



Access Health Connecticut

January 12, 2023, Strategy Committee Meeting

Strategy Committee Meeting Agenda

- A. Call to Order and Introductions**
- B. Public Comment**
- C. Vote**
- D. Open Enrollment 10 Update**
- E. Access Health CT Five to Ten Year Strategic Plan**
- F. Strategic Initiatives Update**
- G. Adjournment**

Public Comment

Vote:

Review and Approval of Minutes

Open Enrollment 10 (OE10) Update

2023 Open Enrollment Update



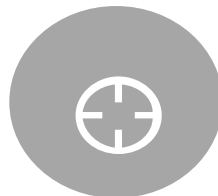
ENROLLMENT

- To date, 103k enrollees purchased a 2023 Medical policy.
- 7k enrollees have also purchased a 2023 Dental policy



WEBSITE

- Over 931k website visitors since Nov. 1.
- 6% higher volume of new users compared to last year.



CALL CENTER

- 176.5k calls & 19k live chats since Nov. 1.
- 8.7% lower call volume than last year.



IN-PERSON

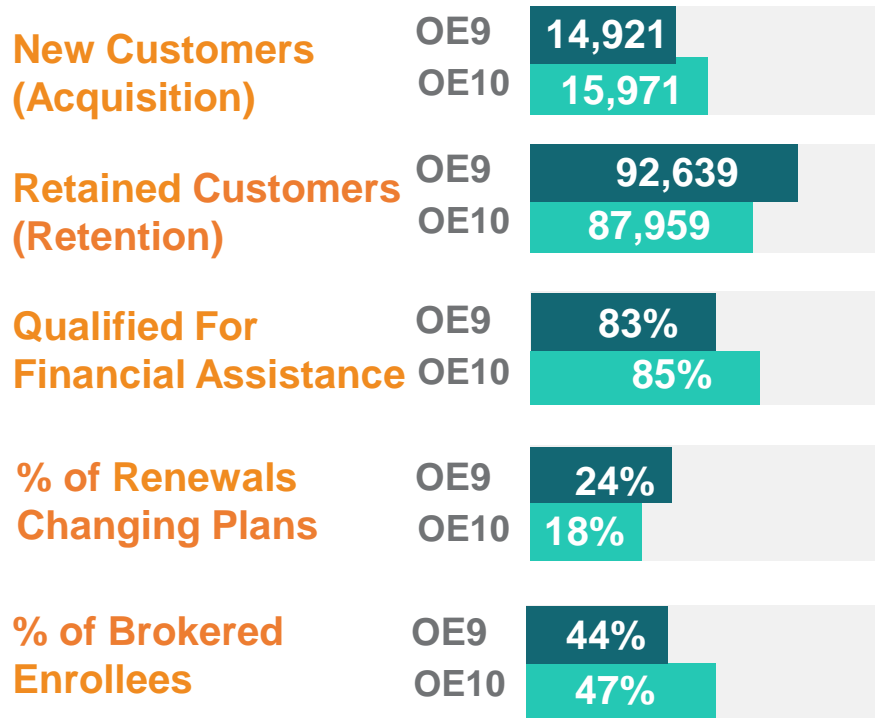
- 2 Enrollment Locations
- 6 Open Enrollment Fairs
- 4 Navigator Partners
- 123 Certified Application Counselors



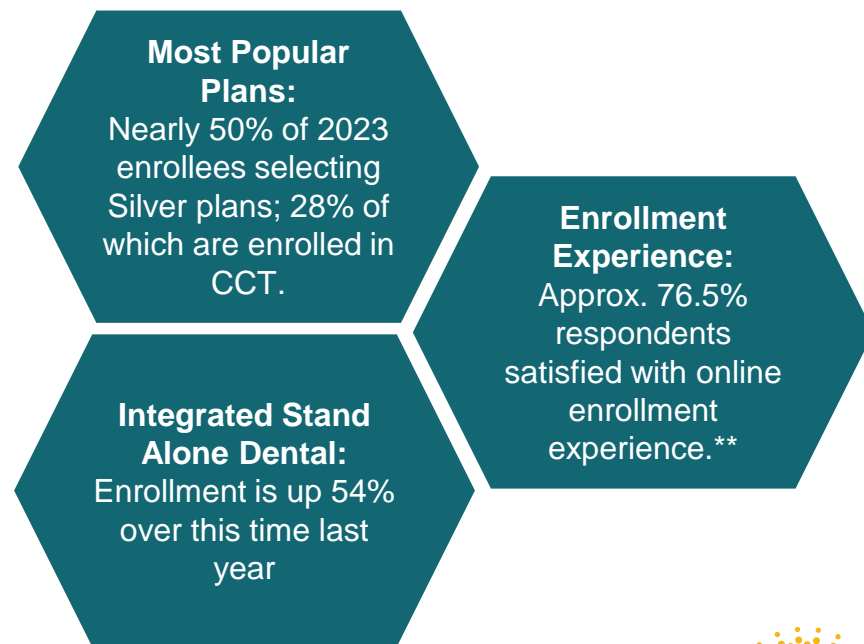
UPCOMING

- Mailings going to 8.5k QHP Households and 2k SADP Households which have yet to renew reminding of the January 15 deadline.

2023 Open Enrollment Update



2023 Shopping Trends



*Report results as of 1/2

7 **End of Enrollment Survey

Access Health CT Five to Ten Year Strategic Plan

Access Health CT Five to Ten Year Strategic Plan

Purpose:

- Continue to march towards mission of lowering the uninsured and help address health disparities in Connecticut
- Engage Committee members to share opinions, perspectives and ideas for Access Health CT to continue to deliver for its customers
- Allow organization to stay relevant and enhance customer experiences moving forward
- Identify new revenue streams and products that can grow loyalty and deepen relationships with customers and community

Timeline:

- January 2023
 - Interview Strategy Committee Members
 - Senior Leadership Team Brainstorming Session/Gather Internal Viewpoints
- February 2023
 - Create draft Five-to-Ten Year Strategic Plan
 - Present draft Five-to-Ten Year Strategic Plan to Senior Leadership Team
- March 2023
 - Present draft Five-to-Ten Year Strategic Plan to Strategy Committee

Strategic Initiatives Update

Broker Academy Update

Year 1 wrap up

- Broker Academy year 1 student transition
- Lessons learned session

Year 2

- 2 class locations: Hartford and New Haven
- Accept up to 100 students
- Application opens February 27, 2023
- Application deadline is March 31, 2023
- 4 pre-training meetings prior to class
- Class days scheduled for June 5-9th (extra 2 days)



Subsidiary Update

- Final Draft of Subsidiary Business Plan
- Development of Finance Model
- Customer Assessment
- CEO Meetings with Board members through February
- Subsidiary Name Registration and Trademarking: Reservation of URL
- Present Business Plan to Board

Adjournment