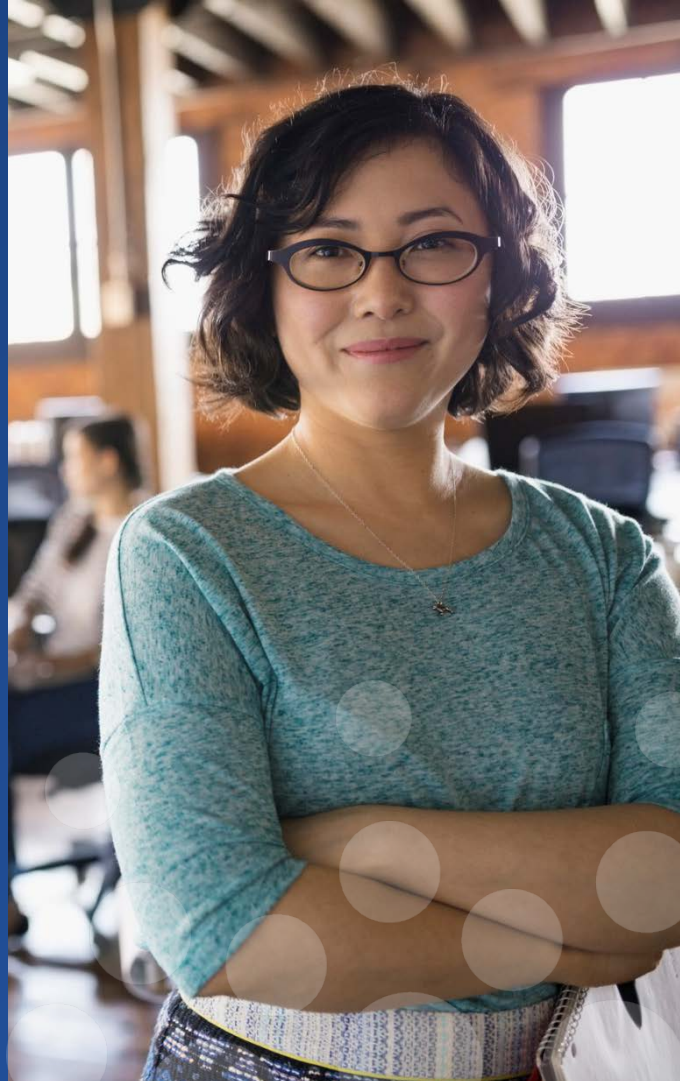


SHOP Advisory Committee

October 27, 2020

access
health CT
small business



Communication Goals

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

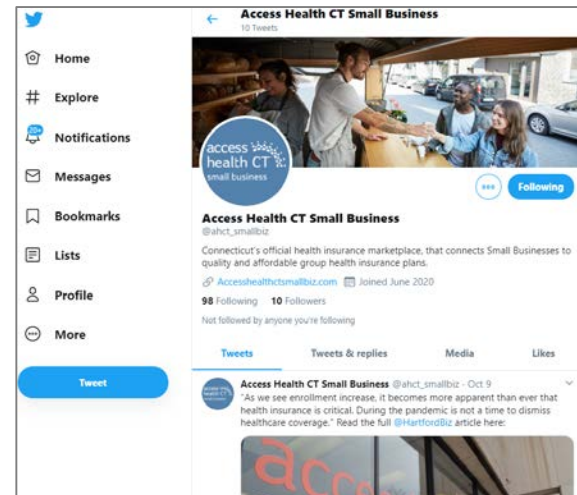
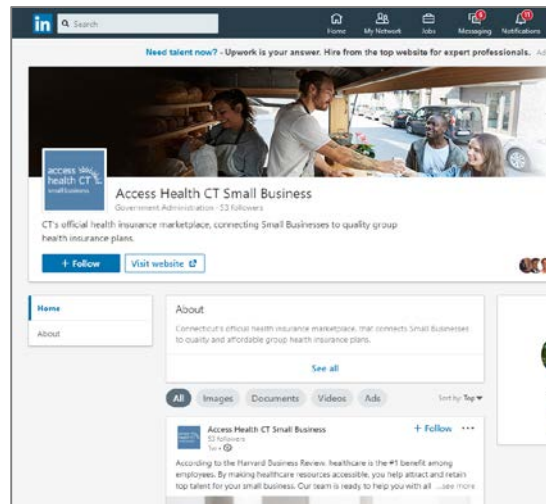
Educate and inform brokers and small business owners about their options for health insurance available through Access Health CT Small Business and Access Health CT

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

Earned & Community

We're On Social!



Earned Media

Access Health CT's small biz exchange rebounds from COVID-19 dip



PHOTO: CT MIRROR

An Access Health CT office.



By Matt Pilon

A state-run health benefits exchange for small businesses experienced double-digit unenrollment rates during the early months of the COVID-19 pandemic, but has since bounced back.

Between January and April, Access Health CT's Small Business Health Options Program, known as SHOP, lost 36 of its small employer groups, or 11%, which contained 297 total members, representing 20% of SHOP's total membership.

