



AHCT SHOP Advisory Committee Meeting

August 25, 2020

access 
health CT
small business

Agenda

- A. Call to Order and Introductions
- B. Public Comment
- C. Review and Approval of Minutes
- D. Statistics 2019 vs 2020
- E. 2021 Marketing Campaign
- F. Adjournment

Enrollment

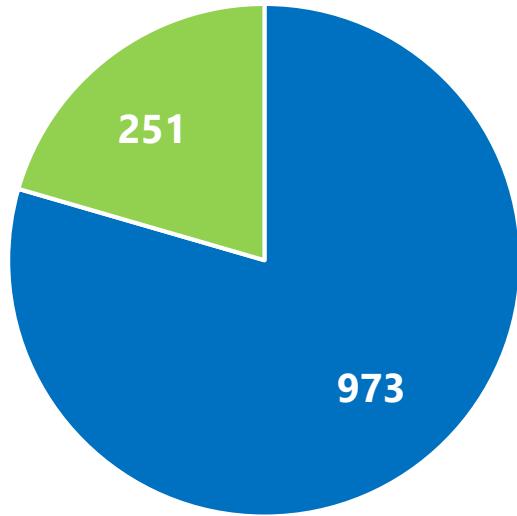


	Jan 1 2019	Jan 1 2020	Apr 1 2020	Aug 1 2020	COVID-19 related loss (Jan to Apr)	Percentage increase between Apr and Aug
Groups	247	314	278	338	11%	22%
Subscribers	741	978	776	922	21%	19%
Members	1224	1508	1211	1530	20%	26%
Average Size Group	4.96	4.80	4.36	4.53	9%	4%

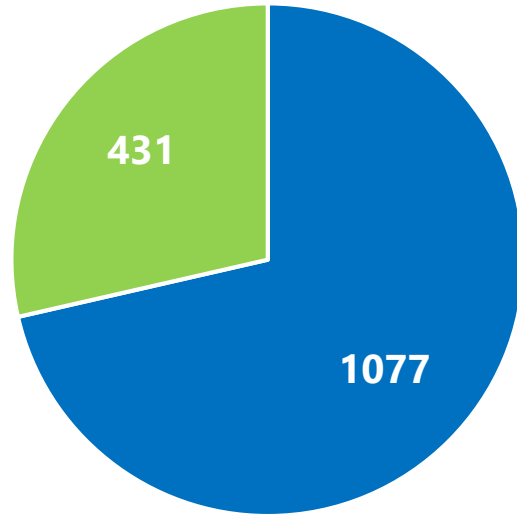
- After an initial dip in April we've been able to recover our losses

