

access  
health CT

small business

# Advisory Committee

Special Meeting  
March 12, 2019



# Agenda

- Call to Order and Introductions
- Review and Approval of Minutes
- Overview
  - Current Membership & Retention
  - Technology
- Looking Ahead
  - Strategy Update
  - Request for Proposal for Strategic Services & Ancillary Products
  - D.C. Health Link Visit
- Discussion for Next Meeting
- Adjournment

# Overview

## Numbers for 2018 (as of 12/31)

- Group - 243
- Subscriber -754
- Members -1241
- Average Size Group- 5 Lives
- Renewal Retention – 79%

## Numbers for 2019 (as of 03/1)

- Group - 270
- Subscriber -847
- Members -1408
- Average Size Group- 5 Lives
- Renewal Retention – 94%

# Overview

## New Sales 2018 (as of 12/31)

- Group – 73
- Subscriber -159
- Members -579
- Average Size Group-7 Lives

## New Sales 2019 (as of 03/1)

- Group - 33
- Subscriber -96
- Members -362
- Average Size Group-11 Lives

# Technology

## Successes

- Broker Self Enrollment
- HR Self Enrollment
- Group Self Enrollment
- CRM With Microsoft Dynamics

## Challenges

- Renewal Group Files
- Data enrollment gaps
- EDI Resources

**Internal AHCT targeted team for addressing challenges**

# 2019 Strategy Update

- **Increase Current Membership by 100%**
- **Maintain Current Retention Rate**
- **Double Broker Workforce by June 30, 2019**

# 2019 Strategy Update

- **Implement Rebranding of Small Business Offering**
- **Execute a direct-to-consumer campaign**
  - On hold pending outcome of the strategic RFP

# Strategic Services

- Access Health CT released a Request for Proposal on February 8, 2019, closed February 25, 2019.
- Currently reviewing three responses
- AHCT will solicit feedback from this advisory committee regarding next steps



# DC Health Link Visit

- The National Academy for State Health Policy (NASHP) held a meeting with Congressional committee members to discuss the future of state-based Exchanges.
- Connected with the District's Executive Director
- AHCT will bring a small team to D.C. to discuss the Health Link's success in the Small Group space

# Items for Next Meeting

- Working session with the newly contracted Strategic Services vendor.

Next meeting is scheduled for April XX, 2019

# Adjournment