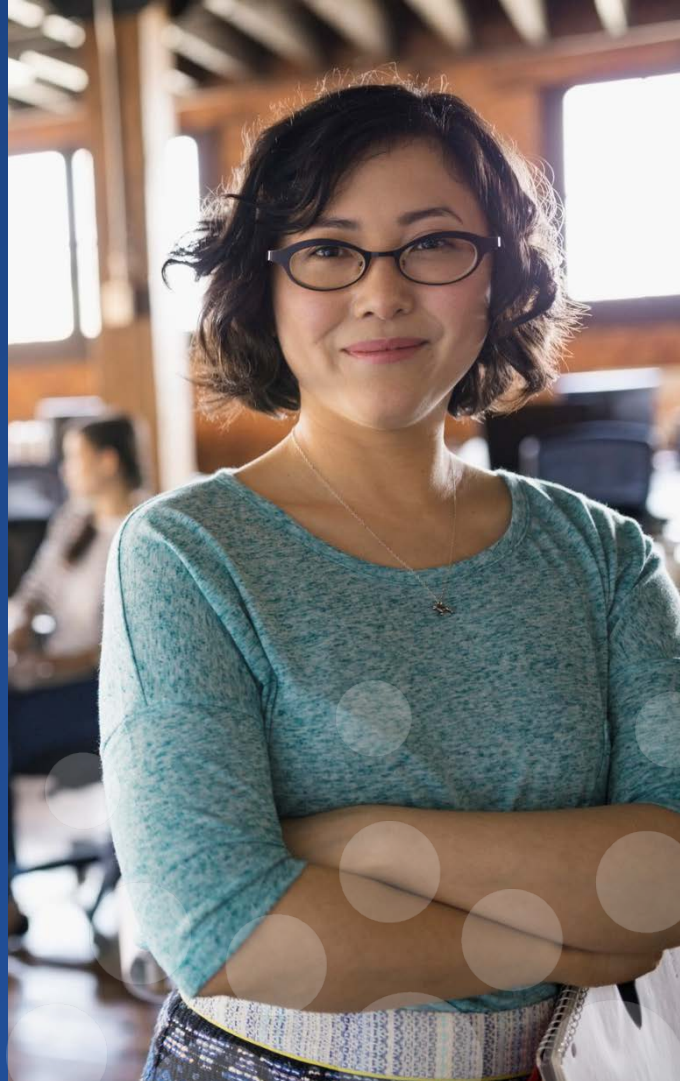


AHCT SHOP Advisory Committee Meeting

February 2, 2021

access
health CT
small business



Agenda

- A. Call to Order and Introductions
- B. Public Comment
- C. Review and Approval of Minutes
- D. Overview of 2020 Metrics
- E. Key Observations
- F. Overview of Fall / Winter Marketing
- G. Adjournment

Enrollment

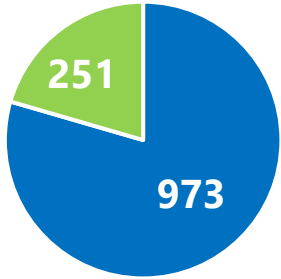


	Jan 1 2019	Jan 1 2020	% change over previous year	Apr 1 2020	Aug 1 2020	Jan 1 2021	% change over previous year
Groups	247	314	27%	278	338	430	37%
Subscribers	741	978	32%	776	922	1301	33%
Members	1224	1508	23%	1211	1530	1838	22%
Avg. size group	4.96	4.80	-3%	4.36	4.53	4.27	-6%

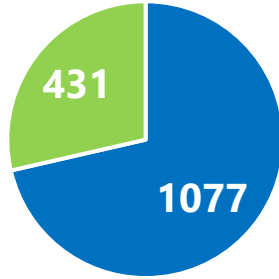
- After losing 15 months of gains due to the coronavirus as of April 2020, we recovered our losses over the summer and pushed to a new high as of the beginning of this year.

Enrollment by Carrier

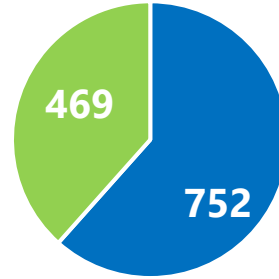
Jan 1, 2019



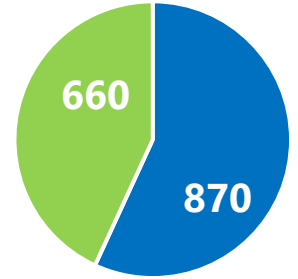
Jan 1, 2020



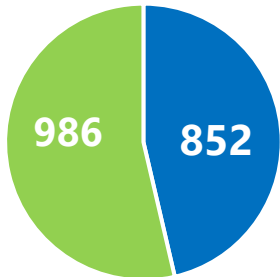
Apr 1, 2020



Aug 1, 2020



Jan 1, 2021



Stand Alone Dental Plans



Anthem Stand Alone Dental				
Jan 2019 Members	Jan 2020 Members	April 2020 Members	Aug 2020 Members	Jan 2021 Members
1550	2207	2908	2812	4060

