



# Advisory Committee Meeting

January 27, 2026



# Agenda



- Call to Order and Introductions
- Public Comment
- Review and Approval of Minutes
- BusinessPlus Overview & Updates
- Nonprofit Audience
- Broker & CAC Engagement
- 2026 CT Small Business Summit
- Adjournment

# Public Comment

# Vote

Review and Approval of Minutes – August 26, 2025



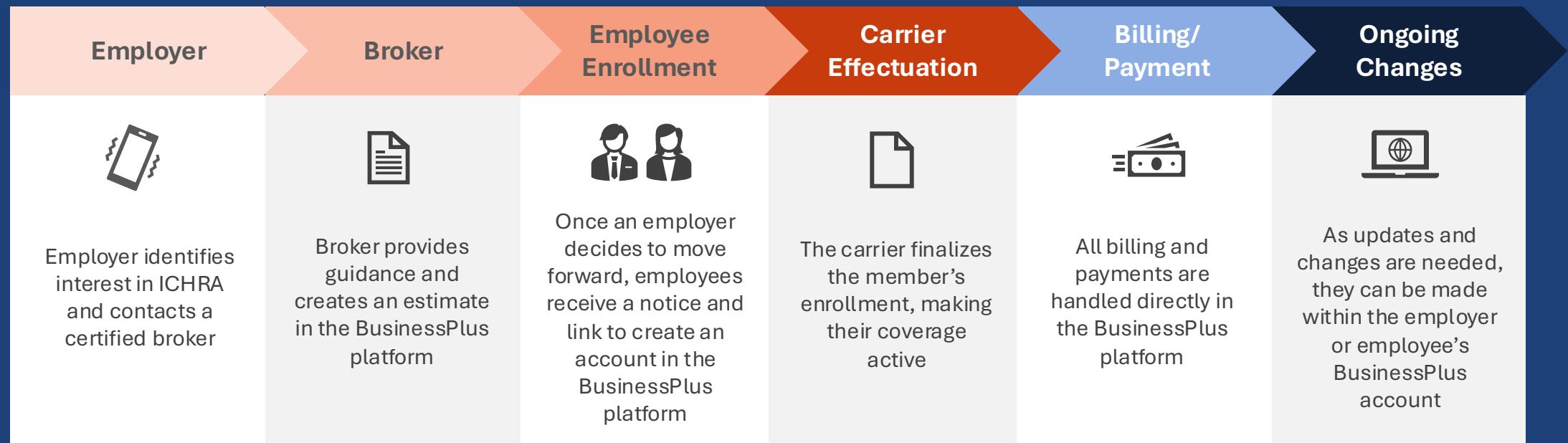
# BusinessPlus Overview

We launched the BusinessPlus platform on July 1, 2025, and since then have been actively working to drive awareness of both the platform and ICHRA.

Our efforts have focused on engaging brokers through one-on-one discussions and in-person trainings, while also developing clear resources and information tailored to all key audiences, including brokers, employers, employees, and legislators.

Along the way, we have navigated several challenges, most notably significant reductions in broker commissions by carriers and the elimination of federal subsidies, both of which have a direct impact on ICHRA adoption and momentum.

# BusinessPlus & ICHRA Workflow



# Insights from Brokers and Employers

## Brokers

### ***What's working:***

The ICHRA value proposition resonates when brokers can show a clean, employee-friendly plan shopping experience and predictable employer budgeting.

### ***Top friction points***

- **Time + complexity:** “Too many steps” or “too much manual cleanup”
- **Confidence:** Brokers want fewer “surprises” and clear guardrails
- **Support expectations:** Need fast answers and fewer corrections

### ***What we're improving:***

- Better guided workflow using prompts/checklists and outlining next steps
- Stronger enrollment tracking for visibility into who has/hasn't enrolled and why, so brokers aren't chasing blindly.

## Employers

### ***What's working:***

Predictable budgeting, employee choice, and reducing the administrative lift of traditional group renewals—when it runs smoothly.

### ***Top friction points:***

- **Timeline pressure:** Timelines can be tight and stressful
- **Operational clarity:** Employers want simplicity throughout the process

### ***What we're improving:***

- Clear “Employer Responsibilities” flow on the website
- Reducing employer back-and-forth by making the census upload cleaner and plan selection more intuitive up front.



# BusinessPlus Process Improvements

HICS overlay (shopping and design support)

Streamlined census upload (less cleanup, faster quoting)

