and Storm Closings.

- on-air, online, and social presence.

NBC First Alert Weather and Closing Central.

- On-air, online, text, and email presence.

FOX CT Evening News and Weather.

- Interview segment to be featured during the morning news along with online and social integration.

CT Style Channel 8

- Featured in a segments on CT Style with focus on community chats and the health literacy in addition to core Open Enrollment messaging.

Outreach Strategy | Community Chats:

- Hartford, New Haven, Stamford, Waterbury, New Britain, Norwich, Danbury
- Planning stages for other locations
- 80+ attendees: Brokers; Community Organizations; Elected Officials; Places of Worship; Health Departments; Libraries; School Districts.
- Over 100 new organizational contacts (through attendees)



Community Chats | Survey Results

How did you hear about today's event?	
AHCT Website	5%
AHCT Email	59%
Phone Call	15%
Word of Mouth	17%
Other	4%
Before today's presentation, how familiar were you with Access Health CT?	
Extremely	23%
Very	20%
Moderately	34%
Slightly	20%
Not at all	3%

How helpful was the information presented?	
Extremely	30%
Very	54%
Moderately	15%
Slightly	1%
Not at all	0%
How likely are you to share this information with the community you work with?	
Extremely	66%
Very	26%
Moderately	6%
Slightly	2%
Not at all	0%

- 17% heard through word of mouth
- 23% was slightly or not at all familiar with AHCT
- Close to 85% thought that the information provided was helpful
- 92% feel extremely or very likely to share what they learned.

Outreach Strategy | Diverse Media Receptions

- Objectives:
 - Inform multicultural outlets about AHCT and provide them with information relevant to their specific demographics
 - Questions, comments & concerns from their specific communities
 - Information about AHCT and the current open enrollment period
- Target Outlets
 - African American
 - Polish
 - Asian
 - French/Creole
 - Brazilian
 - Hispanic (Nov. 19th. New Britain)



Outreach Strategy

- **Enrollment Centers/Community Enrollment Partners**
 - Enrollment Centers opened on October 14th
 - CEPs opened on 10/19 (Waterbury, Danbury, and Norwich) and October 26th (Stamford and East Hartford)
- **Material Distribution**
 - Posters and brochures (85 entities→187 sites across the state).
 - Information available in 50 CVS stores, statewide.
 - Encouraged all entities to use their social, digital and electronic communications to share the AHCT Open Enrollment message.
 - Community partner section of the site → includes all marketing materials, community info, events, news etc.
- **Enrollment Fairs**
 - St. Vincent's Medical Center (Bridgeport) - November 21
 - Manchester Memorial Hospital - December 5
 - Job fair / enrollment session
 - In the planning stages for additional dates and locations



Outreach Strategy | Community Organizations

- These 242 organizations represent over 500 branches
- Targeting Diverse organizations around the state

Target	#	%
Chamber of Commerce	2	0.8%
Community Health Centers	14	5.8%
Community College	4	1.7%
Community Org	94	38.8%
Department of Labor	1	0.4%
Faith	65	26.9%
Health Department	21	8.7%
Hospital	6	2.5%
Library	28	11.6%
Pharmacy	3	1.2%
Schools	2	0.8%
Walk-In Clinic	2	0.8%
Total	242	100.0%

Radio Community Outreach Strategy

- November 2, 2015 - February 14, 2016
- Segments in Community Access hosted by iHeartMedia's Renee DiNino across all 9 iHeartMedia Connecticut stations:
 - Hartford: WHCN, WKSS, WWYZ, WPOP, WUCS
 - New Haven: WKCI, WELI, WAVZ, WKCI HD-2
- Additional brand messages and event coverage will air on Kiss 95.7, Country 92.5, and The River 105.9 to reinforce the messaging in the Hartford market.
- AHCT had presence the Veterans Rock Job Fair at on 11/11 as part of the iHeart Media/Community Access booth.
- This campaign will continue after open enrollment to stress the importance of **plan utilization**.



Communication Strategy | Retention Strategy

- Renewal video and AHCT/Kaiser Family Foundation info video
- Renewal mailer was released 10/22 and is also posted on the website along with the informational flyers.
- Birthday mailer: October → sent November → released.
- Working on the 1095 communications
- Text message campaign

LET'S GET STARTED!

December 31 Your current health care coverage through Access Health CT ends December 31, 2015.

You should have already received a letter in the mail from us about renewing your current coverage for 2016.

YOUR LETTER SAID... You can renew your health coverage without doing anything. AND you have no changes to your family or income...

WHAT YOU NEED TO DO YOU DON'T NEED TO DO ANYTHING. If your plan still meets your needs, Access Health CT will enroll you in the 2016 version of your plan that will start on January 1, 2016.

You can renew your health coverage without doing anything BUT you have changes in your family, income, address or others*... Or: If you want to see other available plans... Or: If your letter said you are NOT eligible to auto-renew... * For a complete list of changes you can make, visit Learn.AccessHealthCT.com.

Visit AccessHealthCT.com to renew.

Can't access your account? If you have not logged in to your account for 180 days or more, please call us at 1-855-975-2428 to unlock your account.

Want to be able to renew automatically next year? When you are making changes to your application, make sure you select the option that gives Access Health CT permission to check your tax returns.

IMPORTANT: If you make any changes to your plan, please complete your enrollment by December 15, 2015 to be covered January 1, 2016.

December 15

Which plan is right for my health and financial needs?

Affordable Care Act
ObamaCare

Happy Birthday!
Sending warm wishes for a happy and HEALTHY year ahead

¡Feliz Cumpleaños!
Sto Lat

ahCT

Bon Anniversaire!
生日快乐

Happy Birthday from Access Health CT!

Your birthday is a great time to take care of YOU and YOUR needs. Don't forget to visit your doctor for your FREE annual checkup. Here are 3 reasons why... because:

1. Even healthy people get sick
2. You have insurance
3. You deserve to live a long, healthy and happy life

Give yourself the gift of good health. Preventive care gets you there.

Jim Wadleigh
Jim Wadleigh, CEO

access health CT
PO Box 231458 | Hartford, CT 06103

AccessHealthCT.com

Communication Strategy | Acquisition Strategy

- Acquisition video to be added this week.
- Enrollment Brochure and informational flyers (translated in 5 languages) are posted on site.
- Door hangers 5 mile radius from 7 locations.
- SSI complete
- Enrollment banners
- Text message campaign

When Can You Enroll?