- 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
- 83% Increase in membership between Jan 2020 and Jan 2021

Key Observations

- The launch of the new Access Health CT Small Business website brought a significant level of traffic and new users. The site saw more than a **200%** increase in overall sessions compared to this month prior demonstrating the impact of paid and earned efforts driving to valuable content.
- Through a diverse paid media mix, including digital e-newsletters, TV broadcast, paid social, thought leadership articles, print and radio ads, the campaign had a total reach of **1,566,523 overall impressions**.
- As we continue to work together with community partners, we expect to see an even greater increase across key conversions as we expand thought leadership, partnerships and a social presence.
 - One of our main goals is to educate small business owners and brokers of who Access Health CT Small Business is and what makes how they can help. Through various forms of relevant and engaging content, we continue to gain credibility and deepen the relationship with both new prospects, existing leads and CT brokers.
- Future reporting will demonstrate an amplification of the program through optimization, banner ad testing and continued community, PR and paid media efforts.

Earned Media

Access Health CT Small Business: Health coverage for employees in 2021

Access H
2021

4 minutes left

Posted: Dec 8, 2020 / 11:06

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



PHOTO: CT MORRIS

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



Press Releases:

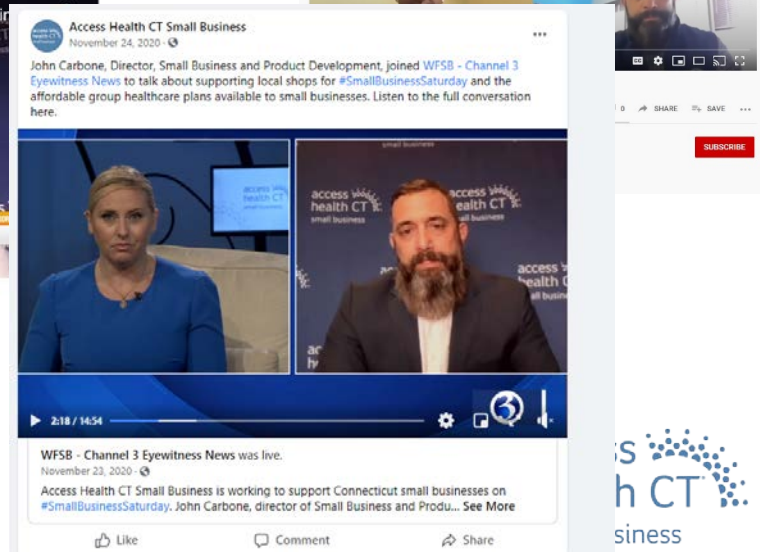
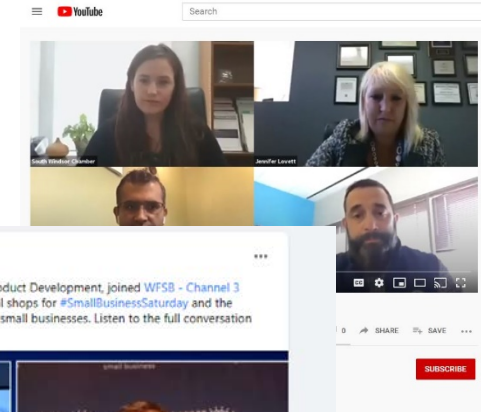
- Enrollment numbers and results YTD 2020
- Employer Waiver Participation
- ULGH Trunk or Treat Advisory
- Small Business Saturday

Additional support:

