

# 2020 Open Enrollment Preparations & Readiness

# 2020 Open Enrollment Planning

- **2020 Open Enrollment (OE) Scheduled:**
  - 📅 **November 1 - December 15, 2019**
- **OE Readiness Workgroup Assembled**
- **Focus For 2020 OE**
  - Enhanced Digital Experience
  - Acquisition & Retention Efforts
  - Continued Improvements in Customer Experience
  - Greater In-Person Presence



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**9/17** – 1<sup>st</sup> Wave of Call Center Staffing And Training Complete  
**9/20** – Carrier Participation Decisions Due  
**9/23** – CAC\*/Broker online Training Begins

## October

## September

**10/11** – Final AHCT System Release Before OE  
✉ **10/18** – 2019 to 2020 Plan Renewal Notifications Begin  
**10/22** – 2020 Window Shopping Enabled  
**10/25** – CAC/Brokers Activated for 2020  
**10/30** – Last Wave of Call Center Training Complete

**11/1** – Open Enrollment Begins, 2020 Shopping Opens

**11/1** – OE Marketing Campaign Begins

✉ **11/19** – QHP 2020 Automatic Renewals Begin

## November

## December

**12/1** – Non-renewal Retention Efforts Begin  
**12/15** – Open Enrollment Ends  
✉ **12/15 – 12/31** – Enrollee Receives PY 2020 Invoice From Carrier

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## OE Preparation Challenges for 2020

- **Short Enrollment Window**
  - Approx. 80% of annual enrollment within a 45-day period
- **2019 to 2020 Premium Changes**
  - Customer premium impact analysis underway
- **Customer Plan Selections**
  - Four 2019 Silver plans not available in 2020
  - Two new Anthem Pathway PPO plans offered in 2020
  - Two new ConnectiCare Choice POS plans offered in 2020
- **Consumer Confusion**
  - Changes in law, misinformation, etc.

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## New Features Released For 2020

### 1) Optimized Experience for Mobile Users

Responsive web design rolled out to entire consumer website.

### 2) Targeted Simplification Efforts

Web pages with highest complaints and user time simplified.

### 3) Customer Verification Efficiencies

Numerous improvements to customer communication, processing, and overall experience.

### 4) Improved Broker Tools & Processes

Simplified client association, broker search, and customer tools.

### 5) Shopping & Decision Support Features

Incremental improvements to plan pricing and information displays.

### 6) Improved Customer Experience

Over 100 system updates to improve customer experience and satisfaction.