



# Access Health CT –Board of Directors

June 18, 2020

# Board Agenda

- A. Call to Order and Introductions
- B. Public Comment (please submit to [Marcin.Olechowski@ct.gov](mailto:Marcin.Olechowski@ct.gov) by 4 p.m. on June 17)
- C. Vote
  - Review and Approval of Minutes
- D. CEO Report
- E. AHCT COVID-19 Response Update
- F. Legal Update
- G. SHOP Update
- H. Audit Status Update
- I. Future Agenda Items
  - FY2020 Audit
  - Open Enrollment 8 Preparedness
  - State-Based Marketplace Annual Reporting Tool
- J. Adjournment

# Public Comment

# **Vote**

**Review and Approval of Minutes  
(\*May 21, 2020 Regular Meeting Minutes)**

# CEO Report

## James Michel

# AHCT COVID-19 Response Update

# June COVID-19 Response Updates

## Customer Verification Deadline Extension Continues

- 6.3k verifications currently on hold for QHP enrollees
- Re-establishment of deadline not determined yet
- Communication campaign continues, revised campaign planned for enrollees once deadline is re-established

## Supporting HUSKY Coverage Extensions

- HUSKY coverage continues to be extended for the duration of the public health crisis
- Mail / Email / Outbound call campaign to communicate extended coverage to 1.7k dually enrolled in a QHP
- Rules engine update planned for this month (June)

## Current Enrollment & Activity During The Emergency Period:

Current Enrollment	6/16/19	6/16/20	% Increase
QHP	98,694	104,268	5.6%
HUSKY	731,997	758,059	3.6%

# Marketing & Community Outreach Efforts

## Community Outreach:

- Partnership with DOL → WARN notices 85+ companies outreached (7k+ employees affected)
- DOL sharing AHCT info on social media, email & on homepage (COBRA & SEP)
- AHCT participated in a DOL webinar with over 1,000 attendees
- Others: Reached out to other employers (e.g. the casinos, Macy's & labor unions)

## Advertising & Media: Focus on minority communities

- Cable Networks (16 channels) & Broadcast (8 channels EN/SP), Print Publications (10 minority newspapers), Radio (8), Social Targeting: Geotargeting claims data/uninsured, Search (EN/SP) and PR: advertorials targeting minority papers
- **Education:** Webinars, toolkit, presentations, emails to targeted groups
- **Regional Planning Meetings** (6/1-6/5) via Zoom 41 attendees
- **Town Outreach Project:** top 19 uninsured cities and towns
- **AHCT Brochure Distribution:** food drives and census events



# Future Efforts

- In-Person help strategy for upcoming Open Enrollment (OE)
- Navigator Program RFP for FY21
- New Messaging & creative (election year)
- Adapting to new (at home) media consumption (text)
- New look & feel on web properties for OE8

## Making a difference in your community: Hartford County

**Enrollé en tu comunidad**

- Cobertura de salud para miembros de la comunidad
- Cobertura de salud para miembros de la comunidad
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**Community participation your area**

100% of our community members have had access to qualified Community Health Promoters.

- Single Family Home
- Community Health Promoters
- Department of Community Development
- Department of Health Services
- Department of Public Works
- Department of Social Services
- Department of Transportation
- Department of Water and Sewer
- Department of Youth and Family Services
- Department of Senior Services
- Department of Public Health
- Department of Economic Development

**Our Mission**

Our mission is to provide residents with the information and resources they need to make informed decisions about their health and well-being. We provide a variety of services, including health education, health promotion, and health screening. We also provide a variety of health services, including health care, health care coordination, and health care management.

**Getting coverage**

Health coverage is important for your health and well-being. It can help you pay for health care services, such as doctor visits, hospital stays, and prescription drugs. It can also help you pay for health care services, such as doctor visits, hospital stays, and prescription drugs. It can also help you pay for health care services, such as doctor visits, hospital stays, and prescription drugs.



**Tôi có thể đăng ký không?**

**Quý vị có thể thắc mắc gì không? Chúng tôi ở đây để trợ giúp.**

Chỉ từ hôm nay mới có thể đăng ký. Mọi thắc mắc xin gọi 1-800-453-3422 hoặc đến văn phòng của chúng tôi. Mọi thắc mắc xin gọi 1-800-453-3422 hoặc đến văn phòng của chúng tôi.

**Thời hạn xác minh:**

Quý vị cần xác minh thông tin của mình để tiếp tục đăng ký. Mọi thắc mắc xin gọi 1-800-453-3422 hoặc đến văn phòng của chúng tôi.

