



Connecticut Health Insurance Exchange  
SHOP Advisory Committee  
Special Meeting

Remote Meeting

Tuesday, February 22, 2022  
**Meeting Minutes**

**Members Present:**

Grant Ritter (Chair); Matthew Katz; Pamela Russek; Ellen Skinner; Paul Lombardo; Ellen Skinner; Christopher McKiernan

**Other Participants:**

Access Health CT (AHCT) Staff: James Michel; John Carbone; Jerome Chisolm; Susan Rich-Bye; 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 December 7, 2021 SHOP Advisory Committee Special Meeting Minutes. Motion was made by Matthew Katz and seconded by Christopher McKiernan. Roll call vote was ordered. Matthew Katz abstained. **Motion passed.**

#### **IV. Year-end SHOP Metrics Review**

John Carbone, Director of SHOP and Product Development, provided the Year-end SHOP Metrics Review. Mr. Carbone provided detailed metric analysis for both Anthem and ConnectiCare Small Group Health Plans.

Mr. Carbone emphasized that all the 2022 metrics increased significantly as compared to the prior Plan Year (PY). Mr. Carbone noted that the number of groups experienced a 34 percent increase, number of subscribers increased by 19 percent, membership size increased by 52 percent while the overall average group size went up by 14 percent. Mr. Carbone elaborated that the SHOP Team continues to work to increase these numbers further.

Matthew Katz commented that since the number of members and products are growing, it would be helpful to learn about the specific plans that groups and members are selecting. Mr. Carbone noted that some of this data is found in the presentation, but also going forward, more metrics and comparisons will be incorporated.

Mr. Carbone went on to provide analysis of the SHOP Demographics pertaining to age and gender type. Mr. Carbone noted that the distribution is mostly divided in half for all age groups. Mr. Carbone provided SHOP enrollment by city and county. The top three cities with SHOP enrollment are Milford, West Hartford and Stamford while the top three counties are Hartford, New Haven and Fairfield. Mr. Carbone said that there are great opportunities in other counties to boost membership.

Mr. Carbone noted that local chambers of commerce are an important element in AHCT's efforts to make sure consumers in those localities are aware of the SHOP products. Mr. Carbone added that the AHCT internal team is responsible for 41 percent of new business and 22 percent of renewals. Mr. Carbone stressed that 78 percent of the renewals are assisted by brokers. The retention rate for renewals is 88 percent.

Brief discussion ensued around retention strategies. Mr. Carbone directed the Committee's attention to the Stand-Alone Dental Plans (SADP) Enrollment. Mr. Carbone noted that Anthem's Stand-Alone Dental Plans experienced a significant increase over the years, with January 2022 membership standing at 5165 representing a 22 percent increase compared to the prior year. Mr. Carbone stated that SHOP plans to expand that membership even further and briefly explained SADP enrollment by city and county. Mr. Carbone stated that over the next six to eight months, SHOP will be working on a new platform and additional enhancements will be added.

#### **V. 2022 SHOP Marketing Campaign Update**

Benjamin Cadwell from Mintz and Hoke presented the 2022 SHOP Marketing Campaign Update. Mr. Cadwell noted that the marketing campaign uses a mix of tactics in reaching small business owners and brokers with its goal to continue building the awareness of SHOP, ultimately growing membership and increasing the leads and connections with the broker community. Mr. Cadwell emphasized that the goals of the marketing campaign also include

As Approved by the SHOP Advisory Committee on July 26, 2022 retaining current membership and its messaging among other elements. Mr. Cadwell provided the Committee with a performance snapshot in digital advertising that include numerous campaign strategies.

Mr. Cadwell detailed the marketing campaign reach by medium, which include television, outdoor, radio, digital, social as well as an online search. Mr. Cadwell emphasized that television was the most popular with over 12 million impressions. Mr. Cadwell clarified that broad contextual reach delivers the greatest awareness across audience segments, while user targeted digital campaigns offer increased engagement and conversion and pointed out that broadcast targeting is focused on business content.

Mr. Cadwell added that billboard locations are selected for their proximity to vital small business neighborhoods while Facebook and LinkedIn campaigns were built to reach small business owners across all industries. Mr. Cadwell provided an in-depth analysis of the website and social performance overview, as well as the Public Relations coverage for the period between July and December of 2021. Mr. Cadwell concluded that campaign performance has remained steady with results on track or above benchmarks of previous campaigns and pointed out that rotation in new creative content as well as messaging was done to maintain interest and drive engagements through the paid media efforts.

Mr. Cadwell noted that outreach efforts will be ongoing throughout June 2022 at various levels for a continued presence while other engagements, specifically with local chambers will continue, including focusing on other community organizations and business associations. Mr. Cadwell elaborated that SHOP will be introducing new outreach content soon. Mr. Katz asked for a distribution of the new outreach materials to the Committee.

## **VI. Adjournment**

Chair Grant Ritter requested a motion to adjourn. Motion was made by Matthew Katz and seconded by Pamela Russek. Roll call vote was ordered. ***Motion passed unanimously.*** Meeting adjourned at 4:33 p.m.