



Strategy Committee Meeting

June 9, 2022

Agenda

- A. Call to Order and Introductions
- B. Public Comment
- C. Vote
 - Review and Approval of Minutes
- D. Mission and Vision Status Update (Vote)
- E. Guiding Principles Update (Vote)
- F. Strategic Initiatives
- G. Health Equity, Outreach and Consumer Advisory Committee Update
- H. Adjournment

Public Comment

Vote

Review and Approval of Minutes

Mission, Vision & Guiding Principles

Suggested Revisions

Mission

What the company is *right now*

Mission

Mission
statements
should define
what the company
is *right now*

Suggested revision based on Strategy Committee Feedback:

“To decrease the number of uninsured residents, improve the quality of healthcare, and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health **coverage** that give them the best value.”

Vision

What the company wishes to be like *in the future*

Vision

Suggested revision based on Strategy Committee Feedback:

“Provide Connecticut residents with access to the most **equitable**, simple and affordable health insurance products to **foster** healthier communities.”

Vision statements should define what the company wishes to be like *in the future*

Principles

Foundational statements adopted by
a company to *guide decision making*

Suggested Revisions to Principles

- Provide Connecticut residents with *an exceptional consumer experience*, promoting accessibility, integration and health equity for all.
- Maintain a valuable place within the State's healthcare ecosystem for the benefit of Connecticut residents, with a focus on *sustainability*, *flexibility* and affordability.
- Uphold *transparency* through accountable communications with Access Health CT stakeholders.
- Seek Access Health CT Values-based input from employees.

Principles are foundational statements adopted by a company to *guide decision making*

Suggested Revisions to Principles

Provide Connecticut residents with an exceptional consumer experience, promoting accessibility, integration and health equity for all.

- **Accessibility.** Strive to reduce the number of residents without health insurance and improve access to healthcare for all residents.
- **Integration.** Integrate public program information to ensure continuous healthcare coverage for Connecticut residents and seamless transitions between public programs and Qualified Health Plans (QHP).
- **Health equity for all.** Work to address longstanding ~~unjust~~ disparities in access to healthcare in Connecticut that influence health outcomes.

Principles are foundational statements adopted by a company to *guide decision making*

Suggested Revisions to Principles

Maintain a valuable place within the State's healthcare ecosystem for the benefit of Connecticut residents, with a focus on sustainability, flexibility and affordability.

- **Sustainability.** Promote sustainability and long-term viability of Access Health CT, building on previous success toward mission-driven goals and seeking new, diverse solutions that help to reduce the rate of the uninsured and health disparities throughout the State.
- **Flexibility.** Be nimble and flexible in responding to the quickly changing insurance market, healthcare delivery system and general economic conditions in Connecticut, while being sensitive and responsive to consumer demands.
- **Affordability.** Play a crucial role in the affordability of health insurance for Connecticut residents and the industry through well-informed plan designs and certification.

Principles are foundational statements adopted by a company to *guide decision making*

Suggested Revisions to Principles

Uphold transparency through accountable communications to Access Health CT stakeholders.

- **Accountable communications.** Ensure that business activities are shared transparently, services are easily available, and information is easily understandable.
- **Access Health CT stakeholders.** Key stakeholders include the public, board of directors, insurance carriers, state and federal legislature, and state- and federal-based agencies, brokers, community partners and **employers/employees.**

Principles are foundational statements adopted by a company to *guide decision making*

Suggested Revisions to Principles

Seek Access Health CT Values-based input from employees.

- **Access Health CT Values:** Authenticity, Integrity, Excellence, Ownership, One Team and Passion.

Authenticity	Integrity	Excellence	Ownership	One Team	Passion
Act with sincerity, credibility and self-awareness.	Commit to doing the right thing with genuine intention.	Aim high and challenge the status quo.	Take responsibility and initiative.	Collaborate to succeed.	Dedication to creating opportunities for greater health and well-being.

