

Access Health CT

2020 Open Enrollment Summary

February 20, 2020

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Retention & Acquisition Results



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OE Conclusion Summary

5 End of Open Enrollment (OE) – Yearly Review

	Open Enrollment 1	Open Enrollment 2	Open Enrollment 3	Open Enrollment 4	Open Enrollment 5	Open Enrollment 6	Open Enrollment 7
	11/1/13-3/31/14	11/15/14-2/15/15	11/1/15-1/31/16	11/1/16-1/31/17	11/1/17-12/22/17	11/1/18-1/15/19	11/1/19-1/15/20
Active QHP Enrollment	78,713	110,095	116,019	111,542	114,132	111,066	107,833
Total Active HUSKY Determinations	129,588	442,508	608,003	671,960	699,087	735,676	720,327
% QHP Population With Financial Assistance	77.7%	77.4%	78.1%	76.4%	73%	70.8%	69.5%
% QHP Population Under 35 (Average Age)	30.9%	32.5%	33.2% (42.7)	31.7% (43.3)	31.4% (43.4)	30.8% (43.8)	30.6% (43.9)
Most Popular QHP Issuer (% of Enrollment)	Anthem (53%)	CBI (42%)	CBI (53%)	CBI (69%)	CBI (72.5%)	CBI (78.0%)	CBI (77.7%)
QHP Auto-Renewal Rate	N/A	67%	81%	63%	87%	85.5%	87.8%
% of Enrollment w/ Broker Assistance	30%	38%	50%	25%	35%	43.2%	46.0%
Calls Handled By Call Center	401,695	338,142	384,559	410,710	267,257	287,760	263,311
Website Users	863,766	586,172	385,827	338,825	225,410	335,808	229,997

2020 Open Enrollment Customer Activity

11/1/2019 – 1/15/2020



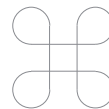
Customer Engagement

- ✓ 10 personalized direct mail (135k deliveries)
- ✓ Over 85 custom emails (Over 815k sent)
- ✓ 5 text message waves (More than 43k recipients)
- ✓ Over 250 social media posts (92k viewed top post)
- ✓ 47k Outbound Calls (29% answer rate)



Customer Assistance

- ✓ In excess of 263k calls handled from customers
- ✓ 5 enrollment locations opened with over 2.7k visitors
- ✓ 41 enrollment fairs serving 4.7k visitors
- ✓ 445 social media interactions with customers through Cx Command Center
- ✓ More than 37k live chat sessions



Decision Support

- ✓ Over 58k users utilized Consumer Decision Support (CDS) tool cost estimation, doctor search, or prescription search features
- ✓ 10 brokers placed in call center to assist with plan selection inquiries.
- ✓ 46% of enrollees associated with brokers (+2.8% since 2019)

7 2020 Open Enrollment (OE) Changes



107,833 Active 2020 Enrollees

Of those, 69.5% qualify for premium tax credits



82,553 Enrollees Renewed

Enrollees who renewed their 2019 policies for 2020



25,280 New QHP Enrollees Added

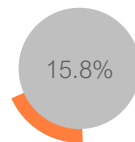
Of those, over 6.8k are first time customers



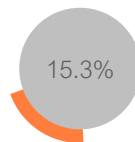
52,714 New HUSKY Enrollees

Gained coverage during Open Enrollment by completing application through the integrated eligibility system

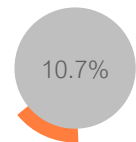
% Change in OE Enrollment by Financial Assistance*



APTC +
CSR

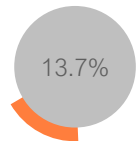


APTC

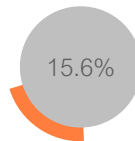


No F.A.

% Change in OE Carrier Enrollment*



ConnectiCare
Benefits Inc (CBI)



Anthem
BCBS

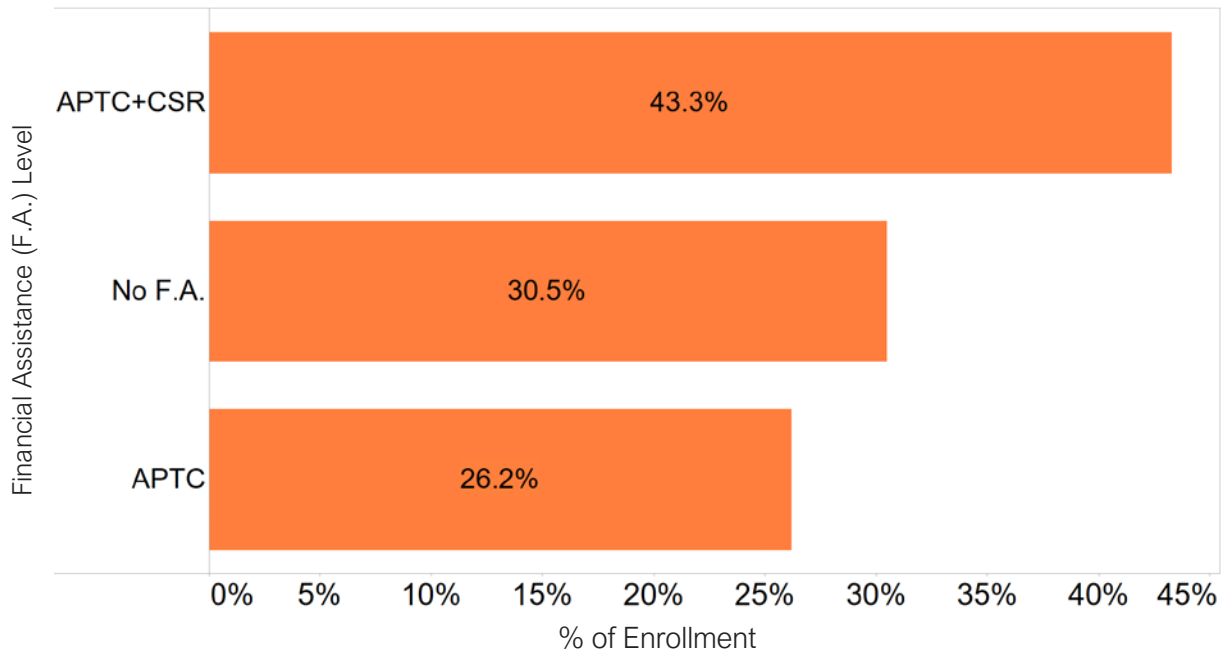
*% growth since the beginning of 2020 Open Enrollment Period (11/1/2019)

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2020 Marketplace Overview

2020 Premium Assistance Distribution

Proportion of Total Enrollment by Eligibility for Financial Assistance (F.A.)



Over 69.5% of enrollees receive financial help for premiums.

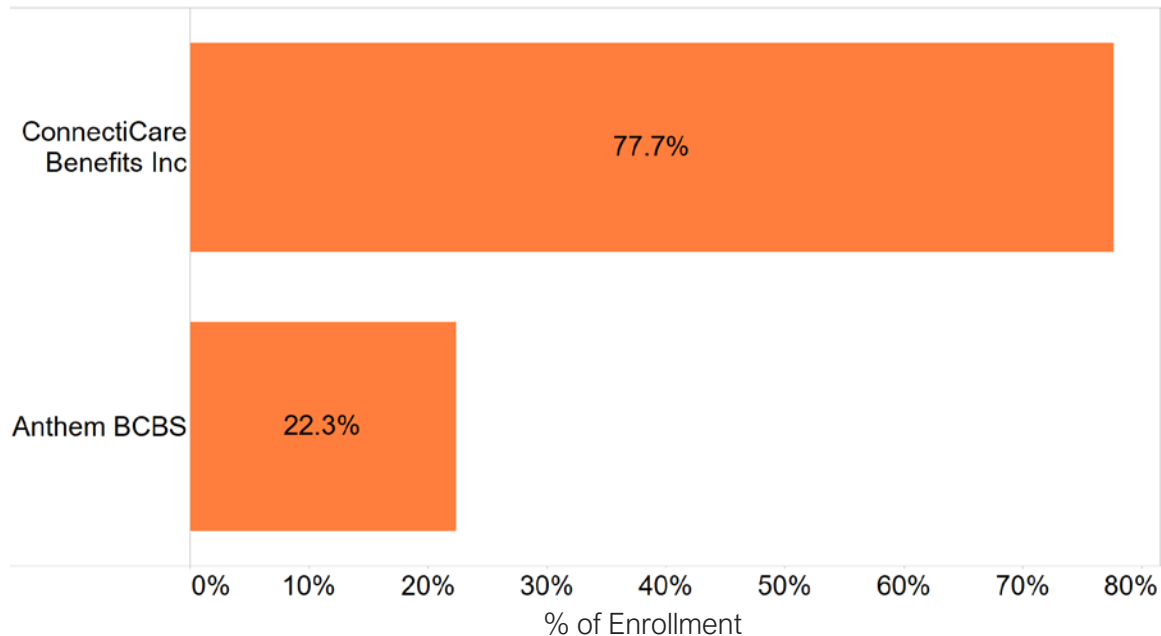
***APTC:** Enrolled individuals eligible for an Advance Premium Tax Credit to lower their monthly premiums.*

***APTC + CSR:** Enrolled individuals eligible for APTC and a Cost Sharing Reduction to lower out of pocket health expenses.*

***No F.A.:** Enrolled individuals that did not qualify for financial help.*

2020 Carrier Market Share

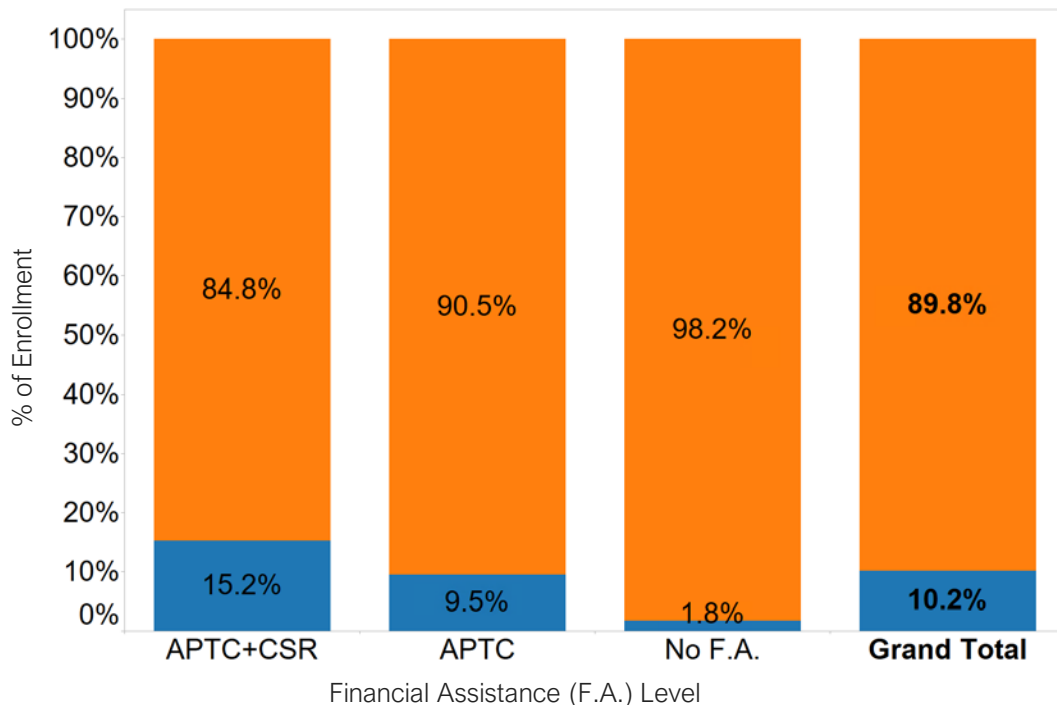
Proportion of Total Enrollment by Carrier



**Since last OE,
ConnectiCare's on-
exchange market share
decreased 0.3% and
Anthem's market share
increased 0.3%.**

QHP – HUSKY Mixed Coverage Households

Proportion of 2020 Enrollment by Mixed Household Status



1 in 10 QHP households have one or more household members enrolled in a HUSKY program.

