



Health Equity, Outreach and Consumer Experience Advisory Committee

September 28, 2023

Committee Meeting Agenda

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Public Comment

Vote:

Review and Approval of Minutes

Medicaid Unwind Update

Medicaid Unwinding Update

Policy:

- The Centers for Medicare & Medicaid Services (CMS) is asking states to use all of tools available for the Unwind to ensure eligible consumers are not terminated. States required to evaluate system to ensure *ex parte* (automated) redeterminations are compliant.

Technical Operations & Analytics:

- 2,338 individuals enrolled in Covered CT Program*
- 5,606 individuals enrolled in a Qualified Health Plan (without a Covered CT benefit)*
- 134,760 individuals re-enrolled in Medicaid/CHIP*
- 9,798 individuals have indicated they are not requesting or are receiving health insurance elsewhere (Medicare, Employer, etc)

*Data as of August 31, 2023: DSS Website: [HUSKY Health Program Performance Dashboard](#)

Operations:

- The Call Center is ramping up staffing for Open Enrollment
- Call Center statistics
 - Handled 405,039 calls April 1st through August 31
 - 36% increase from last year
 - Average wait time for the Medicaid unwind period has been 1:59

Medicaid Unwinding Update

Health Equity & Outreach:

- Monthly meetings continue for:
 - **Consumers:** Join us for a free monthly Healthy Chat series to learn more about enrolling and what's new at Access Health CT for health and dental plan options and financial help!
 - **Community partners and CAC's:** Join us once a month for our Community Partners Chat and Learn session, to hear more about Access Health CT and how we can work together to help clients and customers.
- Enrollment staff present at several Navigator locations and Community organizations.
- Medicaid Unwind enrollment fairs:
 - Willimantic: Thursday September 7, Willimantic Public Library, located at 905 Main Street on the first floor, from 10:00 a.m. to 1:00 p.m.
 - Vernon: Saturday, Sept. 23 at Rockville Public Library, located at 52 Union Street, from 10:00 a.m. to 1:00 p.m.
 - Litchfield: Monday, Oct. 2 at Litchfield Community Center, located at 421 Bantam Road, from 5:00 p.m. to 8:00 p.m.
 - New Britain: Saturday, Oct. 21 at New Britain Public Library, located at 20 High Street, from 10:00 a.m. to 1:00 p.m.

Marketing:

- Continued support for Outreach events
 - Geotargeted emails, social media (organic and paid), press releases and community calendar placements
- Marketing campaign in market
 - Ads pause week of October 30 through week of January 8, when Open Enrollment campaign is in market
 - Direct-to-consumer mail, email and SMS/texting on monthly cadence through Open Enrollment

Open Enrollment 11 (OE 11) Readiness Update

OE 11 Technology Update

- **First Open Enrollment that Infosys will be taking over the maintenance and operations of the HIX system**
- **HIX system will process dental enrollment auto-renewals for the first time this OE**
- **National Change of Address (NCOA) will be used to reduce returned mail and associated costs for households that have recently moved**

OE 11 Marketing Update

- **AHCT Marketing is analyzing and incorporating the feedback from 6 consumer focus groups into our overall marketing strategy:**
 - Groups included the uninsured, underinsured, subsidized and unsubsidized customers/noncustomers, and included Spanish-language speakers in the greater Hartford and greater Fairfield areas
- **Marketing is developing and updating:**
 - Informative collateral to share with AHCT Health Equity and Outreach for distribution to Community Partners and CT residents
 - AccessHealthCT.com website content, including blog post and toolkit updates
- **Advertising campaign and media plan development underway:**
 - Placements: TV, radio, print, digital, out-of-home, social media
 - Ad footage shot on location in Hartford and New Haven

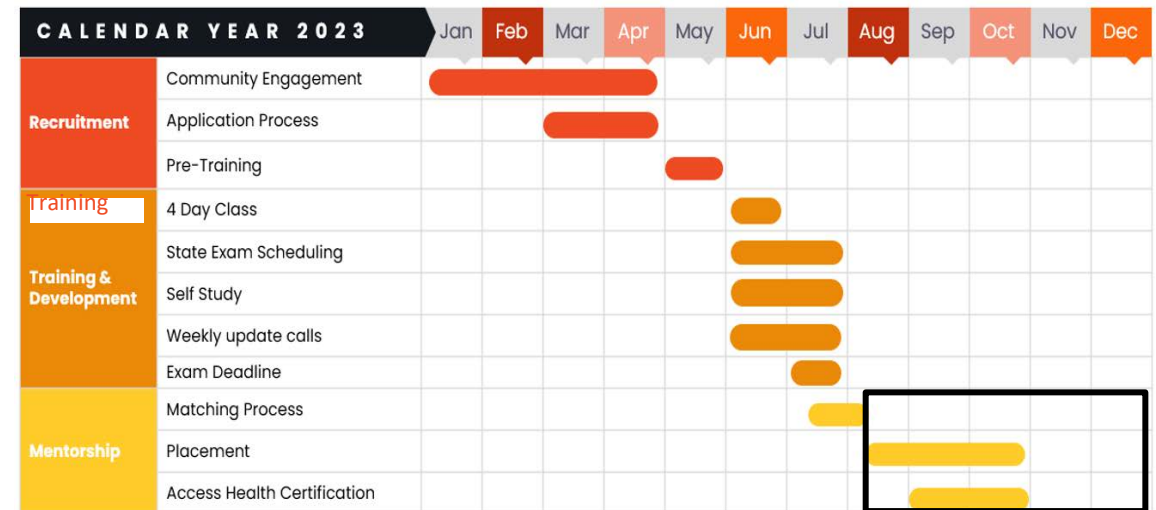
OE 11 Outreach Update

- **Virtual Healthy Chats**
 - Open to the public, 9/20/23 and 10/18/23
- **Community Partner monthly Zoom meetings**
 - first Thursday of the month
- **In-person help from Enrollment Specialists and Brokers at Enrollment Fairs, Libraries & Navigators**
 - 20 fairs planned between Nov and Jan
 - Community Conference on Oct. 11
 - 4 Navigator organizations
 - East Hartford and Stamford Public Libraries

Broker Academy Update

Broker Academy

- **21 Students passed state exam**
 - 3 pending retake of the exam
- **7 Broker Agencies serving as mentors**
- **Weekly check-ins with Broker Support team**
- **Graduation in October**
- **Students prepping for Open Enrollment**
- **Webpage updates for 2024**



Community Outreach Update

Outreach Update

- **216 Total Outreach events:**
 - 122.6% increase from total events last year
- **Medicaid Unwind efforts:**
 - Community Partner Monthly Zoom
 - Discuss topics such as Medicaid Unwind, call center, enrollment options and other timely issues
 - Encourage referrals to Healthy Chats
 - 145 RSVPs
 - Healthy Chats for consumers
 - Monthly chats held on 3rd Wednesday of month, 6pm
 - 340 total RSVPs
 - Outreach enrollment specialists
- **Upcoming Community Conference**
- **Open Enrollment fairs and locations**



Future Agenda Items

Adjournment

**Next Meeting of the Committee:
November 30, 2023**