

A woman with glasses and a dark green shirt is leaning over a table in a clothing store. She is holding a brown Priority Mail box and looking at a laptop. The background shows racks of clothes and shelves with boxes. A blue semi-transparent banner is overlaid on the image.

Access Health CT SHOP Advisory Committee Meeting

January 24, 2023

AGENDA:

- A. Call to Order and Introduction
- B. Public Comment
- C. Review and Approval of Minutes
- D. Year-end SHOP Metrics Review
- E. Carrier Update
- F. Marketing Update – Q4 2022
- G. Adjournment

SHOP Metrics Review

SHOP Enrollment



	Anthem and ConnectiCare Small Group Plans		
	January 1, 2022	January 1, 2023	% YOY Change
Groups	481	508	5.6%
Subscribers	1605	1651	2.9%
Members	2340	2443	4.4%
Average size group	4.86	4.81	-1.1%

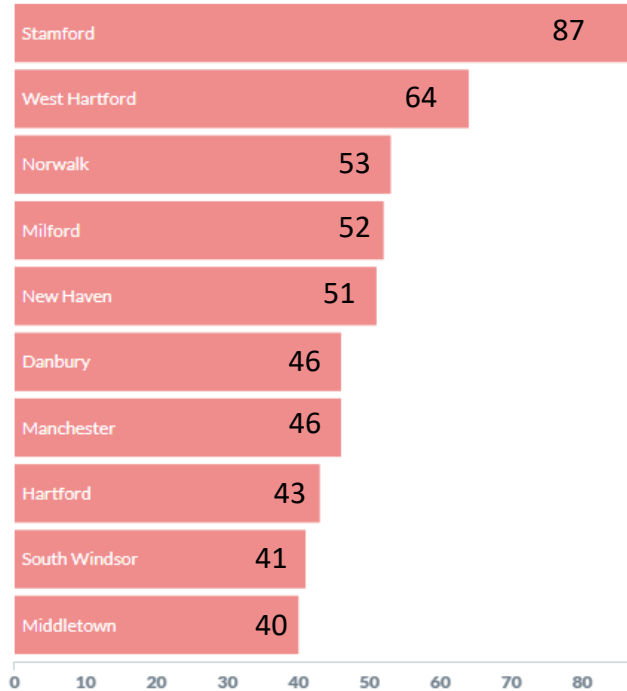
SHOP Demographics



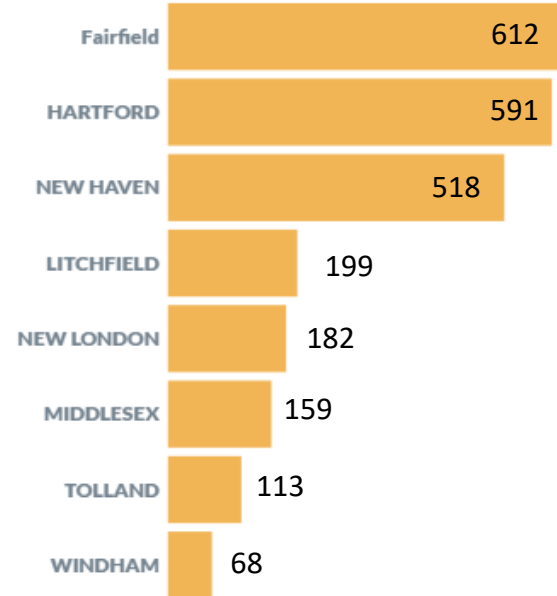
		Male	Female	Total
AGE	< 19	7.7%	8.0%	15.7%
	19 - 34	12.7%	16.0%	28.7%
	35 - 54	19.0%	16.9%	35.9%
	55+	10.7%	8.9%	19.6%
TOTAL		50.2%	49.8%	100.0%

Where Are Our SHOP Members?

