

access
health CT[®]

small business

Advisory Committee

June 11, 2019



Agenda

- Call to Order & Introductions
- Public Comment
- Review and Approval of Minutes
- State-based SHOP Visits
- Strategic Development Update
- Next Steps

Brief Summary of Access Health CT Report



June 11, 2019

Primary Findings and Recommendations

1. AHCT can grow its SHOP business from 276 small groups to over 1,000 small group customers in 18 months with the proper staffing, messaging, and commitments. This can be accomplished by focusing on currently uninsured small groups, thus growing the assessable pool of insured groups and AHCT revenues. Many of these new small group employers will be companies with higher income employees and professional service types of firms.
2. Credits Don't Increase Demand for SHOP - Less than 20 percent of SHOP customers take the credit. Retaining and Recruiting Talent Drives Small Business Health Insurance Demand. Most SHOP employers do not even qualify for the credit.
3. AHCT needs to invest in building out a SHOP team in order to grow the program
4. AHCT needs to develop a strong marketing message that is supported by SHOP team (ads, web, social media, etc. And credits should not be the focus!
5. SHOP needs to improve and develop a stronger relationship with brokers



Primary Findings and Recommendations, (continued)

6. Carriers need to come up with more creative cost effective plans addressing the financial constraints of small businesses. Simultaneously, most SHOP customers are concentrated in a limited number of SHOP plans
7. AHCT can grow demand for SHOP by providing “supportive services” and new products/services to small business owners
8. A longer term strategy to grow SHOP should include plans to offer Individual plans to non-employee firms (very small and very new businesses) – recruit these businesses early, and they may become great SHOP clients as they develop
9. SHOP should consider educating small businesses on the risks of alternative plans that appear to save premium costs but could devastate their businesses
10. Diverse business owners and diverse brokers are significantly underrepresented and present a significant opportunity for AHCT to grow SHOP and address perhaps the greatest need



Interim AHCT SHOP Communications Approach

Goal: Retain existing customer base through current broker relationships and grow probable segments of AHCT SHOP business.

Strengthen Existing Broker Relationships

- Focus on existing brokers with clients who currently have AHCT SHOP plans
- Share work-in-progress and update on AHCT SHOP
- Solicit and collect feedback from brokers, making them part of our process

Grow AHCT SHOP 'sweet spot' of Small Businesses

- Target specific small business SIC's in professional services area
- Generate interest and build awareness around AHCT SHOP
- Direct selling approach with CTA of 'call your broker'

Adjournment