

A man with glasses and a beard, wearing a dark blue shirt and a dark apron, and a woman with dark hair, wearing a red shirt and a light-colored apron, are smiling behind a wooden counter. On the counter, there is a tablet on a stand, several white coffee cups, and a tray with pastries. In the background, there are shelves with various jars, cups, and a window with sunlight streaming in.

Access Health CT SHOP Advisory Committee Meeting

December 7, 2021

AGENDA:

- A. Call to Order and Introduction
- B. Public Comment
- C. Review and Approval of Minutes
- D. Review of SHOP Metrics
- E. Status Update of 2022 Marketing Campaign/Efforts
- F. Adjournment

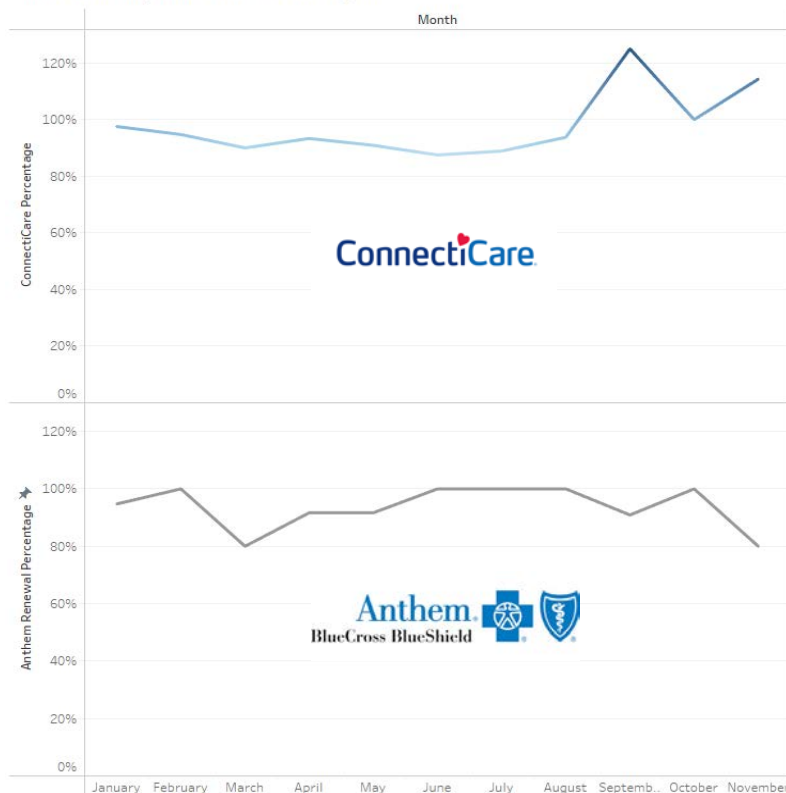
SHOP Enrollment



	Dec 1 2021	Aug 1 2021	Dec 1 2020	% Increase since Aug 1	Year over Year % Increase Dec 1st
Groups	481	460	370	4.6%	30.0%
Subscribers	1509	1390	1041	8.6%	45.0%
Members	2193	2092	1575	4.8%	39.2%
Average size group	4.56	4.55	4.26	0.3%	7.1%