Principles are foundational statements adopted by a company to *guide decision making*

Strategic Initiatives

Broker Academy Updates

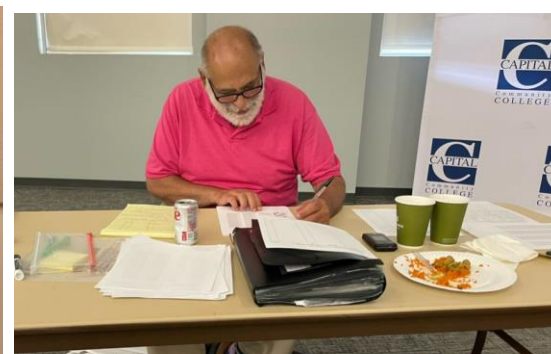
Broker Academy Updates



- **Training**
 - In-person classes June 1st-3rd
 - Kaplan Financial Education
 - 3 day in person class at **Capital, Gateway and Housatonic Community College**
- **Class Statistics**
 - 71 Total students
 - 68 Laptops distributed
 - Attendance
 - Day 1: 67
 - Day 2: 71
 - Day 3: 71
 - 69 Passed (Class test- Health)
 - **Average test score (New Haven) 86.9**
- **Next steps:**
 - Licensing exam
 - Mentorship program



access health CT



Strategic Initiatives

Subsidiary Updates

Ending the impact of generational poverty on health in Connecticut

Access Health CT Subsidiary Update



Market Analysis

THE NEED





Overlooked and ignored.

The need and opportunity to help solve a societal crisis.

The link between poverty, poorer health and a shortened life expectancy is well established.

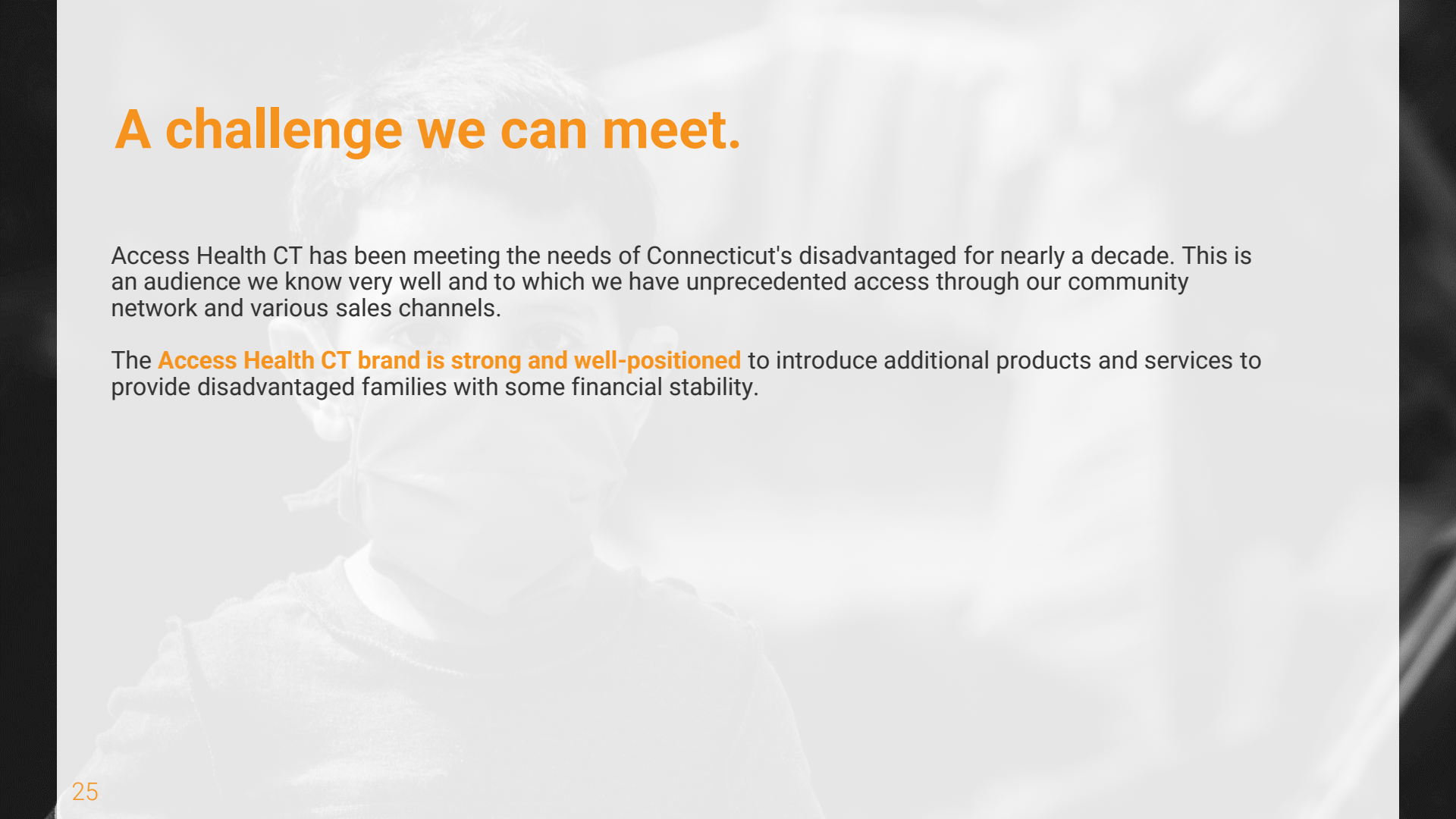
More needs to be done to bring fiscal stability to Connecticut's working poor to help mitigate the potentially devastating effects of unexpected life disruptions, resulting in unaffordable debt that can send them spiraling into the devastating grip of generational poverty.