You have **three opportunities** to enroll in health care coverage:

- 1 OPEN ENROLLMENT**
November 1, 2015 – January 31, 2016
- 2 SPECIAL ENROLLMENT & QUALIFYING LIFE EVENTS**
You have 60 days to enroll or make a change.
Not sure if you qualify for a Special Enrollment Period? Call us at 1-855-906-2428. You may be asked to provide some supporting documentation.
LOSS OF COVERAGE DUE TO OTHER CIRCUMSTANCES:
 - Expiration of COBRA
 - Ineligible for Medicaid/MEDICAID
 - Ineligible for an Advanced Premium Tax Credit (APTC) or a Cost Sharing Reduction (CSR)
 - Termination of your health plan
 - Cancellation of employer health care coverage for employees or their beneficiaries
 - Cancellation of employer contributions toward coverage
- 3 ENROLL ANYTIME DURING THE YEAR IF YOU ARE...**
 - Eligible for Medicaid/MEDICAID
 - Eligible for Children's Health Insurance Program (CHIP)
 - An American Indian or Alaska Native

What Do You Need to Enroll?

Have the following information for yourself and anyone in your household applying for coverage:

- ✓ Social Security numbers
- ✓ Visa, green card or other immigration documents
- ✓ Most recent tax return
- ✓ Employer information and any health plans they offer
- ✓ Current insurance coverage

For a complete list of documents, visit Learn.AccessHealthCT.com.

Are you prepared?
¿Estás preparado(a)?

WHAT DO YOU NEED TO ENROLL?

Have the following information for yourself and anyone in your household applying for coverage:

- ✓ Social Security numbers
- ✓ Visa, green card or other immigration documents
- ✓ Most recent tax return
- ✓ Employer information
- ✓ Current insurance coverage

For a complete list of documents, visit Learn.AccessHealthCT.com.

¿QUE NECESITAS PARA INSCRIBIRTE?

Ten a mano la siguiente información para tí y cualquier persona de tu hogar que aplique para obtener cobertura:

- ✓ Números de seguro social
- ✓ Visa, tarjeta de residencia u otros documentos de inmigración
- ✓ Declaración de impuestos más reciente
- ✓ Información del empleador
- ✓ Cobertura de seguro actual

Para la lista completa de documentos, visita: Learn.AccessHealthCT.com.

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AccessHealthCT.com | 1-855-906-2428

¿Tiene cambios para informar?

¿Desea ver otras opciones de planes de seguro?

Don't miss out on the benefits of being covered! **January 31**

Don't miss the deadline! You may qualify for financial help to pay for your health care coverage.

ALL HELP IS FREE!

Help through Access Health CT and our certified partners is FREE. No appointment is needed.

- Visit AccessHealthCT.com
- Call 1-855-906-2428
- For FREE in-person help:
 - Find a Certified Broker – visit AccessHealthCT.com and click on "Get Help"
 - Visit a Community Enrollment Center – New Britain: 200 Main Street, New Britain 06053 Church Street: 100 Church Street, New Britain 06053
 - Visit a Community Enrollment Partner – for hours and directions go to Learn.AccessHealthCT.com/locations

READY TO ENROLL? THIS IS WHAT YOU NEED:

Have the following information for yourself and anyone in your household applying for coverage:

- ✓ Social Security numbers
- ✓ Visa, green card or other immigration documents
- ✓ Most recent tax return
- ✓ Employer information and any health plans offered
- ✓ Current insurance coverage

For a complete list of documents, visit Learn.AccessHealthCT.com.

Avoid a potential \$695 Tax Penalty*

* The person (\$470 per child under 18, up to a maximum of \$695 per person) is assessed on up to 30% of your family's Modified Adjusted Gross Income (MAGI) if you are eligible for financial help but do not enroll.

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ENROLL TODAY!

Health care coverage may cost less than you think!

¿Qué beneficios de salud puede recibir al inscribirse hoy?

¿QUÉ LE PUEDE DAR HOY?

Recibirá información sobre los planes de salud que puede elegir. También puede recibir ayuda financiera para pagar su seguro de salud.

¿A QUÉ SE PUEDE DAR HOY?

Recibirá información sobre los planes de salud que puede elegir. También puede recibir ayuda financiera para pagar su seguro de salud.

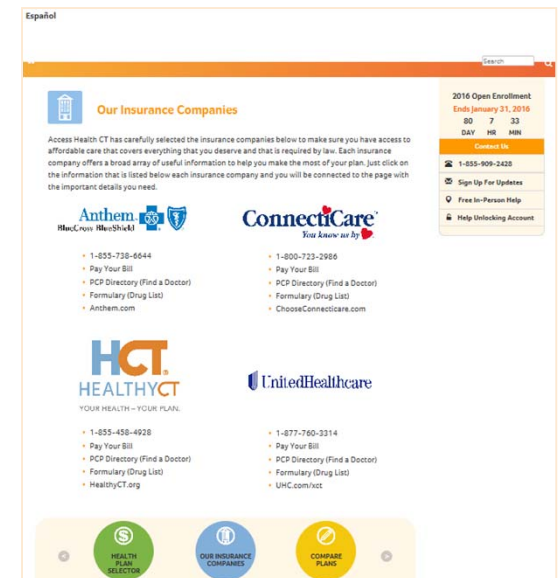
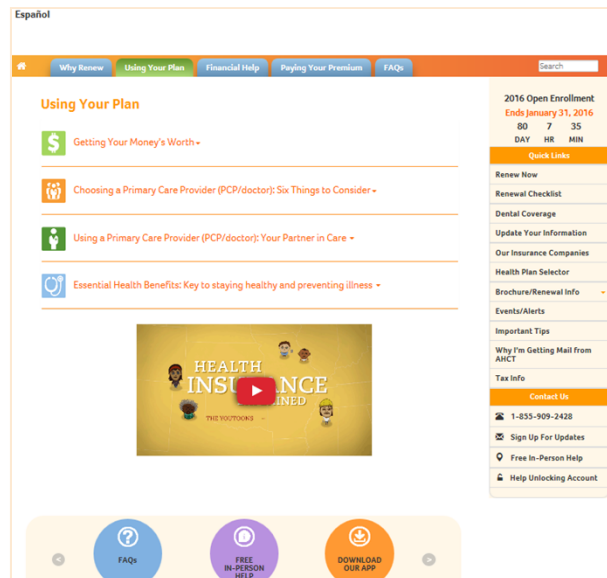
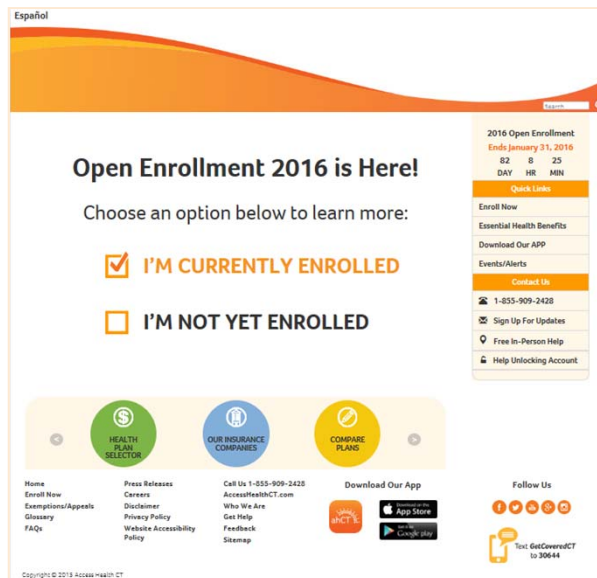
¿QUÉ NECESITAS PARA INSCRIBIRTE HOY?