Enrollment By City SHOP



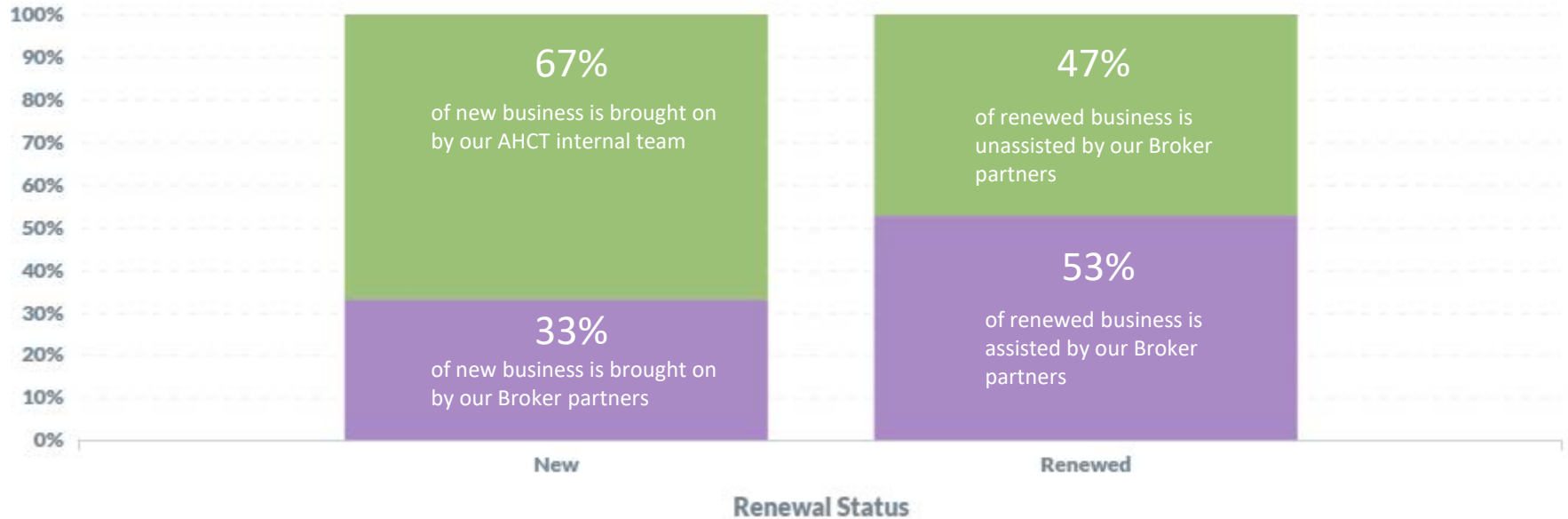
Enrollment By County SHOP



New Business vs. Renewals

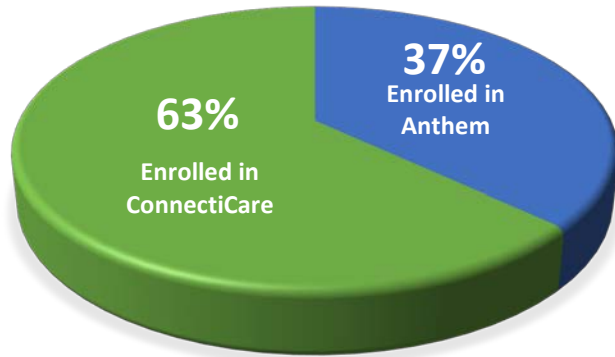
Enrollee Broker Support SHOP

● Brokered ● Unassisted by Broker

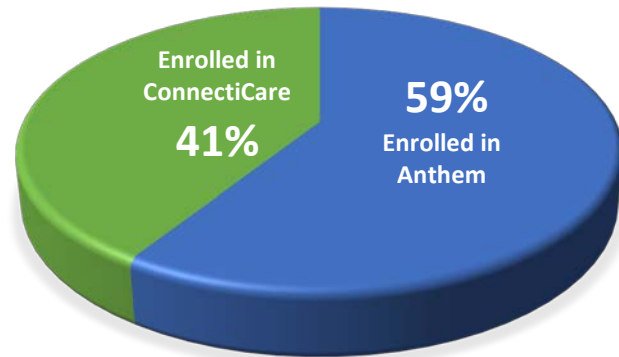


SHOP Enrollment by Carrier

AS OF JAN 2022



AS OF JAN 2023



Stand-Alone Dental Enrollment



Anthem Stand Alone Dental Plans	
Jan 1 2022 Members	Jan 1 2023 Members
3420	9056

Dental enrollments saw a dramatic increase in 2022 due in part to:

- Updates to the enrollment website, making the process easier

Carrier Update

- **ConnectiCare leaving the fully insured Small Group markets:** No new small group business will be sold for 2023 and no current ConnectiCare small groups will be allowed to renew after May 1, 2023.
- **SHOP ConnectiCare Membership as of Fall 2022:** 321 groups and 1572 members – 203 groups can renew into ConnectiCare plans for 2023 and 118 groups with renewal dates after May 1, 2023, will need to find another carrier or other coverage. 70% of ConnectiCare's book of business through the SHOP for 2023 has a broker assigned to them.
- **Our plan:** Reach out to all our ConnectiCare groups/brokers and explain how these changes will affect them and how we can help.
- **Small Business employees purchasing Individual plans:** Over the last couple of years our Access Health CT Small Business Team has been extremely focused on helping small businesses find the best health care coverage choice for their budgets and their employees. Throughout this time, we have successfully been able to enroll over 3700 employees in plans through the Individual market

Marketing Update

Marketing Update – Q4 2022

- From Oct – Dec, creative and media efforts ramped up significantly as the campaign focused on generating new leads during the key enrollment timeframe.
- Included in this year's media efforts were content syndication programs, custom e-blasts, magazine cover wraps, new paid social campaigns, paid search and more.
- New video content was developed to incorporate into the campaign at various levels, including broker and SBO conversations, on-the-street employee interviews, and animated campaign messaging videos.
- There was significant earned media coverage around the employee participation waiver period in Nov/Dec. Through community outreach efforts, new connections were established with groups and associations resulting in speaking opportunities.
- Organic social media performance continued to increase, with 229 new followers across all platforms and impressions doubling in some cases YoY.



Digital Advertising

506

New Leads

Paid Social + Digital Campaigns



Website

21,929

Pageviews

(+40% increase from Q4 2021)



access health CT
small business

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—without an important pay raise, and the employees who fail to recognize this necessity find themselves struggling with the hiring and retention of quality employees.



All 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.

Over 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 AccessHealthCT.com/IBz or call us directly at 800-241-6946.

"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 kids that have come to work with us was really important."

Julie Moore Schuler, P.E.
EPM/Plant Engineering



Client testimonial



Not offering healthcare to employees basically lessens your pool of talent ... having that benefit just opens us up to attracting talent that we need to be successful.

Michael Allen, Chief Executive Officer, The Wellness Group



Employees are asking about insurance.
We can help with that conversation.



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Thank You