Enrollment by Carrier

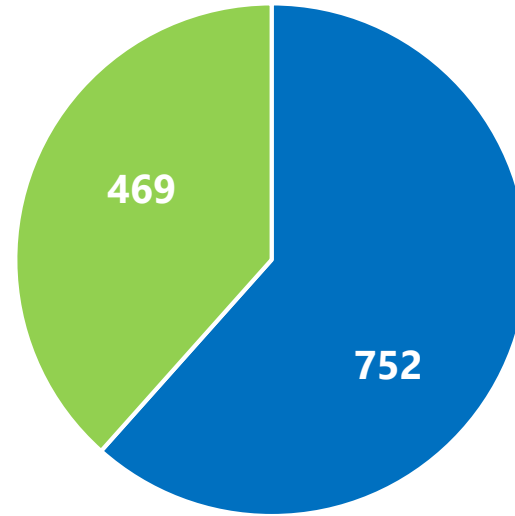
Jan 1, 2019



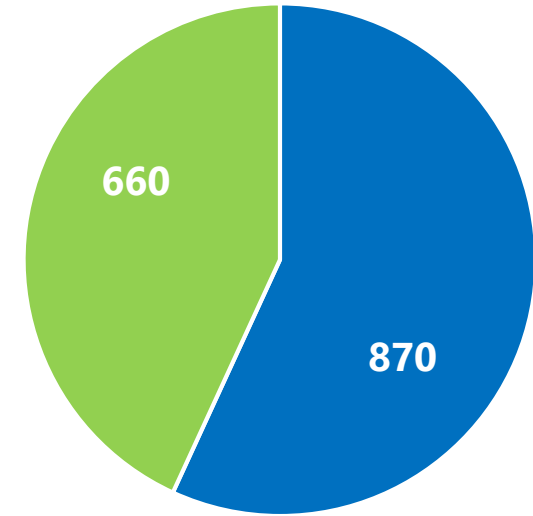
Jan 1, 2020



Apr 1, 2020



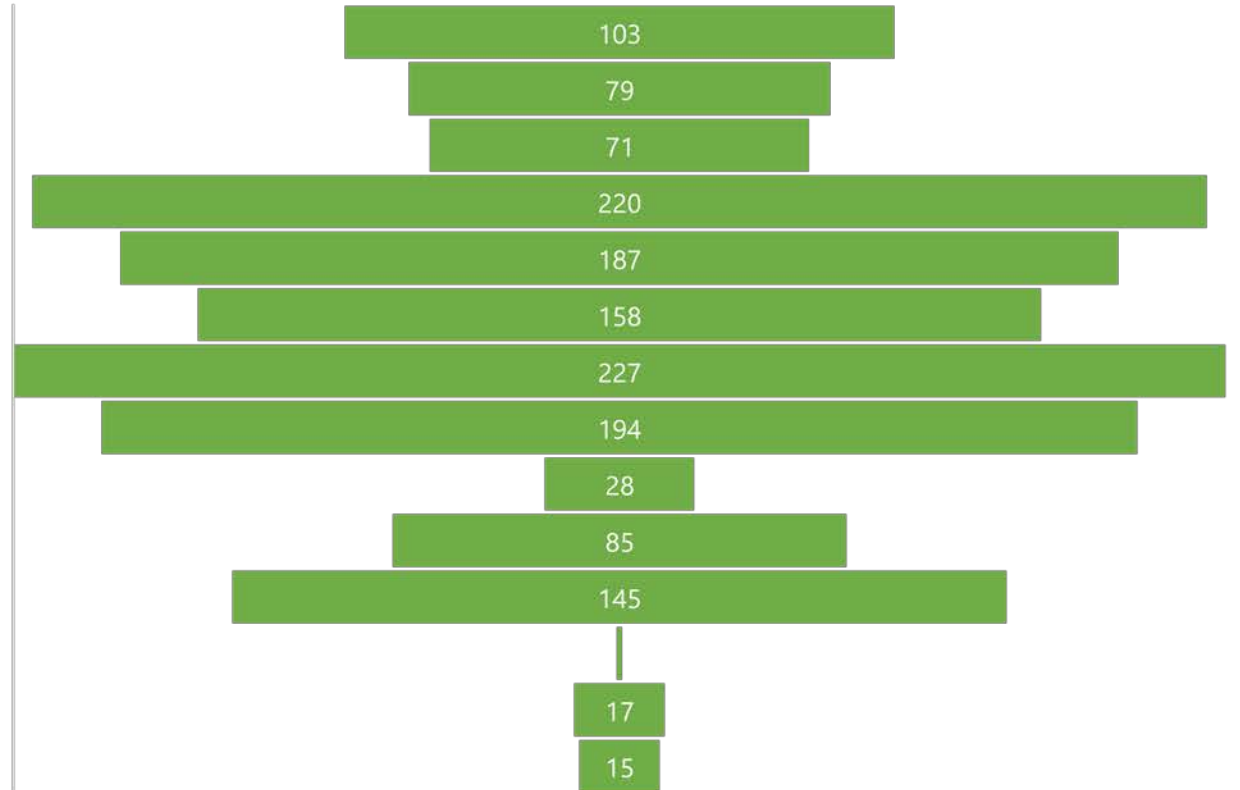
Aug 1, 2020



Popularity of Plans

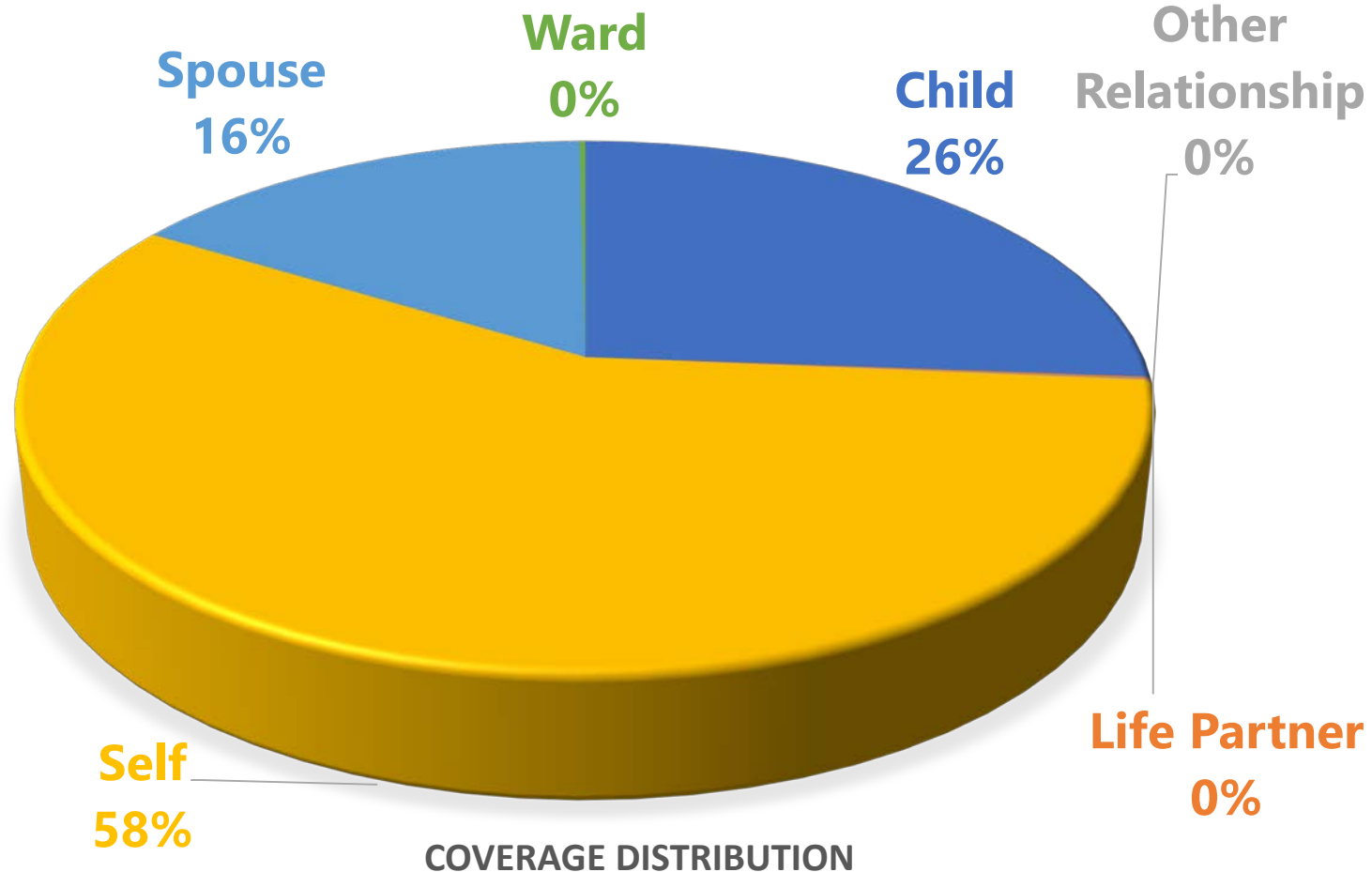


- CTCare Passage Gold
- CTCare Choice Silver
- CTCare Choice H.S.A Silver
- CTCare Choice H.S.A Bronze
- CTCare Choice Bronze POS
- Anthem Platinum Pathway X PPO
- Anthem Gold Pathway X PPO
- Anthem Silver Pathway X PPO
- Anthem Silver W/H.S.A Pathway X PPO
- Anthem Bronze W/H.S.A Pathway X PPO
- Anthem Bronze Pathway X PPO
- Anthem Gold Pathway X HMO
- Anthem Bronze W/H.S.A Pathway X...
- Anthem Silver W/H.S.A Pathway X HMO



