



Strategy Committee

September 15, 2026



Meeting Agenda

- A. Call to Order and Introductions
- B. Public Comment
- C. Review and Approval of Minutes
- D. Broker Academy Program Update
- E. Strategic Project Updates
- F. Broker Strategy Update
- G. Open Enrollment 14 Readiness Update
- H. Adjournment

Public Comment

Review and Approval of Minutes

April 9, 2026

Broker Academy Program Update

🔗 Broker Academy Program Update

Year 5 Results

- 27 passed the state licensing exam
 - Third largest class in Broker Academy Program history
- Preparing for Open Enrollment
 - Students are completing the mentorship phase with experienced brokers
- Gaining hands-on experience in enrollment and outreach
- Graduates will support consumers at in-person events during Open Enrollment

Five Years of Impact

- 127 licensed brokers since the program began
- Growing a diverse broker workforce across Connecticut.
- Expanding access to trusted, licensed enrollment help in communities across the state

Strategic Project Updates

10 Clicks Update

🔗 10-Clicks Agenda

Why we are here today?

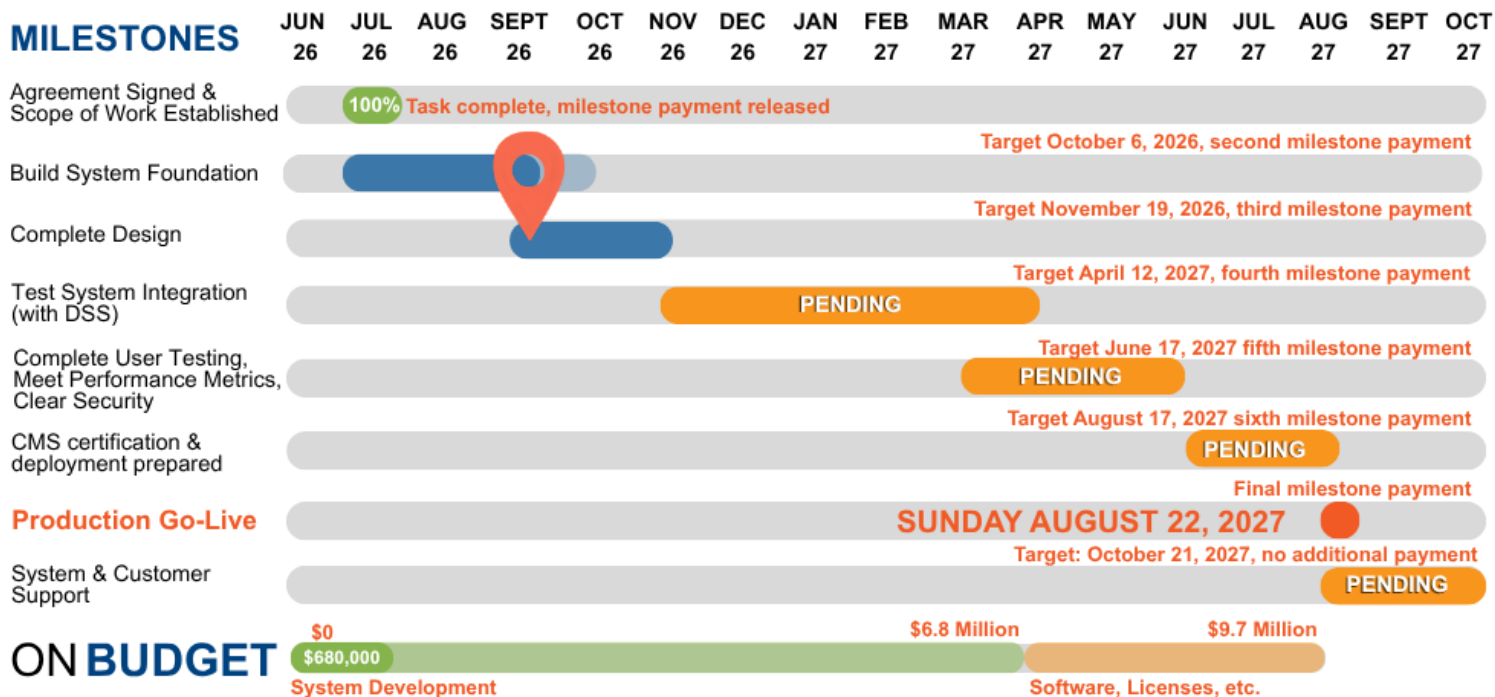
For Information Only

What we'll cover today?

