



**Access Health CT  
SHOP Advisory Committee Meeting**

**September 20, 2022**

# AGENDA:

- A. Call to Order and Introduction
- B. Public Comment
- C. Review and Approval of Minutes
- D. Small Group Health Option Program Metrics
- E. Adjournment

# SHOP Metrics

# SHOP Enrollment



	Anthem & ConnectiCare Small Group Plans		
	Sept 2022	Sept 2021	% YOY Change
<b>Groups</b>	<b>495</b>	<b>454</b>	<b>9%</b> ↑
<b>Subscribers</b>	<b>1541</b>	<b>1383</b>	<b>11%</b> ↑
<b>Members</b>	<b>2377</b>	<b>2145</b>	<b>11%</b> ↑
<b>Average size group</b>	<b>4.80</b>	<b>4.72</b>	<b>2%</b> ↑

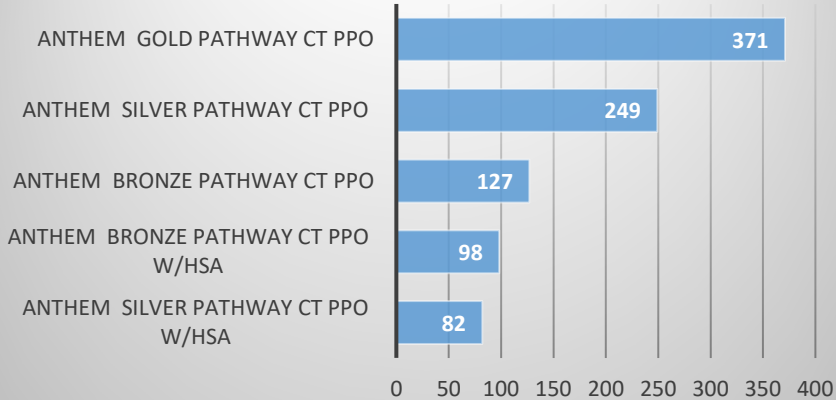
# SHOP Demographics



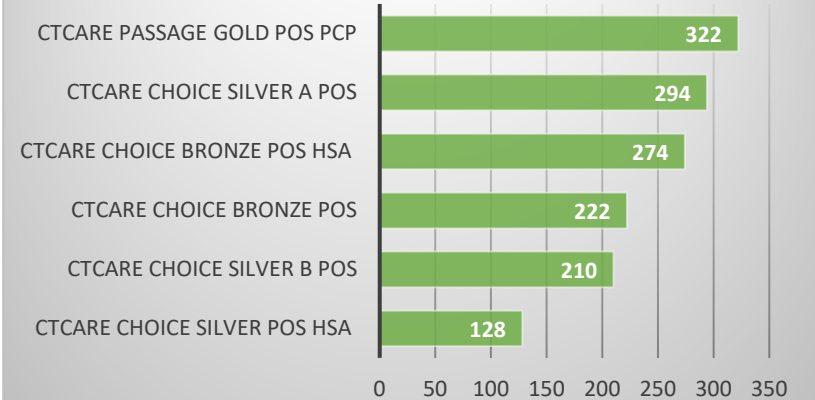
		Male	Female	Total
AGE	< 19	7.5%	8.4%	15.9%
	19 - 34	15.0%	16.2%	31.2%
	35 - 54	18.8%	17.1%	35.9%
	55+	9.3%	7.7%	17.0%
	<b>TOTAL</b>	<b>50.68%</b>	<b>49.32%</b>	<b>100%</b>

