



# Access Health Connecticut

April 13, 2023, Strategy Committee Meeting

# Strategy Committee Meeting Agenda

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- February 9, 2023

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# Public Comment

# Vote:

## Review and Approval of Minutes

- February 9, 2023

# Medicaid Unwinding Update

# Medicaid Unwinding Update

## Policy:

- 120-day Special Enrollment Period from date of coverage loss

## Technical Operations & Analytics:

- 11% of households impacted by the Unwinding have manually updated their applications since Nov. 1\*
- 46 individuals enrolled in Covered CT Program\*
- 103 individuals enrolled in a Qualified Health Plan (without a Covered CT benefit)\*

## Operations:

- March 1 new hire class started taking calls on April 6
- Call center statistics:
  - March: 77,527 calls with an average wait time 67 seconds
  - As of April 3: 4,094 calls with an average wait time of 29 seconds

\*Data as of April 4, 2023

# Medicaid Unwinding Update

## Health Equity & Outreach:

- 15 new call center reps trained to do enrollments in the field (started March 31)
- Enrollment fair planning in progress; target launch date for events in June and rotate to community health center locations and Navigator sites
- Consumers currently have access to 500+ Brokers and 130 Certified Application Counselors (CACs) throughout the state to assist with in-person enrollment
- To keep consumers and community partners informed, the team is hosting monthly educational presentations as well as quarterly in-person meetings

## Marketing:

- Issued joint press release with Department of Social Services (DSS) March 27
- Creative concepts in progress for advertising campaign
  - Will include TV, Radio, Billboards, Print, Social Media and Digital
  - Campaign launch date: June 1
  - To follow an extension of the DSS extended “Update Us So We Can Update U” campaign
- Updates to homepage and “manage my account” webpage
- New blog post and Knowledgebase article
- Working with DSS to develop and review collateral
- Continued social media support of DSS campaign to update contact information
- Direct-to-consumer marketing (Direct Mail/Email/Text Messaging) to ~95k audience projected to become eligible for Covered CT Program or Qualified Health Plan (QHP) with subsidy

# Five-to-ten year Strategy Development

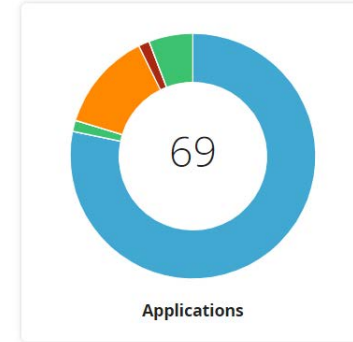


# Strategic Initiatives Update

# Broker Academy Update

## Updates

- Webpage traffic
  - 1,488 in January
  - 1,847 in February
  - X in March
  - Referral stats:
    - 28% AHCT website
    - 25% Community organization
    - 24% Friend/Family/Mentor
    - 5% Other/watching BOD meeting
    - 5% emails
  - Gender:
    - 50% Female
    - 26% Male
    - 21% Chose not to identify
  - Ethnicity:
    - 53% African American/Black
    - 23% Chose not to identify/Two or more races
    - 21% Hispanic/Latino
    - 11% Asian (not Hispanic or Latino)
    - 7% White (not Hispanic or Latino)
  - Locations:
    - 41% Hartford County
    - 26% Fairfield County
    - 17% New Haven County
- Outreach:
  - 6 Informational Sessions — 107 attendees
- Application extension
- 2 class locations: Hartford and New Haven
- 4 pre-training meetings scheduled for May
- Class days scheduled for June 5-9



Source*	Visits	Applications
accesshealthct.com	239	54
ahcthx.com	1	0
android.gm	2	1
bit.ly	5	0
bitly.com	2	0
facebook.com	7,977	9
indeed.com - Indeed Apply	1	1
instagram.com	19	0
t.co	2	0
All Others (1)	590	4

# Subsidiary

# Adjournment

**Next meeting: May 11, 2023**