SHOP has long struggled with low enrollment and last year launched a



Sign up for
Enews



Press Releases:

- Enrollment numbers and results YTD 2020
- Employer Waiver Participation

Additional support:

- Press kits for media
- Ongoing relationship building with reporter community

Webinars and Information Sessions

- South Windsor Chamber webinar chat
- Pre-recorded webinars to use on demand during OE
- Virtual broker meet and greets



The image shows a YouTube video player interface. At the top, there is a YouTube logo and a search bar. The video content is a 2x2 grid of four participants in a virtual meeting. The top-left participant is a woman with long dark hair, labeled 'South Windsor Chamber'. The top-right participant is a woman with blonde hair, labeled 'Jennifer Lovett'. The bottom-left participant is a man with glasses, labeled 'Vasanth Kambhampati'. The bottom-right participant is a man with a beard, labeled 'Carbone, John'. Below the video grid, there is a video progress bar showing 1:29 / 14:18. The video title is 'BizTalk w/ John Carbone'. Below the title, it says '46 views • Sep 22, 2020'. To the right of the views are icons for likes (0), dislikes (0), share, save, and a menu icon. Below the video player, there is a channel section for 'South Windsor Chamber' with its logo. To the right of the channel name is a red 'SUBSCRIBE' button. Below the channel name, it says 'Guest: John Carbone, Access CT' and 'Topic: Healthcare Plans'.

YouTube

Search

South Windsor Chamber

Jennifer Lovett

Vasanth Kambhampati

Carbone, John

BizTalk w/ John Carbone

46 views • Sep 22, 2020

0 0 SHARE SAVE ...

 South Windsor Chamber

Guest: John Carbone, Access CT
Topic: Healthcare Plans

SUBSCRIBE

Community Partnerships

- **Howard Hill**, Community Leader Greater Hartford
- **Jennifer Little-Greer**, Minority Construction Council
- **David Hopkins**, Urban League of Greater Hartford
- **Tatiana Paredes**, Community Leader Greater New Haven



Targeted Community Sponsorships



**10/4 Pretty in Pink
Hunter Memorial
Tournament**



Paid Media

Outdoor

Billboards

- Hartford
- New Haven
- Middletown
- Local towns
- Highway board

**A healthy community
starts with small business.**

**Affordable group health insurance
for you and your employees.**

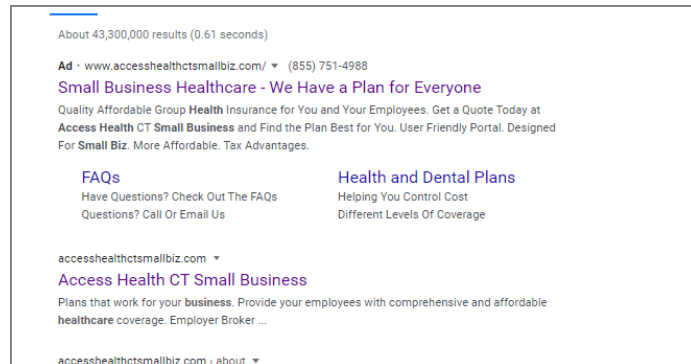
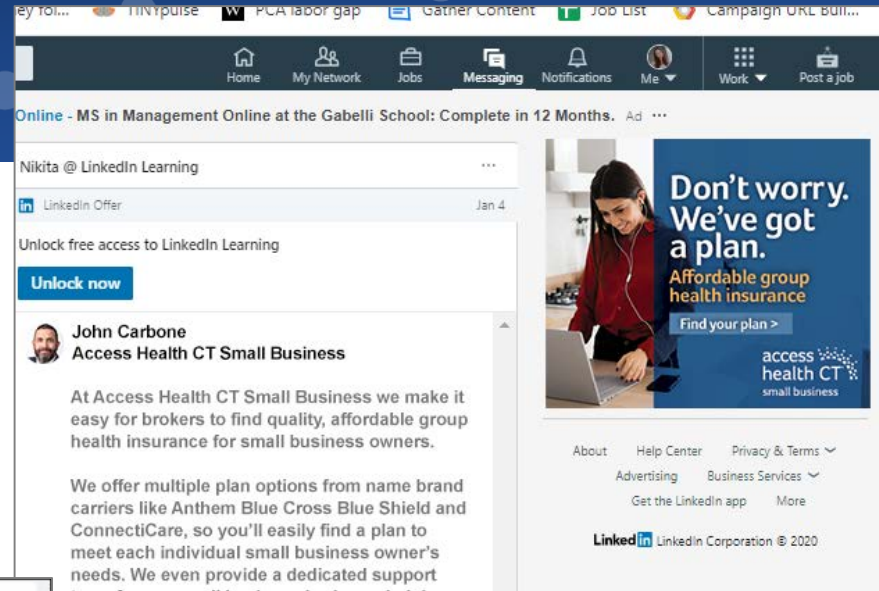
AccessHealthCTsmallbiz.com

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Digital Ads

- Sponsored Facebook
- Banner ads
- Paid search/text ads
- E-newsletters (video, banner ads, landing page)
- Pandora radio
- LinkedIn InMail
- LinkedIn sponsored post
- WNPR sponsored ad



Broadcast Television

- New Haven/Hartford geotarget
- 8 week run
- :10 second spots



- CBS Morning Business Report
- Monday – Friday
6:00am – 7:00am



Marketing Collateral

access
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2021

A quick look at group health insurance plans



Protect the health of your employees, while improving the health of your business, with affordable group health insurance from Access Health CT Small Business.

