

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 25th: 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 28th: 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 4th: AHCT SB is featured in the Hartford Business Journal

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

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

The screenshot shows a news article from the Hartford Business Journal dated March 4, 2020. The article is titled "Access Health says small-biz enrollment up 20%". It features a photo of the Access Health storefront with the text "Access Health Connecticut's Official Health Insurance Exchange". The article is written by Matt Flinn and reports that the state-run health insurance exchange, Access Health Connecticut, has seen a 20% increase in small business enrollment over the past year. The article mentions that the Small Business Health Options Program (SHOP) increased the number of enrolled employer groups by 21% from 247 to 304 in January 2020, covering 1,508 lives. It also notes that SHOP's membership has doubled from 1,184 to 2,359 since the start of the year. The article discusses the challenges of the COVID-19 pandemic and the importance of maintaining health insurance coverage for small businesses. It also mentions that Access Health has hired a consultant to help reinvent SHOP's business strategy and that SHOP has focused on growing its broker relationships and conducting more than 200 in-person meetings last year. The article concludes by stating that the effort has borne fruit, with current SHOP enrollments up more than 10% from the previous year. It also mentions that this has been a pivotal year for Access Health CT Small Business, and that the exchange will continue to optimize its business plan, increase its outreach and presence within the communities it serves, and communicate opportunities that make coverage possible for Connecticut's workforce. The article also notes that SHOP is seeing a boost of late, with the much larger individual exchange run by Access Health seeing an enrollment dip recently. The exchange reported 105,831 people had elected health plans for 2020. That's a 3 percent drop from the 110,066 enrollees recorded last year. Enrollment opened on Nov. 1 and closed on Jan. 15.

During The Quarantine

Continued Support to Small Businesses and Brokers

- SHOP Updates
- Gov. Lamont's Exec Order to extend a 60-day 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

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

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”

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