SHOP Retention

SHOP Monthly Renewal Percentages



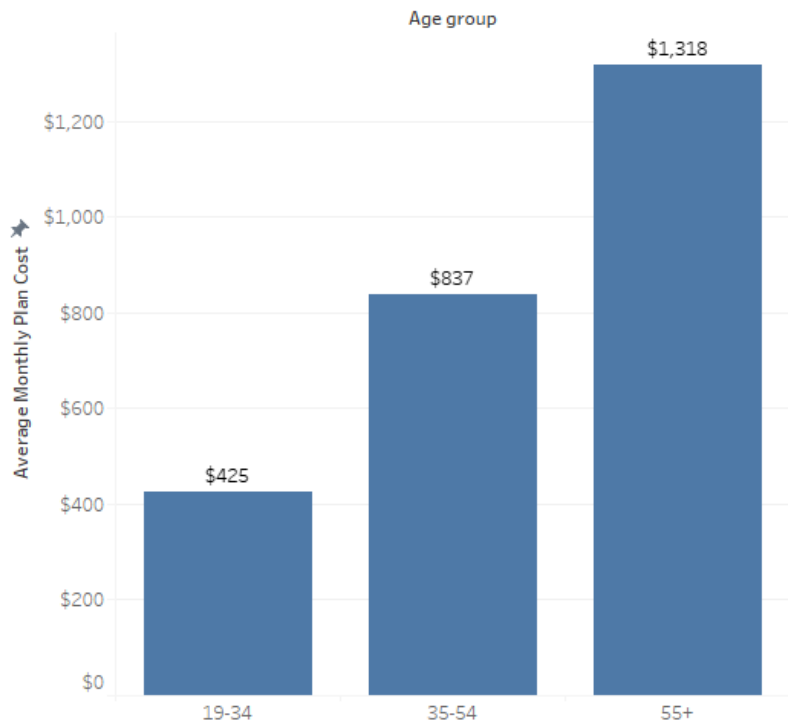
**ConnectiCare Groups:
96% Retention Rate**

**AHCT SHOP Overall:
95% Retention Rate**

**Anthem Groups:
94% Retention Rate**

Average Plan Cost

Average Monthly Plan Cost by Age Group



19 – 34 years of age
Avg. \$425 / Month



35 – 54 years of age
Avg. \$837 / Month



55+ years of age
Avg. \$1,318 / Month



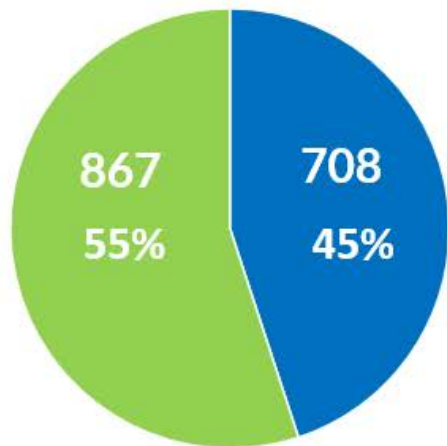
SHOP Demographics



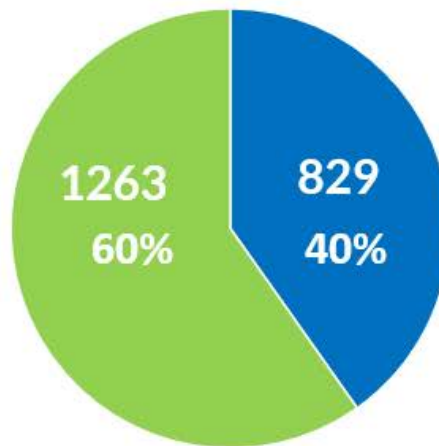
		Male	Female	Total
AGE	< 19	8.65%	8.51%	17.15%
	19 - 34	13.72%	13.49%	27.21%
	35 - 54	18.1%	18.28%	36.37%
	55+	9.9%	9.35%	19.27%
TOTAL		50.38%	49.62%	100%

