



Access Health CT –Healthcare Cabinet

September 2020

access health CT 

AHCT COVID-19 Response Update

September COVID-19 Response Updates

Customer Verification Deadline Extension Continues

- 5.9k verifications currently on hold for QHP enrollees
- Communication campaign continues
- Re-establishment of deadline for new QHP enrollees planned for Open Enrollment

Supporting HUSKY Coverage Extensions

- HUSKY coverage continues to be extended for the duration of the public health crisis
- Mail / Email / Outbound call campaign to communicate extended coverage to 2.6k dually enrolled in a QHP

COVID-19 System Updates and Enhancements

- Updated unemployment compensation rules
- Revised web guidance for income reporting
- Incorporation of Public Health Emergency within eligibility rules engine
- Streamlined special enrollment event functionality

Current Enrollment & Activity During The Emergency Period:

Current Enrollment	9/15/19	9/15/20	% Increase
QHP	96,625	100,696	4.2%
HUSKY	725,090	792,514	9.3%

2021 Open Enrollment (OE) Preparations and Readiness

2021 Open Enrollment Planning

- **2021 Open Enrollment Scheduled:**
 - 📅 **November 1 - December 15, 2020**
- **OE Readiness Workgroup Assembled**
- **Focus For 2021 OE:**
 - Enhanced Content Delivery
 - Acquisition, Win Back & Retention Efforts
 - Continued Improvements in Customer Experience
 - Adapting Customer Support



2021 Open Enrollment Planning

9/1 – 1st Wave of Call Center Staffing And Training Complete
9/1 – Virtual CAC*/Broker Training Begins
9/18 – Carrier Participation Decision

October

11/1 – Open Enrollment Begins, 2021 Shopping Opens
11/1 – OE Marketing Campaign Begins
✉ 11/18 – QHP 2021 Automatic Renewals Begin

December

September

10/2 – Final AHCT System Release Before OE
✉ 10/22 – 2020 to 2021 Plan Renewal Notifications Begin
10/26 – 2021 Window Shopping Enabled
10/30 – CAC/Brokers Activated for 2021 & Last Wave of Call Center Training Complete
10/31 – Public Health Emergency Expiration

November

12/1 – Non-renewal Retention Efforts Begin
12/15 – Open Enrollment Ends
✉ 12/15 – 12/31 – Enrollee Receives PY 2021 Invoice From Carrier

*CAC – Certified Application Counselor

2021 Open Enrollment Planning

Yearly Open Enrollment Challenges:

- **Short Enrollment Window**
 - Approx. 80% of annual enrollment within a 45 day period
- **2020 to 2021 Premium Changes**
 - Customer premium impact analysis underway
- **Customer Plan Selections**
 - Two 2020 plans discontinued in 2021
 - Two new Anthem HMO plans in 2021
 - Three new ConnectiCare POS plans in 2021
- **Consumer Confusion**
 - Changes in law, misinformation, etc.

2021 Open Enrollment Challenges:

- **Public Health Emergency**
 - 80k with coverage ending on 10/31 unless PHE is extended
 - Increased processing and requests for customer assistance anticipated
- **Impact of Pandemic**
 - Changes in purchasing behavior and market demand
 - Increased barriers to in-person assistance channels
 - Policy driven technology and operational changes

2021 Open Enrollment Planning

New Features For 2021 OE

1) Optimized Experience For Mobile Users Fully Implemented Responsive web design rolled out to entire consumer website.

2) New Home Page Experience Brand new home page experience with improved usability, user content, and SEO.

3) New Customer Self Service Capabilities New customer self-service functionality to support plan cancelations, SSN applicant eligibility, etc.

