

access 
health CT[®]
small business

Advisory Committee

February 11, 2020



Agenda

- A. Call to Order and Introductions
- B. Public Comment
- C. Review and Approval of Minutes
- D. AHCT Small Business Activity Since December
- E. SHOP Marketing Update
- F. Next Steps
- G. Adjournment

AHCT Small Business Recent Activity: Business Community Engagement

Broker relationship building	Chamber and association meet and greets	Employee participation waiver press release
<ul style="list-style-type: none"> - Over 200 one-on-one, in-person meetings - Multiple sessions for individual broker training 	<ul style="list-style-type: none"> - CT DOT Disadvantaged Business Enterprise Program (DBE) - Minority Construction Council - State-wide Chamber tour 	<ul style="list-style-type: none"> - Business Journal engagement (Hartford & Fairfield)

Year-over-year Improvement:

From Jan 1, 2019
to Jan 1, 2020

Groups:
21.34%
Increase

Subscribers
24.23%
Increase

Members
18.83%
Increase



AHCT Small Business Recent Activity: Meetings with Gov. Lamont and Rep. Scanlon

- AHCT SB attended the Middlesex Chamber Regional Breakfast (200+ attendees) with Governor Lamont on December 13th.
- Governor Lamont hosted AHCT on January 9th to discuss the AHCT uninsured research study and AHCT's SHOP strategy.
- AHCT SB sponsored the New Haven Chamber Regional Legislative Breakfast on January 16th.
- AHCT met with State Rep. Sean Scanlon (Chairman of CT Legislature's Insurance Committee) on January 23rd.



AHCT Small Business Recent Activity: Legislative Luncheon with Congressman Courtney

- AHCT Small Business sponsored a Legislative Luncheon with Congressman Joe Courtney on January 22nd in Mystic.



- Congressman Courtney hosted a private meeting with Access Health on January 24th.

AHCT Small Business Marketing Update



Marketing AHCT Small Business

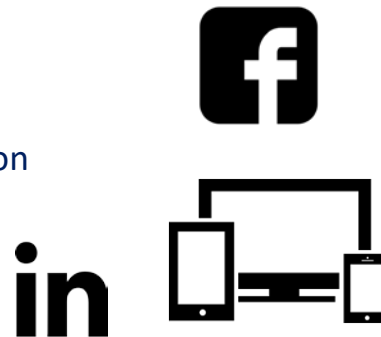
AHCT Resources

- Webinars
- Email outreach campaign
- Marketing collateral
- Content development
- Social media posts
- Swag and promotional items



Media and Advertising

- Online/digital banner ads
- Social media boosts and paid sponsorship
- Paid sponsorships with community and association events
- E-newsletter ads
- Broadcast ads



Earned Media

- Employer waiver period press coverage
 - ✓ Hartford Courant
 - ✓ Hartford Business Journal
 - ✓ Fairfield Business Journal
- Employer waiver period follow-up press release
- Daily listening on earned coverage
- Client feedback/case studies



Community Engagement and Outreach

Scheduled Community and Association Outreach Events:

- Greater New Haven Chamber Event (Attended)
- Eastern CT Chamber Event (Attended)
- Waterbury Regional Chamber Legislative & Economic Summit (2/12)
- Groundskeeping Association Event (Attending 2/26)
- CT Association of Plumbing- Heating- Cooling Contractors (Attending 3/14)
- Eastern Chamber of CT Event (Attending on 3/31)



Additional Association Outreach:

Editorial Freelancers Association
CT Farming Bureau Association
Professional Association for Design
CT Lodging Association
CT Bankers Association
CT Association of Realtors
CT Pest Control Association
New Haven Contractors Association
CT Association of Adult Day Services
CT Grounds Keepers Association

Putnam Business Association
CT Restaurant Association
CT Early Childhood Alliance
CT Subcontractors Association
CT Florists Association
CT Food Association
Family Child Care Provider's
Association
The Landlord Protection Agency
CT Property Owners Association

Remodeling Contractors Association
Professional Women in Construction
CT Municipal Electric Energy Cooperation
Home Builders & Remodelers Association of CT
CT Association of Plumbing—Heating—Cooling
Contractors
CT Automotive Retailers Association
Bridgeport Regional Business Council
American Institute of Architecture, CT Chapter

AHCT Small Business Next Steps: Request For Proposals

- AHCT SB Issued a Request For Proposals (RFP) for service platform supporting the Small Business Health Options Program, Stand Alone Dental Plans and potential future ancillary products.
- RFP Schedule:

Activity	Date
Issuance of RFP	January 31, 2020
Written Questions Due	February 21, 2020
Answers Posted	March 6, 2020
Proposals Due	March 31, 2020 at 4:00 p.m.

ADJOURNMENT