Recibirá información sobre los planes de salud que puede elegir. También puede recibir ayuda financiera para pagar su seguro de salud.

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AccessHealthCT.com | 1-855-906-2428

Communication Strategy | Learn More Site

- Learn.AccessHealthCT.com
- English & Spanish is live and mobile enabled
- Better Customer experience.
- Carrier value proposition page
- Customer Decision tool
- Informational tools (videos, flyers, brochures)



Communication Strategy | Broker Support

- Password protected site → collateral, plan info.
- Developing additional sales broker collateral

Español

Search

Broker Page

Member Collateral ▾

Plan Comparisons ▾

Our Insurance Companies ▾

Help ▾

2016 Open Enrollment
Ends January 31, 2016
82 7 57
DAY HR MIN

Quick Links

Enroll Now

FAQS

Health Plan Selector (Individuals)

Events/Alerts

Why I'm Getting Mail from AHCT

LEARN MORE

HEALTH PLAN SELECTOR

OUR INSURANCE COMPANIES

COMPARE PLANS

Home
Enroll Now
Exemptions/Appeals
Glossary
FAQs

Press Releases
Careers
Disclaimer
Privacy Policy
Website Accessibility Policy

Call Us 1-855-909-2428
AccessHealthCT.com
Who We Are
Get Help
Feedback
Sitemap

Download Our App

Follow Us

Text: GetCoveredCT to 30644

English

Search

Broker Page

Member Collateral ▾

2016 Open Enrollment
Ends January 31, 2016
82 7 54
DAY HR MIN

Quick Links

Enroll Now

FAQS

Health Plan Selector (Individuals)

Events/Alerts

Why I'm Getting Mail from AHCT

English

- Open Enrollment Brochure for New Members
- Renewal Brochure for Current Members
- When Can I Enroll?
- Enrolling for Health Care Coverage
- Immigration Status and Getting Health Care Coverage
- Getting Help Paying for Health Care Coverage
- After You Enroll
- Tax Penalty (Fine)
- Exemption Form

Spanish

- Open Enrollment Brochure for New Members
- Renewal Brochure for Current Members
- When Can I Enroll?
- Enrolling for Health Care Coverage
- Immigration Status and Getting Health Care Coverage
- Getting Help Paying for Health Care Coverage
- After You Enroll
- Tax Penalty (Fine)

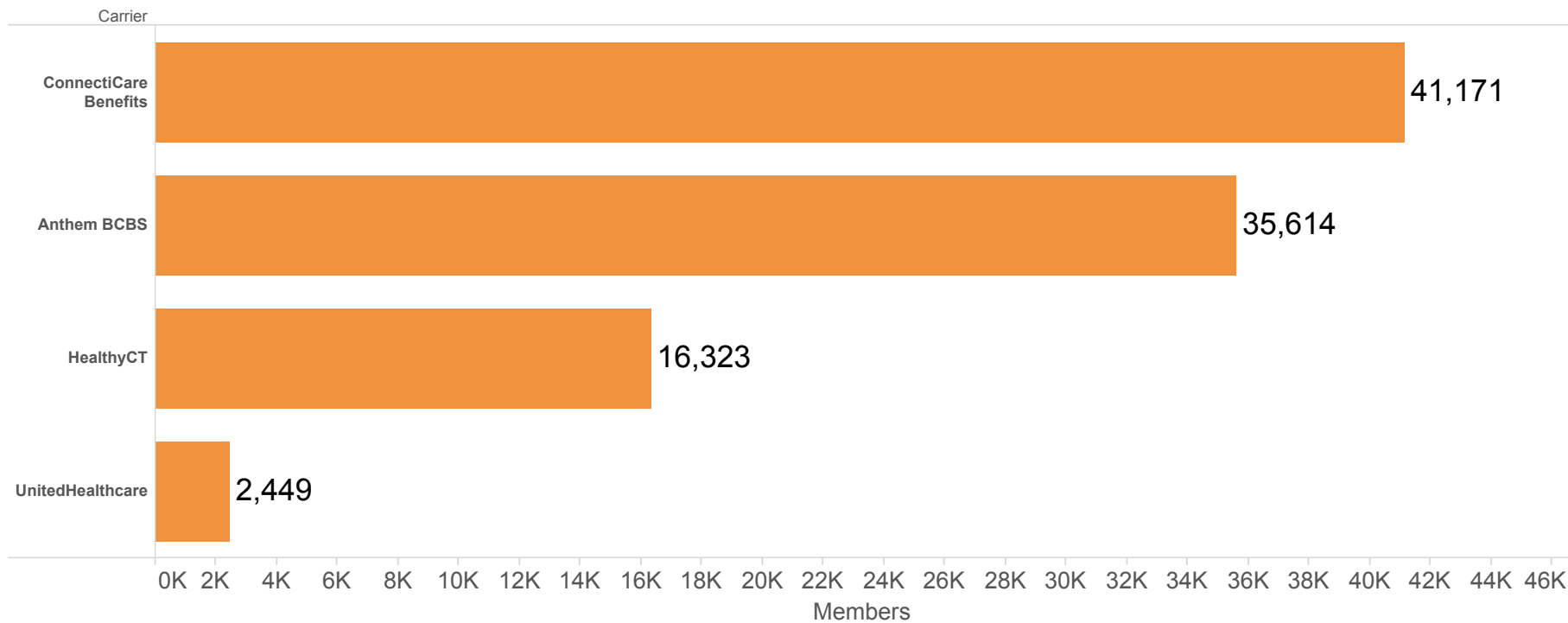
Plan Comparisons ▾

Our Insurance Companies ▾

Technical Operations & Analytics

New & Existing QHP Customers - Market Share/Open Enrollment Comparisons

Carrier Enrollment Prior to OE (Pre OE)	Carrier Market Share By County (Pre OE)	Carrier Market Share By Metal Level (Pre OE)	Carrier Market Share By Financial Assistance (Pre O..	Enrollment Summary (New Enrollees vs Pre-..	Carrier Selection (New Enrollees vs Pre-OE Enrollees)	Geographic Distribution (New Enrollees vs Pre-..	F i. .
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New & Existing QHP Customers - Market Share/Open Enrollment Comparisons