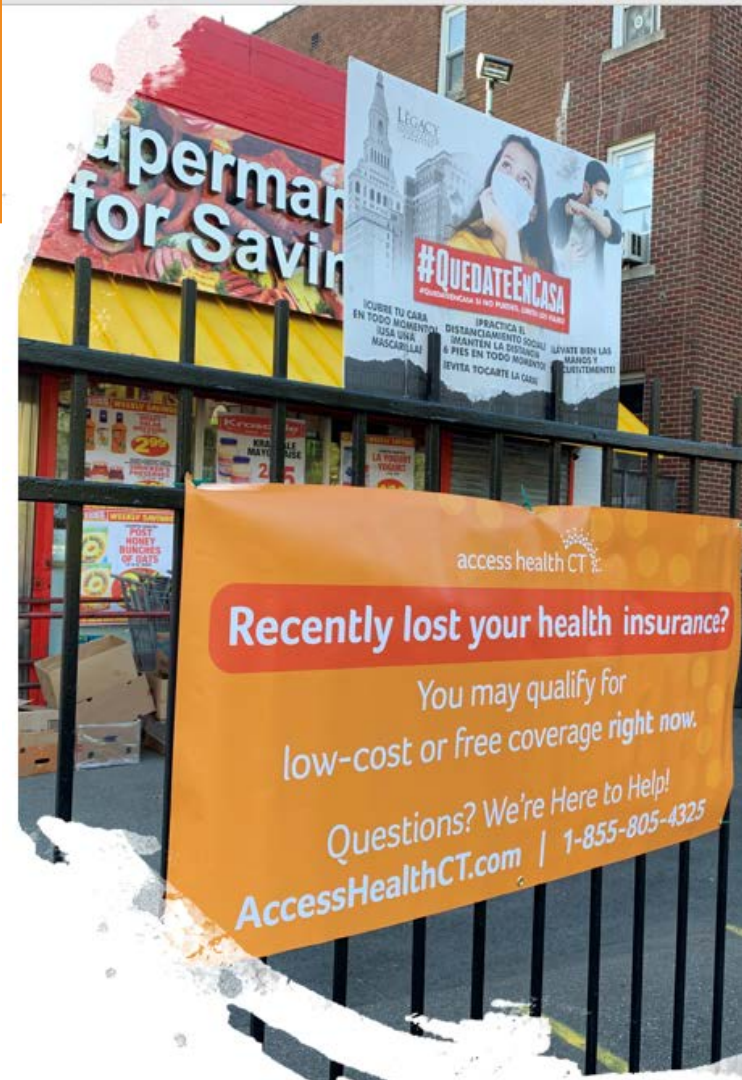
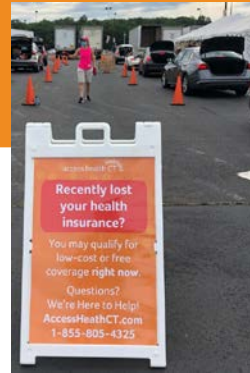
4) Shopping & Decision Support Features New alert system to inform consumers of highly probable detrimental plan selections.

5) Improved Customer Experience Over 120 system updates to improve customer experience and satisfaction.

Marketing & Community Outreach Update

Ongoing Efforts

- Collateral & posters:
 - COVID testing sites
 - Food Share
 - Supermarkets (Geisler's, It's Only Natural, C-Town)
 - Places of worship
 - Census events
 - Newsletters & E-communications
- DOL Partnership targeting layoffs/furloughs
- Educational videos (social media)
 - Webinars (Mohegan Sun)
 - Events/Sponsorships (Pride)



Community Outreach

- In-person & virtual enrollment help
 - Conducted survey to evaluate willingness for in-person help
 - Enrollment Centers (scouting locations)
 - Virtual Enrollment Fairs
- Navigator Program
 - Selected (2): Project Access & CRT
 - Continuous efforts FY21
- Community outreach efforts
 - Community summit, webinars, healthy chats, etc.
 - Primary goal inform, educate and increase partner list.



Advertising & Comms.

- Homepage redesign
 - Support page
 - Blog
- OE8 Communications Plans
 - Focus on acquisition, win-back, retention
 - Direct to Consumer Campaign (e-mail, Direct mail, text)
 - Increased video communications
- Open Enrollment campaign and beyond
 - Concluded 8 Focus groups testing brand awareness & creative concepts
 - Media buy
 - Adapting to COVID environment (different channels)