SHOP Enrollment By Carrier

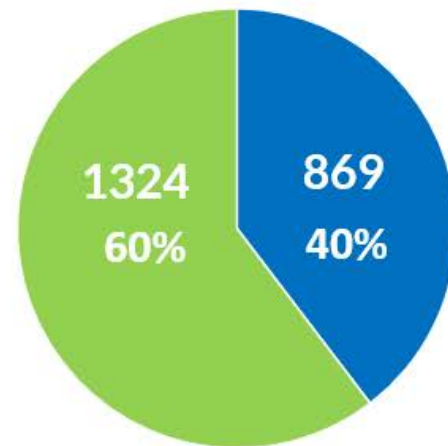
December 1, 2020



August 1, 2021



December 1, 2021



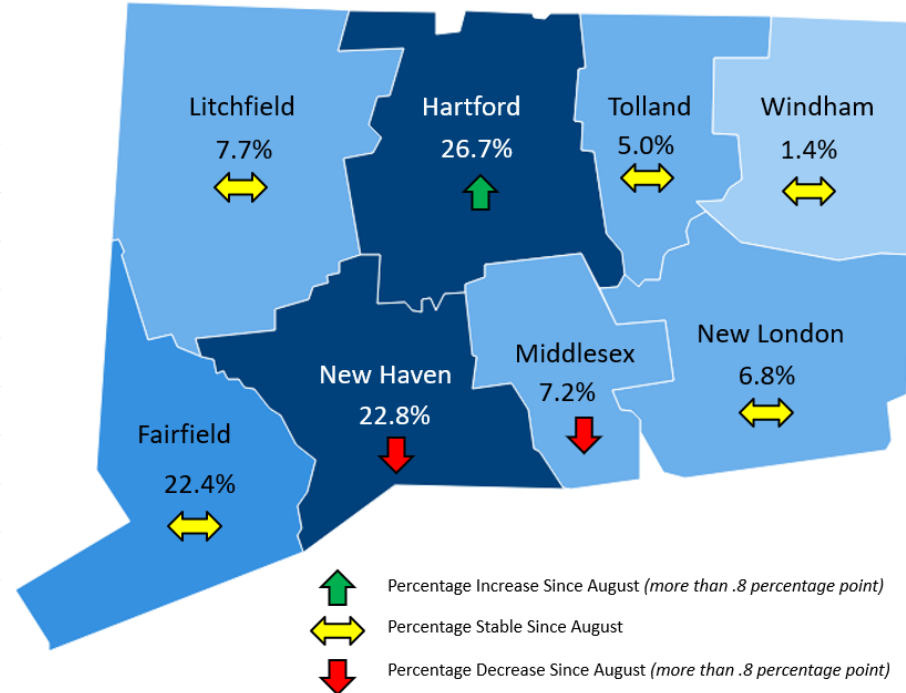
ConnectiCare

Anthem

Percentage of Enrolled SHOP Members By County:

Enrolled Members by County as of 12/1	# of Members in each County	% of Members by County
Fairfield	492	22.4%
Litchfield	169	7.7%
Hartford	585	26.7%
Middlesex	158	7.2%
New Haven	500	22.8%
New London	149	6.8%
Tolland	110	5.0%
Windham	31	1.4%
TOTAL	2193	100%

The growth in Hartford County has outpaced the growth in New Haven County and Middlesex County since August.



Stand-Alone Dental Enrollment

Anthem Stand-Alone Dental Plans				
Dec 1 2020 Members	Aug 1 2021 Members	Dec 1 2021 Members	% YOY change Dec 1 2020	% change since Aug 1 2021
3253	4116	4414	35.7%	7.24%



- Average subscriber age: **31**
- % of subscribers with Broker assistance: **12.5**
- % of subscribers under 35 years of age: **31**

2022 SHOP Marketing Campaign

Update

FY22 Marketing Campaign Update

The integrated marketing approach for FY22 has continued to focus on reaching **small business owners** and **brokers** through a mix of paid, earned, owned and shared media.