Simplified plan selection and assignment

Portal workflow that reduces chasing

Employer document upload and roster/billing readiness

# Advertising at a Glance

## Paid Media Partners



## Paid Media Placements



Digital Banners  
Sponsored Content  
Paid Search  
Content Syndication



Print Ad



E-newsletters



Paid Social



TV  
Streaming  
Online Video



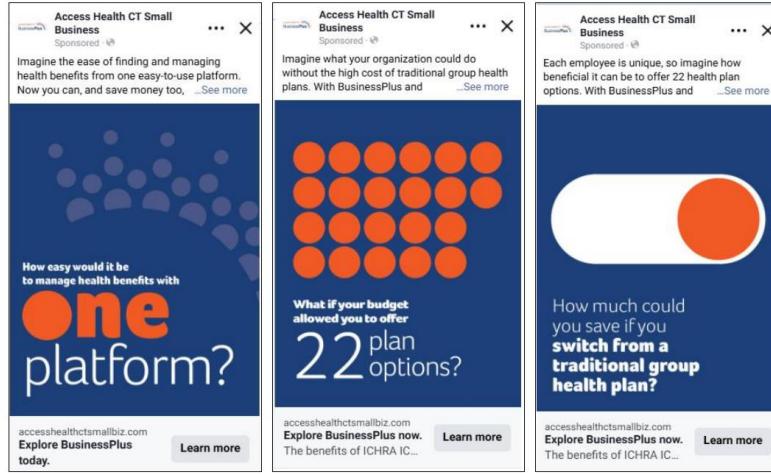
Direct Mail



Nonprofit Alliance  
Conference Sponsorship  
& Activation



Streaming Audio



## Performance Metrics

**2.5K+**

Website lead forms submitted

**137K+**

BusinessPlus Pageviews

**6M+**

Impressions



# A Strategic Fit for Nonprofits

We have prioritized the nonprofit sector as a key audience for the BusinessPlus platform due to ICHRA's strong alignment with nonprofit needs. Many nonprofits face ongoing budget constraints while needing to offer competitive benefits to attract and retain staff. Traditional group health plans often lack the flexibility and cost predictability these organizations require.

Our targeting strategy highlights ICHRA's ability to deliver controlled employer costs, flexible plan design, and meaningful employee choice. This focused approach has resonated with nonprofit leaders seeking modern, compliant benefit solutions that support both their mission and their workforce.



access health CT

Visit Your Broker Page for More Info and Resources »

Helpful Links: [Toolkit](#) | [Enrollment Events](#) | [Small Business](#)

Dear Customer,

New This Week:

This week we've got a lot of info packed into an abbreviated Issue.

- [LAST CALL! Closing 2023](#)
- [Certification on 7/31](#)



# Broker & CAC Engagement

We've been highly intentional about our outreach and engagement with brokers and CACs, recognizing their critical role in driving ICHRA adoption.

Through targeted education, hands-on training, and dedicated 1:1 support, we've focused on equipping them with the knowledge, confidence, and resources needed to effectively position and promote both ICHRA and the BusinessPlus platform. This approach ensures they are not only informed but fully enabled to support employers and accelerate adoption.

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In-person Broker  
Trainings Hosted

1.5K+

Broker & CAC  
E-newsletters  
Delivered



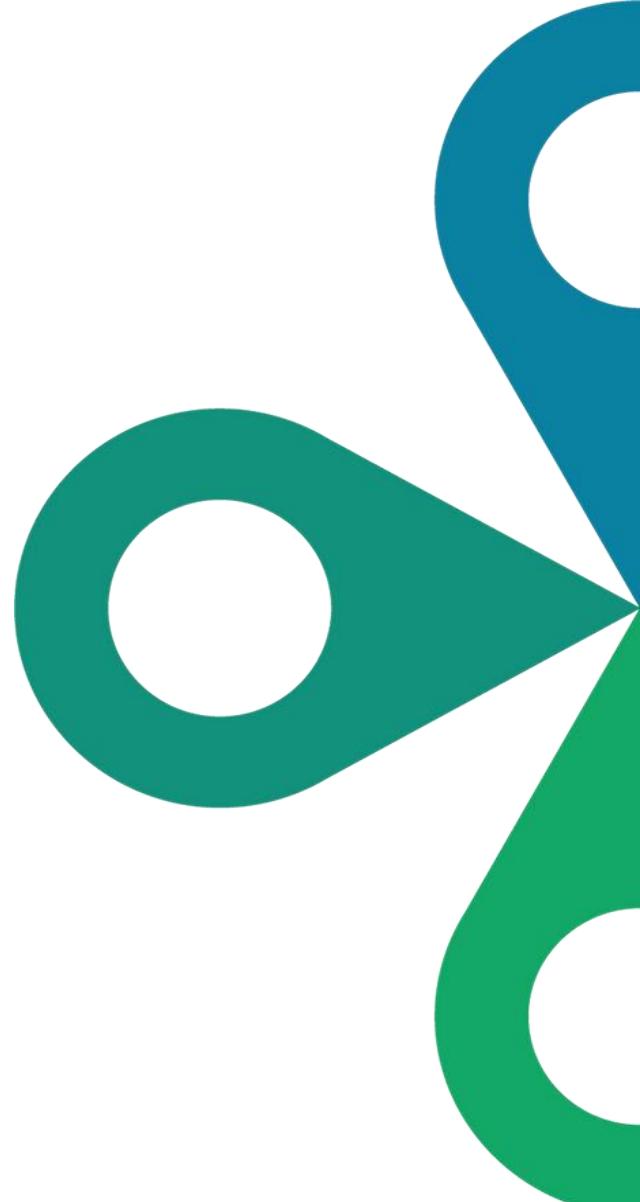
# Connecticut Small Business Summit

# 2026 CT Small Business Summit

We're excited to begin planning our 4th Annual Connecticut Small Business Summit, taking place this May in either New Haven or Middlesex County.

This year's event is designed to bring together approximately 300 small business owners and community partners for a day of learning, connection, and resources. Attendees will choose from breakout sessions focused on small business finance, marketing and social media, and AI and technology for small businesses, while engaging with more than 20 vendors offering tools and services to support growth.

As in past years, we also plan to welcome elected officials to join the conversation and show their support for Connecticut's small business community.





# Thank you

