

CCKF Coalition Meeting

Open Enrollment Recap & Potential/New Changes to the ACA

March 1, 2018



access health CT

PASSION LED US HERE

2.3%



114,134

Enrollment: 114,134 people (55K Medicaid Applications processed)

Young Invincibles: 24% (or 27,393) of enrollment 18-34 year olds.

New Members: 13K+ customers (never in our system before with average age: 40)

Returning Members: 18% (or 21K)

Retention Efforts: 70%

County Membership Increase: 6 of 8 counties

Carrier Selection: 83K ConnectiCare and 31K Anthem.

Metal tiers: Majority: similar plan to 2017, others bought down

Financial Help: 73%.

Enrollment Centers: 6,400 visited, 4,600 enrolled.

Enrollment Fairs: 360 visitors, 300 enrollments.

Website Traffic: 225K unique visitors, 37% through mobile devices.

Call Center: 267K (30% enrolled).

Broker Assistance: 35%

CAC's: over 2,400

Plan Comparison Tool: 17K

In Seven Weeks...



	Open Enrollment 11/1/13 – 3/31/14	Open Enrollment 2 11/15/14 – 2/15/15	Open Enrollment 3 11/1/15 – 1/31/16	Open Enrollment 4 11/1/16 – 1/31/17	Open Enrollment 5 11/1/17 – 12/22/17
Active QHP Enrollment	78,713	110,095	116,019	111,542	114,134
Total Active Medicaid Determinations	129,588	442,508	608,003	671,960	699,087
% QHP Population with Financial Assistance	77.7%	77.4%	78.1%	76.4%	73%
% QHP Population Under 35 (Average Age)	30.9%	32.5%	33.2% (42.7)	31.7% (43.3)	31.4% (43.4)
Most Popular QHP Issuer (% of Enrollment)	Anthem (53%)	ConnectiCare (42%)	ConnectiCare (53%)	ConnectiCare (69%)	ConnectiCare (72.5%)
QHP Auto-Renewal Rate	N/A	67%	81%	63%	87%
% of Enrollment w/ Broker Assistance	30%	38%	50%	25%	35%
Calls Handled by Call Center	401,695	338,142	384,559	410,710	267,257
Website Volume (Unique Visitors)	863,766	586,172	385,827	338,825	225,140



High level accomplishments

- High frequency and personalization of marketing efforts.
- Bigger community outreach efforts focused on: awareness, education, enrollment, wellness, health insurance literacy, plan and benefit utilization.
- Data utilization for decision making and media buying and targeting.
- Improvement in customer experience (password resets, mobile, live chat, email, FAQ's, personalized messages).
- Incorporation of support tools (Plan Comparison Tool, CRM)
- Improved internal training and education
- Increased community footprint and in-person help (centers, fairs and events)
- Reduction of backlog