Mixed household defined as any active QHP enrollee who shares an application with someone actively enrolled in a HUSKY program.

■ QHP Only Household
■ Mixed Household

Enrollee Broker Support

Proportion of 2020 Enrollment by Broker Assistance Status / Acquisition Status

	Acquisition: 2020 Coverage		Retention: 2020 Coverage	
	Brokered	Unassisted By Broker	Brokered	Unassisted By Broker
APTC+CSR	47.6%	52.4%	49.0%	51.0%
APTC	53.7%	46.3%	51.9%	48.1%
No F.A.	35.3%	64.7%	37.3%	62.7%
Grand Total	45.8%	54.2%	46.1%	53.9%

% of Enrollment

46% of enrollees indicated receiving help from a broker (vs. 43% in 2019).

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QHP Customer Profile & Analysis

Customer Profile by Financial Assistance Level

	APTC + CSR	APTC	No F.A.	Total
Members	46,677	28,267	32,889	107,833
Avg. HH Size ¹	1.5	2.1	2.3	1.9
Avg. Age	45.9	45.1	40.1	43.9
% Female	57.2%	53.1%	50.5%	54.1%
Avg. % Federal Poverty Level	173.2%	318.0%		227.1%
% HUSKY Transfers (2019 Coverage) ²	16.4%	7.5%	2.8%	9.9%
% w/ 2019 QHP Coverage ²	61.8%	70.0%	70.1%	66.5%
% w/ 2018 QHP Coverage ²	44.9%	54.6%	48.5%	48.5%
% w/ 2015 – 2019 QHP Coverage ²	13.8%	18.6%	11.5%	14.4%

Non-Subsidized Enrollees tend to be younger and have larger covered households.

Over 14% of enrollees have been enrolled since CY2015.

1) Household (HH) size only accounts for individuals within the household with QHP coverage

2) Proportion of enrollees with 320 days or more of coverage within the year.

Customer Age & Gender Mix

Proportion of Enrollees by Age and Gender

	Male	Female	Grand Total
< 19	9.0%	7.1%	8.0%
19 - 25	8.9%	8.0%	8.4%
26 - 34	15.0%	13.7%	14.3%
35 - 44	13.6%	12.9%	13.2%
45 - 54	20.0%	20.8%	20.4%
55 - 64	32.1%	35.6%	34.0%
>= 65	1.5%	1.9%	1.7%

% of Enrollment

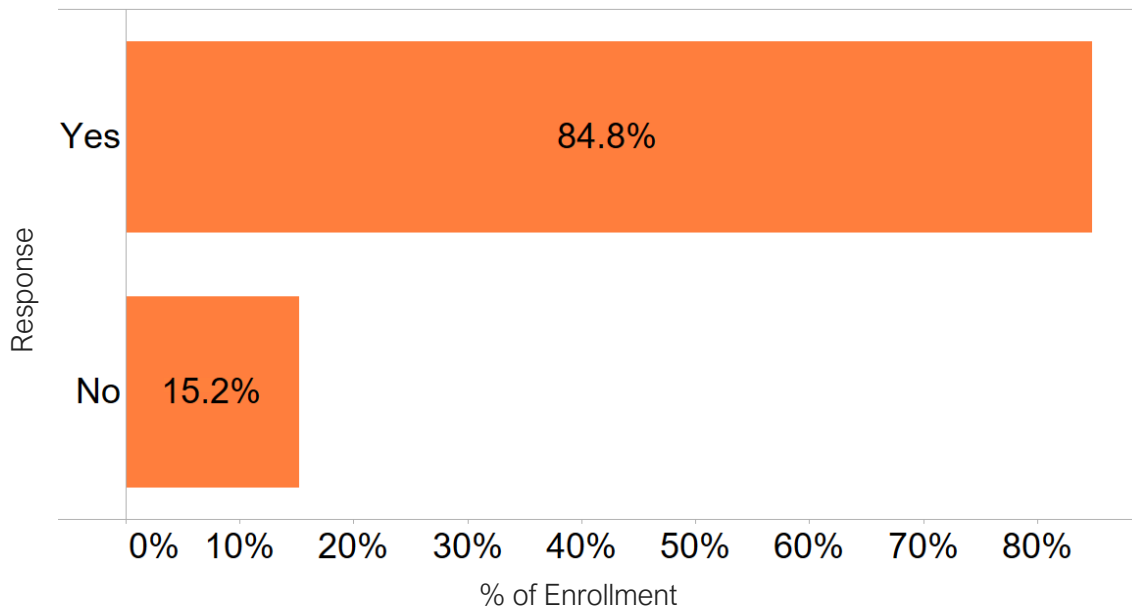
Female enrollees account for 54% of total enrollment.

23% of enrollment consists of 19 – 34 year olds, aka “young invincibles.”

421 customers over the age of 75 enrolled.

Application Requests for Financial Help

Enrollee Response to: “Do you want to find out if you can get help paying for health coverage?”

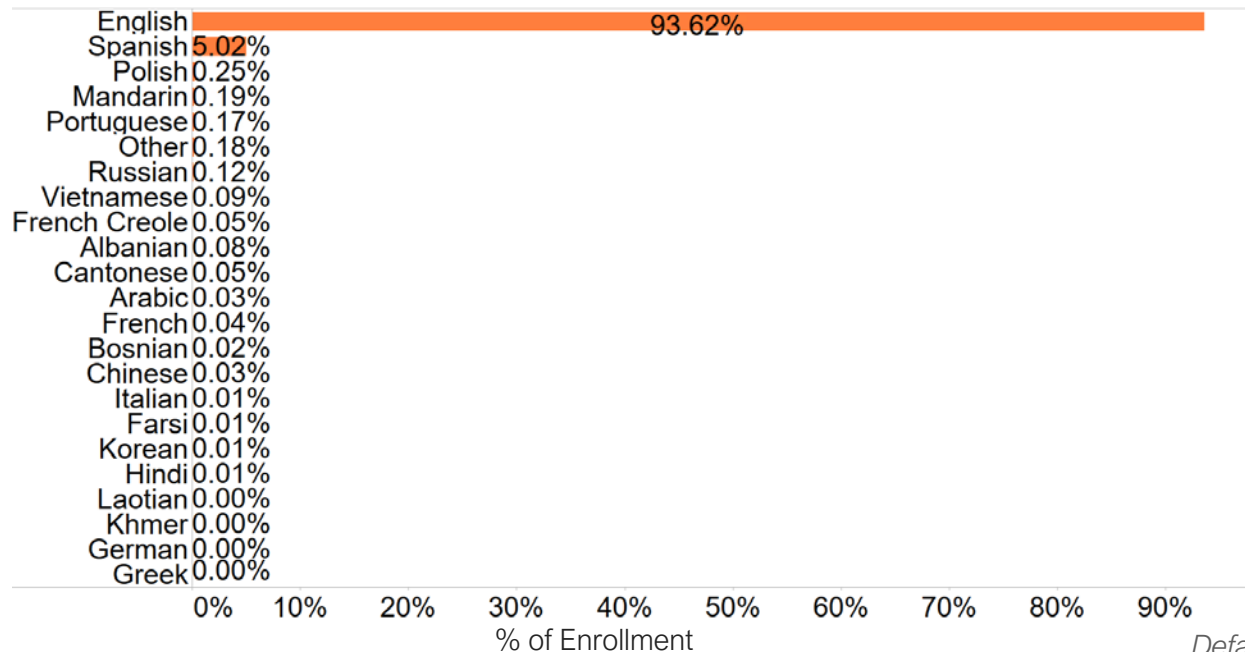


15.2% of enrollees have declined the gating question to determine eligibility for financial help. (vs. 15.0% in 2019)

Enrollees answering “No” to this question forego eligibility determinations for HUSKY or financial help for QHP coverage.

Customer Language Preference

Proportion of Enrollees by Preferred Language Selected on Their Application

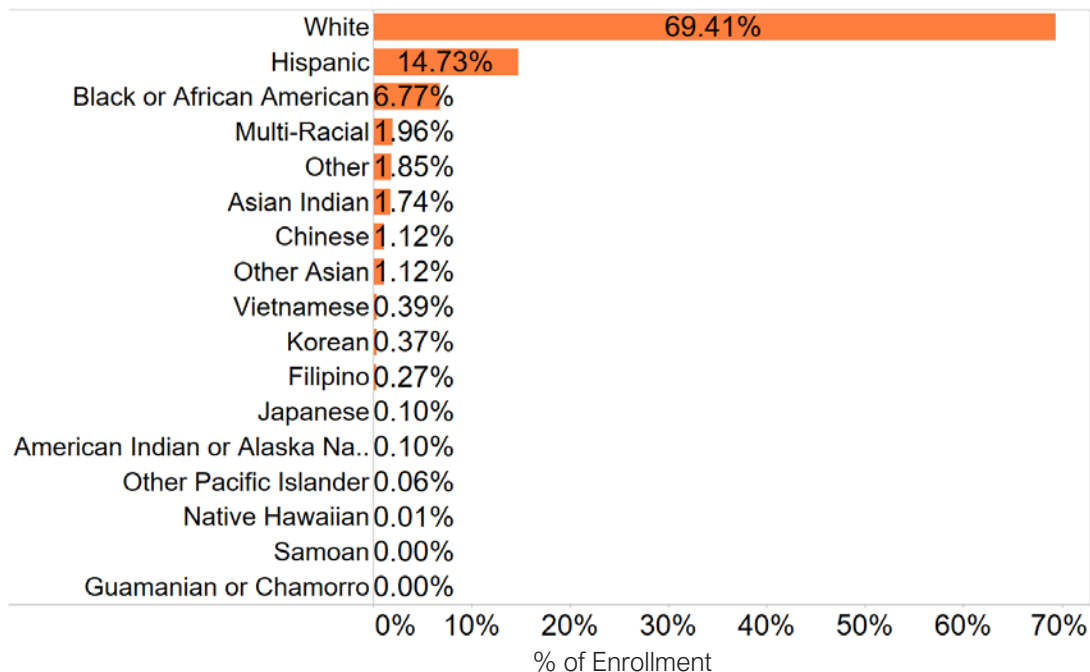


94% of applicants indicated English is their preferred language.