- Process of work and system foundation work in progress
- Timeline: next major milestone
- Budget implementation within approved budget

Implementation Timeline

MILESTONES



Path to Production

1 Strategic priority

Simplify the consumer enrollment experience.

2 10-Clicks goal

Deliver a secure, reliable and easier end-to-end enrollment experience.

3 What next?

Implementation has moved from planning into execution. Foundation work is underway, with design, integration, testing, certification and readiness milestones scheduled through August 2027.

4 Implementation approach

- Foundation → Design → Integration → Validation → Readiness → Go-Live
- Each phase is completed and validated before the next major transition.

5 Path to production

- 2026: Complete foundation and solution design
- 2027: Integration, testing, security/CMS certification and operational readiness
- Target production go-live: August 22, 2027

Building a Simpler Enrollment Experience

What we are delivering

- Consumer-centered enrollment experience
- Core system foundation and required integrations
- User, performance and security validation
- CMS certification and deployment readiness
- Operational readiness, training and customer support

Where we are: Current progress

Agreement & Scope

COMPLETE

Initial milestone complete

System Foundation

In Progress

In progress

Budget / Go-live

ON BUDGET

Target go-live
Aug 22, 2027

What we have achieved

- Agreement and scope milestone completed
- Implementation timeline and milestone sequence established
- System foundation work underway
- Budget continues to track within the approved implementation plan

Where we are going

- | | |
|---------------------------------|--------------|
| • Design completion | Nov 19, 2026 |
| • System integration | Apr 12, 2027 |
| • User / performance / security | Jun 17, 2027 |
| • CMS & deployment readiness | Aug 17, 2027 |
| • Production go-live | Aug 22, 2027 |

Focus through launch

- Consumer experience
- Security & CMS
- Testing & quality
- Operational readiness
- Support readiness

Access Health CT BusinessPlus

BusinessPlus: Smarter Benefits, Greater Flexibility.



AHCT Small Business is now BusinessPlus

With the BusinessPlus platform, you'll have access to:

- A clean, customized dashboard for each client (both traditional small group plans and ICHRA)
- Easy access to enrollment details
- Streamlined benefit management
- Helpful support and resources at your fingertips

⚡ For Employers

- Employers migrated automatically – no manual steps were required
- No action needed to maintain current coverage
- Log in to BusinessPlus for all plan management
- Seamless rollover to existing benefits and enrollment

⚡ For Brokers

- BusinessPlus offers enhanced tools and reporting
- Existing client relationship transferred automatically
- Updated resources and training materials available

⚡ BusinessPlus Platform Questions? Please email:

SHOP.AHCT@ct.gov

⚡ SHOP Questions? - Contact Us!

