



Connecticut Health Insurance Exchange
SHOP Advisory Committee
Special Meeting

Remote Meeting

Tuesday, August 26, 2025
Meeting Minutes

Members Present:

Grant Ritter (Chair); Shelly Sweatt; Matthew Katz

Other Participants:

Access Health CT (AHCT) Staff: James Michel; John Carbone; Susan Rich-Bye; Holly Zwick; Marquese Davis; Glenn Jurgen; Marcin Olechowski

New Fields Technologies (NFT): Kunnal Khanna
Mintz & Hoke: Benjamin Cadwell

The Meeting of the SHOP Advisory Committee was called to order at 4:00 p.m.

I. Welcome and Introductions

Chair Grant Ritter called the meeting to order at 4:00 p.m. Roll call for attendance was taken.

II. Public Comment

No public comment was submitted.

III. Review and Approval of Minutes

Chair Grant Ritter requested a motion to approve the March 4, 2025 SHOP Advisory Committee Special Meeting Minutes. Motion was made by Shelly Sweatt and was seconded by Matthew Katz. Roll call vote was ordered. **Motion passed unanimously.**

IV. BusinessPlus Final Platform Demo

John Carbone, Director of Small Business, Product Development and Broker Support, provided a summary of developments since the last meeting of the Committee.

The BusinessPlus Platform has been officially launched on July 7, 2025. Mr. Carbone added that it has been a successful launch; over 350 brokers have been trained on the platform and 350 are still to be trained. The focus will be providing necessary information about the platform to the non-profits.

Mr. Carbone projected that by the end of 2026, 5,000 new enrollees could enroll through the portal. Over the next 3-5 years, it is anticipated that anywhere between 15,000 and 20,000 members will have enrolled through the BusinessPlus Platform.

Work continues on refining the quoting tool and any enhancements to the system as well as the outreach to inform stakeholders about this new platform.

Kunal Khanna from New Fields Technologies provided a demonstration of the ICHRA enrollment flow through the platform.

Brief discussion followed on the number of the inquiries made through the system – 175 employers have been quoted through the system.

V. BusinessPlus ICHRA Marketing Strategy

Benjamin Cadwell from Mintz & Hoke provided the ICHRA Marketing Strategy.

Mr. Cadwell noted that the BusinessPlus launch roadmap includes three phases for brand development, marketing materials, and media campaigns. Phase 1 is focused on legislative presentations and broker community engagement. This phase also included an article written for the *Hartford Business Journal*. Phase 2 emphasized training and education for brokers; paid media was expanded with additional sponsorship and digital tactics targeting the business community while Phase 3 aims to amplify messaging and conversion tactics for nonprofits.

Brief discussion followed on the creation, branding and outreach for the BusinessPlus brand and incorporation of ICHRA and other services into it.

Next review of the timeline for the paid media approach as well as the next steps including plans to for local and national pitching, refining creative assets, finalizing the media schedule, and preparing broker training materials was discussed.

VI. SHOP Platform Overview

Mr. Carbone provided a SHOP Platform Overview. The Small Business platform will be integrated into the BusinessPlus Platform to create a unified shopping experience.

The aim is to present employers, employees and the community with different options so they can find the best fit for healthcare needs. A timeline was presented.

VII. Rate Review and Overview Process

Susan Rich-Bye, Director of Legal and Governmental Affairs, provided an Overview of the Rate Review process. The Connecticut Insurance Department (CID) regulates rate and form filings for health insurance plans. Filings were due on June 1, with public hearings held earlier this month and final decisions anticipated to be released in September. Qualified Health Plan issuers must also comply with certification requirements to offer plans on AHCT marketplaces.

Matthew Katz expressed his concern about the possibility of higher rates driving consumers away from SHOP. Discussion followed regarding potential rate increases.

Mr. Katz noted that some consumers may lose eligibility for the enhanced subsidies on the individual side and ICHRA could provide them with some good options and encouraged the Exchange to provide outreach to bring them over to the small business side. James Michel, CEO, provided additional insight about the upcoming changes on the federal level.

VIII. Adjournment

Chair Grant Ritter requested a motion to adjourn. Motion was made by Matthew Katz and was seconded by Shelly Sweatt. Roll call vote was ordered. Motion passed unanimously. Meeting adjourned at 4:49 p.m.