



# Access Health Connecticut

May 16, 2019 Board of Directors Meeting

# Board Agenda

- A. Call to Order and Introductions
- B. Public Comment
- C. Votes
  - Voting in Presiding Officer
    - Review and Approval of Minutes
      - April 18, 2019 Regular Meeting
      - April 25, 2019 Special Meeting
- D. CEO Report
- E. Human Resources Subcommittee Update
- F. SHOP Advisory Committee Update
- G. Legal Update
- H. Marketing/Outreach Update – Choose.Use.BeWell
- I. Future Agenda Items
  - Navigator Program
  - SHOP Strategic Plan
  - Uninsured Survey
- J. Adjournment

# Public Comment

# Votes

- Voting In Presiding Officer
- Review and Approval of Minutes:
  - \* April 18, 2019 (Regular Meeting)
  - \* April 25, 2019 (Special Meeting)

# CEO Report



# Access Health Connecticut

Human Resources Subcommittee Update

# Staffing Update

Class	Title	Employees	Male							Female							
			W	B	H	A	I	N/H	T	W	B	H	A	I	N/H	T	
1.1	Exec/Senior Level Officials & Mgrs.	8	3	1	0	1	0	0	1	1	0	1	0	0	0	0	
1.2	First/Mid-Level Officials & Mgrs.	18	3	2	1	0	0	0	0	8	2	2	0	0	0	0	
2	Professionals	16	6	0	0	0	0	0	1	6	2	1	0	0	0	0	
4	Sales Workers	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
5	Administrative Support Workers	43	4	2	6	0	0	0	0	7	8	16	0	0	0	0	
N/S	Not Specified	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	
Total			Male							Female							
	Male	Female	Total	W	B	H	A	I	N/H	T	W	B	H	A	I	N/H	T
	32	55	87	17	5	7	1	0	0	2	23	12	20	0	0	0	0
	37 %	63 %		53 %	16 %	22 %	3 %	0 %	0 %	6 %	42 %	22 %	36 %	0 %	0 %	0 %	0 %

\* KEY: (W) = White; (B) = Black or African American; (H) = Hispanic or Latino; (A) = Asian; (I) = Indian; (N/H) = Native Hawaiian/Pacific Islander; (T) = Two Or More Races

# Staffing Update

- **Unemployment Rates**
  - National 3.6%
  - Connecticut 3.9%
- **Recruitment challenges in a tight labor market**
- **Low turnover attributed to our environment, values and mission to providing quality healthcare to the residents of Connecticut**



# Employee Review Process

- **Review Process**
  - ReviewSnap
  - All employees go through:
    - Midyear
    - Annual
    - Regular One on One meetings
- **Discussions with manager/employee at each review**
- **Values Incorporation**
- **Designed to give employees feedback, develop training and growth opportunities**

# Our Values in Action

At Access Health CT, it is with our customers and our employees in mind that we seek to promote these collective values and to live by these behaviors. Our culture of acceptance welcomes and values everyone. We challenge the status quo to find new ways to grow and improve our community, our company and ourselves. Our people take pride in the service we provide, and in the spirit of the common good that we share.

## Authenticity

Act with sincerity, credibility and self-awareness.

## Integrity

Commit to doing the right thing with genuine intention.

## Excellence

Aim high and challenge the status quo.

## Ownership

Take responsibility and initiative.

## One Team

Collaborate to succeed.

## Passion

Dedication to creating opportunities for greater health and well-being.

# Values

- **Process started in 2018**
  - People Ink worked with 20 employees
  - Values came from the sessions; Values Committee defined behaviors
- **Values Committee Sub Committees**
  - Hiring and Onboarding
  - Rewards and Recognition
  - Communications
  - Workforce Development

# Values

- **First ValYOUThon in conjunction with Open Enrollment**
- **One value highlighted weekly with one employee winner**
- **Olympic Themed Closing Ceremony**
  - Three employee winners
    - Gold
    - Silver
    - Bronze
  - Winning levels aligned with our plan offerings
- **Regular biweekly meetings**
- **Quarterly nominations and voting**

# Values/Employee Engagement

- **Leadership Training**

- 12 Sessions
- 22 employees from all business areas/demographics
- Designed by a local vendor to engage and develop leadership skills
- Held offsite in Windsor, CT

# Succession Planning

- **Process started in August 2018**
- **Identified SLT and non SLT roles**
- **Next steps:**
  - Identifying additional SLT Successors
  - Identifying additional critical roles outside of SLT
  - Training Successors
- **Program Goals**
  - Identify Gaps
  - Provide Opportunity for employees to address gaps
  - Training on leadership and management; strategic vs. tactical

# Succession Planning

- **SLT Positions with identified successors**
  - CEO: Successor to be appointed by Board
  - COO
  - Legal (Attending Leadership Development Program)
  - Marketing(Attending Leadership Development Program)