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Carrier	Windham	Fairfield	Hartford	Litchfield	Middlesex	New Haven	New London	Tolland	Grand Total
ConnectiCare Benefits	0.40%	12.24%	16.02%	1.18%	3.45%	8.31%	0.80%	0.68%	43.09%
Anthem BCBS	2.12%	7.99%	5.81%	3.52%	1.37%	8.44%	6.10%	1.92%	37.27%
HealthyCT	0.24%	9.07%	0.60%	1.80%	0.14%	4.40%	0.13%	0.70%	17.08%
UnitedHealthcare	0.01%	1.52%	0.10%	0.31%	0.03%	0.55%	0.02%	0.02%	2.56%
Grand Total	2.78%	30.82%	22.53%	6.81%	4.99%	21.69%	7.05%	3.33%	100.00%

New & Existing QHP Customers - Market Share/Open Enrollment Comparisons

Carrier Enrollment Prior to OE (Pre OE)	Carrier Market Share By County (Pre OE)	Carrier Market Share By Metal Level (Pre OE)	Carrier Market Share By Financial Assistance (Pre O..	Enrollment Summary (New Enrollees vs Pre-..	Carrier Selection (New Enrollees vs Pre-OE Enrollees)	Geographic Distribution (New Enrollees vs Pre-..	F i. .
Carrier	Catastrophic	Bronze	Silver	Gold	Platinum	Grand Total	
ConnectiCare Benefits	0.47%	10.25%	26.17%	4.89%	1.30%	43.09%	
Anthem BCBS	1.03%	8.66%	19.93%	7.66%		37.27%	
HealthyCT	0.03%	2.89%	11.83%	2.33%		17.08%	
UnitedHealthcare		0.24%	1.22%	1.11%		2.56%	
Grand Total	1.53%	22.03%	59.15%	15.99%	1.30%	100.00%	

New & Existing QHP Customers - Market Share/Open Enrollment Comparisons

Carrier Enrollment Prior to OE (Pre OE)	Carrier Market Share By County (Pre OE)	Carrier Market Share By Metal Level (Pre OE)	Carrier Market Share By Financial Assistance (Pre O..	Enrollment Summary (New Enrollees vs Pre-..	Carrier Selection (New Enrollees vs Pre-OE Enrollees)	Geographic Distribution (New Enrollees vs Pre-..	F i. .
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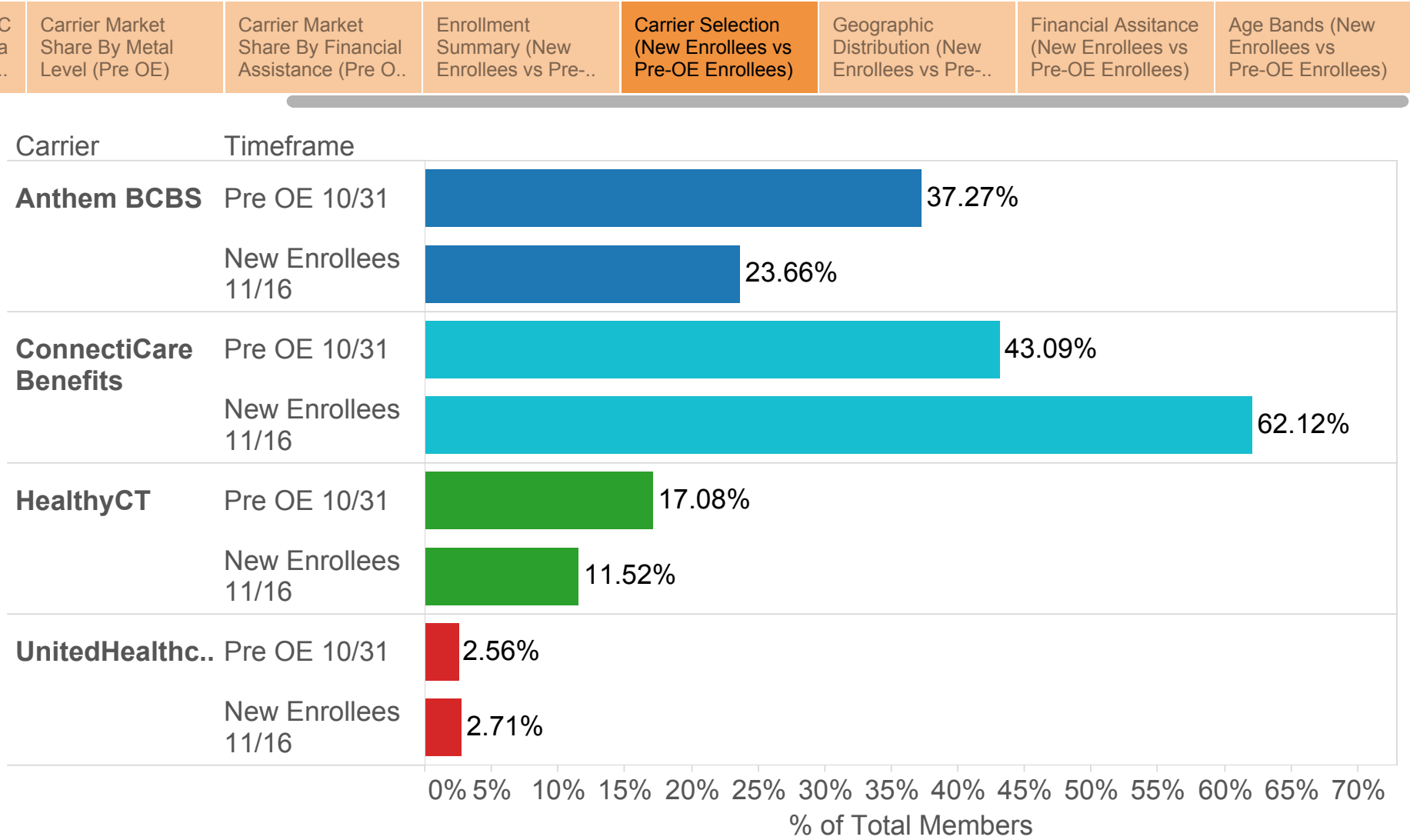
Carrier	APTC+CSR	APTC	No APTC	Grand Total
ConnectiCare Benefits	21.02%	11.72%	10.34%	43.09%
Anthem BCBS	15.95%	9.77%	11.55%	37.27%
HealthyCT	9.88%	4.39%	2.81%	17.08%
UnitedHealthcare	0.91%	0.67%	0.98%	2.56%
Grand Total	47.76%	26.55%	25.69%	100.00%