**Bảo hiểm sức khỏe đang ngay tầm tay**

Kỳ Đăng ký Đặc biệt năm 2020

access health CT

## Access Health CT y la cobertura de COBRA

Acceso Health CT es un lugar donde las personas individuales, familias y pequeñas empresas pueden buscar, comparar e inscribirse en planes de salud de calidad de compañías de seguros de menor costo. Y es el único lugar en el que usted podría calificar para obtener ayuda financiera para reducir sus costos.

Acceso de la continuación de la cobertura de COBRA

COBRA es una ley federal que puede permitirle mantener temporalmente su cobertura de salud después de un evento especial, como la pérdida de empleo. Si elige la continuación de la cobertura de COBRA, es posible que deba pagar un 100% de los pagos mensuales normales, incluida la parte que el empleador solía pagar, y una pequeña tarifa administrativa.

Conozca sus opciones de cuidado de salud

Si usted o su familia pueden tener un plan de seguro de cuidado de salud, incluida la continuación de la cobertura de COBRA. Averigüe de consultar con Acceso Health CT antes de elegir la cobertura de COBRA. Podríamos ofrecerle una opción mejor y más económica para usted y su familia porque estamos en el único lugar donde puede obtener ayuda financiera para pagar su seguro de salud.

Cuándo debería tomar medidas

Si su cobertura de COBRA se está agotando, usted es elegible para inscribirse en la cobertura durante el Período de Inscripción O BEN a través de un Período de Inscripción Especial si tiene un Evento de Vida Especial.

¿Está inscrito en la cobertura de COBRA?

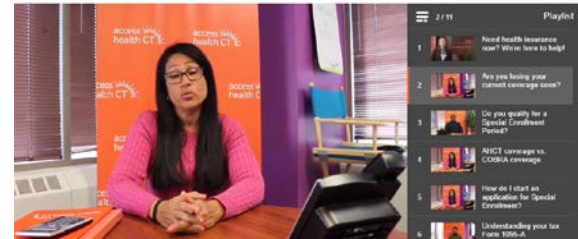
Si usted o su familia tiene cobertura de COBRA antes de perderla, usted es elegible para inscribirse durante el Período de Inscripción a menos que tenga un Evento de Vida Especial y sea elegible para un Período de Inscripción Especial. En otros casos, no puede cancelar voluntariamente su cobertura de COBRA antes de que concluya el período de inscripción en Acceso Health CT fuera del Período de Inscripción.

¿Tiene COBRA? Preste atención a las siguientes variables:

1. La Fecha de finalización o el inicio de inscripción de su cobertura de COBRA. 2. La ventana de 60 días del Período de inscripción de su cobertura de COBRA. 3. El precio total de un plan COBRA en comparación con un plan comparable que el empleador ofrece.



Need coverage now? We can help you get started.



# Legal Update

# LEGAL UPDATE

- Proposed IRS Rule
- Congressional Relief Packages

# Proposed IRS Rule

Issued June 8, 2020

Public Comments due August 10, 2020

Permit Health Reimbursement Arrangement (HRA) payments for fees for:

- Direct Primary Care Arrangements
- Health Sharing Ministries

# Congressional Relief Packages

- HEROES Act (Health and Economic Recovery Omnibus Emergency Solutions Act)
- Senate Democratic Proposal
- FFCRA (Families First Coronavirus Response Act)
- CARES Act (Coronavirus Aid, Relief and Economic Security Act)

# SHOP Update

Connecting Small Businesses to Quality  
Health Insurance Plans

access  
health CT  
small business



# AHCT Small Business Activity Recap

## **Brokers and small businesses across CT to support business continuity and / or reopening effort**

- Payroll Protection Program; info & guideline
- Executive Order 7S (60-day grace period beginning April 1<sup>st</sup>) for group health insurance premiums

## **Partnerships with Brokers, Local Chambers and Associations**

- Continued dialogue with small business owners through “Walk Main Street Tour” – checking in with businesses as they begin to re-open
- Eastern Chamber partnership on a “Spotlight” feature in their e-newsletter
- Middlesex Chamber partnership – supporting “Cruise Night on Main “(June 14<sup>th</sup>)
- South Windsor partnership – supporting a small business webinar in July

# AHCT Small Business Activity Recap

## Planning for 20/21 Campaign

- Update campaign for AHCT Small Business for July 1 – June 30
- Identifying “virtual” ways to connect with brokers and small business owners

## Continued Brand Building

- **Broker toolkit** – developing supporting materials for the broker to understand AHCT small business and how we work together
- **Social media implementation** – building our social media presence through different social channels and building our followership
- **Website development** – update the website with a new look/feel and an enhanced user experience. Building out content with more information for brokers and small business owners with a goal to educate and inform



# Audit Status Update

# Audit Status Update

- FY2020 –Financial and Programmatic Audits-Blum Shapiro
- State of Connecticut Audit –FY 2016, 2017
- State-based Marketplace Annual Reporting Tool -2019

# Future Agenda Items

# Adjournment