# SHOP Plan Selections

## Anthem Plan Selections

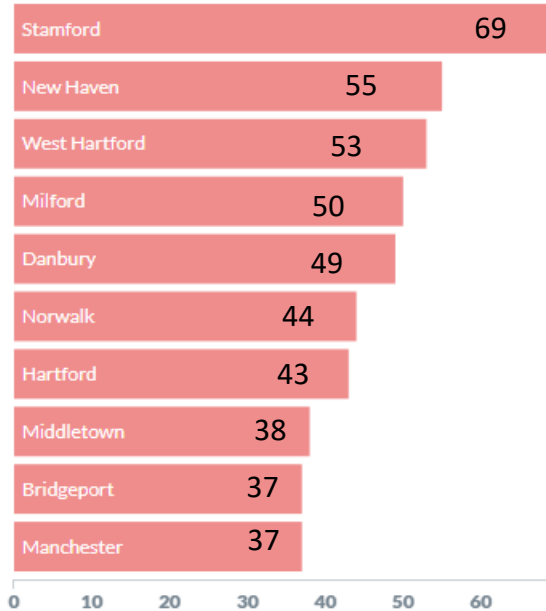


## ConnectiCare Plan Selections

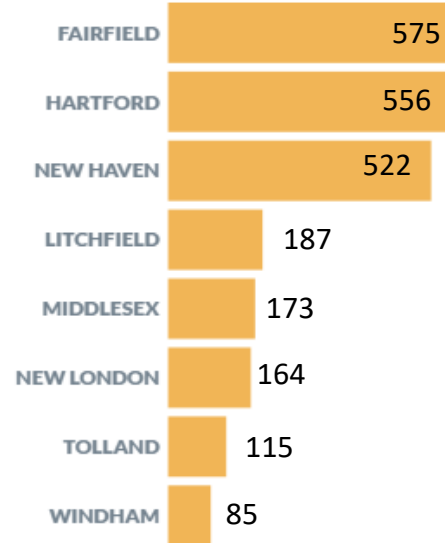


# Where Are Our SHOP Members?

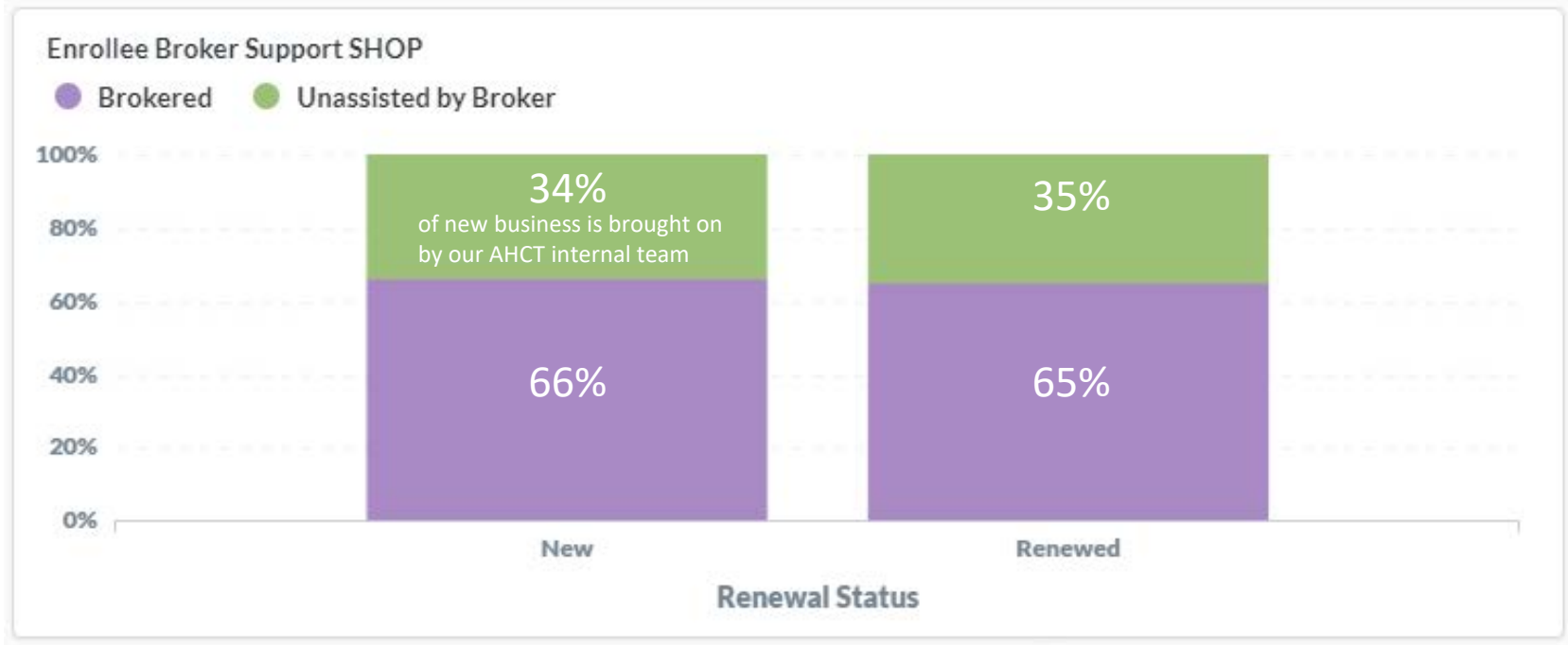
Enrollment By City SHOP



Enrollment By County SHOP



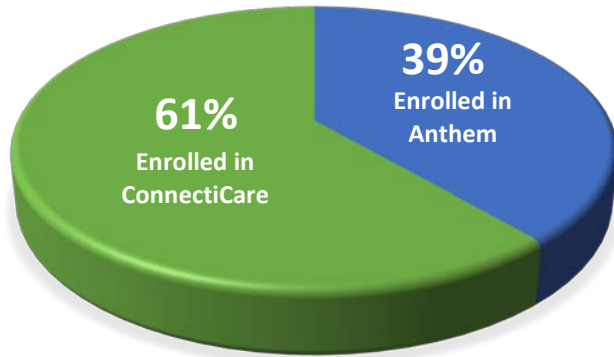
# New Business vs. Renewals



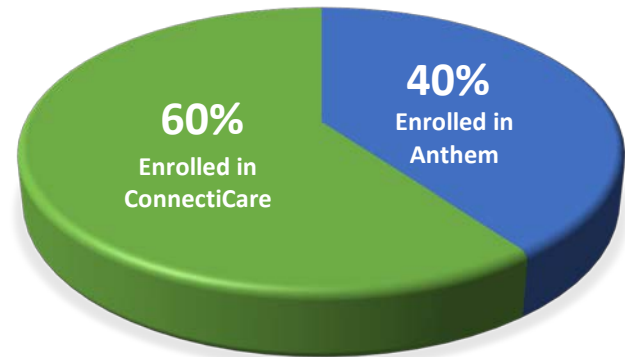


# SHOP Enrollment by Carrier

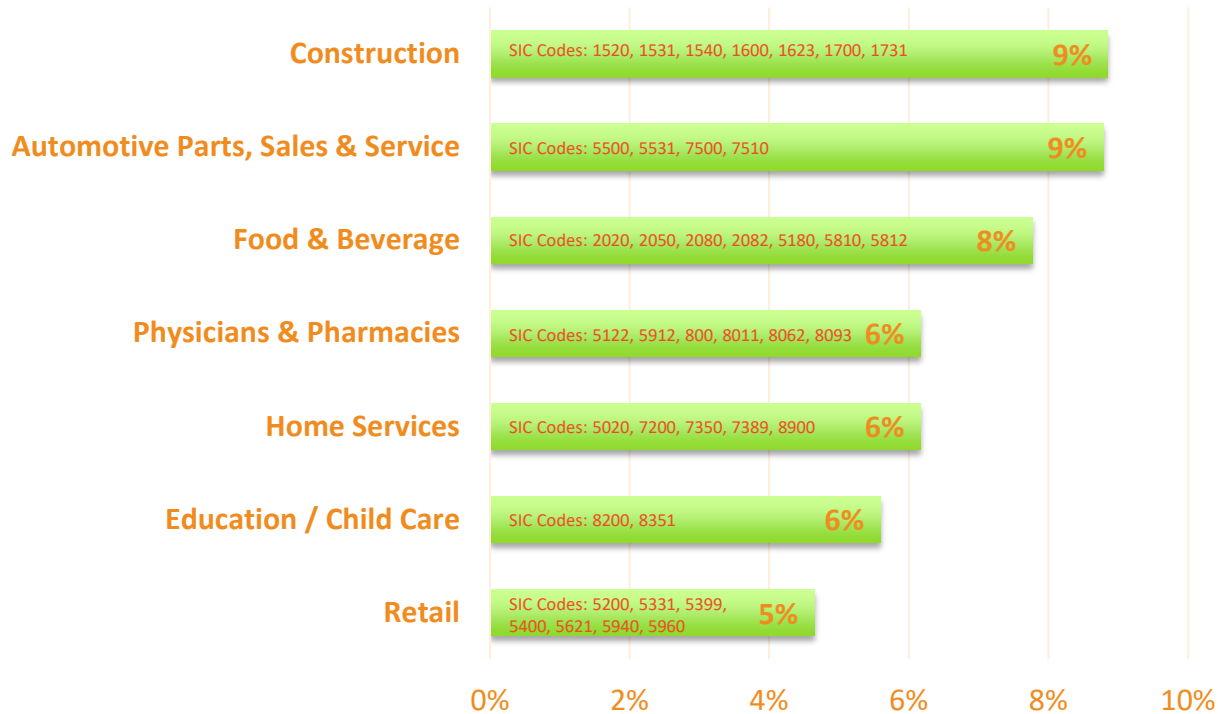
AS OF SEPT. 2022



AS OF SEPT. 2021



# SHOP's Top Business Types



# Revenue Generated for Carriers



Total Annual Premiums = \$15.3 Million  
Anthem Annual Premiums = \$ 6.6 Million  
ConnectiCare Annual Premiums = \$ 8.7 Million



Total Anthem Monthly Premium = \$ 549K  
Total ConnectiCare Monthly Premium = \$ 724K



Highest Monthly Invoice = \$ 21,425.78  
Lowest Monthly Invoice = \$ 290.64  
Average Monthly Invoice = \$ 2,558.59



# Business From Our Brokers



## Policy Premiums via AHCT Small Business:

- **CT Broker Community (102)**  
= \$ 13 Million / yr.
- **Direct through AHCT**  
= \$ 2.3 Million / yr.

