



Access Health CT Update

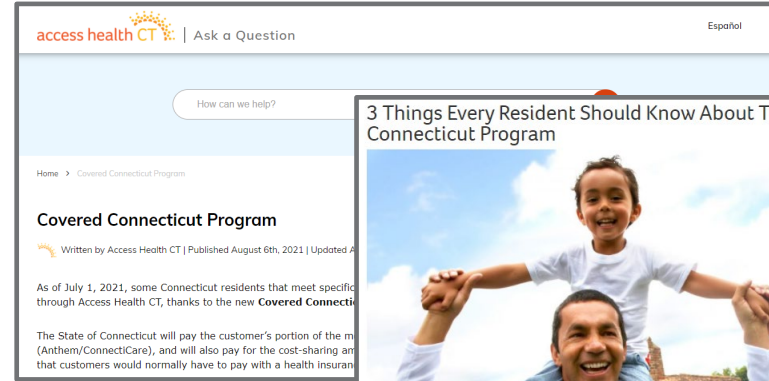
September 2021

Covered Connecticut Marketing



July/August 2021

- Q&A posted to our website
 - English & Spanish
- Blog post pinned to the homepage of our website
 - English & Spanish
- Manual, monthly auto-enrollment with communications
- Participation in press conferences alongside elected officials
- Legislative toolkit



Covered Connecticut Marketing

Direct-to-consumer outreach:

- **Monthly, manual, direct-to-consumer communications continue, including:**

- Email (if we have one)
- Direct Mail (in a blue envelope)

- **Immediately eligible population:**

- 📅 July: 561
- 📅 August: 28
- 📅 September: 196

Frequently Asked Questions:
Do I need to do anything to continue participating in the Covered Connecticut Program?
The criteria to participate in the Covered Connecticut Program are:
• Income: Your household income must be less than 160% of the federal poverty level.
• Assets: Your household assets must be less than 175% of the federal poverty level.
• Children: All children in the household under age 19; Children age 18 must be a high school senior.
• Tax Credits: You must be eligible for the Premium Tax Credits (APTCs) and Cost Sharing Reduction (CSR).
• Financial Assistance: You must be eligible for the Premium Tax Credits (APTCs) and Cost Sharing Reduction (CSR) or the expanded American Rescue Plan Act (ARPA) financial assistance.
• Level Plan.
will be covered through this program?
Medically necessary and covered by the health insurance plan to which you are currently paying a premium (monthly payment) to my insurance company?

Great News – You Qualify for \$0 Coverage through the new Covered Connecticut Program!

MAILING ADDRESS INFO

August 9, 2021

Dear FIRST NAME,

As of July 1, 2021, some Connecticut residents are now covered through Access Health CT, thanks to the new Covered Connecticut Program.

Our records indicate that you qualify for the Covered Connecticut Program. No action is needed from you to take any action to see savings, but we want you to know that you are eligible.

The State of Connecticut will pay your portion of your insurance company (Anthem or ConnecticutCare) costs, including co-payments, co-insurance and maximum out-of-pocket amounts that you would normally have to pay with your insurance company.

Next Steps

- ✓ **No action needed from you.** We are updating your records to reflect your savings from this program.
- ✓ **Insurance cards will be re-issued by your insurance company.** Please contact them directly for a temporary or replacement card.
- ✓ On your next visit to your provider, or to a retail pharmacy, your services and prescription drugs will be fully covered.
- ✓ Eligible customers enrolled in the Covered Connecticut Program will not pay a monthly premium unless there is a balance due.

Sincerely,
The Access Health CT Support Team

Access Health CT is Here to Help. Contact us if you have questions about this message. Your insurance company can answer any questions you have about ID cards, billing, or payments.

- Online: AccessHealthCT.com or via Live Chat
- By Phone: Call 1-855-905-4125 (Monday – Friday, 8am – 5pm)
- TTY at 1-855-789-2428 or contact us with a relay operator

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More Savings Available: Open Now

and estimated income will impact the financial help you may receive. It is important to report any changes as soon as possible. Failure to report changes could result in changes to the type of coverage you receive.

Covered CT & Extended SEP Campaign

Dual message campaign: supporting the extended Special Enrollment Period and the Covered Connecticut Program.



SEP enrollment deadline: October 31



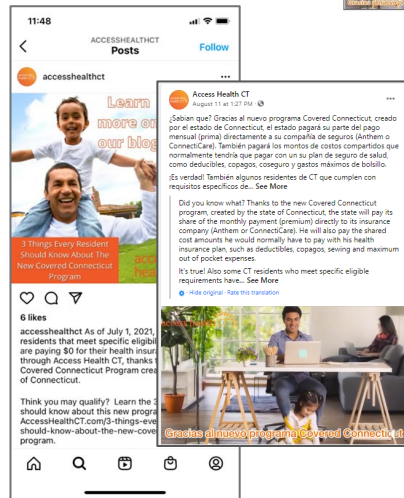
Covered Connecticut enrollment deadline: December 31, or the end of Open Enrollment



In market: September & October

Campaign placements include:

- Digital billboards (Hartford/New Haven)
- Print advertorials (Courant & multi-cultural)
- DJ radio reads (NPR, WPOP, WTIC)
- Social media
- Search engine marketing



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Additional areas of focus moving forward:

- Continued, prominent placement of blog post on the website and the Q&A
- Automated enrollment through the AHCT website (beginning October 2021)
- Automated eligibility notices (beginning October 2021)
- Outreach to households that may be eligible if they make a change
 - With the support of Carriers/DSS/OHS
- Support communications during Open Enrollment where we can insert the messages (such as PR opportunities)

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