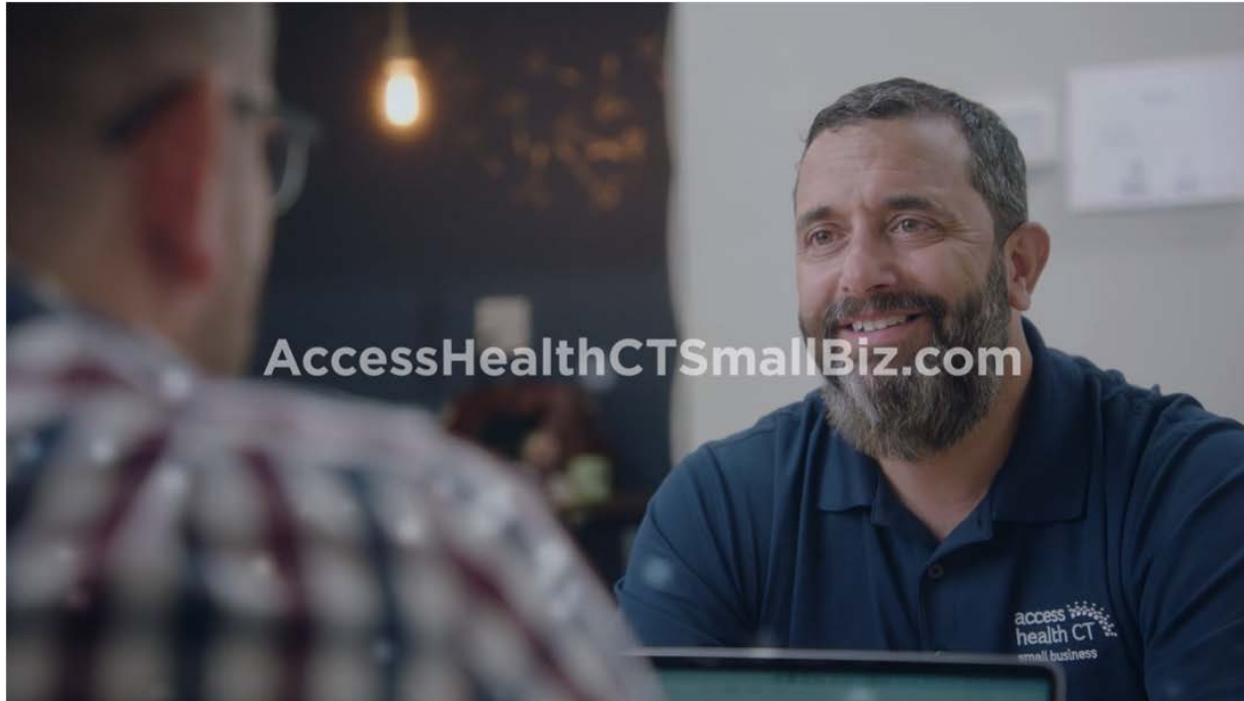
Campaign goals: Build awareness of Access Health CT Small Business in order to grow new membership through increased leads and connections, retain current membership (annual renewals) and increase leads and connections with new and existing brokers.

Media campaign timing: October 2021-June 2022

Campaign messaging and creative approach: “Coming Together” campaign centered around the Access Health Small Business team out in the community, supporting employers and employees as a trusted partner and resource.



Creative Evolution



[Link to: Access Health CT Small Business Promo Video](https://AccessHealthCTSmallBiz.com)

Media Snapshot

Building awareness through a constant presence and mix of media partners with digital efforts focused on driving site engagement and lead generation.

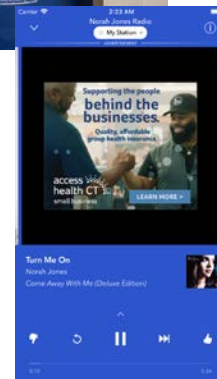
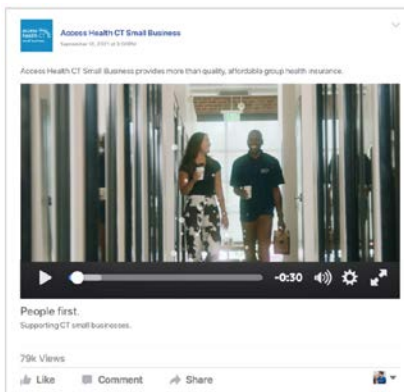
Outdoor media

- Parkville market outdoor installation – elevator wrap and giveaway campaign
- Static billboards (located in New London, New Haven, Middletown, Newington, Bridgeport)
- Yard Goats – AHCT SB theme night



Digital media

- Mix of banner ads, :30 video, :30 audio with the following partners:
 - Pandora
 - Hartford Business Journal/New Haven Business e-newsletters
 - WNPR
 - WFSB
 - Facebook and LinkedIn (Sponsored posts)
 - ReachLocal (SEM).



