



Connecticut's Health Insurance Marketplace

Strategy Sub-Committee Meeting DRAFT MEETING MINUTES

Location: Legislative Office Building, Room 1B, Hartford, CT
Date: Thursday, November 14, 2013
Time: 1:00 p.m.

Members Present

Bob Scalettar; Bob Tessier; Vicki Veltri; Cee Cee Woods, Mary Fox

Members Absent

Ted Kennedy, Jr.; Anne Melissa Dowling

Other Participants

Kevin Counihan

I. Call to Order and Introductions

Mary Fox opened the meeting at 1:05 p.m.

II. Review and Approval of Minutes

Dr. Scalettar requested a motion to approve the October 10, 2013 minutes. Bob Tessier made the motion. The motion was seconded. Motion passed unanimously.

III. Three Year Strategic Plan

Dr. Scalettar introduced Kevin Counihan to provide a summary of AHCT FY14 - FY17 strategic ideas. Mr. Counihan indicated that the key to long-term success and sustainability for AHCT is based on three priorities:

1. AHCT performing its initial job of transactional basics of comparison shopping and enrollment in a superior way which includes adding new health plans and continuing to promote competition and choice.
2. AHCT viewing the organization more broadly than just the defined transactional functions imbedded in the ACA, through various methods as education, decision support tools, and through data.
3. AHCT supporting existing trends including defined contributions by educating consumers by promoting consumerism and ultimately using this data and quality metrics to help promote delivery system change.

Mr. Counihan walked members through three high level examples of how the Exchange can go beyond that of just a transactional business.

A. Prepare Consumers for Defined Contribution Health Plans

Mr. Counihan stated that Exchanges by their very nature enable a defined contribution approach. Mr. Counihan described the opportunity for AHCT in becoming an education resource for state residents and employers by using the website or retail stores to distribute information, as well as by staff assisting consumers with purchasing health insurance. Mr. Counihan mentioned utilizing the APCD and the Choosing Wisely campaign for the same, as well as ultimately talking with health plans about ideas that they have around moving into value-based insurance designs.

Bob Tessier remarked on the need for an independent public service providing education, information, empowering consumers and cautioned on not sending the wrong message regarding the mission of the Exchange. Dr. Scalettar suggested keeping an eye on educational resources such as Choosing Wisely and suggested looking at an opportunity to connect with Consumers Union as a highly credible education resource.

a. Promote Delivery System Change Through Consumerism

Mr. Counihan described the second major component as using consumers to help drive delivery system changes. Mr. Counihan stated that as consumers are given more responsibility and accountability for making decisions, they may want a better understanding of the providers and services they are selecting and why. Members discussed the importance of the availability of data in driving delivery system changes. Mr. Counihan stated that the APCD will be something that the average consumer will view as actionable and relevant. Mr. Counihan announced the creation of APCD focus groups which will include consumers.

b. Create Turn Key Exchange Services for States

Mr. Counihan described the third component as leveraging inquiries AHCT has received from other states regarding licensing or franchising the shopping and enrollment portal. The development of an "Exchange in a Box" would include packaging a governance, operations, IT, and marketing model for purchase by other states. Dr. Scalettar asked a question about using federal funds for this purpose. Mr. Counihan stated that CMS seems encouraging about doing this. Mr. Counihan emphasized that AHCT wants to make sure the system is stable and scalable before moving forward. Ms. Veltri recommended exploring any legislative issues around selling services. Mr. Tessier asked whether Access Health Analytics would be an optional piece of the package or sold separately. Discussion ensued.

Dr. Scalettar asked Mr. Counihan to walk the committee through the next steps. Mr. Counihan recommended that these general ideas get blown up as a real strategic plan and that it be converted into a business plan. Mr. Counihan stated that staff is developing both a business and operations plan and asked that this plan be incorporated as part of that. Members made various suggestions and requests and it was agreed that Mr. Counihan would provide the group with a presentation on the plan, including a timeline review on key deliverables and dates with the first deliverable being the strategic plan by mid-December. Mr. Counihan stated that the plan would be shared with the committee members prior to the full Board.

IV. 2014 Meetings Schedule

Members agreed to meet monthly on the Thursday prior to the Board meetings from 1:00 – 3:00 p.m. as needed.

V. Public Comment

No public comments were made.

VI. Adjournment

The meeting adjourned at 2:07 p.m.