



# Access Health Connecticut

September 14, 2023, Strategy Committee Regular Meeting

# Strategy Committee Meeting Agenda

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  - June 8, 2023
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***Mission:** To decrease the number of uninsured residents, improve the quality of healthcare and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health coverage that give them the best value.*

***Vision:** Provide Connecticut residents with access to the most equitable, simple and affordable health insurance products to foster healthier communities.*

# Public Comment

# Vote:

## Review and Approval of Minutes

- June 8 , 2023

# Five-to-Ten-year Strategy Development

# New Initiatives

# Open Enrollment 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 include Spanish-language speakers with 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.
  - 4 Navigator organizations
  - East Hartford and Stamford Public Libraries

# Medicaid Unwinding 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

## Operations:

- The Call Center is ramping up staffing for OE
- Call Center statistics
  - Handled 405,039 calls April 1<sup>st</sup> 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, 9/7 Willimantic Public Library, located at 905 Main Street on the first floor, from 10:00 a.m. to 1:00 p.m.
  - Vernon: Saturday, 9/23 at Rockville Public Library, located at 52 Union Street, from 10:00 a.m. to 1:00 p.m.
  - Litchfield: Monday, 10/2 at Litchfield Community Center, located at 421 Bantam Road, from 5:00 p.m. to 8:00 p.m.
  - New Britain: Saturday, 10/21 at New Britain Public Library, located at 20 High Street, from 10:00 a.m. to 1:00 p.m.

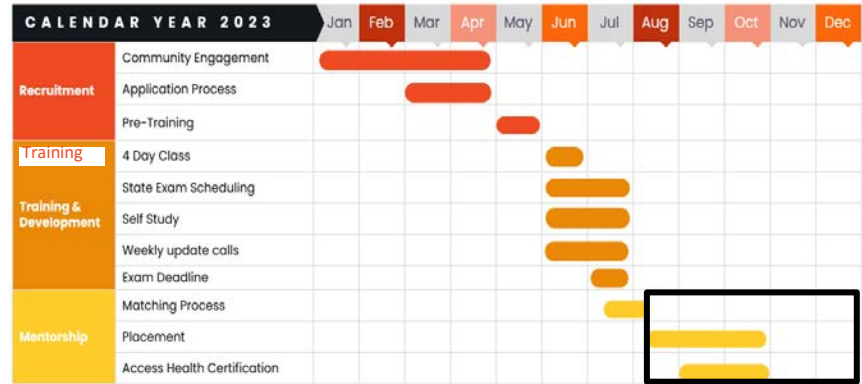
## Marketing:

- 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 OE campaign is in market
  - Direct-to-consumer mail, email and SMS/texting on monthly cadence through OE

# Broker Academy Update

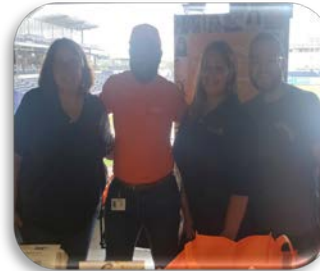
# Broker Academy

- 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



# 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, 6 p.m.
    - 340 total RSVPs
  - Outreach enrollment specialists
- **Upcoming Community Conference**
- **Open Enrollment fairs and locations**





# Adjournment