



access health CT

healthier  
people • communities

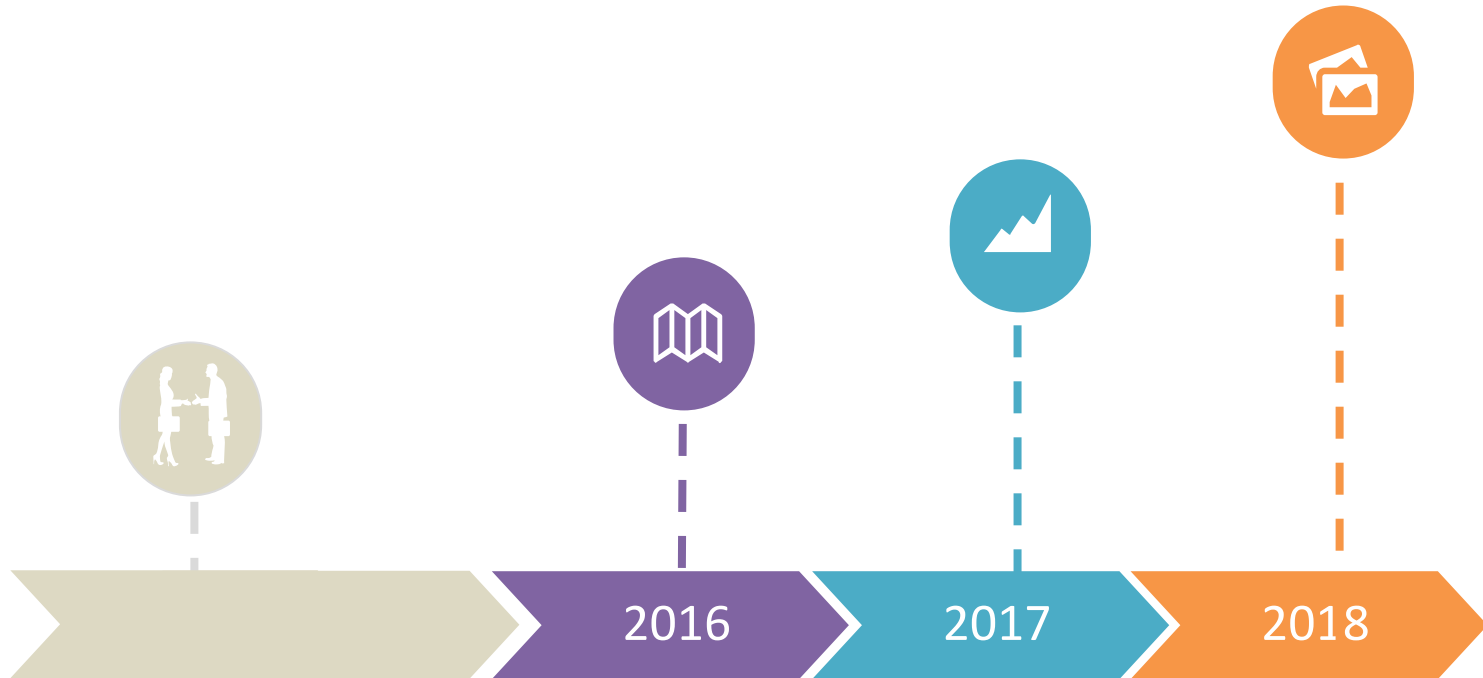
**Marketing Update**

CCKF Coalition Meeting

# We Are Changing



- Pivoting from getting residents enrolled to help residents use their healthcare coverage effectively
- Help customers take full advantage of the plans they purchase through AHCT.
- Wellness programs and getting preventive care= healthy customers and drive down healthcare costs



Enrollment

Care

<h2 style="margin: 0;">OE1</h2> <p style="margin: 0; color: white;">2013-2014 (6mo)</p>	<h2 style="margin: 0;">OE2</h2> <p style="margin: 0; color: white;">2014-2015 (3mo)</p>	<h2 style="margin: 0;">OE3</h2> <p style="margin: 0; color: white;">2015-2016 (3mo)</p>	<h2 style="margin: 0;">OE4</h2> <p style="margin: 0; color: white;">2016-2017 (3mo)</p>
---	---	---	---

<b>Key to Success</b>	AHCT Staff	AHCT Staff	AHCT Staff	AHCT Staff
<b>Focus</b>	Implementation of the Affordable Care Act	Member Retention	Health and benefit awareness	Customer Service/Experience
<b>Uninsured Rate</b>	8%	4%	3.8%	-
<b>Investment</b>	\$122.8M (17M MK)	\$55.7M (8M MK)	\$45.4M (4M MK)	-
<b>QHP Membership</b>	78,730	110,095	116,019	-
<b>Medicaid Memb.</b>	129,588	442,508	608,003	-
<b>Residents Served</b>	208,301	552,603	724,022	-





## Updates

- Regional Planning Meetings
- Community Chats (22)
- Webinars
- Community Conference
- Year-round Community Outreach
- Training and re-certification
- Newsletter
- Collateral and distribution
- Health Insurance Literacy
- New Call Center
- Broker Program
- Internal resources
- Research

The screenshot shows the top navigation bar with a search box and links for 'Choose a Plan', 'Enroll Now', 'Manage Your Account', 'Resources', 'Use Your Plan', and 'Contact'. Below the navigation is a 'Welcome Community Partners!' section with a thank-you message and a link to sign up for the newsletter. A sidebar on the left contains 'Announcements' with links for 'Events, Trainings, and Speaker Requests', 'Printable Materials', 'Social Media & Logos', and 'Questions? Who to Contact'. The main content area features a '2016 COMMUNITY CONFERENCE' banner with the 'healthier people - communities' logo and the text 'Join us on October 13th!'.

# access health CT COMMUNITY VOICE

The banner features the text '2016 COMMUNITY CONFERENCE' in large orange letters. Below it is a map of Connecticut with the 'healthier people - communities' logo. At the bottom, it says 'Join us on October 13th!'.

The banner shows a smiling doctor in a white coat and blue stethoscope looking at a tablet with a young child. The text reads 'Use your plan's benefits to stay healthy' with a 'Click Here' button.

9 OUT OF 10 CONNECTICUT RESIDENTS HAVE HEALTHCARE COVERAGE. DO YOU?