New & Existing QHP Customers - Market Share/Open Enrollment Comparisons

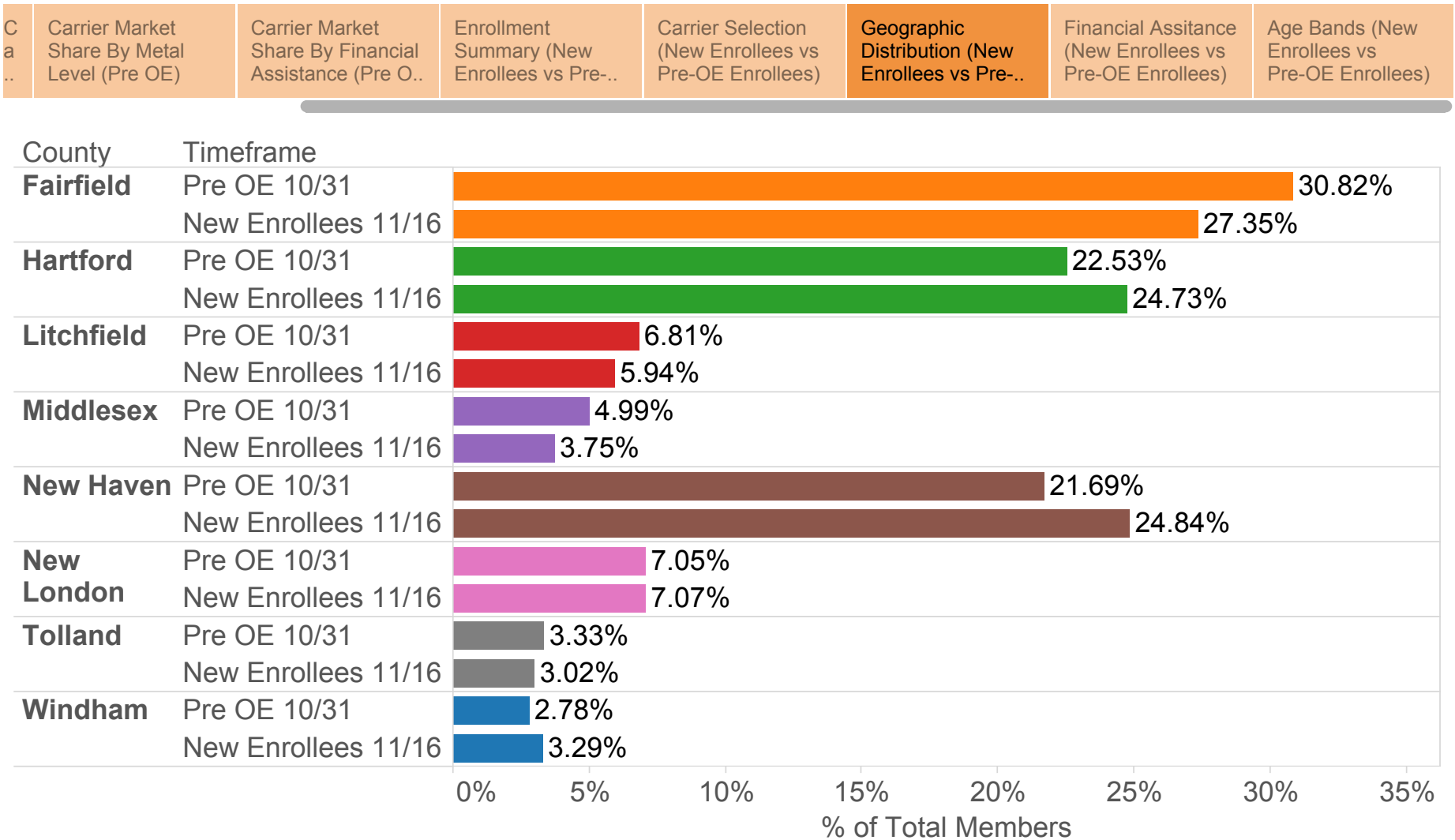
Carrier Market Share By County (Pre OE)	Carrier Market Share By Metal Level (Pre OE)	Carrier Market Share By Financial Assistance (Pre O..	Enrollment Summary (New Enrollees vs Pre-..	Carrier Selection (New Enrollees vs Pre-OE Enrollees)	Geographic Distribution (New Enrollees vs Pre-..	Financial Assitance (New Enrollees vs Pre-OE Enrollees)	.
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Timeframe	Anthem B..	Connecti..	HealthyCT	UnitedHea..	Grand Tot..
Pre OE 10/31	35,614	41,171	16,323	2,449	95,557
New Enrollees 11/16	1,294	3,398	630	148	5,470

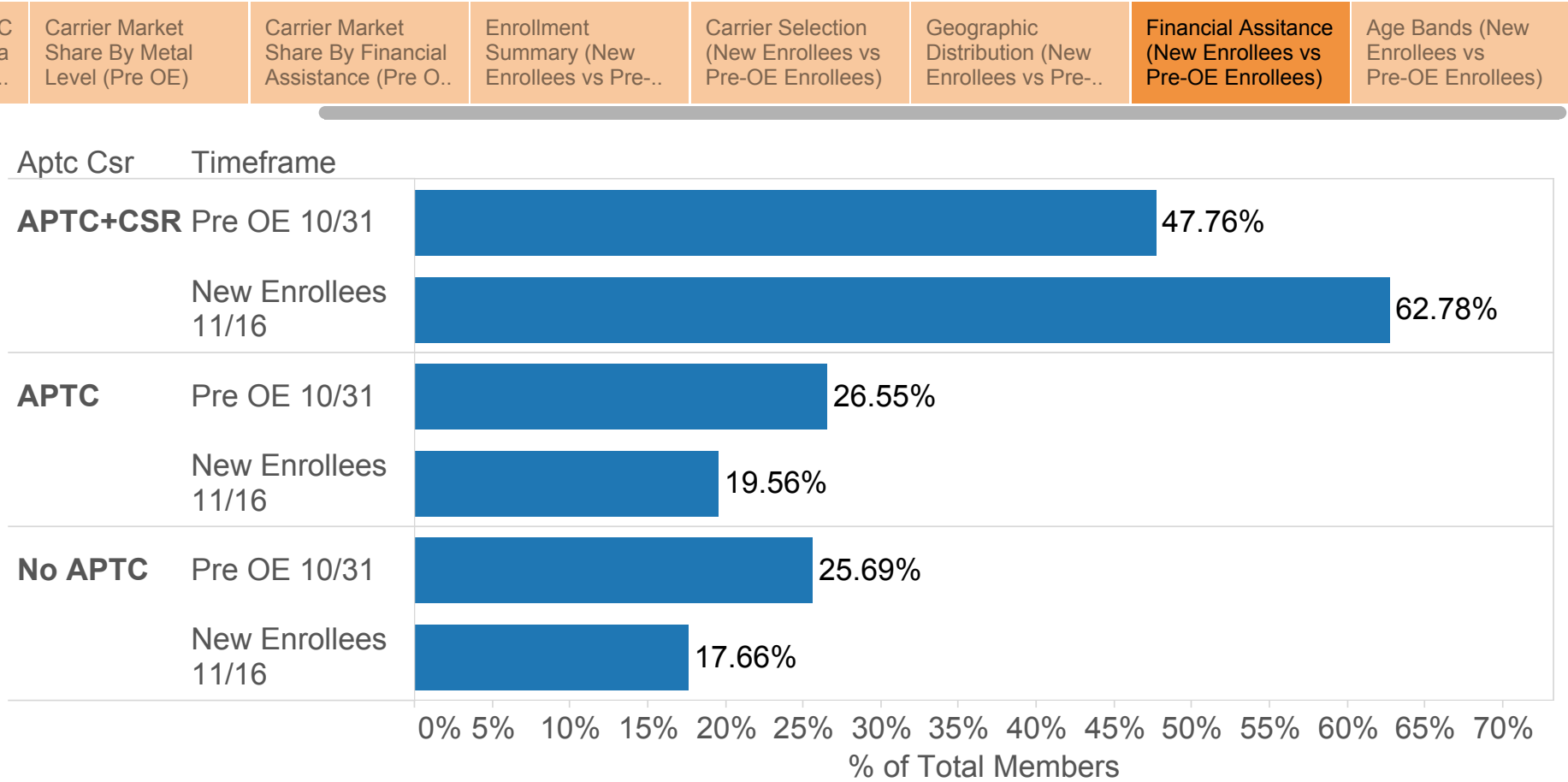
New & Existing QHP Customers - Market Share/Open Enrollment Comparisons



