



## Connecticut Health Insurance Exchange Strategy Committee Regular Meeting

### Meeting Minutes

Thursday, September 14, 2023  
Remote Meeting

**Members Present:** Steven Hernandez (Chair); Paul Lombardo; Grant Ritter

**Access Health CT (AHCT):** James Michel; Jeanna Walsh; Rebekah McLearn; Susan Rich-Bye; Caroline Ruwet; Glenn Jurgen; Jynelle Maloney; Tammy Hendricks; Kathryn Hearn; Marcin Olechowski

#### **A. Call to Order and Introductions**

Steven Hernandez called the meeting to order at 1:03 p.m. Roll call for attendance was taken.

#### **B. Public Comment**

No public comment was submitted.

Due to the initial lack of the quorum, Agenda Item C: Review and Approval of Minutes has been postponed.

#### **D. Five-to-Ten-Year Strategy Development**

James Michel, Chief Executive Officer (CEO), provided a summary on the Five-to-Ten-Year Strategy Development. Mr. Michel noted that AHCT is continuing to develop this important strategy and it will be refined before it is brought before this Committee for consideration. Nothing has changed since the last meeting of the Strategy Committee; however, one addition is being considered to examine the dwindling base for the assessment revenue. An *ad hoc* AHCT Sustainability Committee will be established to address that concern. Mr. Michel emphasized that the Board Chair will be identifying some members of the Board to serve on it along with selected members of the Senior Leadership Team (SLT). Chair Steven Hernandez supported the idea and added that fiscal independence and self-determination are important elements for the success of the Exchange.

#### **E. New Initiatives**

Mr. Michel provided a summary of the Ten Clicks or Less initiative. He noted that this important initiative from an Information Technology (IT) 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. AHCT is still utilizing an eligibility and enrollment system that was developed over 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 in a faster and more consumer-friendly manner. Mr. Michel commented that it will also be done with the hope of enrolling a larger number of consumers into the medical insurance coverage thus reducing healthcare disparities and potentially reducing operating costs for the Exchange.

#### **F. Open Enrollment 11 Readiness Update**

Kathryn Hearn, Associate Director of the Enterprise Project Management Office (EPMO), provided the Open Enrollment 11 Readiness Update. Ms. Hearn indicated that it will be the first OE that Infosys will be taking over the maintenance and operations of the AHCT Integrated Eligibility system. She noted that the AHCT system will process dental enrollment renewals for the first time this OE. The National Change of Address (NCOA) database will be used to help update address to reduce returned mail and associated costs for households that have recently moved.

Ms. Hearn stated that AHCT's Marketing Department is analyzing and incorporating the feedback from six consumer focus groups into the overall marketing strategy. The department is developing and updating informative collateral to share with AHCT's Health Equity and Outreach team for distribution to Community Partners and Connecticut residents.

The Exchange's website content, including blog post and toolkits, are also being updated. The advertising campaign and media plan development are underway. An update on Outreach was provided including Virtual Healthy Chats, Community Partner monthly Zoom meetings as well as in-person help from Enrollment Specialists and Brokers at Enrollment Fairs, Libraries and Navigators.

#### **G. Medicaid Unwinding Update**

Caroline Ruwet, Director of Marketing, presented the Medicaid Unwinding Update. She reviewed the actions and provided statistical data pertaining to the Medicaid Unwinding. The Centers for Medicare and Medicaid Services (CMS) is asking states to use all of the tools available to ensure eligible consumers are not terminated and added that states are required to evaluate systems to ensure automated redeterminations are compliant.

As of August 31, 2023, over 2300 individuals enrolled in the Covered CT Program, while over 5600 enrolled in a QHP without a Covered CT benefit from the Unwind population. Close to 135,000 individuals re-enrolled in Medicaid/CHIP and close to 9800 have indicated that they are not requesting coverage or are receiving health insurance coverage elsewhere.

Ms. Ruwet announced that the call center is ramping up staffing for OE 11 and handled over 405,000 calls from April 1 through August 31, which is a 36 percent increase from last year. The average wait time for the Medicaid Unwind period has been 1 minute and 59 seconds.

### **Grant Ritter joined at 1:21 p.m.**

Ms. Ruwet summarized the Medicaid Unwinding Health Equity and Outreach efforts that include monthly meetings for consumers, Community Partners and Certified Application Counselors. She stated that enrollment staff are present at several Navigator locations and Community organizations and listed the Medicaid Unwinding enrollment fairs. There is also continued support for outreach events, and the marketing campaign will be paused during the week of October 30 through week of January 8, 2024, when the OE campaign will be in market.

### **H. Broker Academy Update**

Tammy Hendricks, Director of Health Equity and Outreach, presented the Broker Academy Update. 21 students passed the state exam and have been matched up with Broker agency mentors. The Broker Academy has seen improvement in the retention of students who have become brokers as compared to the first year of the Broker Academy.

Ms. Hendricks discussed other developments, such as the preparations for the student graduation and working on webpage updates for the upcoming year. Mr. Michel commented on the success story of the Broker Academy, outlining the improvements that the new brokers are making to their communities. Mr. Michel added that some of the AHCT's employees also became licensed brokers which will save the organization money since AHCT will not have to pay the call center to hire additional brokers. Mr. Michel emphasized that AHCT's employee brokers will not be paid a commission on the policies sold.

Ms. Hendricks summarized the Outreach Update, which, along with supporting the Medicaid Unwind efforts, also includes an upcoming Community Conference and OE fairs.

### **C. Vote: Review and Approval of Minutes**

Chair Steven Hernandez requested a motion to approve the June 8, 2023 Strategy Committee Special Meeting Minutes. Motion was made by Grant Ritter seconded by Paul Lombardo. Roll call vote was taken. **Motion passed unanimously.**

### **I. Adjournment**

Chair Steven Hernandez requested a motion to adjourn. Motion was made by Grant Ritter and seconded Paul Lombardo. Roll call vote was ordered. Motion passed unanimously. Meeting adjourned at 1:40 p.m.