

A woman with short blonde hair, wearing red-rimmed glasses and a grey blazer, stands in a modern office. She is holding a tablet and looking towards the right. The office has large windows, brick walls, and modern lighting. In the background, there are desks, computers, and other office equipment.

Access Health CT SHOP Advisory Committee Meeting

February 22, 2022

AGENDA:

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

SHOP Enrollment



Anthem & ConnectiCare Small Group Health Plans			
	2021	2022	% change over 2021
Groups	362	485	34% ↑
Subscribers	1096	1301	19% ↑
Members	1521	2313	52% ↑
Avg. size group	4.20	4.77	14% ↑

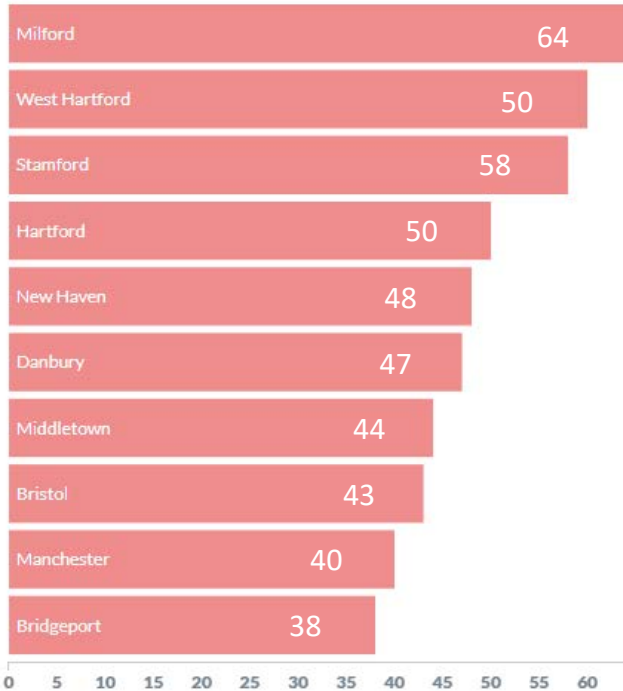
SHOP Demographics



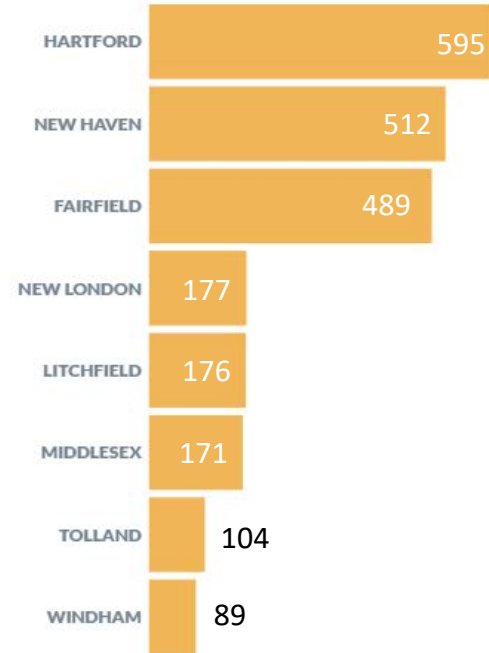
		Male	Female	Total
AGE	< 19	8.92%	7.84%	16.76%
	19 - 34	12.70%	15%	27.70%
	35 - 54	17.43%	16.89%	34.32%
	55+	10.54%	10.68%	21.22%
TOTAL		49.6%	50.41%	100.00%

Where Are Our SHOP Clients?

