

Access Health CT SHOP Advisory Committee Meeting

August 24, 2021

access
health CT
small business

The logo graphic consists of a cluster of small blue dots arranged in a curved, upward-pointing shape, resembling a stylized sunburst or a group of people.

AGENDA

- A. Call to Order and Introductions
- B. Public Comment
- C. Review and Approval of Minutes
- D. Review of 2021 SHOP Metrics
- E. Recap & Results of 2021 Campaign Efforts
- F. Overview of 2022 Marketing Strategy
- G. Adjournment

SHOP Enrollment



	Aug 1 2021	Apr 1 2021	Jan 1 2021	Apr 1 2020 (start of pandemic)	% Increase since Jan 1	% Increase since start of pandemic
Groups	460	443	430	278	7.0%	65.5%
Subscribers	1390	1278	1301	776	6.8%	79.1%
Members	2092	1955	1838	1211	13.8%	72.7%
Average size group	4.55	4.41	4.27	4.36	6.4%	4.3%

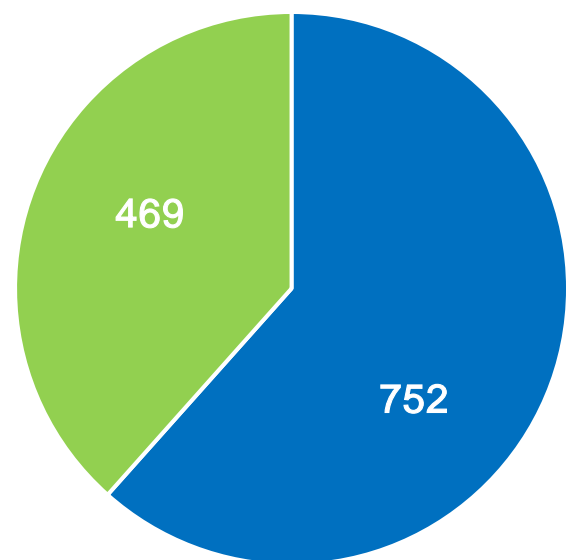
SHOP Demographics



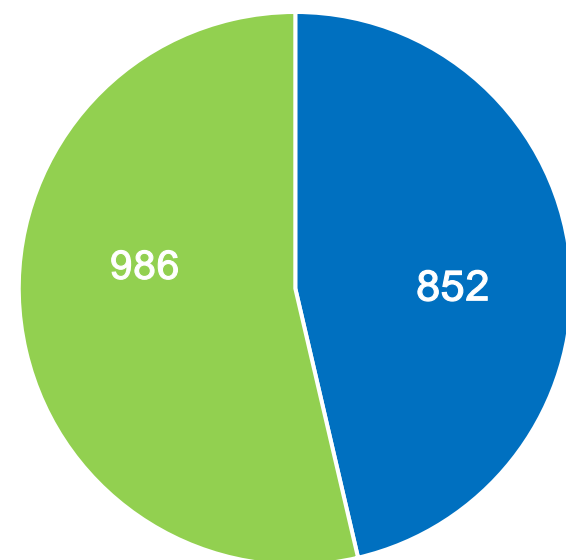
		Male	Female	Total
AGE	< 19	9.05%	8.87%	17.92%
	19 - 34	15.02%	13.42%	28.44%
	35 - 54	18.1%	17.68%	35.78%
	55+	9.4%	8.46%	17.86%
TOTAL		51.57%	48.43%	100%