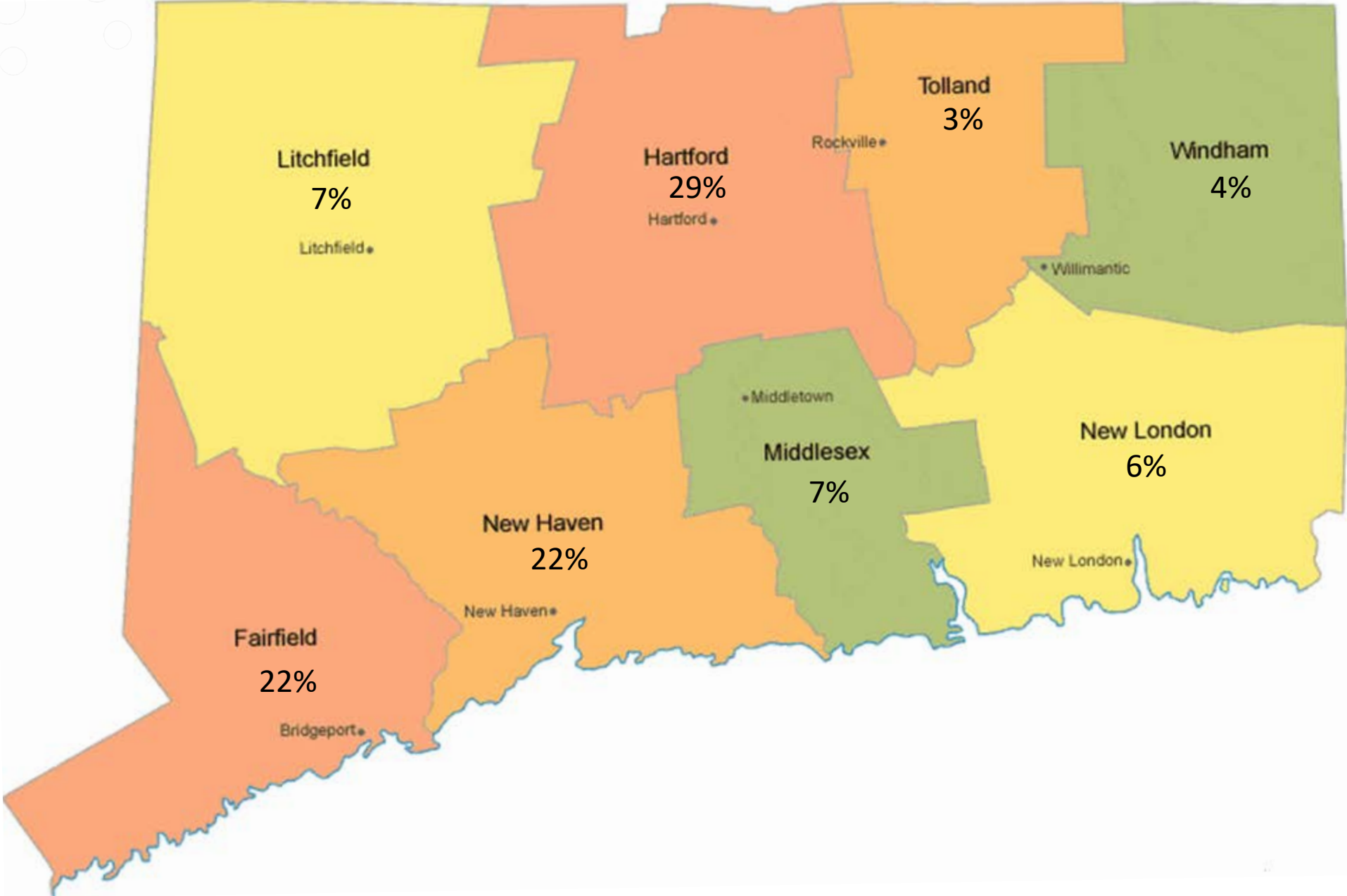
Who is Covered?