# SHOP Strategic Update

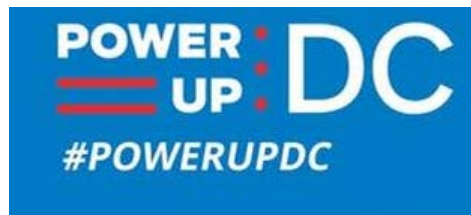
Board of Directors Meeting  
May 16, 2019



# Exploring other SHOPS

- **D.C. Health Link**

- National Small Business Week Forum



- **MassHealth Connector**

- Massachusetts has contracted with DC health link for their SHOP services

# Strategic Development Research

- **RFP Finalized in April. Two vendors selected based on the strengths for a combination approach**
  - BJM Solutions
  - Mintz + Hoke
- SHOP Advisory Committee has met 3 times in 2019 – twice with the vendors
- Discovery, research will lead to actionable findings
- Implementation will include tailored messaging and business plan

# Timeline



	Owner	April					May					June				July					August			
		1st	8th	15th	22nd	29th	6th	13th	20th	27th	3rd	10th	17th	24th	1st	8th	15th	22nd	29th	5th	12th	19th	26th	
<b>Access Health CT Small Biz Schedule</b>																								
<b>Discovery</b>																								
Core team kick off/deep dive	M+H/BJM/AHCT																							
Audit research/data dig/competitive review	M+H/BJM																							
Stakeholder interviews and external research	BJM																							
Report 1a & 1b - Initial Draft	BJM																							
Report 1a & 1b - Penultimate Draft	BJM																							
Report 1a & 1b - Complete	BJM																							
<b>Strategy</b>																								
Brand expression concepts	M+H																							
Message platform w/ personas	M+H																							
Buyers journey	M+H																							
<b>Phase 1: Creative Development (soft launch)</b>																								
Light refresh with updated messaging	M+H																							
<b>Phase 2: Creative Development (hard launch)</b>																								
Creative concepting	M+H																							
Identify tactics	M+H																							
Integrated plan	M+H																							
Final creative development	M+H																							
Hard launch	M+H																					5th		

# Legal Update

# Legal Update

- **CMS Final 2020 Notice of Benefit and Payment Parameters Rule**
- *Texas v. US*
- **APCD Memorandum of Agreement**



Choose.Use.BeWell | Escoge.Usa.Cuídate

# Goals

- ✓ Branding | Staying relevant year round
- ✓ Use your plan to stay healthy
- ✓ Increase/Support Member Retention
- ✓ Support communities of color (disparities, lack of awareness, perception)
- ✓ **Promote preventive care**
  - Primary Care Physician/Family doctors
  - Scheduling an annual check-up

# ChooseUseBeWell.com

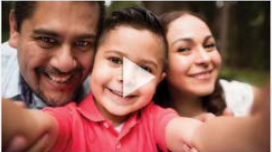
access health CT  
Choose. Use. Be Well.

Search

About Our Plans Financial Help Benefits of Coverage Manage Your Account Resources Contact

## Your family's health begins with you.

Ready to get started? We're here to help.



Choose. Use. Be Well.

Congratulations! Because you've chosen healthcare coverage, you're already on the road to better health. That's a great start, and the next step is choosing a doctor.

**Time before you pick a doctor:**

1. Choose one in your plan's network that meets your needs
2. Decide how far you want to travel
3. Think of the language you need the doctor to speak
4. Make sure they are accepting new patients

Choose a doctor from your plan's network

Missy Health customers: click here to find a doctor

**Need help finding a doctor?**

Let's meet in person!

Find us at events all over Connecticut. Look for us in the orange tent, where you can learn more about your healthcare options and how to make the most of your coverage – and enjoy fun giveaways.

Upcoming Events


access health CT  
Choose. Use. Be Well.

Search

About Our Plans Financial Help Benefits of Coverage Manage Your Account

## Your family's health begins with you.

Ready to get started? We're here to help.



**Need help finding a doctor?**

We're here for you.

Full Name \*

First Name

Last Name

Email \*

Mobile Phone Number \*

Contact me by:

Text

Email

I agree to the [terms and conditions](#).

Submit

access health CT  
Choose. Use. Be Well.

**Need help finding a doctor?**

We're here for you.

Full Name \*

First Name

Last Name

Email \*

Mobile Phone Number \*

Contact me by:

Text

Email

I agree to the [terms and conditions](#).

Submit



# Campaign Elements

Posters in key locations/zip codes



Rack Cards



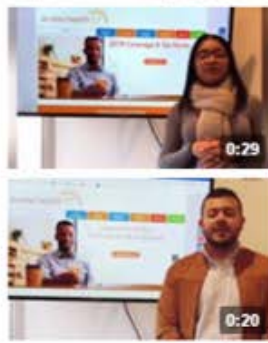
Newspapers



Community Outreach



Social Media



Sponsorships



CEO Listening Tour



# Looking Ahead (pre-OE7)

- **Research studies**
- **Regional Planning meetings**
- **Healthy Chats (educational sessions)**
- **Navigator Program**
- **Grassroots efforts/events (Outreach)**

# Future Agenda Items

# Adjournment