



Connecticut Health Insurance Exchange
Strategy Committee Regular Meeting

Meeting Minutes

Thursday, June 8, 2023
Remote Meeting

Members Present: Steven Hernandez (Chair); Paul Lombardo; Theodore Doolittle; Grant Ritter; Matthew Brokman

Access Health CT (AHCT): James Michel; Jeanna Walsh; Susan Rich-Bye; Ezio Sabatino; John Carbone; Tammy Hendricks; Marcin Olechowski

Other: Kara Mitchell – Mintz & Hoke

A. Call to Order and Introductions

Steven Hernandez called the meeting to order at 1:00 p.m. Roll call for attendance was taken.

B. Public Comment

No public comment was submitted.

C. Vote: Review and Approval of Minutes

Chair Steven Hernandez requested a motion to approve the April 13, 2023 Strategy Committee Regular Meeting Minutes. Motion was made by Grant Ritter seconded by Theodore Doolittle. Roll call vote was taken. **Motion passed unanimously.**

D. Five-to-Ten-Year Strategy Development

James Michel, Chief Executive Officer (CEO), introduced Kara Mitchell from Mintz & Hoke to provide an overview of the Five-to-Ten-Year Strategy Development. Ms. Mitchell noted that since the last meeting of the Committee, there have been internal discussions on the possible strategic implications of implementing certain initiatives from a consumer and category standpoint as well as strengths and weaknesses to be taken into consideration.

Ms. Mitchell added that through an assessment of primary and secondary research, seven priorities have risen to the top to support the Access Health CT customers and create a long-term sustainability for the brand. Ms. Mitchell provided a high-level overview of those priorities which include the following areas: Consumer Health and Health Insurance Literacy, Customer Experience, Micro-Market Outreach, New Product

Development, Ecosystem Conduit, and Data as an Asset and Alternate Revenue Sources.

Internal discussions, as well as the input from the Strategy Committee were vital in developing those strategic priorities. One of the most important initiatives from an Information Technology standpoint is to develop a system in which a consumer will be able to choose a healthcare plan in ten clicks or less making it easier and faster for consumers to enroll. The core of the IT system was implemented ten years ago. The ten clicks or less initiative is part of the Customer Experience priority that would enhance the customers' ability to successfully sign-up for the healthcare plan of their choosing.

Chair Steven Hernandez inquired about the process of setting benchmarks and outcomes for the strategic priorities. Ms. Mitchell explained that process and described various elements of this approach with the ultimate long-time goals of the organization. As soon as the priorities are chosen, the timeframes and benchmarks will be assigned. The next step would be to develop a more granular approach to all of the originally proposed initiatives.

E. Medicaid Unwinding Update

Ezio Sabatino, Interim Director of Marketing, presented the Medicaid Unwinding Advertising Campaign Update. Framing the campaign message and approach is an important element of the campaign. The main points of the approach emphasize the Medicaid Unwinding and AHCT wants consumers to continue having their healthcare coverage. The campaign reminds consumers that they may need to take action to ensure they can continue to have health coverage.

Key information on the campaign efforts was provided including various means of disseminating the information to consumers, which also includes print, television and transit advertising cobranded with the Department of Social Services (DSS). The timeframes for implementation and execution of the campaign efforts were also reviewed, and examples of print and online advertising were viewed.

Matthew Brokman inquired about the use of advertisements versus sending consumers more direct targeted messaging. Mr. Michel responded that AHCT is sending a lot of direct-to-consumer mail for the Unwind to the addresses in its possession. This is a very transient community which can create challenges for direct mail efforts. Mr. Michel clarified that the mass media campaign is limited, but it targets those members of the community that may have moved recently and AHCT does not have current addresses for them.

Mr. Michel added that DSS has an informational campaign for consumers to update their information and pointed out that a significant number of notices that were sent to consumers are coming back undelivered. Mr. Michel added that by introducing the mass media campaign, AHCT is hoping to reach some of these consumers. The mass media campaign is conducted in areas that are known to have communities that move frequently. A brief discussion occurred regarding the possibility of enhancing the ability to tracking consumers who may move frequently as well as tracking those who are utilizing

healthcare services as a way to make sure consumers are aware of the Unwinding process.

Tammy Hendricks, Director of Health Equity and Outreach, provided a brief Medicaid Unwind Outreach Update. Ms. Hendricks stated that the Outreach team holds monthly community partner Zoom meetings about the Medicaid Unwind, Call Center, Enrollment options and other timely issues. Healthy chats for consumers are also held monthly. Ten new enrollment specialists were hired to be working on a rotating basis in 15 sites for Navigators as well as community health locations. Three enrollment fairs are also planned for the month of June. Brief discussion followed around ways of informing various communities about enrollment events in their respective areas.

F. Broker Academy Update

Tammy Hendricks, Director of Health Equity and Outreach, provided the Broker Academy Update. There are 53 students that have been accepted into the Broker Academy and 40 started the classes. Ms. Hendricks discussed various elements of the process, including the recruitment, training and development as well as mentorship portions. Ms. Hendricks praised the students who participated in the second year of the Academy.

G. Future Agenda Items

John Carbone, Director of Small Business and Product Development, provided brief information about the upcoming Connecticut Small Business Summit event.

H. Adjournment

Chair Steven Hernandez requested a motion to adjourn the meeting. Motion was made by Matthew Brokman and was seconded by Theodore Doolittle. **Motion was passed unanimously.** Meeting adjourned at 1:40 p.m.