AHCT's call center offers assistance in over 100 languages.

Default application language selection is English.

Proportion of Enrollees by Race/Ethnicity Indicated on Their Application



28% of enrollees did not provide a response to non-mandatory questions related to race & ethnicity.

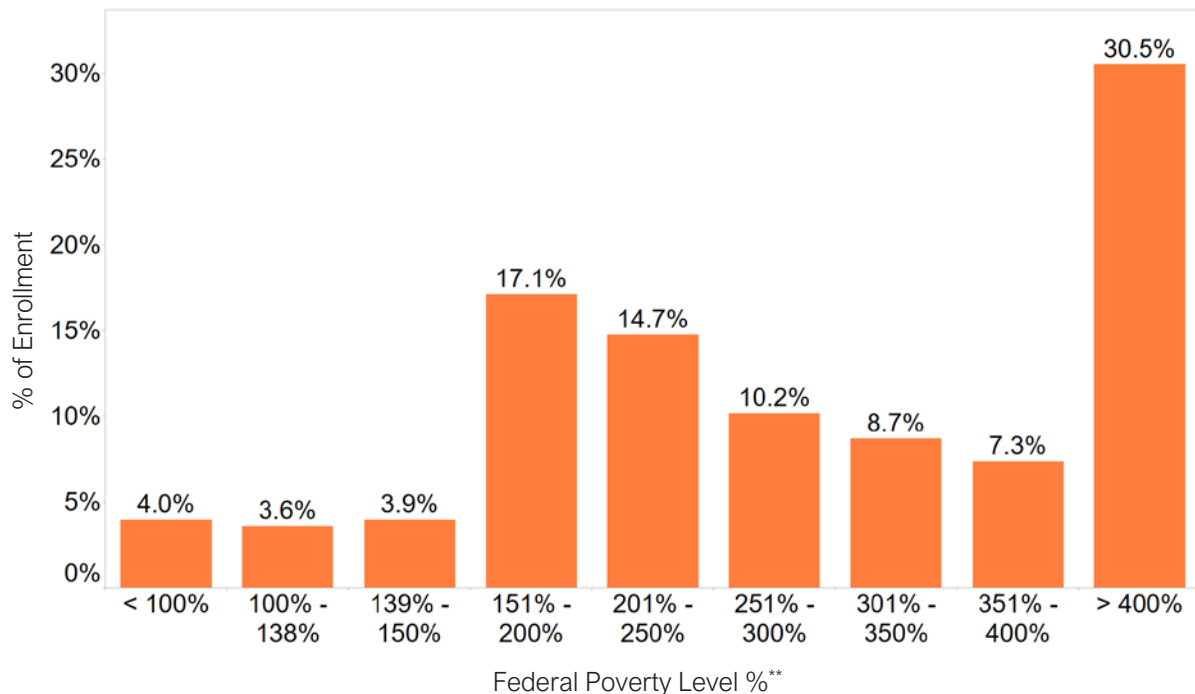
Ethnicity Question: Is "John Doe" of Hispanic, Latino, or Spanish Origin (Optional)?

Race Question: Race (Optional) Please check all that apply:

Hispanics may be of any race, however individuals responding "Yes" to the ethnicity question were allocated to a mutually exclusive Hispanic category for this chart.

Household Income (Federal Poverty Level %)

Proportion of Enrollees by Household Income (Federal Poverty Level %)



Households with an income below 250% FPL may be eligible for Cost Sharing Reductions (CSR)*.

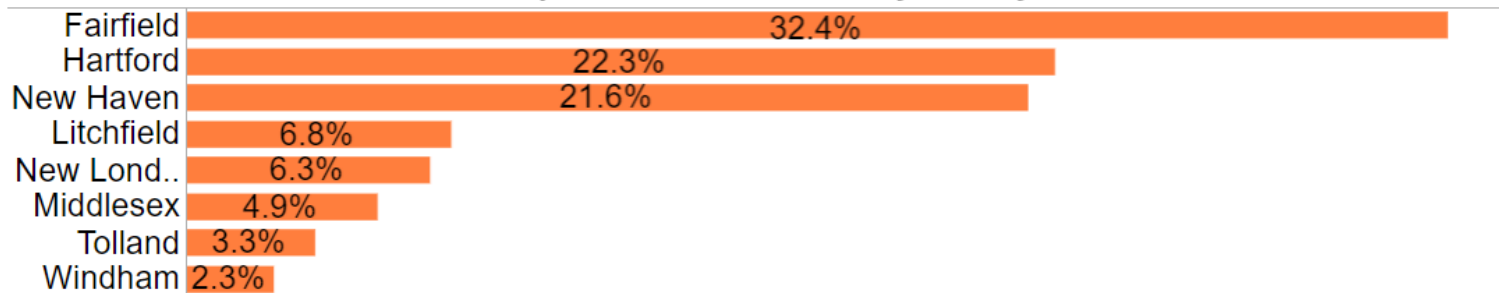
An annual income of \$24,980 for one individual is 200% FPL.

**CSR eligibility thresholds may vary for American Indians and Alaska Natives.*

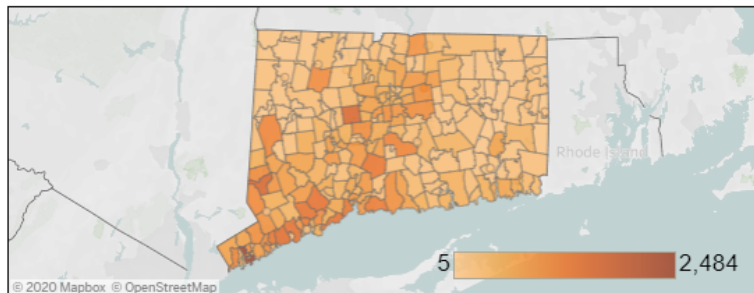
***Income information is not stored for reporting for customers ineligible for financial help. In this case, customers are placed in the >400% FPL group.*