Given the inextricable link between poor health and poverty, AHCT is building a long-term strategy to help **Connecticut's struggling residents achieve financial resiliency and avoid poverty, to ultimately live healthier lives.**



Access Health CT:

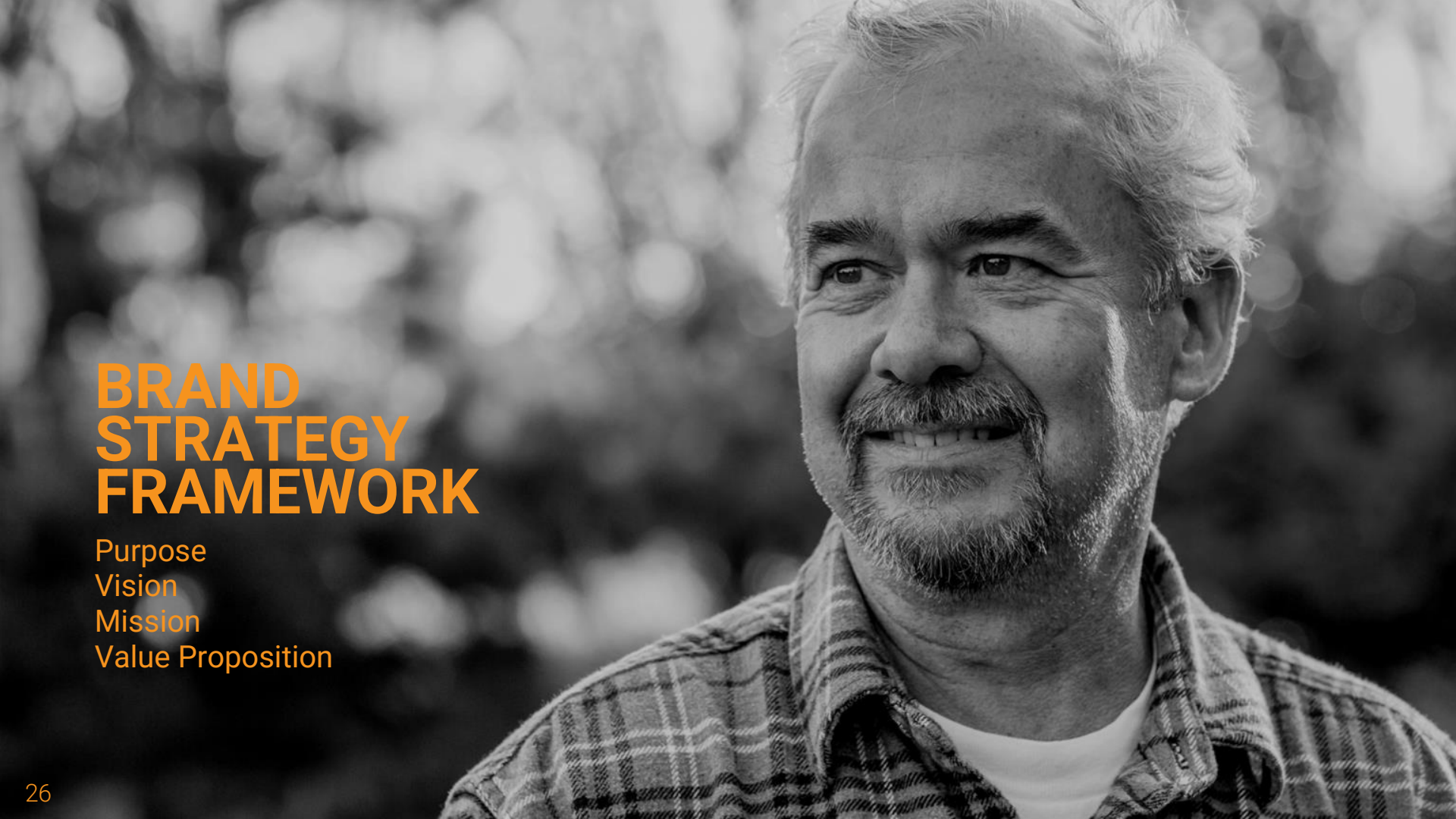
A CATALYST FOR CHANGE



A challenge we can meet.

Access Health CT has been meeting the needs of Connecticut's disadvantaged for nearly a decade. This is an audience we know very well and to which we have unprecedented access through our community network and various sales channels.

The **Access Health CT brand is strong and well-positioned** to introduce additional products and services to provide disadvantaged families with some financial stability.



BRAND STRATEGY FRAMEWORK

Purpose

Vision

Mission

Value Proposition

SUBSIDIARY
PURPOSE

We exist to improve the health of Connecticut residents by stabilizing the lives of those who are adversely impacted by the effects of health disparities.

SUBSIDIARY
VISION

A healthier state, where the cycle of multigenerational poverty and resulting health disparities has been disrupted.



SUBSIDIARY

MISSION

To make available health-related and financial products, services and supports for Connecticut's working poor who have been ignored and overlooked, by bringing together purpose-led entities to foster social change.



VALUE PROPOSITION

