



Connecticut Health Insurance Exchange  
SHOP Advisory Committee  
Special Meeting

Remote Meeting

Tuesday, October 27, 2020

**Meeting Minutes**

**Members Present:**

Grant Ritter (Chair); Pamela Russek; Kevin Galvin; Paul Lombardo; Christopher McKiernan

**Other Participants:**

Access Health CT (AHCT) Staff: James Michel; John Carbone; Andrea Ravitz; Susan Rich-Bye; Jerome Chisolm; Marlude Pierre-Louis; 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**

Review and approval of the August 25, 2020 SHOP Advisory Committee Special Meeting Minutes was delayed due to a lack of necessary quorum.

**IV. 2021 Marketing and Communication Overview**

John Carbone, Director of SHOP and Product Development introduced Amanda Garner from AHCT's business partner, Mintz & Hoke. Ms. Garner indicated that a lot of effort is being

As Approved by the SHOP Advisory Committee on February 2, 2021 placed to advertise SHOP and its products in many communities across the state. Ms. Garner added that special attention is dedicated to assist brokers and small business owners. Ms. Garner reviewed the communication goals for AHCT Small Business, which include, among others, educating and informing brokers and small business owners about options for health insurance available through Access Health CT Small Business and Access Health CT. Ms. Garner reiterated that one of the most important communication goals is to demonstrate an ongoing commitment to AHCT's mission and help reduce the number of uninsured small businesses in Connecticut.

Ms. Garner provided information on the earned media options that SHOP is currently utilizing. They include social media networks as well as various ways to promote SHOP's initiatives in newspapers. Ms. Garner went on to say that part of the earned media approach includes issuing press releases and the ongoing relationship with the reporter community.

Ms. Garner briefly outlined grassroots efforts as well. Ms. Garner described other outreach and informational sessions such as webinars and chats with brokers and small business owners that help in facilitating valuable information-sharing and conveyed that community partnerships are vital to the long-term success. Targeted community sponsorships, such as golf tournaments, play a vital role in promoting SHOP.

Ms. Garner described the paid media efforts SHOP is using currently. It includes billboards placed in communities around the state, digital advertising that uses a wide variety of platforms, such as banner ads, E-newsletter, LinkedIn sponsored posts among many others. SHOP also places short targeted advertisements on local television stations. Promotional items, such as hats with the Access Health CT Small Business logo, are part of the strategy. Mr. Carbone provided additional insights into the efforts in the area of community outreach and advertising. Mr. Carbone announced that a new SHOP portal website, which will be more customer-friendly, will be coming on October 31.

Chair Grant Ritter requested a motion to approve the August 25, 2020 SHOP Advisory Committee Special Meeting Minutes. Motion was made by Pamela Russek and seconded by Kevin Galvin. Roll call vote was taken. **Motion passed unanimously.**

## **V. Adjournment**

Chair Grant Ritter requested a motion to adjourn. Motion was made by Kevin Galvin and seconded by Pamela Russek. Roll call vote was taken. **Motion passed unanimously.** Meeting adjourned at 4:45 p.m.