Proportion of Enrollees by Geographic Areas

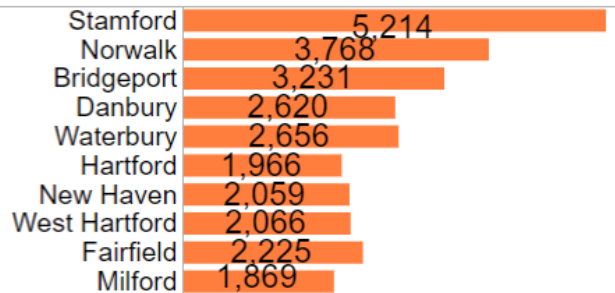
Proportion of Enrollment by County



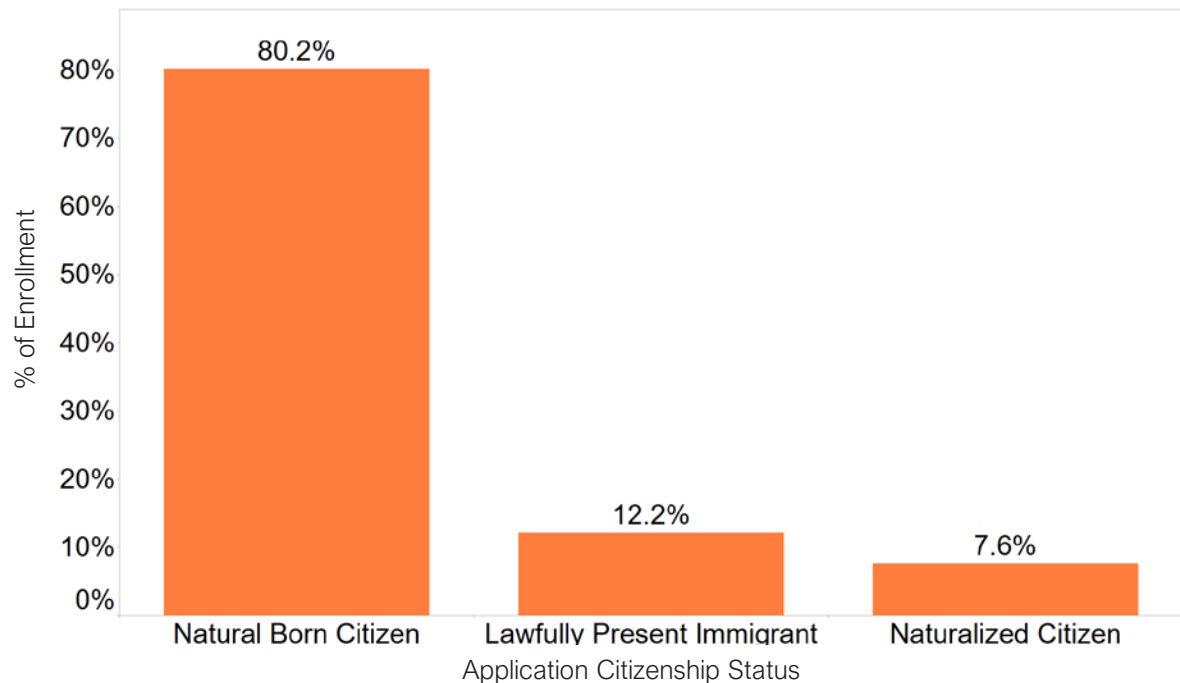
Enrollee Density by Zip Area



Top 10 Cities



Proportion of Enrollees by Citizenship Status



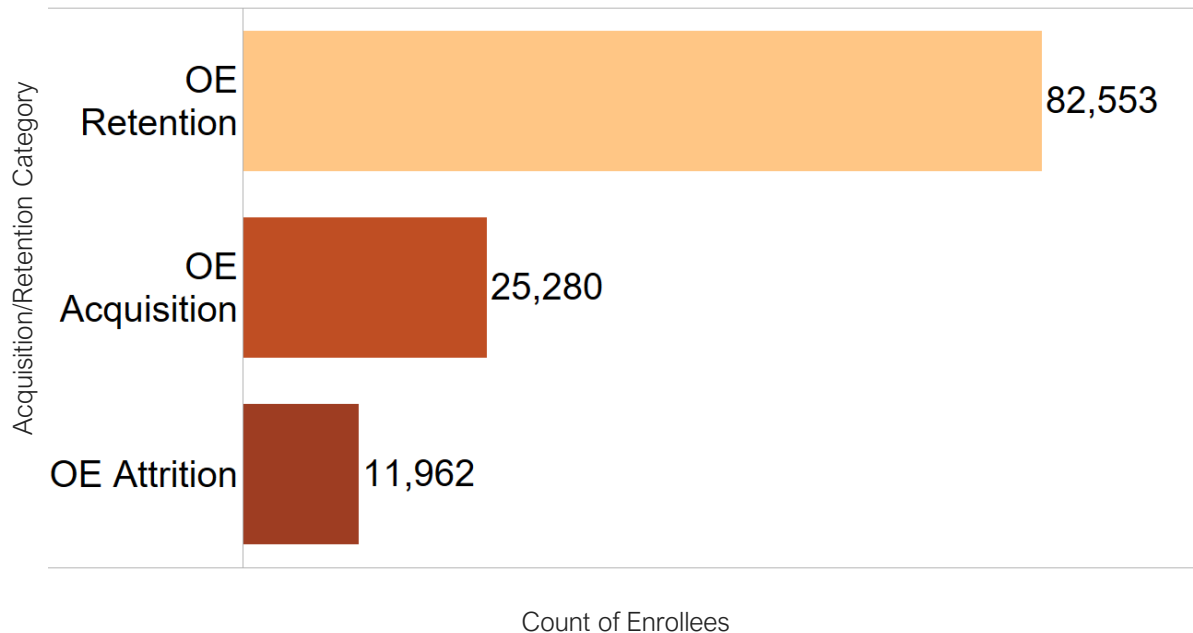
Lawfully present immigrants may be eligible for lower monthly premiums and lower out-of-pocket costs based on income.

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2020 Open Enrollment Retention & Acquisition Results

OE Acquisition & Retention Results

Open Enrollment 2020 Customer Retention/Acquisition Status



87% of customers enrolled in a 2019 plan prior to Open Enrollment were renewed/retained in a 2020 Plan.

23% of QHP customers with a 2020 plan were acquired during this open enrollment period.

Customer Acquisition Profile

Customer Profile by Open Enrollment Acquisition Type

	New Acquisition Customer ¹	Re-Acquired Customer ²	Retained Customer ³
Members	6,769	18,511	82,553
Avg. HH Size	1.9	1.7	2.0
Avg. Age	40.5	40.2	45.0
% Female	51.3%	54.2%	54.3%
Avg. % Federal Poverty Level ⁴	225.3%	215.2%	231.7%
% HUSKY Transfers (2019 Coverage ⁵)	0.0%	33.8%	5.3%
% w/ 2019 QHP Coverage ⁵	0.0%	0.8%	86.6%
% w/ 2018 QHP Coverage ⁵	0.0%	12.9%	60.5%
% w/ 2015 – 2019 QHP Coverage ⁵	0.0%	0.1%	18.7%

Newly acquired QHP customers average nearly 5 years younger than the retained customers.

1) Enrollees who did not have an account with AHCT prior to 2020 Open Enrollment are defined as “new acquisition” customers.

2) Enrollees with accounts created prior to open enrollment, but not enrolled in a QHP are defined as “re-acquired” customers.

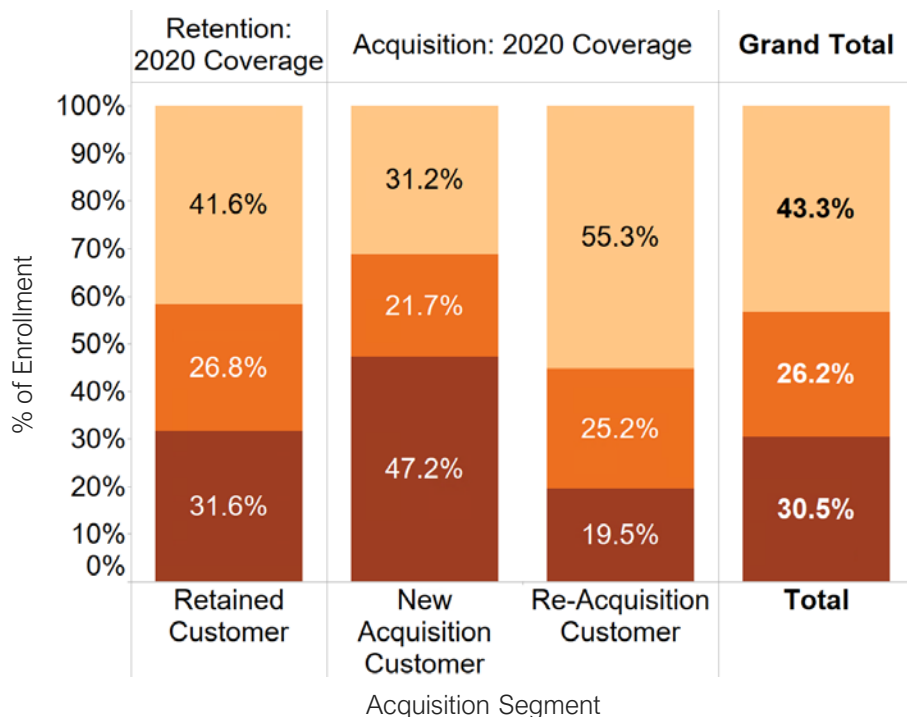
3) Enrollees with active 2019 QHP coverage prior to 2020 Open Enrollment are defined as “Retained” Customers.

4) FPL for non-subsidized customers not included in FPL average

5) Proportion of enrollees with 320 days or more of coverage within the year.

OE Customer Acquisition – F.A. Level

Customer Acquisition by Financial Assistance (F.A.) Level



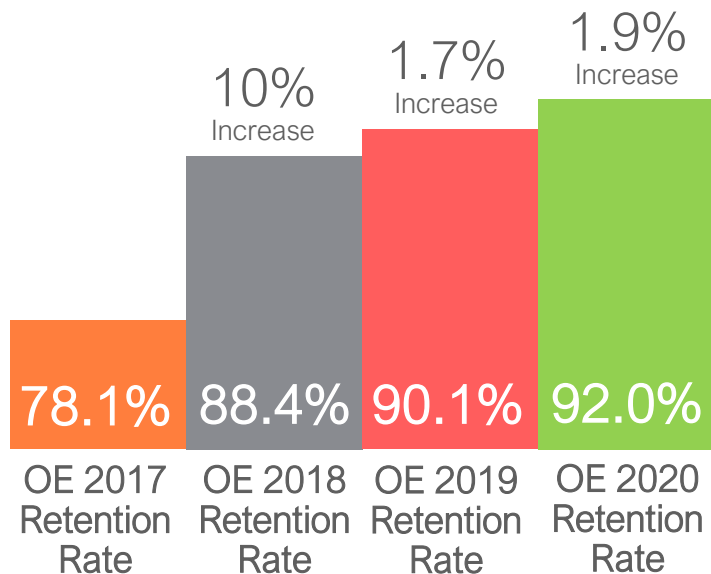
Unsubsidized customers accounted for 47% of new acquisition for 2020 OE, compared to 57% for both 2019 and 2018 OE.

Re-acquired customers are more likely to receive financial help for premiums and nearly one-third transition from HUSKY.

■ APTC+CSR
■ APTC
■ No F.A.

OE Customer Retention Year Over Year

Open Enrollment Retention Rate 2017 - 2020*

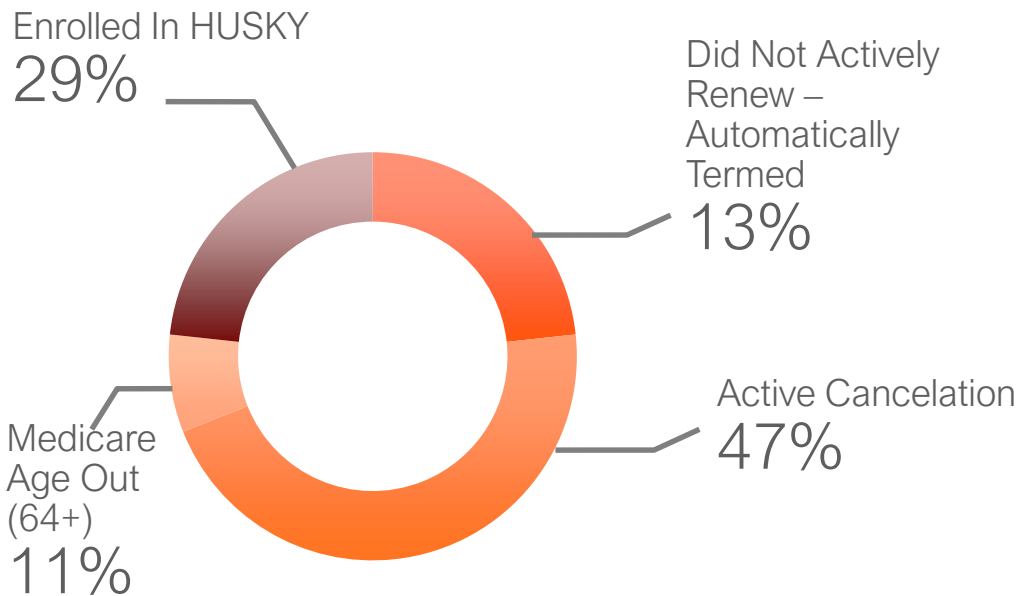


**AHCT retained 92.5% of customers eligible for premium tax credits
&
AHCT retained 91% of customers not eligible for any premium tax credits**