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

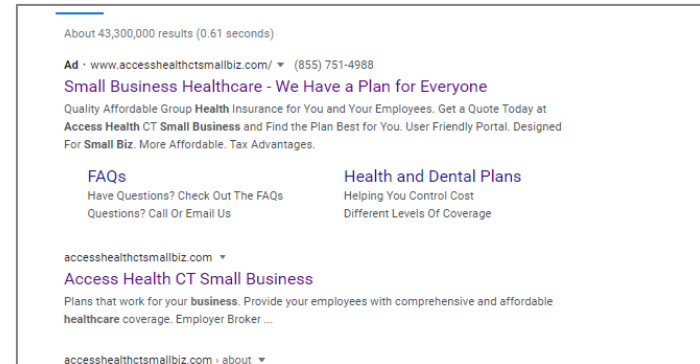
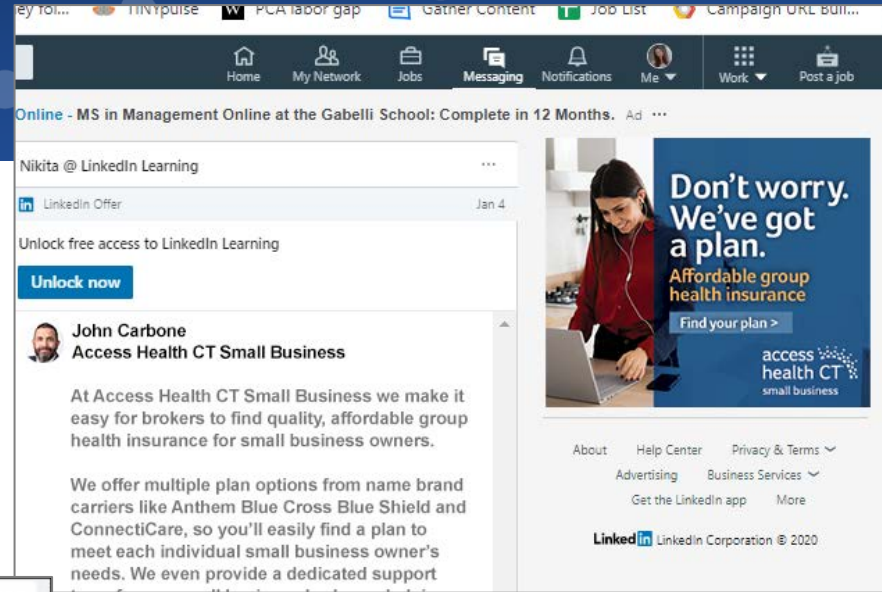
Webinars and Information Sessions

- Chamber chats
- Pre-recorded webinars to use on demand during OE
- Virtual broker meet-and-greets
- WFSB Facebook Live
- CT Style interview



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 (Nov – Dec)
- :10 second spots



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



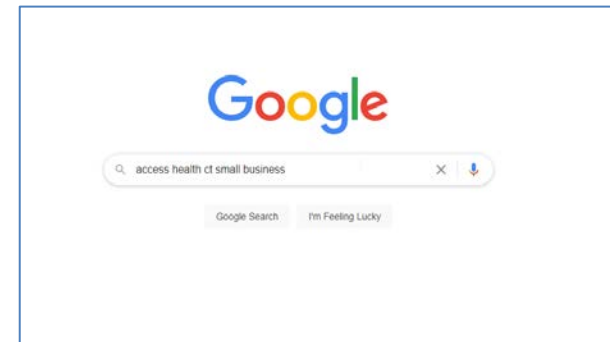
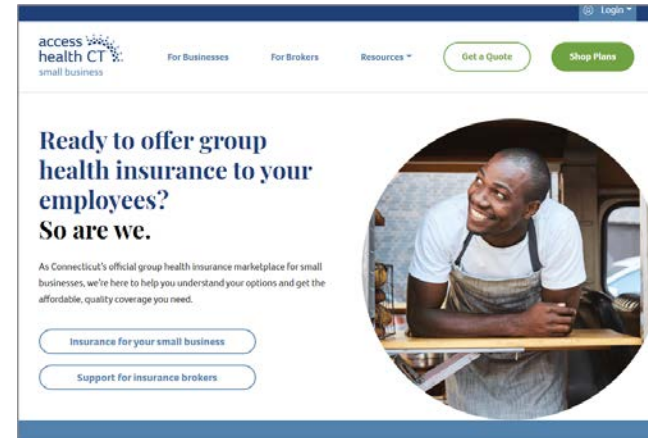
Open Enrollment Marketing

Website:

- Launched Nov 1
- +18,855 page views (vs. 2019 5,505)
- +8,888 new users (vs. 2019 2,564)
- 40% of page views:
 - Shop for a plan
 - For business section
 - Contact us

Paid Performance (Oct – Dec)

- 3,317,941 total impressions
- 5,875 total clicks ~2.35 CTR (industry average is 1 – 3%)
- Paid Search 11,526 impressions/322 clicks
 - Group health insurance
 - Employee healthcare
 - Small business healthcare



Open Enrollment Marketing

Public Relations

Media coverage:

- Hartford Business Journal 10/2
- WTNH CT Style interview 11/22
- WFSB Facebook Live Interview 11/23

Press releases distributed:

- 2020 SHOP results 10/1
- ULGH Trunk or Treat Media Advisory 11/5
- Employer Waiver Period 11/9
- Small Business Saturday 11/24

Reach: 334,110 impressions

Community events

Urban League of Greater Hartford – Health Literacy Workshops

- Intro to Access Health CT Small Business
- Top 10 reasons to work with SHOP
- Healthcare coverage for individuals and small businesses
- Working with a broker

Urban league of Greater Hartford Trunk or Treat event

THANK YOU

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health CT
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