# SADP Metrics

# Stand-Alone Dental Enrollment

Anthem Stand-Alone Dental Plans			
Sept 2022 Members	Sept 2021 Members	% YOY change	Average Age of Subscriber
<b>4824</b>	<b>4879</b>	<b>1% ↓</b>	<b>45</b>

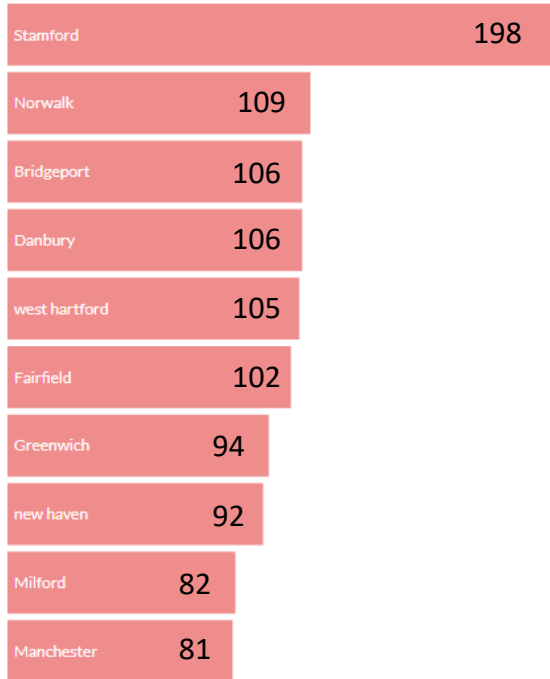


## SADP Demographics

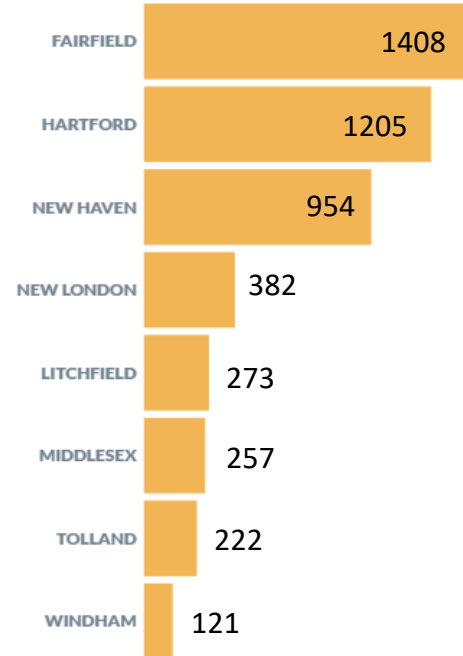
Age	Male	Female	Grand Total
<19	0.1%	0.0%	0.1%
19 - 34	13.7%	14.5%	28.2%
35 - 54	17.4%	18.3%	35.7%
55+	16.4%	19.7%	36.1%
Grand Total	47.5%	52.5%	100.0%

# Where Are Our SADP Enrollments?

Enrollment By City SADP



Enrollment By County SADP



# Marketing Update

- Refined creative concepts and materials based on feedback during last committee meeting
- Developed media plan focused on lead generation tactics through Oct-Jan
- Campaign implementation underway; landing page & assets currently in development for broad release to market in October
- Ongoing content development including video, referral materials & collateral, email campaign, social series, blogs, upcoming press releases and more.

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## Quality employees are hard to find.

Show them they're valued.  
Quality, affordable group health insurance.

Explore your plan options >



## The Yard Goats have their bases covered.

We've got yours.

Quality, affordable group health insurance.

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## Once a perk. Now a necessity.

Value employees with group health insurance.

Offering health insurance to your employees used to be seen as a benefit, or a perk of working for an employer who cares for their people.

Today however, that view has changed. Employees no longer see health insurance as a perk, but instead as a compensation requirement—almost as important as pay. And the employers who fail to recognize this increasingly find themselves struggling with the hiring and retention of quality employees.



At Access Health CT Small Business, we understand that offering group health insurance, especially as small business owners, can feel overwhelming and out of budget. That's why we're making it as easy as possible for CT based small businesses to offer what employees are looking for—quality, affordable group health insurance.

Give us a call or get in touch to talk about the specific needs of your business. We'll help you find a plan that works for you, your employees, and your budget.

Start exploring your options >

Learn more by visiting our website at [AccessHealthCTSmallBiz.com](https://AccessHealthCTSmallBiz.com) or call us directly at 860-241-0645.

"You just never know when something unexpected is going to hit, so health insurance to me is very important. Being able to provide that for the folks that have come to work with us was really important, too."



Julie Accardi Schuler, P.E.  
East-West Engineering



**Thank You**