**Retention rate excludes customers who age out (64+) and customers who transitioned to a HUSKY plan.*

Open Enrollment Customer Attrition

2020 Open Enrollment Attrition Reasons (11,962 non-renewals)



8 in 10

Non-Subsidized Leavers Indicate They Have Coverage Through Another Source*



7.5 in 10

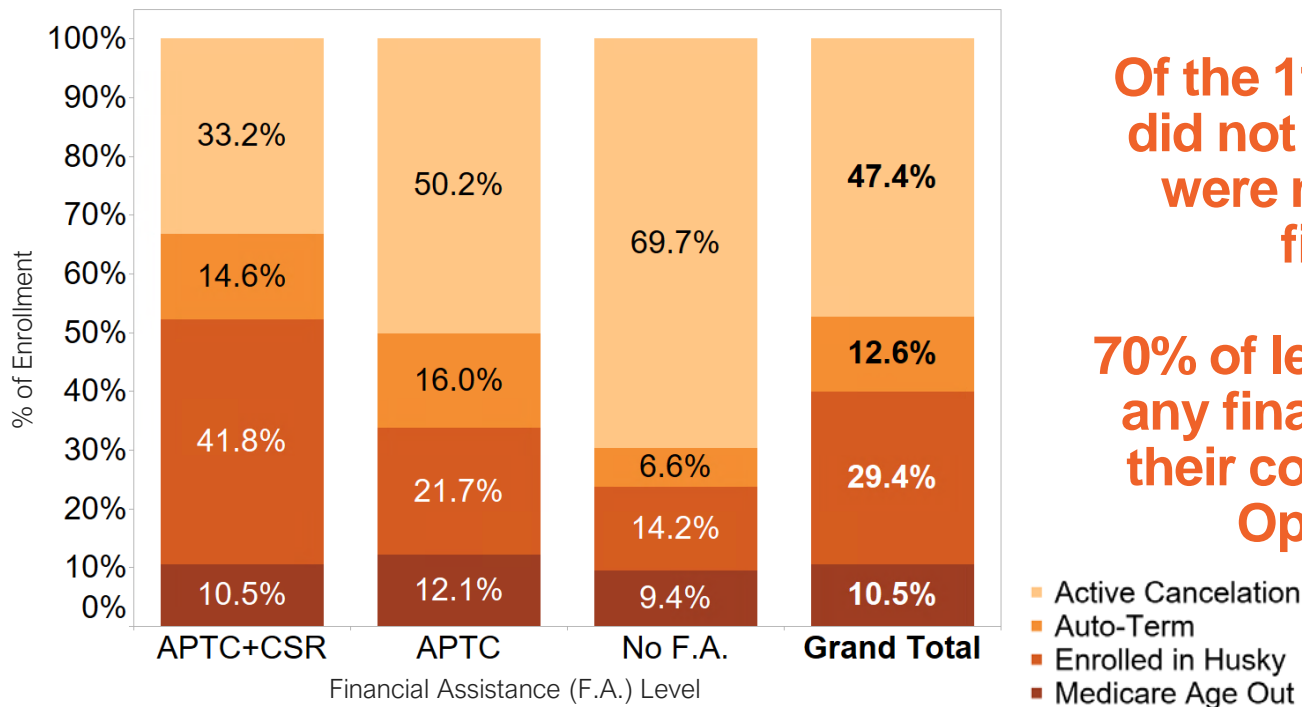
Subsidized Leavers Indicate They Have Coverage Through Another Source*



* 2020 Leaver Survey Conducted by AHCT

Open Enrollment Customer Attrition— F.A. Level

Customer Attrition Reasons by Financial Assistance (F.A.) Level



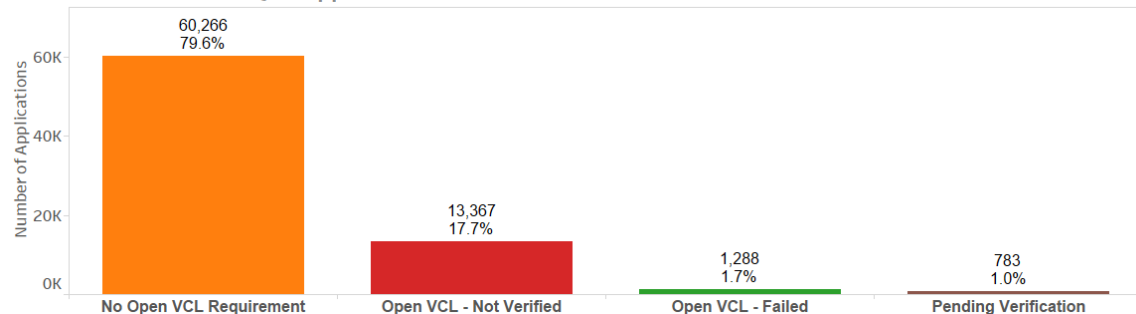
Of the 11.9k customers who did not renew in 2020, 29% were not eligible for any financial help.

70% of leavers not eligible for any financial help canceled their coverage during 2020 Open Enrollment.

Customer Retention – Outstanding Verifications

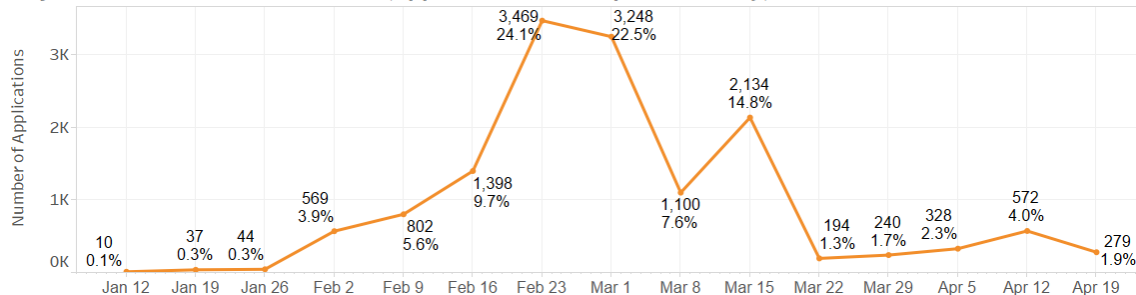
Outstanding Verification Checklist (VCL) Activity For End of OE Customers*

VCL Status for Active QHP Applications



20% of enrolled households had at least one outstanding verification to complete.

Projected VCL Termination Dates (Applications With Open VCL Only)

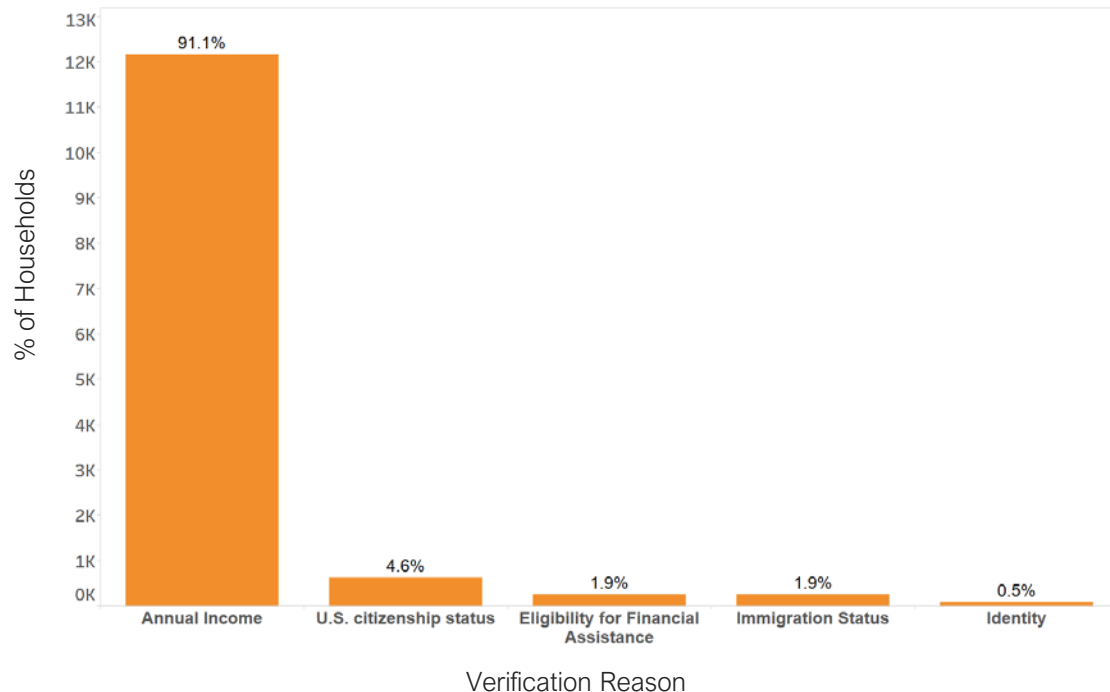


Over 24% of open verifications have a due date the week of February 23, 2020.

**Verification status as of 1/16/2020*

Customer Retention – Outstanding Verifications Reasons

Outstanding Verification Checklist (VCL) Reasons*



Customers have 90 days to verify any open Verification Checklist requirements.

Requirements to verify attested income account for over 91% all verification activity.

**Verification status as of 1/15/2020*

Customer Retention – Effectuated Coverage

8.6 in 10

Enrollees have made their first premium payment*



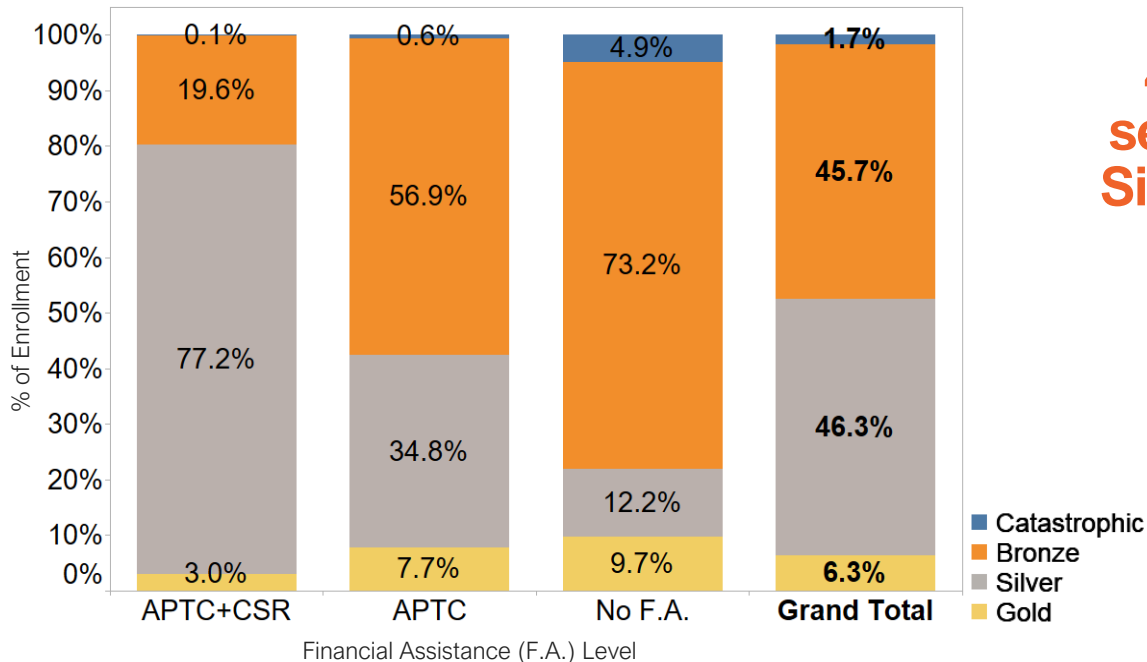
**Effectuation status as of 1/30/2020*

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Plan Selections & Customer Preferences

