

access  
health CT



small business

# Advisory Committee

August 15, 2019



# Agenda

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

# Brief Summary of Access Health CT Report



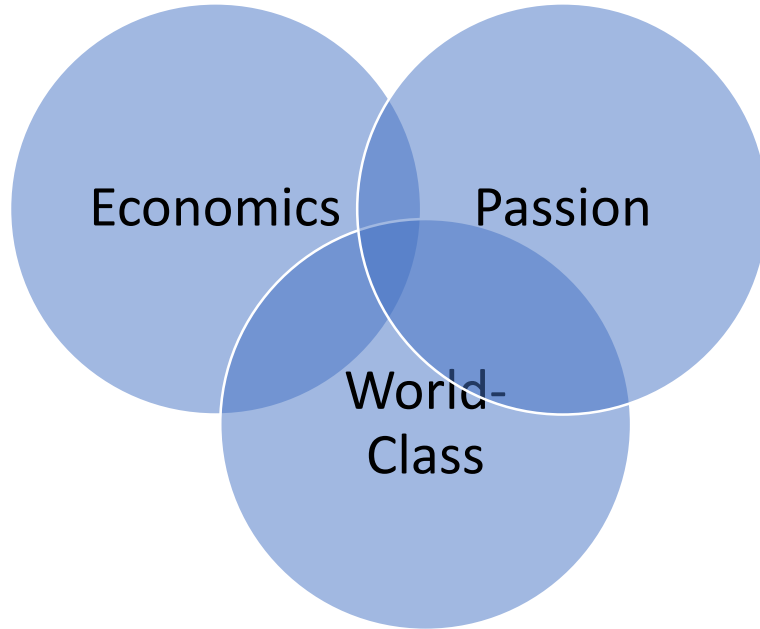
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# Mission

- “The purpose of the Exchange is to help reduce the number of people without health insurance in the State of CT; to assist individuals and small employers [SHOP] in obtaining health insurance by, among other things, offering easily comparable and understandable information about health insurance options; to oversee the planning, implementation, and administration of the all-payer claims database, and to do all acts and things necessary and convenient to carry out the purposes of the Exchange.”