SHOP Enrollment By Carrier

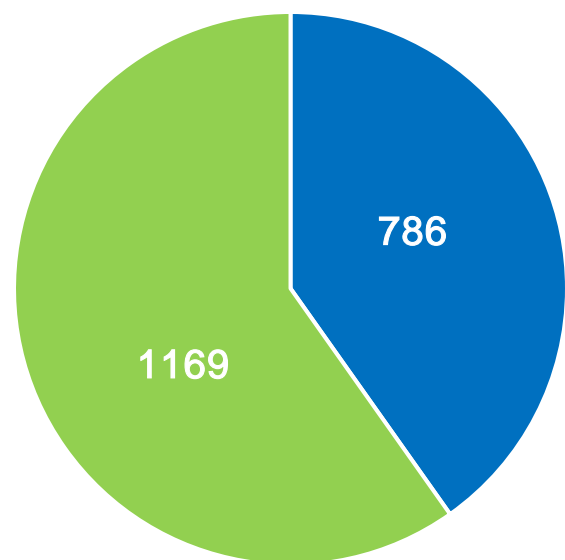
Apr 1, 2020



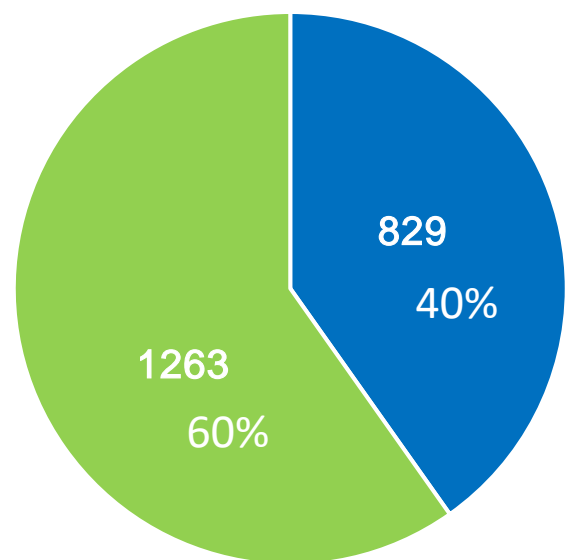
Jan 1, 2021



April 1, 2021



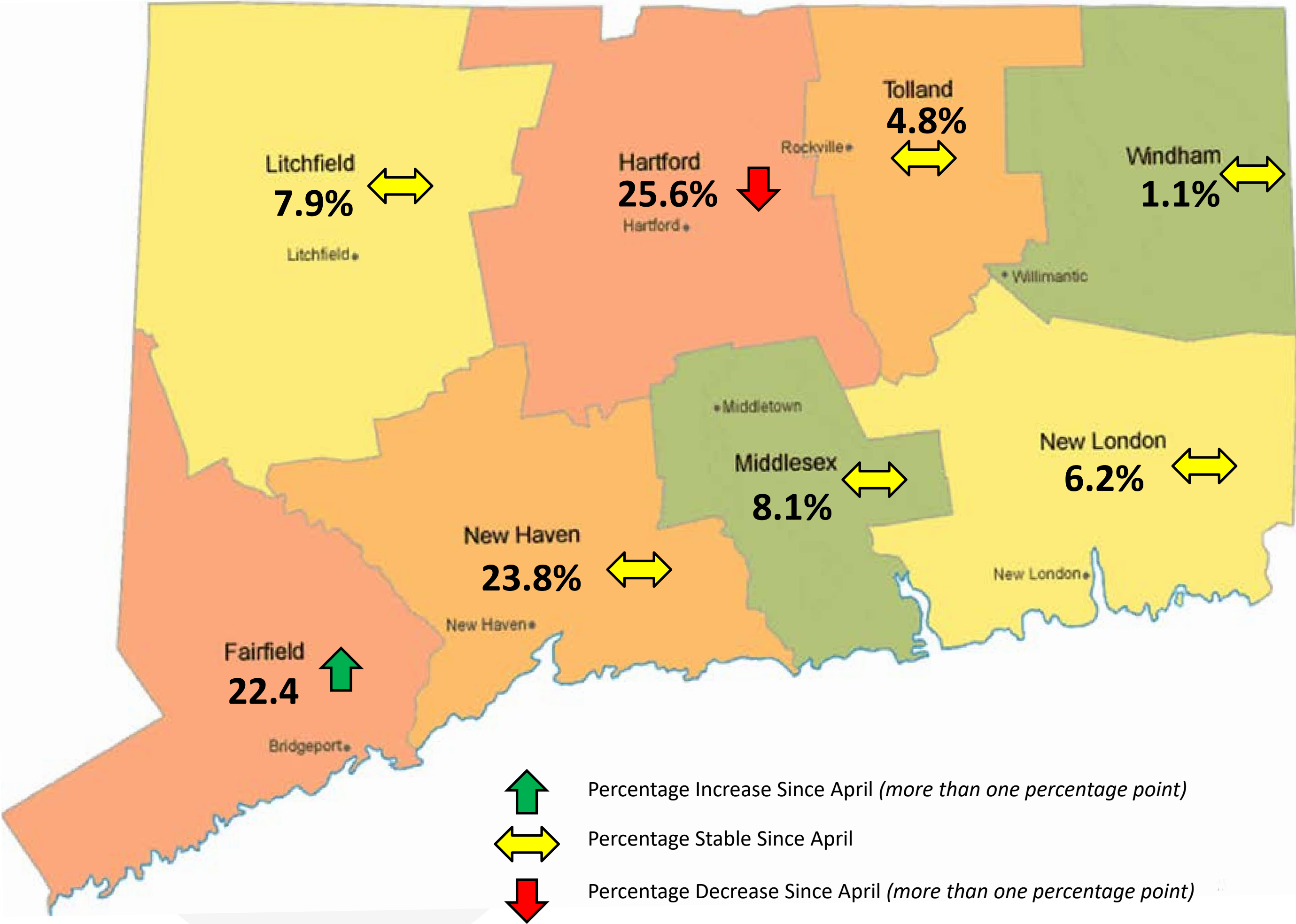
August 1, 2021



 ConnectiCare
 Anthem

Percentage of Enrolled SHOP Members By County:

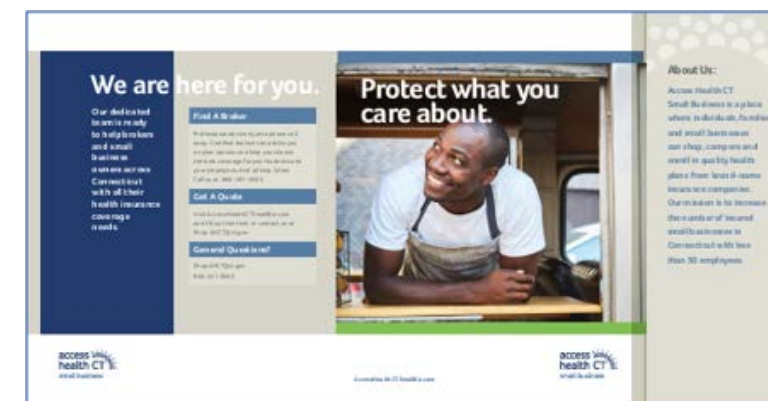
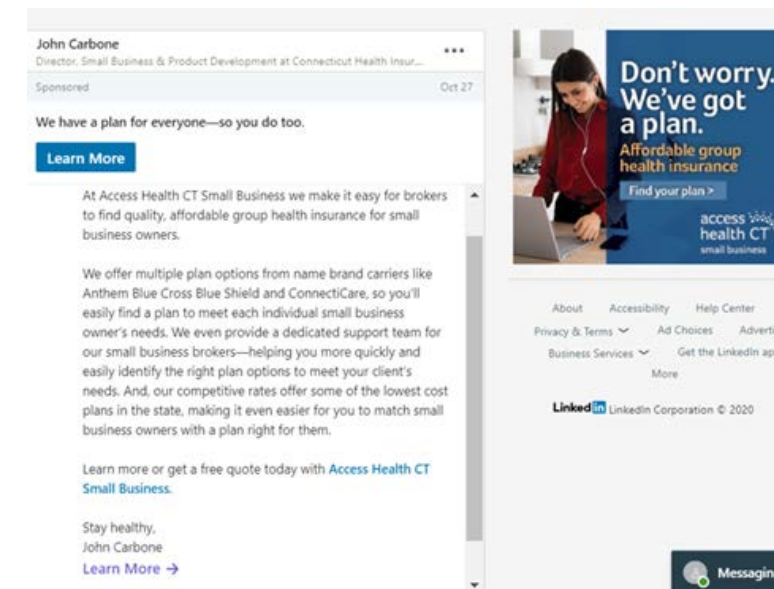
Enrolled Members by County as of 08/2021	# of Members in each County	% of Members by County
Fairfield	469	22.4%
Litchfield	166	7.9%
Hartford	536	25.6%
Middlesex	169	8.1%
New Haven	498	23.8%
New London	130	6.2%
Tolland	100	4.8%
Windham	24	1.1%
TOTAL	2092	100%



Recap & Results of FY21 Campaign Efforts

FY21 Marketing Campaign Overview

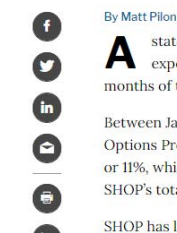
- **Communications + Campaign Message—We've Got a Plan:** We offer an affordable group health insurance plan to fit each small business owners' unique goals and needs.
- **Campaign Goals and Target Audience:** Build awareness of Access Health CT Small Business in order to continue to grow new membership through increased leads and connections, retain current membership (annual renewals) and increase leads and connections with new and existing brokers.
- **Media Campaign Timing:** October 2020 – June 2021.