Plan Selections by Metal Category

Proportion of Enrollees by Financial Assistance Level and Plan Metal Category



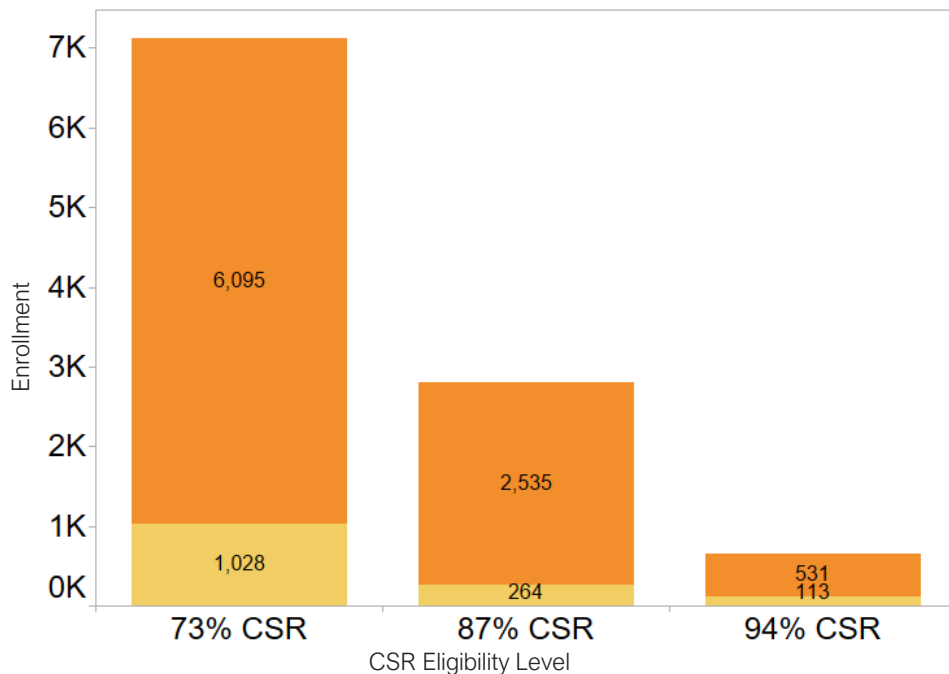
46.3% of QHP customers selected a health plan in the Silver metal tier (vs. 48.5% in 2019).

Over 9,100 customers eligible for CSR selected a health plan in the Bronze metal tier.

*Catastrophic Plans: <60% actuarial value
Bronze Plans: 60% actuarial value
Silver Plans: 70% actuarial value
Gold Plans: 80% actuarial value*

Plan Selections – CSR Eligible in Bronze and Gold Plans

Number of Enrollees Eligible for CSR Enrolled in Bronze and Gold Tier Plans



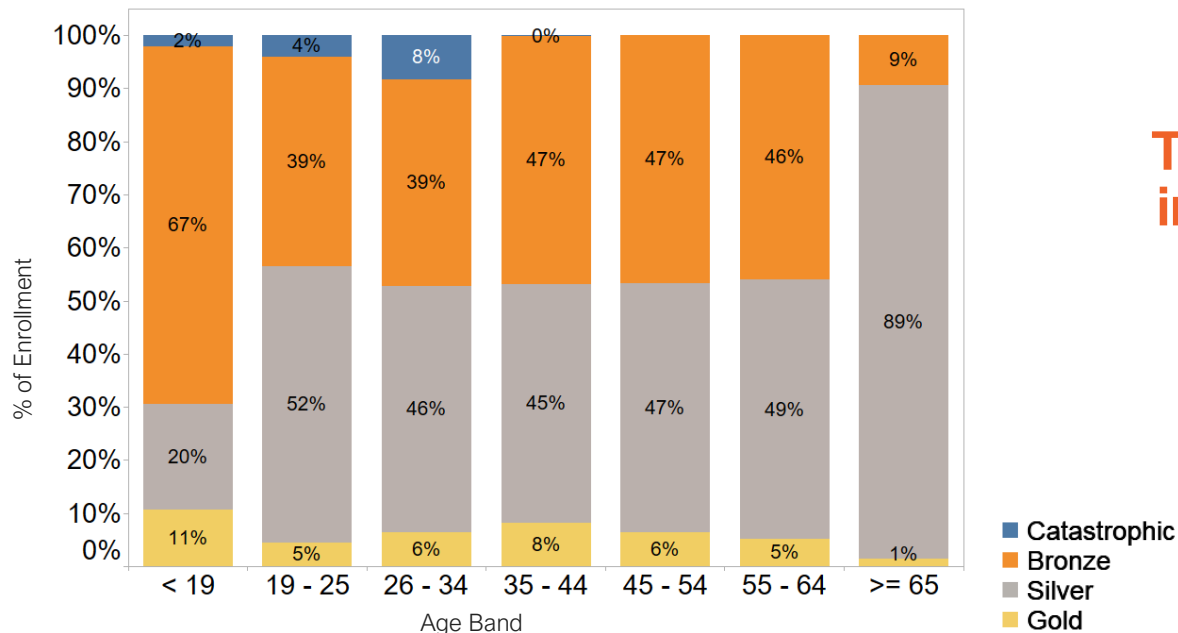
Enrollees eligible for cost-sharing reductions who don't enroll in a silver plan forgo reduced cost-sharing charges.

■ Bronze
■ Gold

*Bronze Plans: 60% actuarial value
Gold Plans: 80% actuarial value*

Plan Selections by Metal Category and Age Band

% of Enrollees by Age Band and Plan Metal Category



The proportion of enrollment in Bronze plans increased in 2020 for all age bands between 19 to 64.

Catastrophic Plans: <60% actuarial value
Bronze Plans: 60% actuarial value
Silver Plans: 70% actuarial value
Gold Plans: 80% actuarial value

Customer Product Migration – Carrier Changes

Enrollment Migration Across Carriers During Open Enrollment 2020

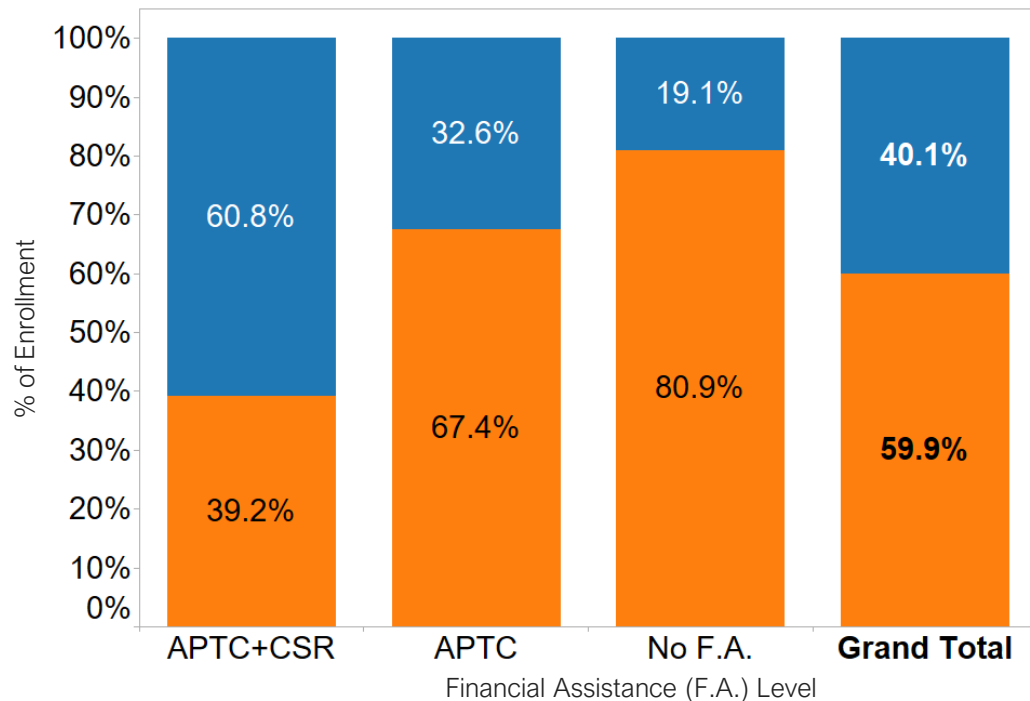
2020 Carrier	2019 Carrier			Grand Total
	ConnectiCare Benefits, Inc.	Anthem Blue Cross and Blue Shield	New Acquisition	
ConnectiCare Benefits, Inc.	62,513	1,797	19,442	83,752
Anthem BCBS	1,732	16,511	5,838	24,081
Grand Total	64,245	18,308	25,280	107,833

Of the 3.5k customers who switched carriers between 2019 and 2020, 51% chose ConnectiCare Benefits Inc (CBI).

Additionally, 77% of new acquisition customers selected a plan from CBI.

Customer Product Migration – Plan Changes

% of 2019 Customers Who Renewed and Selected a Different Plan For 2020



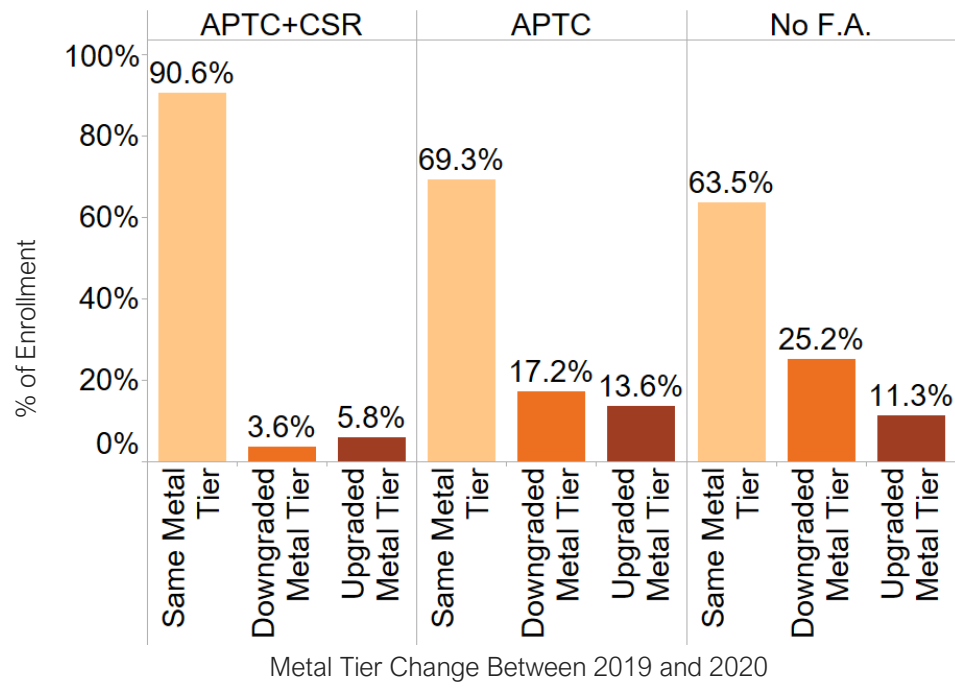
40% of customers who renewed in 2020 selected a different plan from their prior year (vs. 44% in 2019).

In 2020, four non-standard Silver plans were discontinued, leaving only one silver plan per carrier.

