



Access Health Connecticut

September 12, 2024, Strategy Committee Regular Meeting

Strategy Committee Meeting Agenda

- A. Call to Order and Introductions
- B. Public Comment.....3
- C. Vote: Review and Approval of Minutes.....4
 - June 13, 2024
- D. New Initiatives.....5-9
- E. Open Enrollment 12 Update.....10-13
- F. Broker Academy Update.....14-15
- G. Customer Impact Survey of the Affordable Care Act (ACA) in Connecticut.....16-18
- H. Adjournment.....19

***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 13, 2024**

New Initiatives

*Ten Clicks
Call Center*

Individual Coverage Health Reimbursement Arrangement

10 Clicks Update

10 Clicks

Access Health CT is working to redefine the individual market enrollment experience.

- A user experience blueprint model has been developed. The blueprint identifies strategic initiatives that will help decrease health disparities, lower the uninsured rate and enhance the consumer experience.
- Next phase of the project is to build an action plan on how to execute on these recommended initiatives.



Call Center Update

Individual Coverage Health Reimbursement Arrangement Update

Open Enrollment 12 (OE 12) Update

OE 12 Technology Update

OE 12 Readiness for Technology:

- **Consumers aging out of catastrophic health coverage can be autorenewed and cross-walked into other coverage for the first time.**
- **Improved and updated renewal options display for qualified health plans (QHPs) on the Account Homepage to improve the customer experience.**
- **Deferred Action for Childhood Arrival (DACA) immigrants will be eligible for the first time to enroll in QHP coverage through AHCT.**

OE 12 Marketing Update

OE12 Readiness Report for Marketing:

- **Activating focus group feedback to refine an advertising campaign concept and all assets, including content for broadcast (TV/radio), print, out-of-home (billboards, posters), digital (display, native, social media and paid search), and others.**
- **Finalizing the media plan, including targeted placements to reach the totality of our audience with special attention to underserved, uninsured and underinsured communities (aligns with Health Equity & Outreach targets for in-person events).**
- **Preparing Public Relations (PR) strategy, including messaging, positioning and timing of press releases, media alerts and potential press conferences.**
- **Drafting direct-to-consumer content (direct mail, email and SMS/text messages) to encourage online account creation, opt-in for email and SMS, renewal information for retention and ongoing acquisition direct mailers for Connecticut residents who may qualify for the Covered CT Program.**
- **Produced website content relevant for OE timeframe, as well as updates to the website with new information, including the ability for eligible Connecticut residents with Deferred Action for Childhood Arrivals (DACA) status to enroll in a Qualified Health Plan starting November 1.**

— DACA materials are ready and posted to the AHCT website and a flyer has been distributed to Brokers, Certified Application Counselors (CACs) and Community Partners to help extend the reach of messaging.

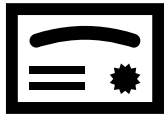
OE 12 Health Equity and Outreach Update

OE Readiness for Health Equity and Outreach:

- **Virtual Healthy Chats**
 - Informational sessions open to the public, the third Wed. of every month, from 6-7 p.m.
- **Community Partner Chat and Learn Zoom meetings**
 - First Thursday of the month.
- **In-person help from Enrollment Specialists and Brokers at Enrollment Fairs, Libraries & Navigator Organizations**
 - Fairs planned between Nov. and Jan.
 - Annual Community Conference on 10/16/24 in Waterbury.
 - 5 Navigator organizations.
 - East Hartford and Stamford Public Libraries.

Broker Academy Update

Broker Academy Update



1. Mentorship & Certification Progress

- Weekly Mentorship Meetings.
- Certification Preparation.
- Medicare Certification Focus.



2. Communication & Resources

- Bi-Weekly Newsletters.
- Upcoming Webinars.



3. Graduation & Program Milestones

- Graduation Date: The graduation ceremony is scheduled for October, marking the successful completion of the program for our students.



4. Next Steps:

- Continued focus will be placed on refining skills and knowledge in preparation for the upcoming certification exams and open enrollment period.

Customer Impact Survey of the Affordable Care Act (ACA) in Connecticut

Coverage experience and health impact among Qualified
Health Plan (QHP) and Husky D customers

Customer Impact Survey of the ACA in Connecticut

What did we want to learn?

- Does coverage through AHCT work?
Has QHP or HUSKY D coverage over time impacted perceived health status and wellbeing?
- What ACA essential benefits are most valued and utilized?
- Are there any gaps in coverage and barriers to access and plan utilization?
- How can we improve?

Customer Impact Survey of the ACA in Connecticut

Who did we survey?

Fielded in May 2024 to AHCT customers (QHP or HUSKY D coverage) for the past 5 years. Healthcare decision makers. 360 total respondents.

Respondents were:

- **59%** White, **24%** Hispanic, **8%** Black/African American.
- **77%** English speaking, **20%** Spanish speaking, **3%** English/Spanish bilingual.
- Skewed older with **68%** 45-64 years of age.
- **59%** female.
- **10%** had a child under the age of 18.
- **65%** had a household income of \$50k or less with **44%** under \$25k, **22%** declined to share income.
- **33%** wage earners, **23%** self-employed, **22%** unemployed, mix of retired, stay-at-home parent, student, did not respond.
- **31%** were uninsured prior to obtaining a plan through AHCT.

Survey results/next steps to be reviewed at the upcoming Board of Directors meeting (September 19, 2024)

Adjournment

Next Meeting: November 14, 2024