Enrollment By City SHOP



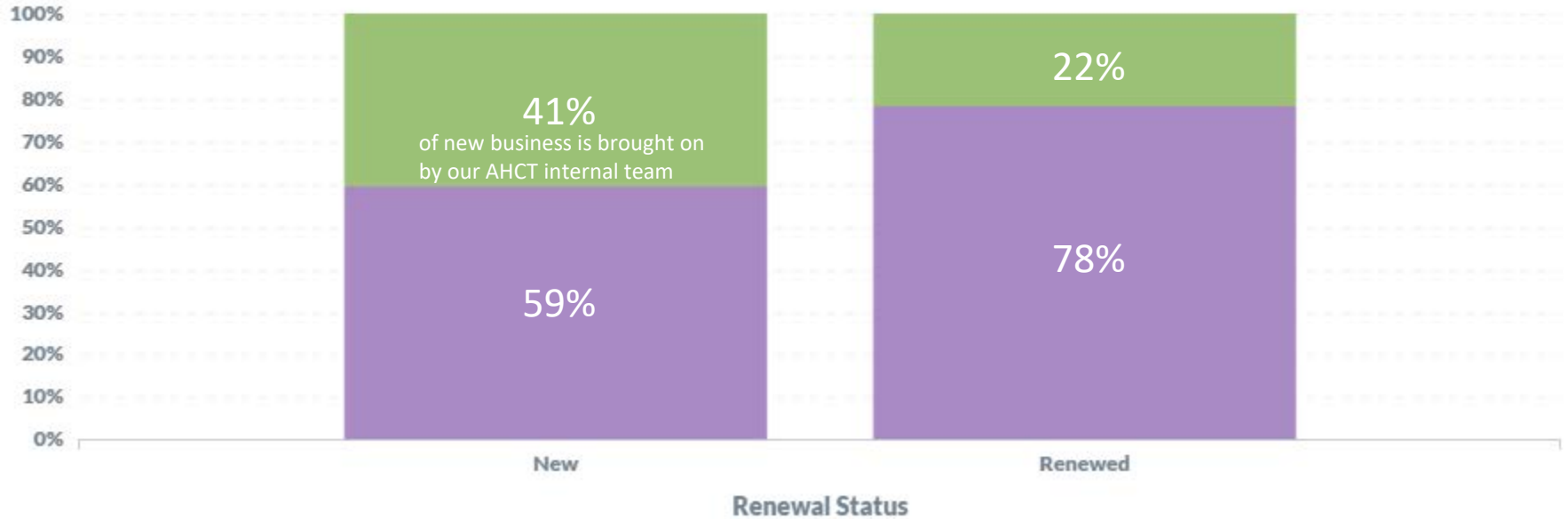
Enrollment By County SHOP




New Business vs. Renewals

Enrollee Broker Support SHOP

● Brokered ● Unassisted by Broker



Stand-Alone Dental Enrollment

Anthem Stand Alone Dental Plans				
Jan 2019 Members	Jan 2020 Members	Jan 2021 Members	Jan 2022 Members	% increase over 2021
1550	2207	4221	5165	22% 

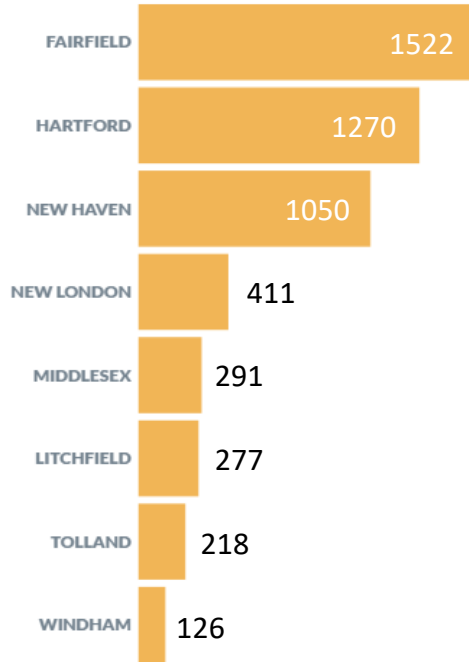
SADP Demographics



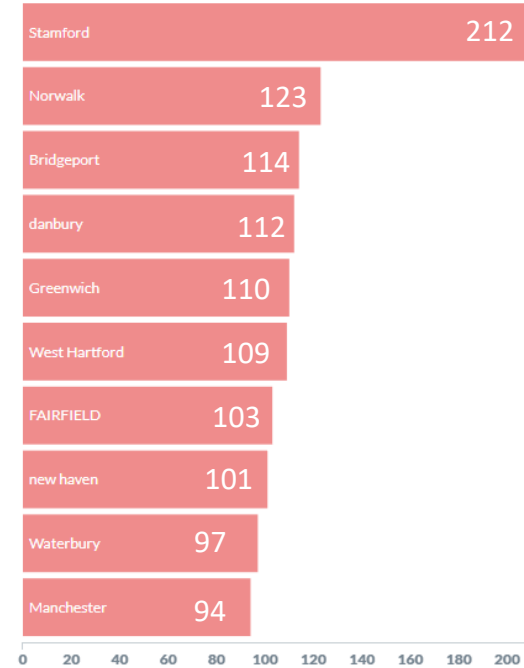
Age	Male	Female	Grand Total
<19	0.1%	0.1%	0.1%
19 - 34	15.2%	15.2%	30.4%
35 - 54	17.3%	18.3%	35.6%
55+	15.3%	18.6%	33.8%
Grand Total	47.8%	52.2%	100.0%

Where Are Our SADP Enrollments?

Enrollment By County SADP



Enrollment By City SADP



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.