Media Snapshot

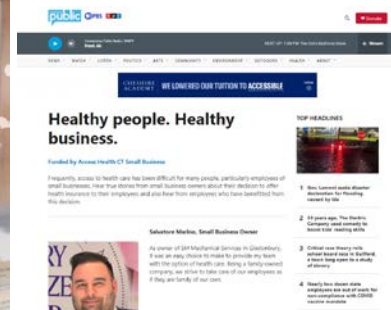
Building awareness through a constant presence and mix of media partners with digital efforts focused on driving site engagement and lead generation.

Print media

- Hartford Business Journal and New Haven Business – full page ads and advertorials

Broadcast media

- WNPR 'Healthy People. Healthy Business' partnership – featuring real client testimonials (:60 radio)
- Simpli.fi – Connected TV (:30 spots)
- WFSB Morning Business Report – exclusive sponsorship
- WFSB Small Business Spotlight – exclusive sponsorship
- WTNH This Week in CT with Dennis House – sponsorship



PR + Outreach

Positioning AHCT SB as a trusted resource in the community and generating awareness of newsworthy topics.

- Interviews on WFSB Facebook Live and CT Style
- Press release distributed around employee participation waiver period
 - Interview opportunities
- Local sponsorship opportunities
- Outreach to legislative contacts to promote AHCT Small Business messaging
- Outreach to chambers and trade associations to build relationships and opportunities



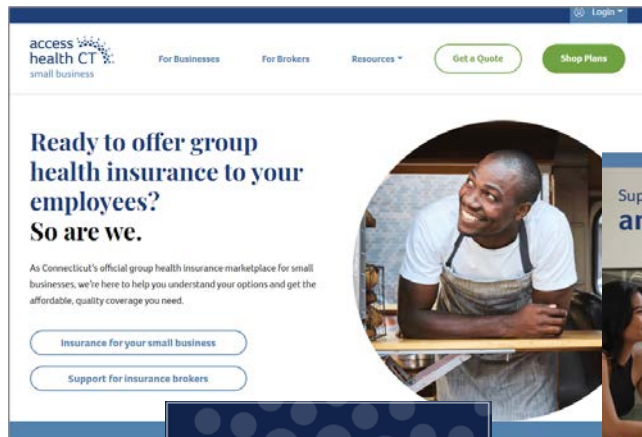
NEW HAVEN, Conn. (WTNH) — Health insurance is something we all can benefit from, but not everyone has the same needs.



Owned + Shared Media

Revitalizing existing content and assets for a creative evolution and developing new materials and techniques to increase awareness of AHCT Small Business and drive digital engagement.

- Marketing collateral creation (brochures, rate grids, etc.)
- Animated video creation (social + website use)
- :30 and :15 video creation (for use in advertising and social media along with new imagery)
- Thought leadership & advertorial development around trending topics
- Ongoing website updates – videos, resources, etc.
- Ongoing social content published to LinkedIn, Facebook, Twitter and Instagram
- Newsletter development
- SADP email pre-renewal and renewal series
- Facebook Live 'Did you Know' series development and broker conversations



Initial Observations & Areas of Focus (Jan-June)

- Many campaign elements started in late October and November and initial results are promising. Site performance has increased significantly over the prior period – doubling in pageviews, sessions, and specific site events; with more users coming into the site via the paid media campaign efforts and social media. As November results roll in over the coming weeks, we expect reporting to give us additional insights for continued creative + media optimization.
- We will continue to rotate in new creative materials and messaging to maintain interest and drive engagement. Tactics will be ongoing throughout June 2022 at various levels for a continued presence.
- As we move into the new year, community outreach efforts with local chambers and trade associations, legislators, and community organizations will continue to be a major focus to secure opportunities for AHCT Small Business team to spread awareness of the mission and services they can provide.
- In addition, further content development and digital engagement to drive leads will continue; including website optimizations, additional animated videos and blogs, newsletter implementation and an email drip campaign series.
- Social media will continue to see growth with implementation of a followership and engagement strategy, Facebook Live series (brokers + SBOs), and testimonial-based content.

THANK YOU