



Connecticut Health Insurance Exchange  
Strategy Committee Regular Meeting

**Draft Meeting Minutes**

Thursday, September 12, 2024  
Remote Meeting

**Members Present:** Steven Hernandez (Chair); Sean King; Paul Lombardo; Grant Ritter; Matthew Brokman

**Access Health CT (AHCT):** James Michel; Jeanna Walsh; Holly Zwick; Susan Rich-Bye; Glenn Jurgen; Tammy Hendricks; Caroline Ruwet

**A. Call to Order and Introductions**

Chair 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**

Chair Steven Hernandez requested a motion to approve the June 13, 2024, Strategy Committee Regular Meeting Minutes. Motion was made by Grant Ritter seconded by Sean King. Roll call vote was taken. Matthew Brokman abstained. **Motion passed.**

**D. New Initiatives**

James Michel, Chief Executive Officer, outlined the strategic initiatives that AHCT is currently undertaking, and when implemented, how it will improve the services that the Exchange is providing to its customers.

Jeanna Walsh, Director of Operations, provided an outline of the Ten Clicks strategic initiative. AHCT is working to redefine the individual market enrollment experience with the aim of streamlining the process to make it much easier for both consumers and enrollment personnel to successfully enroll individuals in affordable health insurance. In the spring, external interviews were conducted with key stakeholders, including the Department of Social Services (DSS), Certified Application Counselors (CACs), Navigators and Brokers to learn more about their experience when enrolling consumers.

Cross-departmental teams have been created to include the totality of the organization in future planning and implementation. Strategic brainstorming sessions were concluded

and discussions with other State-Based Exchanges (SBMs) took place to gather additional experience in this area. A user experience blueprint has been developed. The blueprint identifies strategic initiatives that can help reduce health disparities, lower the uninsured rate and enhance the consumer experience. The next phase of the project is to build an action plan on how to execute on these recommended initiatives.

Ms. Walsh provided a brief update on the Call Center procurement. On July 12, AHCT issued a Request for Proposals (RFP) that closed in August. Ten proposals were received, and four proposals met the RFP requirements. These vendors and their proposals will move through the evaluation process.

John Carbone, Director of SHOP and Product Development, provided a brief Individual Coverage Health Reimbursement Arrangement (ICHRA) Update. Mr. Carbone reminded the Committee that this project has been underway for several months.

The proposed flexible solution can give employers the ability to offer coverage to their employees that fit their budget and gives employees reduced healthcare costs, access to great plans, as well as more ownership for their healthcare. Mr. Carbone noted that a decision was made to start building the platform for the system. Mr. Carbone provided a timeline for this platform's implementation with the soft launch scheduled for November 1, 2024, with the full implementation of the system planned for July 1, 2025. Brief discussion followed about the steps involved in the implementation process.

## **E. Open Enrollment 12 Update**

Kathryn Hearn, Associate Director of the Enterprise Project Management Office (EPMO), provided the Open Enrollment (OE) 12 Update. Ms. Hearn noted that currently the EPMO is tracking 19 projects and AHCT is preparing for OE 12. The OE 12 Readiness updates from the technological standpoint were provided. Consumers aging out of catastrophic health coverage can now be auto-renewed and cross-walked into other coverage for the first time. AHCT improved and updated the renewal options display for Qualified Health Plans (QHPs) on the Account Homepage to improve the customer experience. In addition, Deferred Action for Childhood Arrivals (DACA) recipients will be eligible to enroll in QHP through the Exchange for the first time.

The OE 12 Marketing Update was provided next. Various important initiatives and actions are currently being employed or will soon be undertaken. Some of those plans include activating focus group feedback to refine advertising campaign concepts, finalizing media plans, preparing public relations strategy, drafting direct-to-consumer content and producing website content relevant to the OE timeframe.

Ms. Hearn also provided a summary of the OE Readiness for the Health Equity and Outreach department. It included Virtual Health Chats, Community Partner Chat and Learn Zoom meetings as well as planned in-person help from Enrollment Specialists and Brokers at Enrollment Fairs, Libraries and Navigator organizations.

## **F. Broker Academy Update**

Tammy Hendricks, Director of Health Equity and Outreach, provided the Broker Academy Update. Ms. Hendricks stated that this is the third year of the Broker Academy, and it is nearing its final stage. Progress is continuing for the mentorship and broker certification with the Health Equity and Outreach team assisting in the process. Other topics related to the Broker Academy included communication and resources and upcoming graduation for students who have successfully completed all the assigned requirements. Ms. Hendricks also pointed out that there will be a continued focus on refining skills and knowledge in preparation for the upcoming certification exams and OE period.

## **G. Customer Impact Survey of the Affordable Care Act (ACA) in Connecticut**

Caroline Ruwet, Director of Marketing, provided preliminary information on the Customer Impact Survey of the ACA in Connecticut. Some of the QHP and HUSKY D customers were surveyed with specific questions, such as what ACA Essential Health Benefits (EHB) are most valued and utilized. The demographics of those 360 individuals surveyed were provided. Survey results and next steps will be reviewed at the upcoming AHCT Board of Directors Meeting on September 19, 2024. James Michel, CEO, noted that DSS was a collaborating partner in developing the survey. Ms. Ruwet also stated that the number of individuals surveyed was statistically sufficient to create a survey with valid results.

## **H. Adjournment**

Chair Steven Hernandez requested a motion to adjourn. Motion was made by Matthew Brokman and was seconded by Sean King. Roll call vote was ordered. **Motion passed unanimously.** Meeting adjourned at 1:44 p.m.