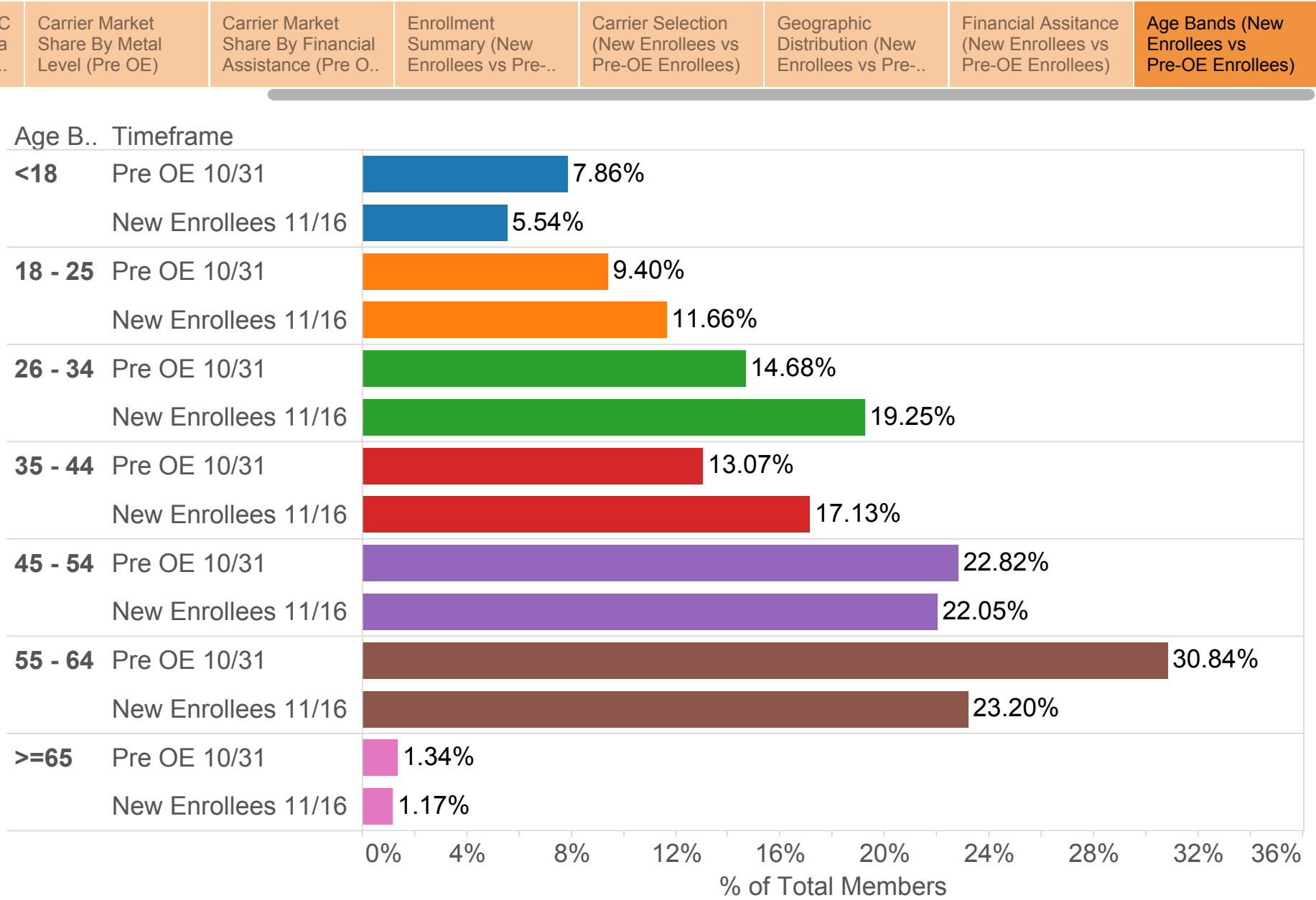
New & Existing QHP Customers - Market Share/Open Enrollment Comparisons