■ Changed Plan
■ Unchanged Plan

Customer Product Migration – Tier Movement

% of 2019 Customers Who Renewed and Selected a Different Plan For 2020



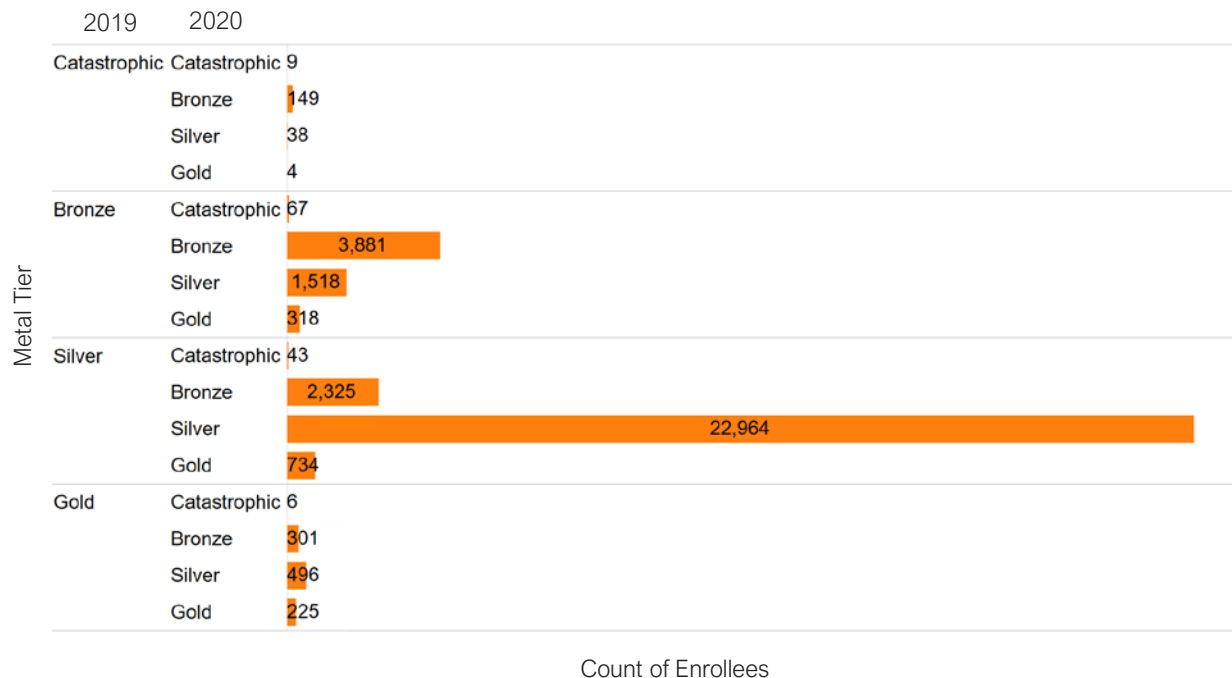
82% of all renewing customers who selected a different plan in 2020 selected a plan in the same metal tier.

10% selected a plan in a lower metal tier (down from 28% in 2019).

- Same Metal Tier
- Downgraded Metal Tier
- Upgraded Metal Tier

Customer Product Migration – Metal Tier

2019 Customers Who Renewed and Selected a Different Plan For 2020



**33,078 re-enrollees
enrolled in a different
plan than 2019.**

**Enrollees either selected
a different plan or were
automatically cross
walked to a similar plan.**

*Catastrophic Plans: <60% actuarial value
Bronze Plans: 60% actuarial value
Silver Plans: 70% actuarial value
Gold Plans: 80% actuarial value*

Customer Plan Selections

2019 - 2020 Enrollment by Carrier, Plan Name, and Plan Year

		2019	2020
Catastrophic	Choice Catastrophic POS with Dental	1,295	1,663
	Catastrophic HMO Pathway X Enhanced	190	176
Bronze	Choice Bronze Standard POS	17,354	21,413
	Choice Bronze Standard POS HSA	11,212	10,831
	Passage Bronze Alternative PCP POS	5,660	7,667
	Bronze PPO Standard Pathway X	4,224	3,385
	Bronze PPO Standard Pathway X for HSA	2,420	2,104
	Bronze HMO Pathway X Enhanced Tiered	1,980	1,760
	Choice Bronze Alternative POS with Dental		1,698
	Bronze PPO Pathway X		468
Silver	Choice Silver Standard POS	8,553	37,015
	Choice Silver Alternative POS	23,905	
	Silver PPO Standard Pathway X	7,021	12,874
	Silver PPO Pathway X Tiered	2,631	
	Choice Silver Standard Coinsurance POS	2,117	
	Silver PPO Standard Coinsurance Pathway X	553	
Gold	Choice Gold Standard POS	3,592	3,318
	Gold HMO Pathway X Enhanced Tiered	782	1,106
	Gold PPO Standard Pathway X	1,037	789
	Gold PPO Pathway X		1,419
	Choice Gold Alternative POS with Dental		147

Count of Enrollees

In 2020 the marketplace only offered one standard Silver plan per carrier.

Two new Bronze and Gold plans were added for 2020.

 ConnectiCare Benefits Inc.
 Anthem BCBS

Metal Tier Product Preferences – Annual Overview

Annual End of OE Proportion of Enrollment by Metal Tier and Plan Year*

	2014	2015	2016	2017	2018	2019	2020
Catastrophic	2.2%	2.2%	1.8%	1.8%	1.5%	1.7%	1.7%
Bronze	16.2%	22.4%	23.3%	25.3%	35.1%	44.2%	45.7%
Silver	63.4%	59.5%	61.5%	63.9%	55.6%	48.5%	46.3%
Gold	18.1%	15.1%	12.1%	9.1%	7.8%	5.5%	6.3%
Platinum	N/A	.9%	1.4%	N/A	N/A	N/A	N/A

Platinum tier plans were only offered on the on-exchange individual market during 2015 and 2016.

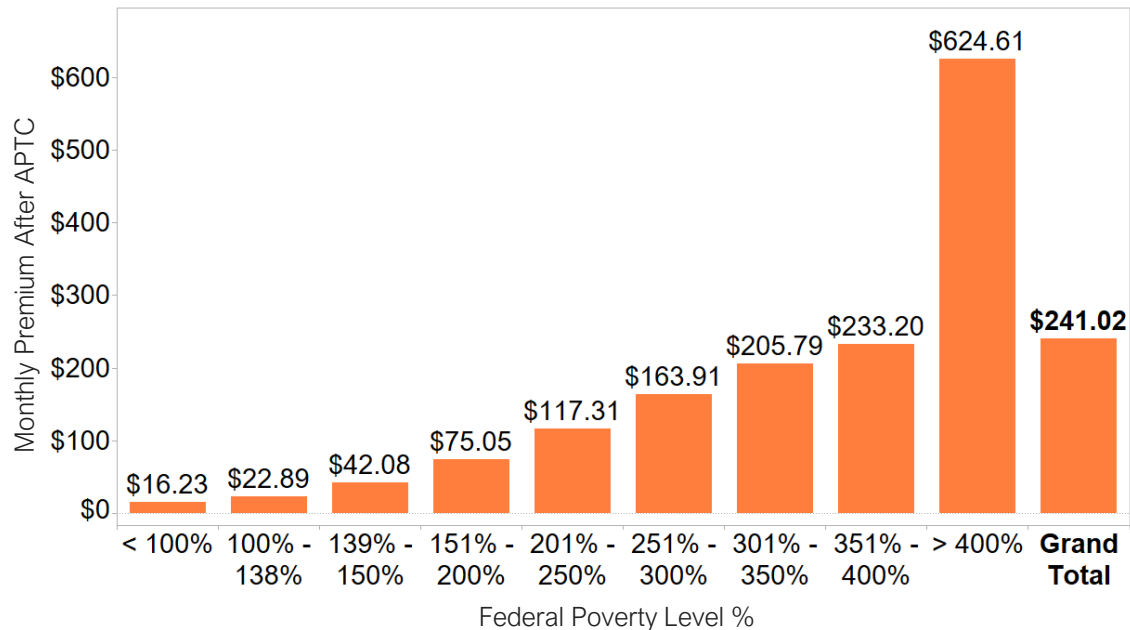
*Percent totals may not sum to 100% due to rounding.

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Pricing Analysis

Monthly Plan Cost – FPL Level

Average Monthly Premium After APTC by Household Income (FPL %)*



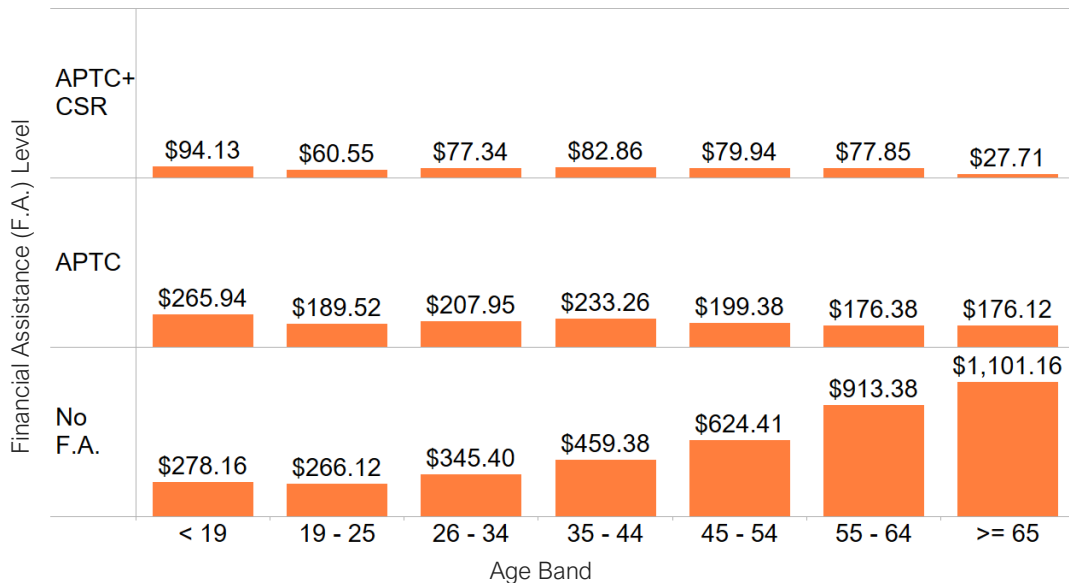
For customers with income between 151% - 200% FPL (17% of all QHP customers), their average monthly premium after APTC is \$75.05.

Households with income above 400% FPL don't qualify for APTC.