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



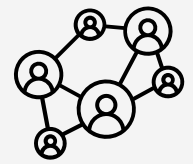
A healthy community starts with small business.

Affordable group health insurance for you and your employees.

AccessHealthCTsmallbiz.com

access health CT small business

FY21 Results

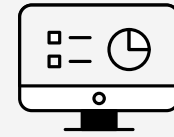


Digital Advertising

14,591,144

Delivered Impressions

(+9.5M increase from FY20)

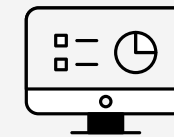


Website

34,949

Sessions

(+17K increase from FY20)



Website

57,723

Pageviews

(+30K increase from FY20)



Earned/PR

689,272

Potential impressions

(10 pieces of earned coverage and
5 press releases)

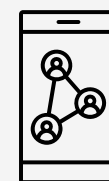


Paid Search

4.34%

Click-through rate

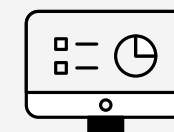
(+65% higher than benchmark)



Social media

+557

Followers across all
platforms



Website

32,518

Events

(+18% increase from FY20)



Community

8

Community events

(+2 increase from FY20)

FY22 Campaign

FY 2022 Marketing Plan

The integrated marketing approach will continue to focus on reaching **small business owners** and **brokers**. As the current small business healthcare landscape continues to change due to new legislation, such as the American Rescue Plan, we've adjusted our strategy to support both the small business and broker communities in different ways in an effort to reinforce trust and support of the SHOP brand.

This year we will build on the momentum of the 2021 campaign and transition our paid efforts to focus more on lead generation, evolve owned and shared assets to account for a new creative direction, and take earned media and community outreach to a new level by leveraging our creative approach and show brokers and business owners how we support them.

An Integrated Approach

Paid Media

Continue to build momentum with targeted and unique paid media opportunities. Maintain awareness tactics while starting to drive more towards lead gen – specifically to SBOs.

Owned

Build on the new digital platform to evolve and increase lead generation. Enhance current - and develop new - content that can position SHOP as a trusted partner and resource.

Community

Statewide outreach efforts to position SHOP as a leader and innovator. A combination of one-on-one, virtual and in-person activations to connect with statewide community groups to foster small business and broker relations. Integrate hyper-local community opportunities in key areas.

Earned

Develop on the established positive media traction with new "news" expanding the key message that SHOP is a member of the community that small businesses can count on. Content will look to position SHOP as thought leaders and resources in the eyes of business owners & brokers –as well as those that influence them.

An Integrated Approach: Measuring Success

Paid Media

Areas of Measurement

- *Creative campaign engagement (reach, impressions, clicks, views, comments, etc.)*
- *Post-click website & content engagement and follow-through*

Owned

Areas of Measurement

- *Website activity & form submissions (leads)*
 - *Video engagement*
 - *Email engagement*
 - *Direct mail response*
- *Thought leadership content (downloads, referrals, etc.)*
- *Social Media – followership, engagement, impressions*

Community

Areas of Measurement

- *College & community partnerships*
- *Virtual spotlights with SBOs*
- *Podcast/webinar/panel opportunities*
- *Tabling/local community activities & participation*

Earned

Areas of Measurement

- *Alerts and press releases delivered*
 - *Publicity placements*
 - *Speaking engagements*
 - *Content developed*

Audience



Small Business Owners

Reaching small business owners in Connecticut is at the forefront of the campaign with the majority of *paid* media tactics focused on targeting SBO.



Brokers

Supporting small group brokers in Connecticut with *owned* materials and resources is a key part of the FY 2022 plan. Brokers will also be reached through community and spillover of paid/earned.



Community Partners

Chambers, associations and legislative contacts help to communicate SHOP's messaging and create furthered reach.

Business Goals

- Continue to increase new membership through **increased leads** and connections
- Retain current **membership** (annual renewals)
- Continue to increase leads and connections with **new and existing brokers**

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

Creative Evolution: Coming Together

Look & feel / Inspiration



Imagery creates the feeling of coming together while the elements of the AHCT logo act as a symbol—strategically placed between elements to bridge them visually.



Copy and headlines evoke a feeling of community coming together with hope for the future.



Paid Media Partners



Media Schedule

[illegible]

Media Schedule Continued

[illegible]

THANK YOU