New & Existing QHP Customers - Market Share/Open Enrollment Comparisons



New & Existing QHP Customers - Market Share/Open Enrollment Comparisons

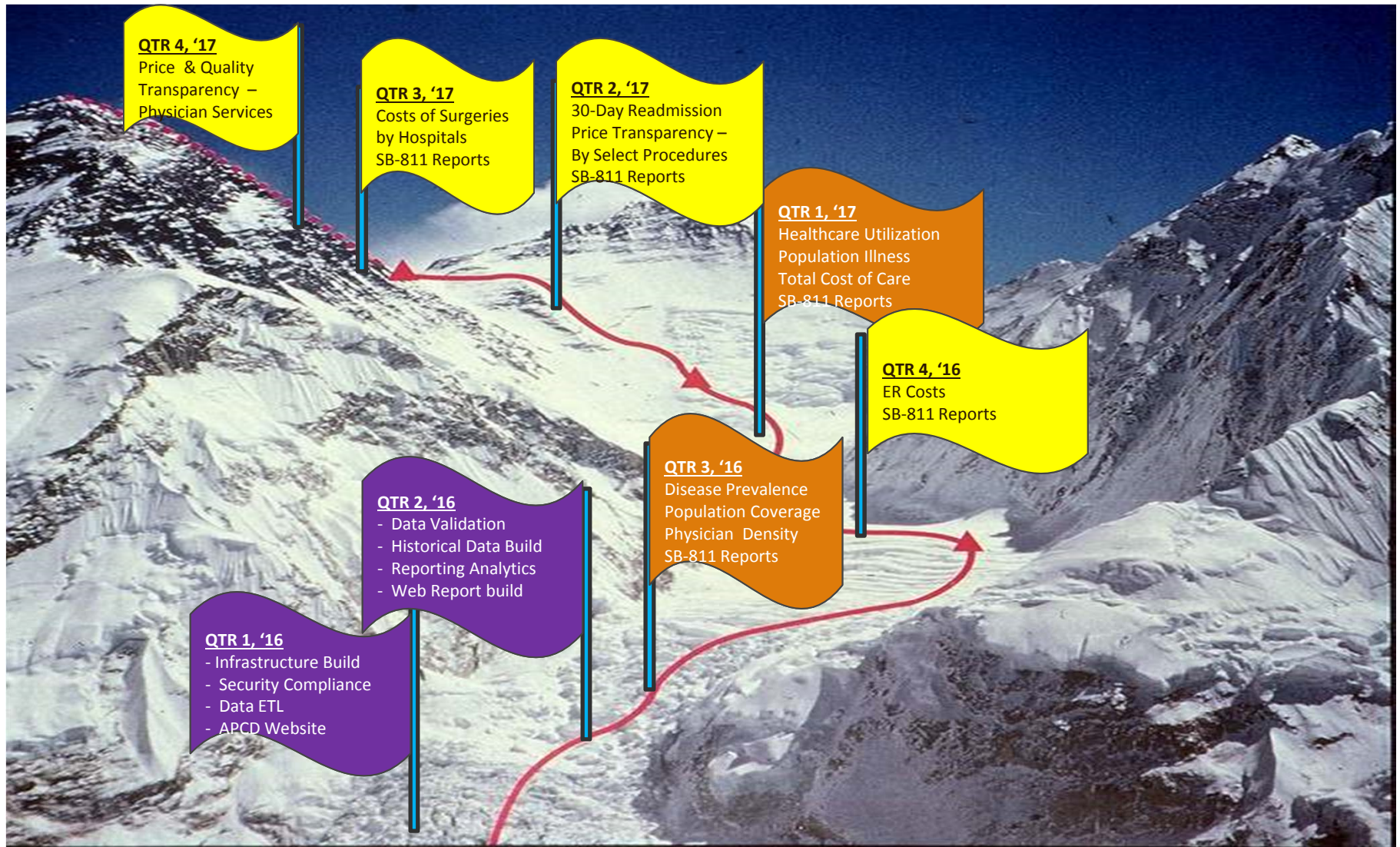


All-Payer Claims Database Update

APCD Highlights

- Upon the successful completion of security audit, we are happy to announce that CT's APCD vendor is now ready to accept data from all payers
- Access Health CT has conducted the most thorough review of its data management vendor in the industry, thus assuring the residents of this state that we value data security and privacy very highly
- We are working with the commercial data submitters in understanding their membership to be expected from their APCD submissions
- We are also examining the SB-811 bill thoroughly, having identified and discussed reporting strategies last week with the APCD Advisory Group

APCD Implementation Timeline



Completion of Consumer Decision Support (CDS) tool

- Overview

- We developed a consumer decision support tool to enable applicants in the exchange to select the right metal and plan
- We presented the consumer decision support tool early design to the Consumer Advisory Committee on 8/6 and the APCD Advisory Group on 8/13 for inputs for making this tool easy to understand; CID has been a consulting partner in all phases of the tool's development
- The tool has incorporated their inputs and thus improved the usability easiness and functional fluidity considerably
- Tool has been launched for the consumers in CT – <https://cds.accesshealthct.com>
- We also have initiatives launched to enable brokers and assistors to understand how to use the tool for improved advisements
- We have built in Google Analytics as part of the tool for understanding usage – frequency, abandonment, completions, etc.

Consumer Decision Support Tool – Google Analytics (11/1 – 11/17)



Sessions – number of instances of anyone using site

Users – number of unique people using site

Pageviews – number of total pages on site loaded

Pages/Session – number of pages loaded per use

Avg. Session Duration – average length of time people spend on site

Bounce Rate – percentage of users viewing one page and then leaving site

% New Sessions – users divided by sessions

Plan Management

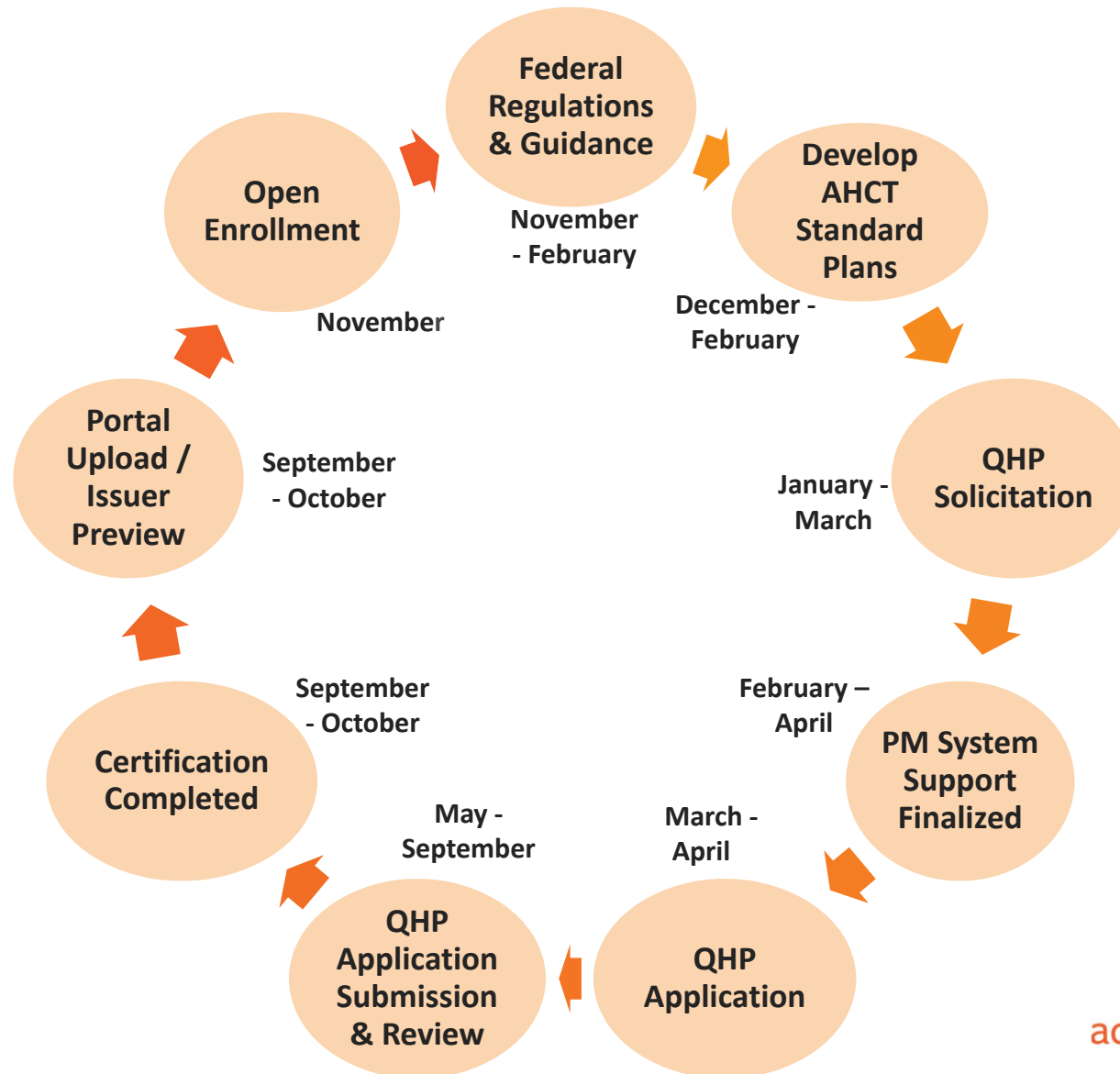
Plan Management Projected Timeline for 2017

