



Connecticut Health Insurance Exchange
SHOP Advisory Committee
Special Meeting

Connecticut Historical Society
Dangremond Meeting Room
1 Elizabeth Street, Hartford

Wednesday, September 18, 2019
Meeting Minutes

Members Present:

Grant Ritter (Chair); Pamela Russek (Vice-Chair); Shelly Sweatt; Timothy Pusch; Matthew Katz (on the phone); Paul Lombardo; Ellen Skinner (one the phone); Kevin Galvin (on the phone)

Other Participants:

Access Health CT (AHCT) Staff: James Michel; Anthony Crowe; John Carbone; Andrea Ravitz; Susan Rich-Bye

Business Partners: Kara Mitchell; Amanda Garner (Mintz + Hoke); Frederick McKinney (BJM Solutions)

The Meeting of the SHOP Advisory Committee was called to order at 4:18 p.m.

I. Welcome and Introductions

Chair Grant Ritter called the meeting to order at 4:18 p.m.

II. Public Comment

No public comment

III. Vote

Chair Grant Ritter requested a motion to approve the August 15, 2019 SHOP Advisory Committee Special Meeting Minutes. Motion was made by Shelly Sweat and seconded by Pamela Russek. Timothy Pusch indicated that in his view the Minutes are too detailed and urged to take his view under consideration. **Motion passed unanimously.**

IV. SHOP Director Update

John Carbone, Director of SHOP and Product Development, summarized the work undertaken by two Business Partners, Mintz + Hoke and BJM Solutions. Current and future staffing levels were discussed, as well as the future direction of the SHOP program.

V. Mintz + Hoke

Amanda Garner and Kara Mitchell provided the Committee with their findings that included defining the audience, SHOP positioning, as well as the short-term and long-term approach. Ms. Garner recapped a portion of the previous SHOP Advisory Committee meeting pertaining to the number of small businesses in Connecticut which have 20 employees and under, and how to build relationships with those entrepreneurs with the SHOP offerings. Defining the audience is one of the most important goals to achieve. The primary audiences are the brokers and the small business owners. James Michel, CEO, indicated that technological improvements are being undertaken to make it easier to work with the SHOP platform.

Ms. Garner summarized the positioning of SHOP. AHCT Small Business is focused on getting uninsured business owners and their employees committed to their health and well-being by providing assistance and guidance, as well as a clear pathway to getting the coverage they need. In addition, the short-term and long-term approaches were discussed. The short-term approach will consist of engaging brokers to educate them around the ACA opportunities for this enrollment cycle, in order to make coverage possible for uninsured small business owners. It would also involve discussions with brokers in a group or individual setting with Mr. Carbone. Electronic communications along with the webinar series will also play a part.

Matthew Katz left at 4:30 p.m.

The long-term approach consists of engaging a full audience group to support SHOP in the pursuit to reach, educate, and convert the hard-to-move population - the uninsured small business owner. The long-term campaign would also focus on new messages and a recommitment to the mission. It is currently in the development mode, and will ultimately focus on long-term growth, collaboration and education of the small business owners and brokers. Additional details of the short-term and long-term campaigns were provided.

Andrea Ravitz, Director of Marketing, summarized the Marketing Department's role in providing assistance to the SHOP platform, which would consist of a different approach from the individual QHP media campaign for the Exchange. Further discussion ensued around the current and future of the SHOP platform, including the upcoming Open Enrollment.

VI. Next Steps

Mr. Carbone enumerated the next steps, which include setting up individual meetings with brokers to provide them with better understanding of the revamped SHOP program.

VII. Adjournment

Chair Grant Ritter requested a motion to adjourn. Motion was made by Shelly Sweatt and seconded by Pamela Russek. **Motion passed unanimously.** Meeting adjourned at 4:56 p.m.