

AHCT SHOP Advisory Committee

Connecting Small Businesses to Quality
Health Insurance Plans

access
health CT
small business



AGENDA

- Call to Order and Introductions
- Public Comment
- Review and Approval of Minutes
- AHCT Small Business Activity Recap
- Adjournment

AHCT Small Business Activity Recap

Continuing to work with Brokers and small businesses across CT to support business continuity and / or reopening efforts

- Payroll Protection Plan Program; info & guidelines
- Executive order (60-day grace period) for groups health insurance premiums

Received four proposals for the new SHOP, SADP & Ancillary Products platform.

- Will begin formal evaluations in July with in-person presentations by respondents targeted for September 30th

Finalizing the Implementation of the Oracle Sales Management Tool. (June 30th)

AHCT Small Business Activity Recap

Ongoing Marketing Effort

Partnerships with local Chambers and Associations

- Ongoing broker discussions for existing coverage and options including SEP
- 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 14th)
- South Windsor partnership – supporting a small business webinar in July

Planning for 20/21 Campaign

- Update campaign for AHCT Small Business for July 1 – June 30
- Identify key goals for the entire year with key dates/timing
- Identifying “virtual” ways to connect with brokers and small business owners
- Content calendar development

AHCT Small Business Activity Recap

Ongoing Marketing Effort

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 presences through different social channels and build 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

Ongoing Retention Effort

- Win Back Campaign - Direct outreach to current and past membership through direct mail and email outreach

ADJOURNMENT

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