Plan Management - 2016 Certification

	Individual Market		Small Group Market	
	Carriers	Plans	Carriers	Plans
Qualified Health Plans (QHPs)	4	➔ 40*	3	➔ 23
Stand-Alone Dental Plans (SADPs)	1	➔ 3	2	➔ 3

**Including all cost sharing variant plans (Silver Cost Sharing Reduction and Zero & Limited Cost Sharing Reduction for American Indians/Alaskan Natives), 144 plans were reviewed*

Plan Management Life Cycle (PMLC)



Plan Management - Quality Rating System (QRS)

QHP Issuers

- Contract with approved vendor to administer enrollee survey & validate clinical measure data
- Submit data to CMS by product type by specified deadline

CMS

- Apply QRS rating methodology to validated QRS clinical measure data & subset of QHP Enrollee Survey response data
- Produce quality ratings on a 5-star rating scale

AHCT

- Display QHP quality rating information on website for the 2017 Open Enrollment Period

Plan Management – Quality Improvement Strategy (QIS)

Described in ACA
Section 1311(g) as a
payment structure that
provides increased
reimbursement or
incentives to:



**Improve Health
Outcomes**

**Prevent Hospital
Readmissions**



**Improve Patient
Safety & Reduce
Medical Error**

**Implement Wellness
& Health Promotion
Activities**



**Reduce Health &
Health Care
Disparities**

Plan Management - Moving Forward to 2017



**Benchmark
Plan Selection**

**CMS
Proposed
Data
Templates**

**Attended CID
Meeting re:
Filings**



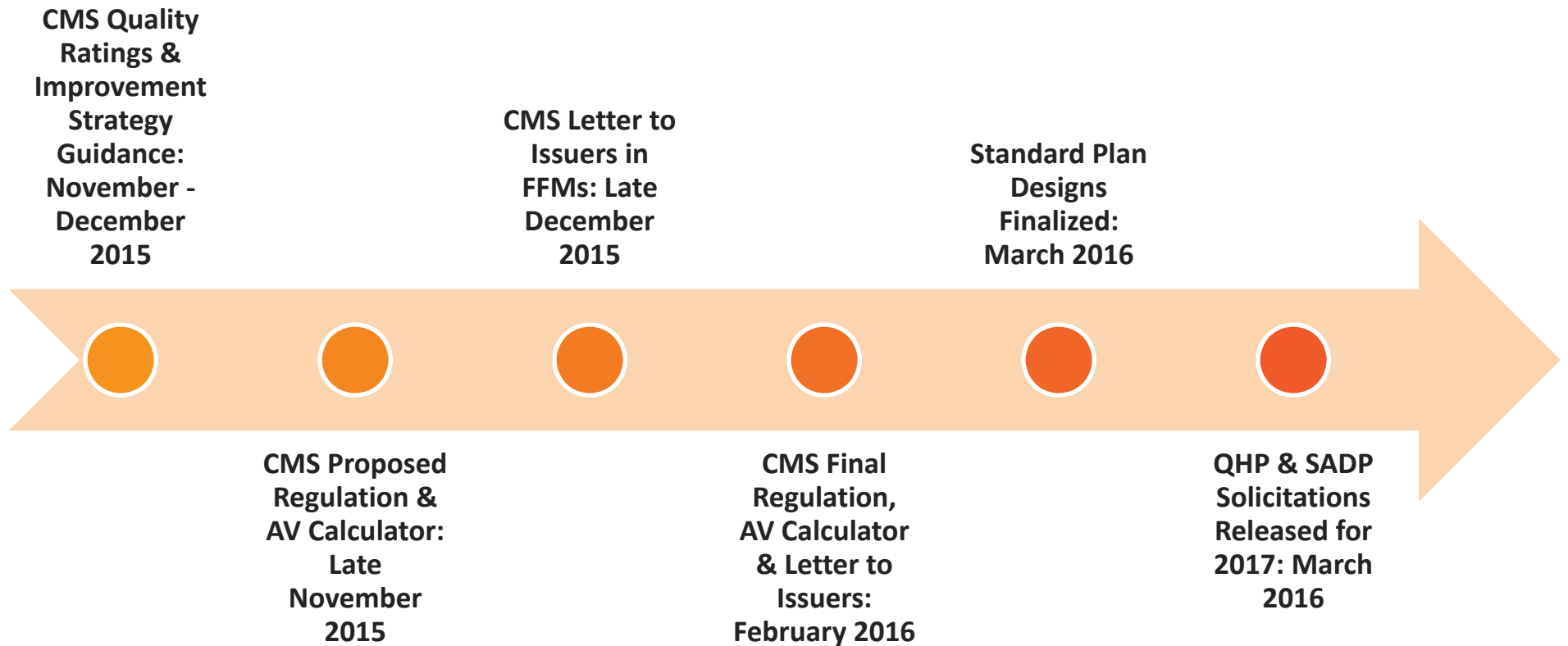
**Process
Improvement
Review**

**Federal Office
of Personnel
Management
Meeting
Planned**

**2017 Key
Milestone
Calendar**

Plan Management - Moving Forward to 2017

- Upcoming Activities



Strategy Committee Update

Adjournment