Performance Snapshot

OVERALL DIGITAL ADVERTISING

4,292,061

Impressions

7,824

Clicks

0.18%

CTR

PAID SEARCH

26,023

Impressions

950

Clicks

3.65%

CTR

OVERALL WEBSITE ACTIVITY

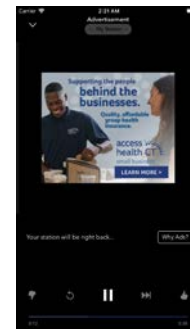
12,703

Sessions

7,980

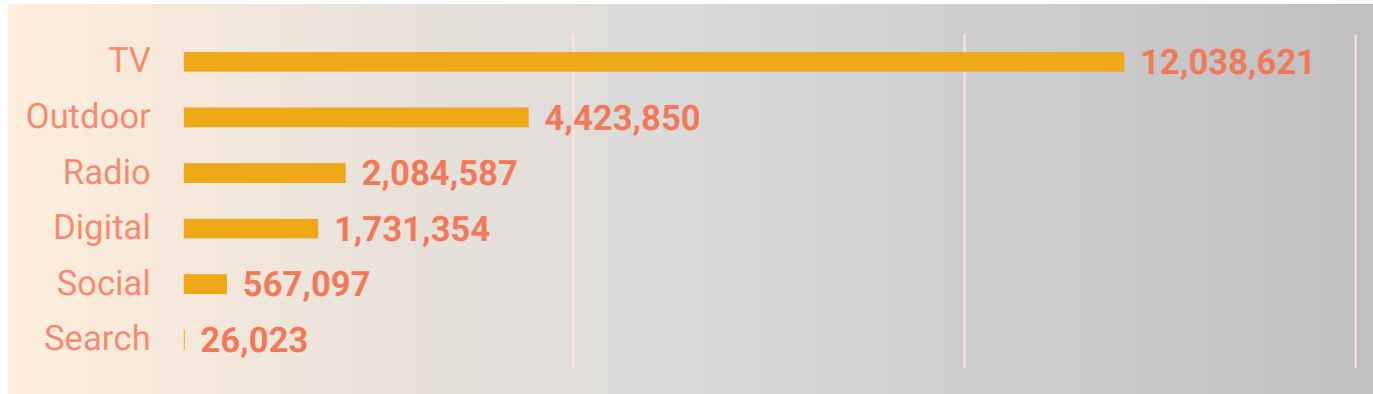
Total Events

Creative Snapshot



Reach by Medium

Audience Targeted  Contextually Targeted



Numbers above show impressions by medium.

- Broad contextual reach delivers the greatest awareness across audience segments, while user targeted digital campaigns offer increased engagement and conversion
- Broadcast targeting is focused on business content
- Billboard locations selected for their proximity to vital small business neighborhoods
- Facebook and LinkedIn campaigns were each built to reach small business owners across all industries

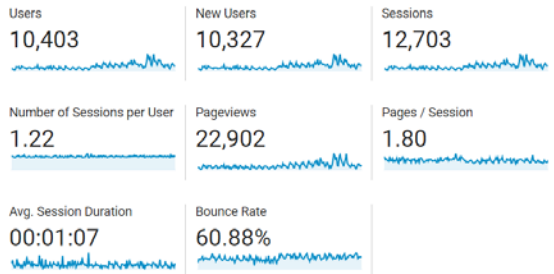
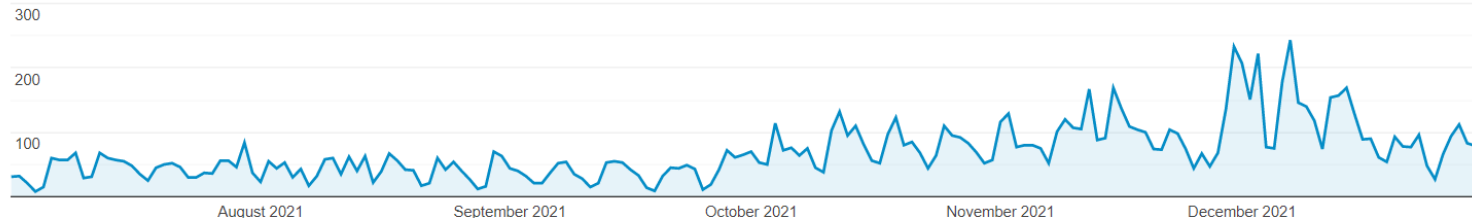
Website Performance Overview (July Dec)

