



Connecticut Health Insurance Exchange  
SHOP Advisory Committee  
Special Meeting

Remote Meeting

Monday, June 15, 2020

**Meeting Minutes**

**Members Present:**

Grant Ritter (Chair); Pamela Russek; Kevin Galvin; Shelly Sweatt; Paul Lombardo

**Other Participants:**

Access Health CT (AHCT) Staff: James Michel; Anthony Crowe; John Carbone; Andrea Ravitz;  
Susan Rich-Bye; Jerome Chisolm; Marcin Olechowski

Business Partner: Amanda Garner (Mintz + Hoke)

**The Meeting of the SHOP Advisory Committee was called to order at 4:00 p.m.**

**I. Welcome and Introductions**

Chair Grant Ritter called the meeting to order at 4:00 p.m. Roll call for attendance was taken.

**II. Public Comment**

No public comment

**III. Review and Approval of Minutes**

Chair Grant Ritter requested a motion to approve the April 21, 2020 SHOP Advisory Committee Special Meeting Minutes. Motion was made by Kevin Galvin and seconded by Pamela Russek. Roll call vote was taken. Shelly Sweatt abstained. **Motion passed.**

**IV. AHCT Small Business Activity Recap**

John Carbone, Director of SHOP and Product Development, presented the SHOP activity for the two months preceding this meeting. Mr. Carbone noted that SHOP continues to work with brokers and small business partners across Connecticut to support business continuity or reopening efforts. Mr. Carbone stressed that SHOP wants to be the trusted advisor for small business healthcare coverage needs.

Mr. Carbone noted that SHOP undertook informational efforts targeted towards brokers and small groups concerning the Payroll Protection Program and other options available under the law. About 75 percent of respondents asked for documentation in order to apply for the various options available to them. Mr. Carbone provided details of actions taken by SHOP staff to provide all of the necessary guidance and information to brokers and small group partners.

Mr. Carbone reported that SHOP has received four responses to its Request for Proposals for the new SHOP Stand-Alone Dental Plans and Ancillary Products platform and pointed out that formal evaluations will begin in July with in-person presentations by respondents targeted for September 30. Kevin Galvin inquired about the group that reviews the Requests for Proposals (RFPs). Mr. Carbone outlined that team members with the required expertise in the subject matter review those proposals. James Michel, Chief Executive Officer, indicated that an internal procurement process requires proposals to have a designated review team to make sure that every response to the RFP meets the intended scope.

Mr. Carbone also detailed the final stages of the Implementation of the Oracle Sales Management Tool which will help facilitating improvement in customer service and streamlining processes.

Amanda Garner, a business partner from Mintz and Hoke, provided a detailed analysis of the SHOP outreach campaign which, despite challenges due to the COVID-19 crisis, is a success. Ms. Garner noted that partnerships with local chambers and associations are developing and strengthening. Ms. Garner mentioned specific examples of those partnerships, including the East Chamber, Middlesex Chamber and South Windsor Partnerships.

Ms. Garner added that SHOP promotes its business model using various techniques, including distributing promotional small business kits to support building brand awareness as businesses reopen. Ms. Garner enumerated efforts that will be underway in terms of planning for the 2020/2021 Campaign that will start on July 1. Ms. Garner added that SHOP is pursuing more virtual connectivity with small business owners and brokers due to the ongoing pandemic. Ms. Garner added that this year is an election year and it will be more challenging to get small business owners' attention during this period of time, but every effort will be made to promote SHOP.

Ms. Garner stressed that SHOP is building an extensive content calendar that will support its activities for the next year. Kevin Galvin inquired whether there may be a possibility of conducting webinars in such a way that people can watch them at their convenience instead of a specific time. Ms. Garner agreed and stated that SHOP needs to be cognizant of varying time commitments and being able to record an event that is initially live would be beneficial to all parties. Ms. Garner summarized other brand-building initiatives, such as a broker toolkit, social media implementation and website development. Ms. Garner also emphasized the ongoing retention effort with direct outreach to current and past membership through direct mail and email. Mr. Carbone reiterated the numerous forms of outreach, promotional and brand-building efforts being used at this time.

**V. Adjournment**

Chair Grant Ritter requested a motion to adjourn. Motion was made by Pamela Russek and seconded by Shelly Sweatt. Roll call vote was taken. **Motion passed unanimously.** Meeting adjourned at 4:50 p.m.