We offer many unique benefits:

- Tax credits to protect your bottom line
- Flexible eligibility
- Ease of plan comparison
- Choice of plan strategies
- Dedicated customer support

ConnectiCare Plans

Carrier	Access Health CT	Access Health CT	Access Health CT	Access Health CT	Access Health CT
2020 PLAN NAMES	CTCare Choice BRONZE POS	CTCare Choice BRONZE POS HSA	CTCare Choice SILVER POS	CTCare Choice SILVER POS HSA	CTCare Passage GOLD POS PCP
METALLIC LEVEL	BRONZE	BRONZE	SILVER	SILVER	GOLD
Benefit Year	Contract	Contract	Contract	Contract	Contract
Referrals	Not required	Not required	Not required	Not required	Required
Preventative Adult Exams	No cost	No cost	No cost	No cost	No cost
PCP Office Visit	\$40 Copay per visit (deductible waived)	50% after deductible is met	\$40 Copay	25% after deductible is met	\$30 Copay
Specialist Office Visit	\$60 Copay after deductible is met	50% after deductible is met	\$60 Copay	25% after deductible is met	\$50 Copay
Preventive RX Prescription Drugs	Tier 1: \$10 Copay; deductible then, Tier 2: \$40 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Deductible then, Tier 1: \$10 Copay; Tier 2: \$40 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Tier 1: \$10 Copay; Tier 2: \$60 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Deductible then, Tier 1: \$10 Copay; Tier 2: \$60 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Tier 1: \$10 Copay; Tier 2: \$50 Copay; Tier 3: 50% up to \$250; Tier 4: 50% up to \$500
Prescription Drugs	Tier 1: \$10 Copay; deductible then, Tier 2: \$40 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Deductible then, Tier 1: \$10 Copay; Tier 2: \$40 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Tier 1: \$10 Copay; Tier 2: \$60 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Deductible then, Tier 1: \$10 Copay; Tier 2: \$60 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Tier 1: \$10 Copay; Tier 2: \$50 Copay; Tier 3: 50% up to \$250; Tier 4: 50% up to \$500
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Inpatient Hospital	40% after deductible is met	50% after deductible is met	35% after deductible is met	25% after deductible is met	20% after deductible is met
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Outpatient Diagnostic Imaging	Deductible then, Fac: \$75 up to \$375 max; Hosp: 40%	50% after deductible is met	35% after deductible is met	25% after deductible is met	Fac: \$75; Hosp: 20% after deductible is met
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Durable Medical Equipment	40% Coinsurance after plan deductible is met	50% after deductible is met	50% after deductible is met	25% after deductible is met	50%
Individual Deductible	\$7,000	\$5,750	\$4,750	\$3,500	\$3,000
Family Deductible	\$14,000	\$11,500	\$9,500	\$7,000	\$6,000
Out-of-Pocket Maximum	\$8,300	\$7,000	\$8,400	\$8,400	\$6,800
Family Out-of-Pocket Maximum	\$16,600	\$14,000	\$16,800	\$16,800	\$13,600

ConnectiCare Plans

Review your plan documents, prescription drug formularies and provider directory online for the most up-to-date information at ConnectiCare.com.

All Access Health CT Small Business plans have embedded deductibles.

All discount programs for small groups apply for on- and off-exchange members.

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Connecting small businesses to quality group health insurance plans



Get a Quote:
860-241-8445
SHOP.AHCT@ct.gov
AccessHealthCTSmallBiz.com

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All discount programs for small groups apply for on- and off-exchange members.

All Access Health CT Small Business plans have embedded deductibles. Outside of Connecticut coverage

—PPO plans have Full BlueCard coverage using the BlueCard PPO network. HMO plans have limited BlueCard

access. For urgent and emergency coverage only using the Participating Provider Network.

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Prescription Drugs	Tier 1: \$10 Copay; deductible then, Tier 2: \$40 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Deductible then, Tier 1: \$10 Copay; Tier 2: \$40 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Tier 1: \$10 Copay; Tier 2: \$60 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Deductible then, Tier 1: \$10 Copay; Tier 2: \$60 Copay; Tier 3: 50% up to \$300; Tier 4: 50% up to \$500	Tier 1: \$10 Copay; Tier 2: \$50 Copay; Tier 3: 50% up to \$250; Tier 4: 50% up to \$500
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Videos

Working with Small Business Owners



Videos

Access Health CT Overview



Website

New Website – Coming Soon!

