access health CT

small business

Advisory Committee

**April 21, 2020** 



### **AGENDA**

- A. Call to Order and Introductions
- B. Public Comment
- C. Review and Approval of Minutes
- D. AHCT Small Business Activity Recap
- E. During The Quarantine
- F. Next Steps: Post-Pandemic
- G. Adjournment



## **AHCT Small Business Activity Recap**

Feb 25<sup>th</sup>: AHCT SB testified in favor of Senate Bill 206, which would require all carriers that offer small group plans off the exchange, to also offer those same plans on the exchange.





Feb 28<sup>th</sup>: AHCT SB honors
Black History Month in
supporting the Minority
Business Awards Luncheon
alongside Hartford Mayor
Luke Bronin, and CT
Treasurer Shawn Wooden





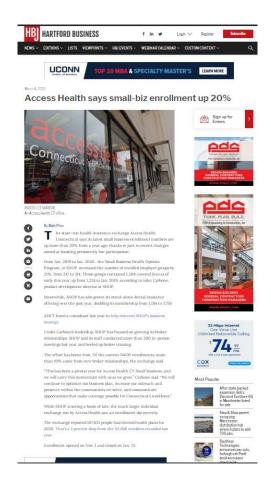


## **AHCT Small Business Activity Recap**

March 4<sup>th</sup>: AHCT SB is featured in the Hartford Business Journal

March 1<sup>st</sup> – March 10<sup>th</sup>: AHCT SB meetings with Legislators regarding the CT 206 Senate Bill

Jan 31<sup>th</sup> through Apr 20<sup>th</sup>: AHCT SB receives proposals for the service platform supporting SHOP, Stand Alone Dental Plans and any potential future ancillary products.





### **During The Quarantine**

## **Continued Support to Small Businesses and Brokers**

- SHOP Updates
- Gov. Lamont's Exec Order to extend a 60day grace period for premium payments.
- SBA loan information and Payroll Protection Programs that are available to Connecticut Small Groups
- When groups do term, we are working with them on how to enroll their employees on the individuals side of the Connecticut marketplace

# Strong awareness and lead generation focus

- Who we are/How we help
- Broker and small business awareness

#### **Oracle Implementation**

- CRM / Work Management Tool to track sales and ongoing efforts
- Email marketing campaigns
- Contact and lead database

#### **SHOP Team Focus**

- Continuing to build relationships through conference calls and video chats with brokers & employers
- Strengthening sales workflow and infrastructure (presale through enrollment)



# **Next Steps: Post-Pandemic**

## Partnerships with Local Chambers and Associations

- Subject matter expert for group health insurance and SBA options
- Continue to host webinars for existing and prospective group plans and brokers
- Guest speaker attendance for state-wide webinars (Chambers/Associations)
- 1:1 broker outreach and ongoing dialogue around options

### Retention/Win-Back Campaign

- Direct outreach to current and past membership
- Past member message: "Why reconnect with AHCT SHOP..."
- Current member message: "We're here for you"

### **Revised Messaging and Approach**

- Messaging to be awareness on AHCT SHOP
- Call to action = Open dialogue with SHOP
- Affordable health options know and understand the options

### Website Redesign & Relaunch

- Building a best-in-class comprehensive online resource for all Small Business Health Insurance needs.
- AHCT SB will establish itself as a SME on all things related to Small Group Health Insurance



# **ADJOURNMENT**

