



Connecticut Health Insurance Exchange
SHOP Advisory Committee
Special Meeting

Town and County Club
Art Gallery
22 Woodland Street, Hartford

Tuesday, February 11, 2020
Meeting Minutes

Members Present:

Grant Ritter (Chair); Timothy Pusch; Kevin Galvin; Christopher McKiernan (by phone); Paul Lombardo

Other Participants:

Access Health CT (AHCT) Staff: James Michel; John Carbone; Susan Rich-Bye; Jerome Chisolm
Business Partner: Alyssa Cianciosi (Mintz + Hoke)

The Meeting of the SHOP Advisory Committee was called to order at 4:02 p.m.

I. Welcome and Introductions

Chair Grant Ritter called the meeting to order at 4:02 p.m.

II. Public Comment

No public comment

III. Review and Approval of Minutes

Chair Grant Ritter requested a motion to approve the December 10, 2019 SHOP Advisory Committee Special Meeting Minutes. Motion was made by Timothy Pusch and seconded by Kevin Galvin. **Motion passed unanimously.**

IV. AHCT Small Business Activity Since December

John Carbone, Director of SHOP and Product Development, presented the SHOP activity in two months preceding this meeting. Mr. Carbone indicated that SHOP staff continues to build and renew broker relationships. Mr. Carbone emphasized that over 200 one-on-one in-person meetings have been held with brokers. Mr. Carbone stressed that by meeting with them, SHOP provides them with valuable information about its products and shows its competitiveness. There also has been multiple training session for individual brokers during which all the aspects of providing medical coverage through the SHOP platform were discussed. Mr. Carbone added that business-driven events are also held. Mr. Carbone pointed out that SHOP meets with Chambers of Commerce and participates in meet and greets of many business associations to present its offerings. Webinars geared toward brokers and small businesses are also held to inform the interested parties about the advantages of SHOP. Kevin Galvin inquired whether brokers and small businesses are receptive to the information that they receive from those educational undertakings. Mr. Carbone noted that they are very receptive since SHOP is very competitive this year and added that based on the statistics, when comparing them from January 1 of 2019 to a time period a year later, groups, subscribers, members and main quoting site increased exponentially. Mr. Carbone informed the Committee about meeting with the Governor and legislative leaders as well as a meetings with Congressman Joseph Courtney to provide them with information about SHOP. Mr. Carbone elaborated on the periods of time within the year when there are spikes in the business activity in SHOP and provided details what information is being provided to brokers that may help them in determining if SHOP products are attractive to their respective small business partners.

V. SHOP Marketing Update

Jerome Chisolm, Business Development Manager along with Alyssa Ciancosi from Mintz&Hoke presented the SHOP Marketing Update. Mr. Chisolm reiterated that more extensive contacts with the brokers is being made and it produces necessary feedback for SHOP to improve on its commitment to serve its customers better and noted that it is a grassroots side of the outreach campaign. Mr. Chisolm emphasized that for the past few months, SHOP has also dedicated resources to promote its offerings through media in various forms that includes, but is not limited to social media, paid sponsorships as well as press coverage to mention a few. Alyssa Ciancosi, from the business partner Mintz&Hoke provided more in-depth analysis of the SHOP advertising on various platforms. Ms. Ciancosi went on to say that many opportunities exist to widen the audience by targeting specific groups with SHOP marketing campaign. Additional outreach efforts also include promotional items. Community engagement and outreach was discussed, which included participation in numerous outreach events. Mr. Ciancosi provide additional details about community engagement and outreach, which included participation in local chambers commerce events, legislative and economic summits among many others. Mr. Carbone explained that 88 percent of the SHOP's book of business is done through brokers and the organization wants to continue down this path. Mr. Carbone elaborated on the outreach efforts and provided a pathway to a more successful community engagement approach. Committee members provided additional insight and advice about successful ways in reaching out to prospective

As Approved by the SHOP Advisory Committee on April 21, 2020

customers. Mr. Chisolm observed that meeting brokers in-person is the most effective way of building and strengthening relationships that would be beneficial to all parties involved. Mr. Carbone added that AHCT Small Business has issued a Request For Proposals for service platform supporting the SHOP, Stand Alone Dental Plans and potential future ancillary products. Promotional videos have been shown.

VI. Next Steps

There were no next steps

VII. Adjournment

Chair Grant Ritter requested a motion to adjourn. Motion was made by Kevin Galvin and seconded by Timothy Pusch. **Motion passed unanimously.** Meeting adjourned at 4:50 p.m.