Many programs and policies in our state are designed to support the state's working poor population. These programs are designed to have a short-term, positive impact on reducing some aspects of poverty. But, a longer-term, more sustaining strategy is needed to support the vulnerable and suffering. Because even a small unexpected life disruption can send the working poor quickly into poverty, from which they may never escape.

Access Health CT has a vision for Connecticut. In conjunction with partners that share our desire to help, we're developing a new line of products, services and supports designed and priced specifically for the state's working poor. We've built a distribution network and team that understands the suffering, and how to engage with this underserved demographic.

Access Health CT is providing peace of mind today, along with hope that tomorrow, every resident of Connecticut will be able to rise above the cycle of poverty that currently weighs them down.

Q&A

Health Equity, Outreach and Consumer Advisory Committee Update

New HEOC Committee

- **Health Equity, Outreach and Consumer Advisory Committee**
- **Members:**
 1. Theodore Doolittle (Chair): Board Member/Healthcare Advocate
 2. Cee Cee Woods: Board Member
 3. Deb Polun: Connecticut Association for Community Action
 4. Sheldon Toubman: Disability Rights Connecticut
 5. Karen Siegel: Director of Policy, Health Equity Solutions*
 6. Giselle Carlotta-Mcdonald: Executive Director, Project Access*
 7. Leslie Greer: Office of Health Strategy*

*New members

Adjournment