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Open Enrollment 14 Update

🔗 Open Enrollment 14 Technology Update

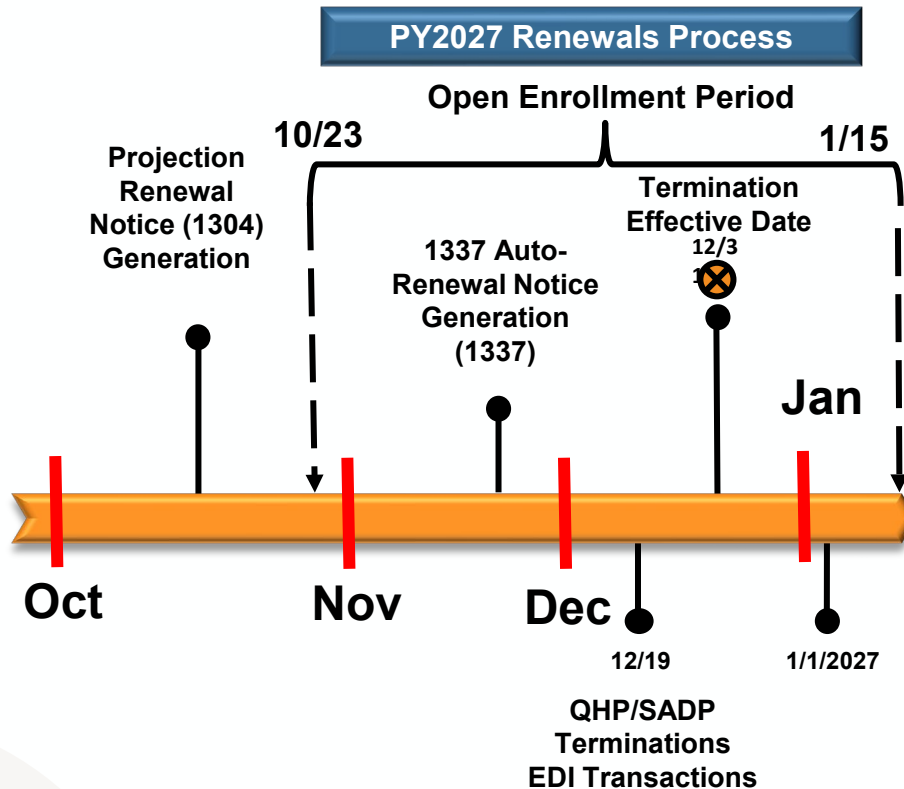
OE14 Readiness Updates:

AHCT is ready for Open Enrollment 14, which will occur October 23, 2026, through January 15, 2027.

In addition to the usual activities, AHCT is preparing for changes due to H.R.1 — One Big Beautiful Bill Act (OBBBA).

- The Integrated Eligibility and Enrollment System release will be deployed on **10/2/26**.
- Projection notices for QHPs and dental plans are expected to run and be sent to customers from **10/12-10/19**.
- Auto-renewal notices for QHPs and dental plans are expected to run and be sent to customers from **11/9-11/17**.
- Pre-OE Window Shopping will be open to customers through the AHCT website **10/16**.

Open Enrollment 14 Technology Update



Pre-Open Enrollment Communications

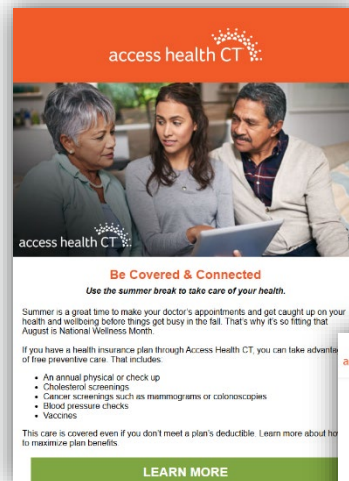
Communications in August & September about new Open Enrollment Period dates

- Emails to Brokers, Certified Application Counselors and community partners
- Email and CTHIX inbox messages to all QHP households
- Email to our email subscriber base of ~125k.

New blog posts, web content and knowledge base articles

“Stay Covered & Connected” campaign with monthly emails to customers

- August: Take advantage of preventive care
- September: The ABCs of health insurance
- October: Open Enrollment & window shopping



OE14 Advertising

Core audiences:

- Uninsured/underinsured
- Current customers

Core messages:

- NEW dates and deadlines
 - Open Enrollment is beginning earlier (October 23)
 - There's even more time to enroll
- Shop and get free help
- Brand awareness
 - Building understanding of our mission; who we are, what we do and how we serve CT residents

Media mix: Zip code level targeting & traditional placements

Timing: Beginning of October 2026 through January 15, 2027



Open Enrollment: Statewide Community Engagement

Statewide In Person Support

- **109** enrollment events planned
- **35 cities and towns across all 8 counties**
- Daytime, evening and weekend events to accommodate different schedules
- Multiple opportunities for consumers to receive face to face enrollment assistance

Expanded Enrollment Network

- **6 Navigator organizations** providing enrollment and community support
- **27** new Broker Academy Program graduates fully trained and ready by the first day of Open Enrollment
- CACs and brokers expanding access to local enrollment assistance

Education & Communication

- Virtual and in-person Healthy Chats for consumers
- Monthly education sessions for community partners
- Ongoing updates to keep partners informed throughout Open Enrollment
- **Community Conference**

Adjournment

Next Meeting: November 12, 2026