Covered Person	Coverage Distribution
Child	401
Life Partner	2
Other	1
Self	878
Spouse	245
Ward	3
Grand Total	1530



Percentage of enrolled groups by county:

Enrolled Groups by County as of 08/2020	# of Groups in each County	% of Groups by County
Fairfield	74	22%
Hartford	97	29%
Litchfield	23	7%
Middlesex	25	7%
New Haven	73	22%
New London	20	6%
Tolland	11	3%
Windham	15	4%
TOTAL	338	100%



Stand Alone Dental Plans



Anthem Stand Alone Dental			
Jan 2019 Members	Jan 2020 Members	April 2020 Members	Aug 2020 Members
1550	2207	2908	2812

- 42% Increase in membership between Jan 2019 and Jan 2020
- 32% Increase in membership between Jan 2020 and Apr 2020
- COVID-19 related member net losses limited to 96

AHCT Small Business FY21 Media Summary

Integrated Strategy



The Past Informs our Future

- Campaign launched in late January 2020 with an exclusively digital schedule running for six weeks before a COVID-19 induced pause.
- Media returned for the months of May and June with a modified schedule and new messaging.
- Engagement across all tactics **exceeded media benchmarks** demonstrating high interest in Access Health CT Small Business. Despite the current business climate, sessions on the website attributable to paid media increased 77% since January.
- Paid media has contributed to higher awareness for Access Health CT Small Business, follow-up interest by our target audiences, and overall customer retention.
- With a solid foundation in place, we look to build on this momentum by combining familiar tactics with new ideas for enhancement in the upcoming year.



Communication Goals 2020/2021

- Continue to grow Access Health CT Small Business through meaningful relationships with brokers and small business owners
- Be the reliable and unbiased resource for brokers and small businesses in Connecticut – specifically as it relates to ACA and small business group benefits
- Educate and inform brokers and small business owners about their options for health insurance available through Access Health CT Small Business and Access Health CT
- Develop a program that not only fills the pipeline for broker and carrier partners, but also supports ongoing audience relationship building
- Demonstrate an ongoing commitment to AHCT's mission and help reduce the number of uninsured small businesses in Connecticut

Integrated Marketing Approach

Earned Media (PR, editorial, etc.):

Will continue to showcase how AHCT Small Business can play a more meaningful role for business owners throughout the state—as well as those that influence them.

Community Outreach (guest on webinars, events, activations, etc.):

A mix of efforts that focus on virtual, intimate event activations that share a more one-on-one interaction between small business owners and brokers and AHCT small business. As well as, generating associated media coverage through sponsorship and partner opportunities.

Owned Media (website, thought leadership content development, lead gen emails, etc.):

Leverage AHCT resources to build relationships and educate audience segments. The updated AHCT Small Business website will be the central hub for ongoing communications that all audiences and media will be directed to for more information.

Paid Media (paid advertising):

Continue to build momentum with targeted and unique paid media opportunities allowing AHCT Small Business to reach audience segments, with a controlled message, through traditional and non-traditional channels.

Paid Media Opportunities

Our Approach:

Supporting ongoing marketing and communications efforts, will utilize a targeted approach to reach our customers (small business owners + brokers) where they are.

Media opportunities:

- Digital (banner ads, search)
- Social media (Facebook, Instagram, Twitter, LinkedIn)
- E-newsletter communications
- Outdoor
- Broadcast

THANK YOU

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