# Good to Great

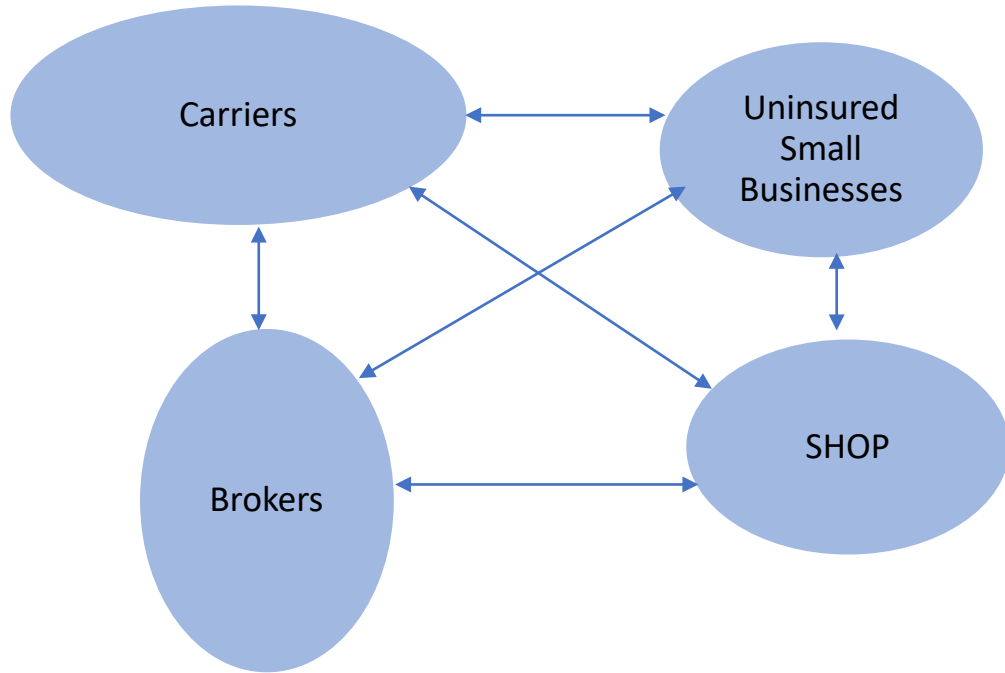


# Primary Finding and Recommendations

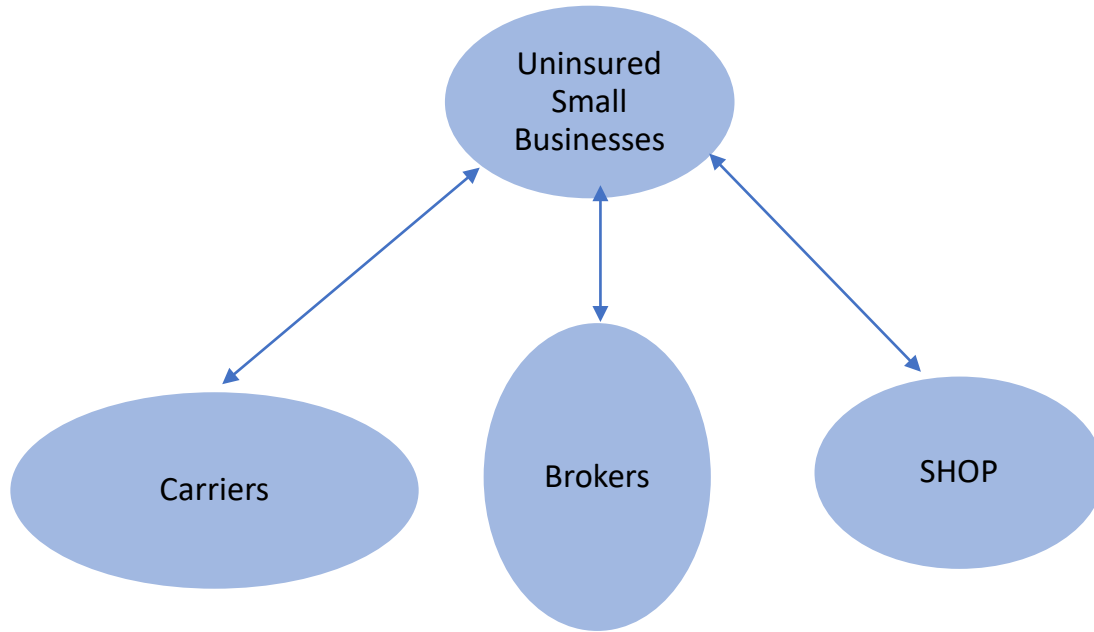
- **Finding #1** - *Based on an analysis of current SHOP customers, we estimate there are over 12,000 currently uninsured small businesses in Connecticut that fit the characteristics that would be most attractive to becoming SHOP customers and offer SHOP's greatest opportunity for growth.*



# Current



# Alignment



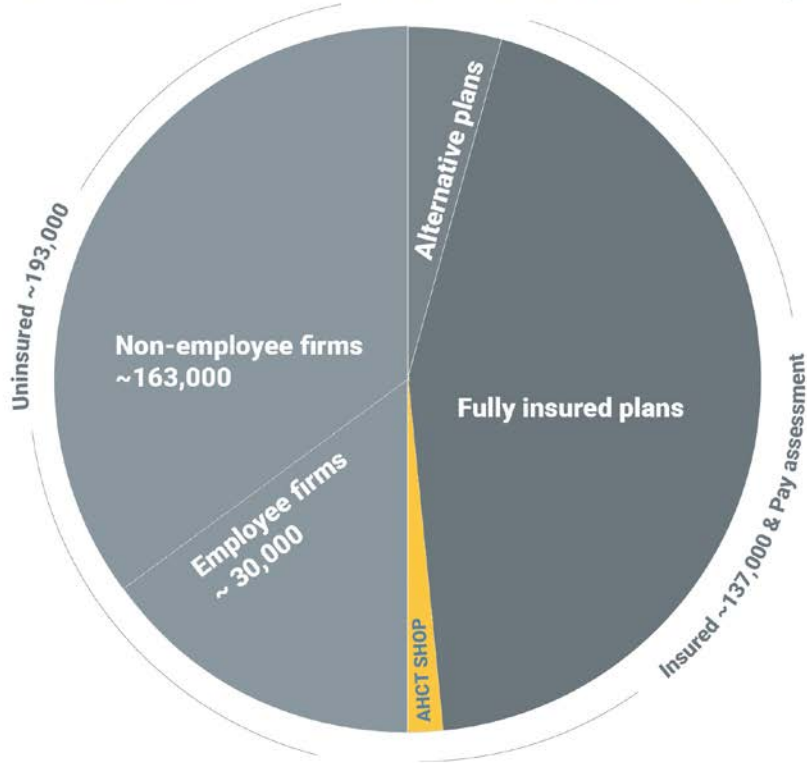


# Primary Recommendation

- **Recommendation #1** - *SHOP needs to refocus its efforts to promote its mission of reducing the number and percentage of uninsured residents in the state. To do this SHOP should invest in a marketing campaign backed by staff and operational support that communicates the value to stakeholders; brokers, carriers, and small business owners.*



~330,000 total small businesses in state of CT under 20 employees



# Adjournment