Overview

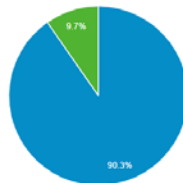
Sessions ▼ VS. Select a metric

Hourly Day Week Month

● Sessions



■ New Visitor ■ Returning Visitor

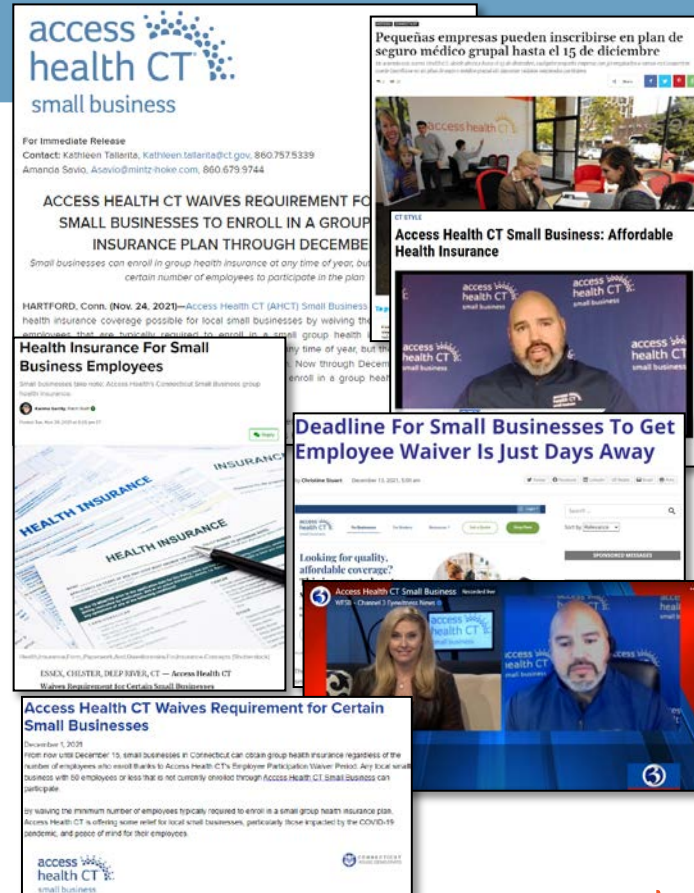


Observations:

While the summer and into September was a quiet month for traffic due to lower paid media influence, there is a steady increase from Oct – EOY as campaigns were put fully into motion. December's jump is due to re-engagement with paid search, banner ad creative rotation, and earned media referral traffic.

PR Coverage

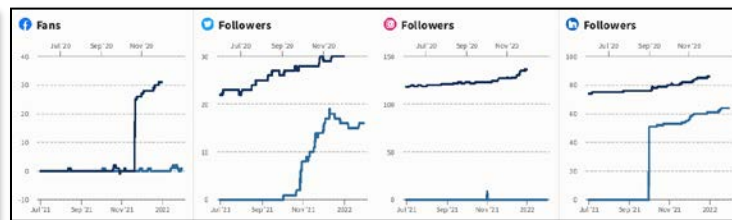
- **Outlets reporting coverage:**
 - El Sol News
 - Patch
 - CT News Junkie
 - WTNH
 - WFBS
 - CT House Democrats
- **Press releases distributed:**
 - Employee Participation Waiver Period 11/24
- **Reach: 670,396 potential impressions**
- **Key Message Pull-Through:**
 - Group Health Insurance: 83%
 - Small Group Health Insurance: 33%
 - Small Business Health Insurance: 17%



Social Performance Overview

The below data is a comparison from July 2020-December 2020 and July 2021-December 2021.

PLATFORM	IMPRESSIONS	REACTIONS/LIKES	SHARES/RETWEETS	COMMENTS/REPLIES
Facebook	778 (up from 243)	24 (up from 12)	2 (up from 0)	1 (up from 0)
LinkedIn	5.7K (up from 1.6K)	206 (up from 68)	21 (up from 11)	
Twitter	5.9K (up from 0)	23 (up from 7)	4 (up from 1)	
Instagram	872 (up from 10)	88 (up from 2)	N/A	16 (up from 0)



Takeaways & Next Steps

- Campaign performance has remained steady as we wrapped up the calendar year; with results on track or above our benchmarks of previous campaigns. Positive results include a significant uptick in direct traffic as well as more users than ever before entering into the website (via digital media campaign) through the 'contact us' page to submit a request for more information or to explore plan options for themselves.
- We have continued to rotate in new creative, content (articles & video) and messaging to maintain interest and drive engagement through the paid media efforts. Tactics will be ongoing throughout June 2022 at various levels for a continued presence.
- We've seen traction in speaking opportunities, specifically with local chambers at the start of the year. Outreach efforts will continue to focus on other community organizations and business associations. In-person opportunities and local events will also be another area of interest over the coming months.
- As we look to build a deeper understanding of what Access Health CT Small Business has to offer, we will be introducing new content such as newsletters, a fact sheet, and 3-4 segmented email campaigns to both primary and secondary audiences.

THANK YOU