**Comparison excludes households with more than 1 enrollee.*

Monthly Plan Cost – Age Band

Average Monthly Premium After APTC by Age Band and Financial Assistance (F.A.) Level*

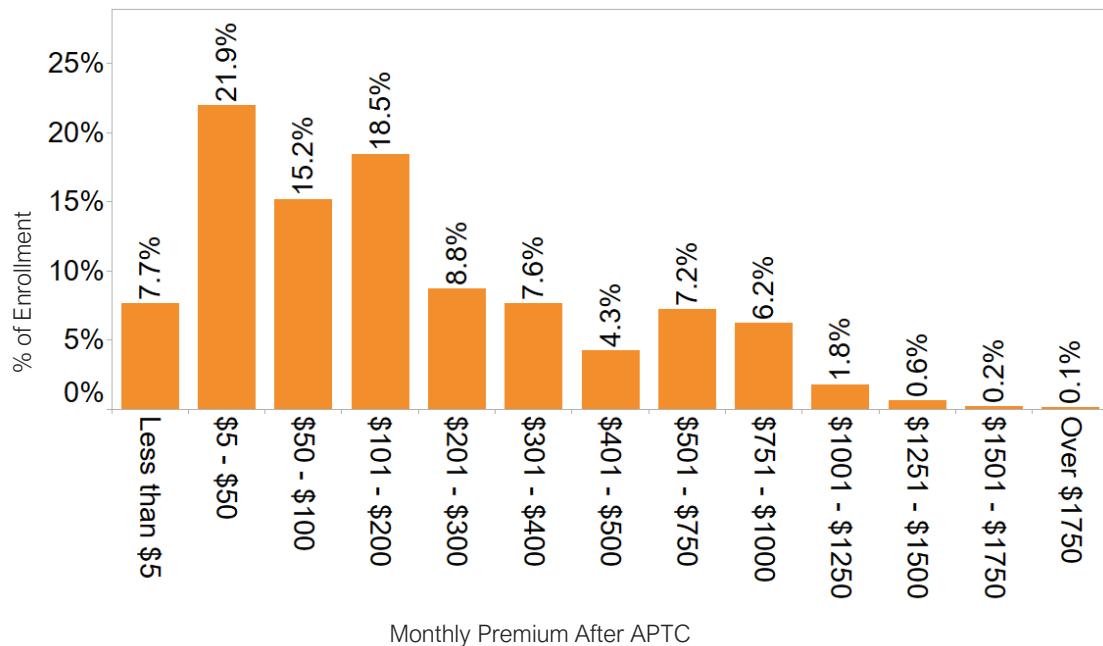


For customers between age 55-64 years old (34% of all QHP customers), their average monthly premium after APTC ranges from \$77 to \$913 depending on level of financial help.

**Comparison excludes households with more than 1 enrollee.*

Monthly Plan Cost – % of Enrollees

Proportion of Enrollees by Average Monthly Premium After APTC*

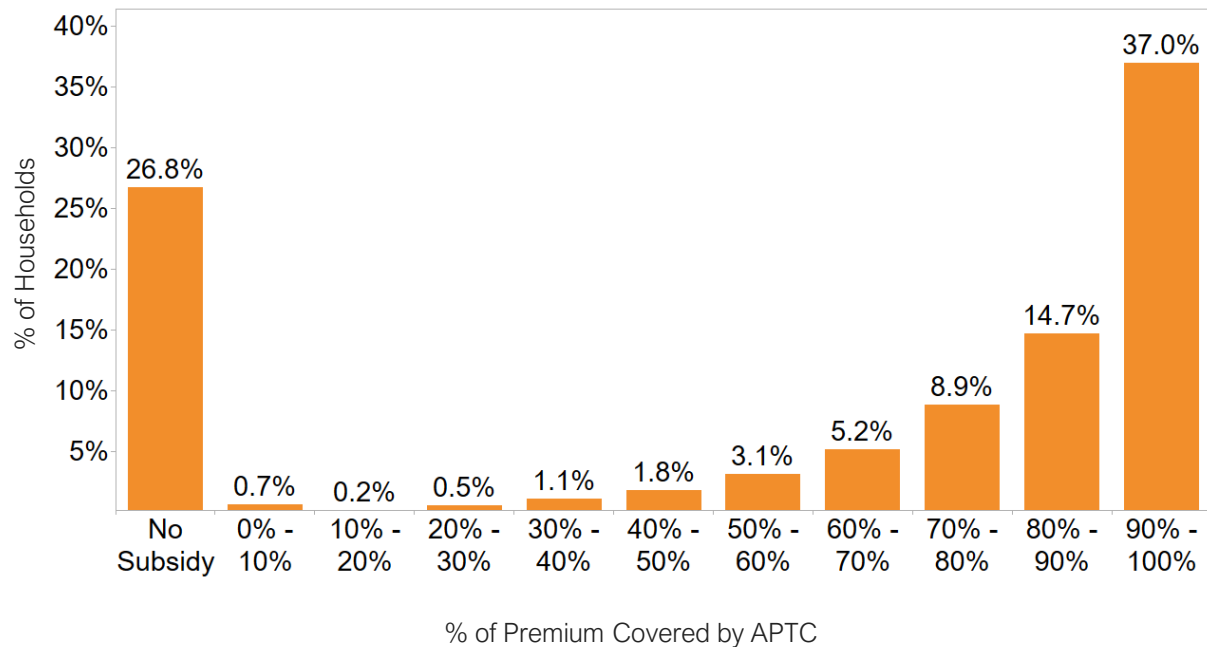


63% of enrollees are paying less than \$200 per month (after APTC) for their policy (up from 53% in 2019).

**Comparison excludes households with more than 1 enrollee.*

Percent of Premium Covered by APTC

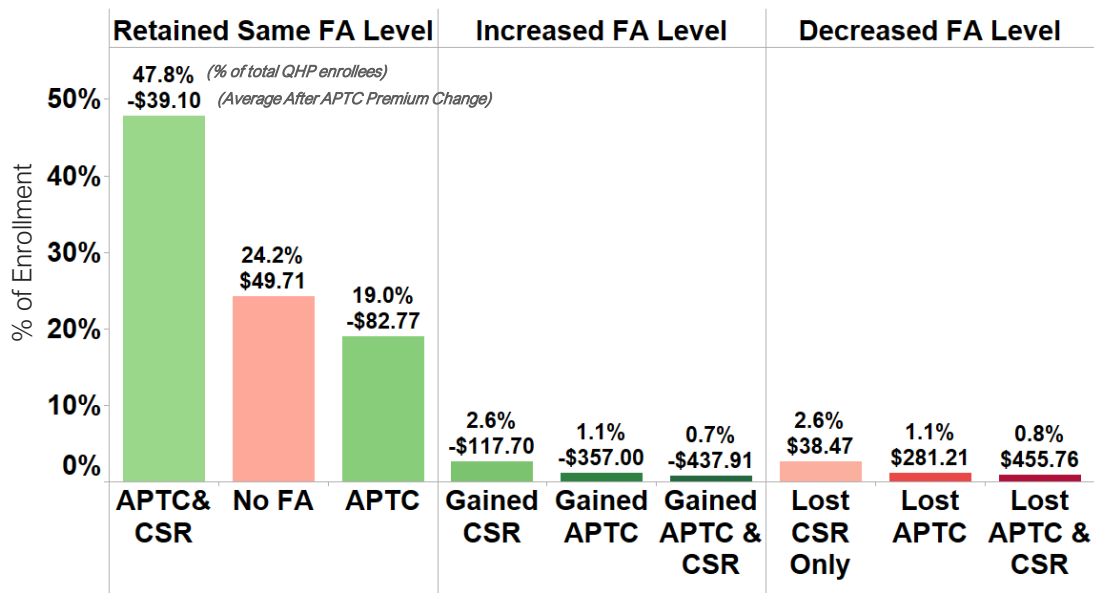
Proportion of Households by APTC as a Percent of Premium



37% of covered households qualify for an Advance Premium Tax Credit (APTC) that covers at least 90% of their plan's total premium (up from 23% in 2019).

Observed 2020 Premium Increase / Decrease

Average 2019 to 2020 Change in Monthly Premium After APTC *



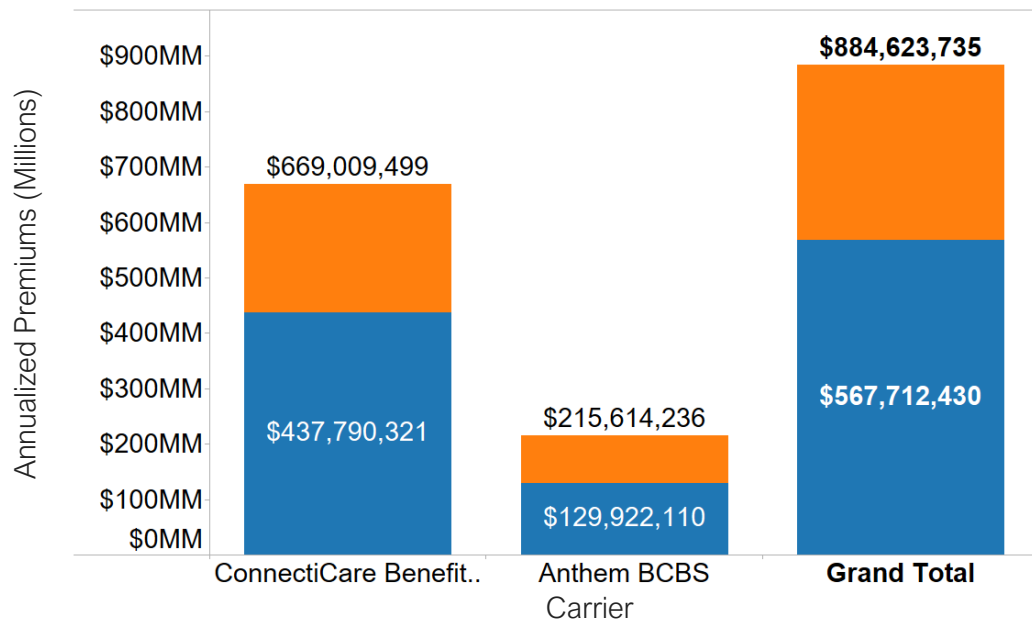
For enrollees who retained similar financial help between 2019 and 2020, average monthly premium after APTC decreased \$52 for subsidized customers and increased \$50 for non-subsidized.

**Comparison excludes households with more than 1 enrollee and enrollees who did not have coverage in 2019.*

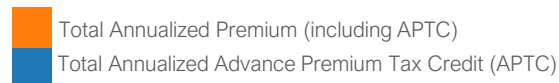
*** A variety of factors can impact premium fluctuations including annual rate changes, customer rating factors, customer plan selections, eligibility for financial help, and changes in household income.*

Annual Premium & APTC Projection

Projected Annual Unearned Premium and APTC



Total annualized premiums for the 2020 QHP customer base amounts to \$884.6 million, of which \$567.7 million are generated by premium tax credits.



Cost Sharing Reduction (CSR) amounts not included in this projection.