



Connecticut Health Insurance Exchange
SHOP Advisory Committee
Special Meeting

Remote Meeting

Tuesday, August 24, 2021
Draft Meeting Minutes

Members Present:

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

Other Participants:

Access Health CT (AHCT) Staff: James Michel; Jerome Chisolm; Marcin Olechowski,
Mintz & Hoke: Benjamin Cadwell

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 27, 2021 SHOP Advisory Committee Special Meeting Minutes. Motion was made by Shelly Sweatt and seconded by Pamela Russek. Roll call vote was ordered. **Motion passed.** Matthew Katz abstained.

IV. Review of 2021 SHOP Metrics

Jerome Chisolm, SHOP Business Development Manager, provided the review of 2021 SHOP metrics. Mr. Chisolm provided information on the SHOP enrollment. Mr. Chisolm noted that as of August 1, 2021, SHOP enrollment passed over 2000 members for the first time, with the

exact membership of 2092. Mr. Chisolm emphasized that SHOP also increased the number of groups as well as subscribers. Mr. Chisolm added that since January 1, the SHOP has generated a 7 percent increase in the number of groups, a 6.8 percent increase in the number of subscribers and 13.8 percent increase in the membership. Mr. Chisolm indicated that the average group size has increased from 4.27 to 4.55 members.

Mr. Chisolm also provided age and gender statistical data as well as the SHOP enrollment by carrier. Mr. Chisolm provided information on SHOP enrollment by county and noted that two counties with the largest enrollment are Hartford and Fairfield. Mr. Chisolm added that SHOP has been supporting small employers so that their employees can utilize the enhanced financial assistance available through the American Rescue Plan Act (ARPA) and moved 47 groups totaling 276 members to the Individual market -- generating savings exceeding \$100,000.

V. and VI: Recap and Results of 2021 Campaign Efforts and Overview of 2022 Marketing Strategy

Benjamin Cadwell, a business partner from Mintz & Hoke provided the recap and results of 2021 campaign efforts and the overview of the 2022 marketing strategy. Mr. Cadwell outlined various aspects of the Marketing Campaign, which includes communications plus campaign messaging, campaign goals and target audiences for the media campaign timing. Mr. Cadwell provided details of the marketing results, which includes digital advertising, website visits among others.

Mr. Cadwell stated that for the Fiscal Year 2022 Marketing Plan, the integrated approach will continue to focus on reaching small business owners and brokers. Mr. Cadwell added that as the current small business healthcare landscape continues to change due to new legislation, such as ARPA, the strategy has been adjusted to support both the small business and broker communities in different ways in an effort to reinforce trust and support of the SHOP brand.

Mr. Cadwell added that this year SHOP will build on the momentum of the 2021 campaign and transition its 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 the creative approach and show brokers and business owners how SHOP can support them.

Mr. Cadwell described an integrated approach which includes paid and earned media as well as community efforts along with the already owned media. He provided information on the ways that success can be measured for the integrated approach. Mr. Cadwell also described the audience the SHOP campaign efforts are seeking to reach. Mr. Cadwell noted that there are three core audiences, and they include the small business owners, brokers as well as community partners.

Mr. Cadwell provided additional insight on the business and communication goals of the campaign and added that the SHOP team has established a phrase for this fiscal year called "Coming Together" to show how the AHCT Small Business Team is coming together with employers and employees in supporting them. Mr. Cadwell also provided information on the paid media as well as the media schedule.

Matthew Katz inquired about the breakdowns by the types of employers in the SHOP platform which may be helpful in identifying the strengths and weaknesses. Mr. Cadwell noted that from the media perspective, this information will be gathered and provided.

VII. Adjournment

Chair Grant Ritter requested a motion to adjourn. Motion was made by Pamela Russek and seconded by Matthew Katz. Roll call vote was ordered. **Motion passed unanimously.** Meeting adjourned at 4:23 p.m.