

access 
health CT[®]
small business

Committee Meeting
Hartford CT

Agenda

Introductions

Business Overview (John Carbone)

Business Strategic Goals (Gary D'Orsi)

Opportunities and Challenges

Next steps

Questions

Adjournment

Business Overview (as May 1, 2018)

Book of Business (Sales):

Number of Groups - 261

Number of Subscribers - 891

Number of Members -1,598

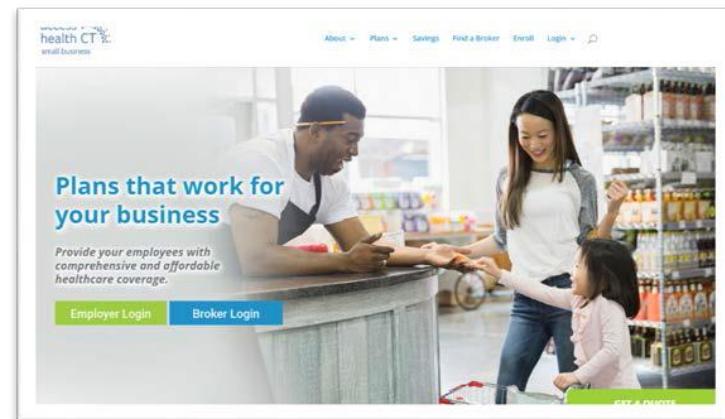
Current Renewal/Retention 88%

Web Lead Generation

Summary	Leads	Solds	Still in the Pipeline	Didn't Qualify	No Return Call or Email	Stayed with Current Carrier Individual/Group	Bad Lead
July	47	4	22	3	7	9	2
August	50	3	25	5	6	7	4
September	83	2	21	14	16	21	9
October	101	4	3	19	25	22	28
November	223	2	9	39	74	43	56
December	191	12	6	24	62	54	33
January	141	14	5	11	29	49	33
February	65	2	8	16	7	18	14
March	74	5	11	22	6	21	9
April	48	4	10	9	2	6	17
May	61	3	11	13	15	13	6
June	69	2	19	7	11	22	8
Total	1153	57	150	182	260	285	219
Close Ratio	8%						
Still in the Pipeline	20%						
Didn't Qualify	24%						
No Return Call or Email	35%						
Stayed with Current Carrier Individual/Group	38%						
Bad Lead	29%						

Strategic Goals

- Increase current membership by 100%
- Maintain current retention rate
- Double broker workforce (60 active to date) by June, 2019
- Implement the re-naming of small business offering (currently in trademark)
- Execute a direct-to-consumer campaign (focused primarily on brokers) by Q4, 2018.



Opportunities & Challenges

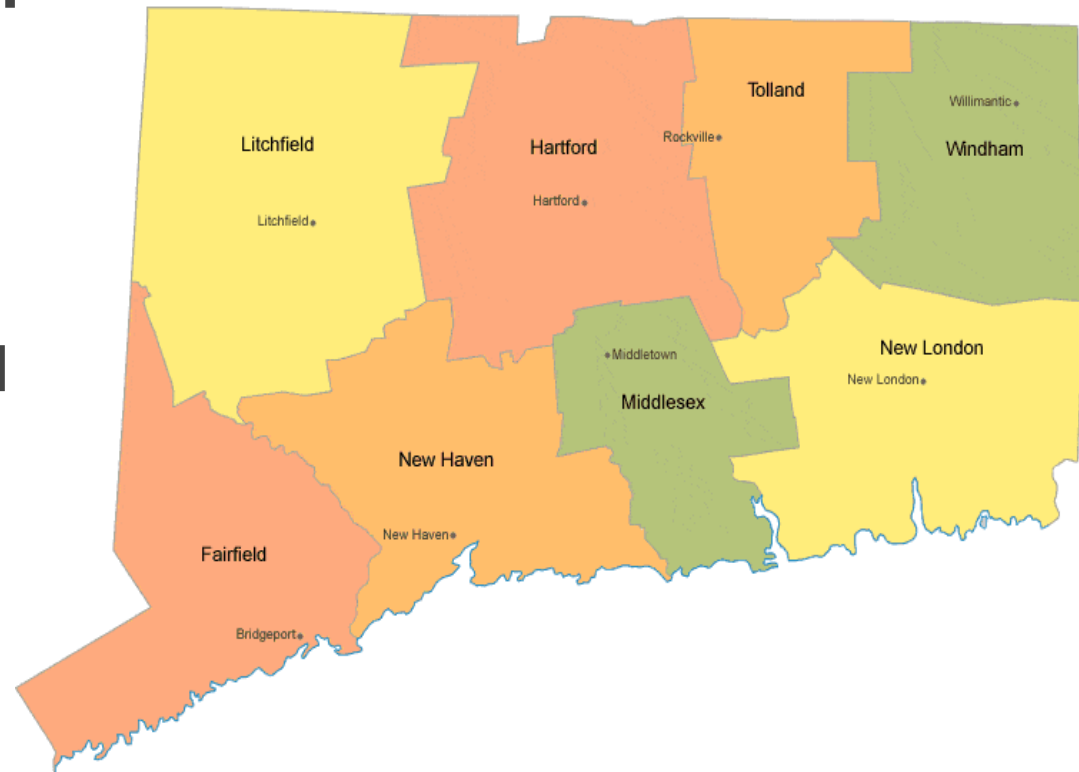
- Brokers
 - 200+ certified AHCT Small Business brokers
- Small Employer worksites (CT Dept. of Labor)
 - 65% in CT are employed by employers with less than 50 individuals.
- CPA Groups
- Small Group Associations
- Non-Profit Organizations

Number of Employees	Number of Businesses
1 - 4	66,825
5 - 9	17,989
10 - 19	12,228
20 - 49	8,315
50 - 99	2,688

Competitive Landscape

Geographic/Plan Offering:

- All except Tolland and Fairfield
- Current membership: Hartford, New Haven and Fairfield
- Plan: Silver metal



Thoughts on Goals and Strategy

