



Connecticut's Official Health Insurance Marketplace

# Strategy Committee

December 11, 2014

# Agenda

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- I. Call to Order and Introductions
- II. Review and Approval of October 9, 2014 Regular Meeting Minutes
- III. Metrics
- IV. Education Update
- V. Executive Session
- VI. APCD Roadmap Discussion
- VII. Adjournment

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# Metrics

# Access Health CT Metrics

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- Member Retention for Individual and SHOP
- Web Site User Satisfaction for Individual and SHOP
- Call Center Satisfaction for Individual and SHOP
- Net Promoter Score for Individual and SHOP
- Use of Health Insurance Plan for Individual and SHOP
- Staff Diversity Percentage
- High Performer Employee Turnover Rate
- Operating within X% (5) of Operating Budget
- Creation of a self sustaining Operating Budget

# Access Health CT Metrics

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- Number of Carriers on the Exchange
- Carrier Satisfaction for Individual and SHOP
- Number of Severity One Production Issues
- Number of Releases successfully implemented without rollbacks
- Questions:
  - Budget integration effects with State of CT
  - Department of Social Services Satisfaction

# Access Health Data Analytics Metrics

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## Marketing Metrics:

1. Customers Actively Prospected -
2. Customers Sold -

## Operating Metrics

1. Number of Carriers Integrated -
2. Deployment of Web Reporting in APCD
3. Cost Transparency in APCD

# Access Health Exchange Solutions Metrics

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## Marketing Metrics:

1. Customers Actively Prospected - Now to March 2015
  - a. SBMs in need of assistance -
  - b. Potential FFM States looking to run their own exchanges
  - c. Private Exchanges - Service and Technology companies
2. Customers Sold
  - a. Consulting engagements -
  - b. Initial BPO -
  - c. Multi-State facility -

## Operating Metrics

1. Completion of copyright - Deadline April 2015
2. Completion of demonstrable technology with Amtex- Deadline April 2015
3. Announcement of Teaming with Partner - First Quarter 2015

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# Education Update

# Our Mission

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To increase the number of insured residents, improve health care quality, lower costs and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give best value.



# Our Belief

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- We believe:
  - That access to quality healthcare should be available to everyone.
  - That people need to know that the ACA has made healthcare more attainable and consumer centric.
  - That an insurance product is a tool with which a customer can obtain healthcare services.
  - That all clients need to understand how to use the health insurance program they purchase.
  - That our ACHT website needs to provide an accurate and smooth enrollment experience as well as be a source of information regarding healthcare coverage.

# Our Mission

## Educate

In order for healthcare reform to be successful the consumer must be educated on the law and its importance to them.

## Train

The AHCT website is the tool used to obtain healthcare coverage. Training for brokers, assisters and CACs will continue so that they can help consumers. We will also offer system training to CT residents so they can enroll on their own.

## Facilitate

We have access to a great deal of information regarding, healthcare reform, insurance, provider networks, Medicaid and community services which we will make available to our customers.

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# Training and Education Activities In 2014

# Educate

- Developed a 1.5 hour course entitled, *Understanding and Enrolling in Affordable Healthcare through the CT Marketplace*.
- This class has been provided thus far at the following adult education programs, colleges and DOL offices:
  - Farmington
  - Newington
  - Windsor Lock
  - ERACE
  - Hamden DOL
  - Middlesex Community College
  - West Hartford
  - Branford
  - Windsor
  - East Hampton
  - Capital Community College
  - EASTCONN( Plainfield, Putman, Willimantic)

# Train

- Develop and deliver courses that will enable brokers, assisters, CACs and consumers to navigate our website, enroll with confidence and minimal error.
  - I. Over 2,000 people have been trained on the system since the summer of 2013.
  - II. A growing number of consumers have been taught to enroll through our participation in community events and company sponsored early retirement presentations.
  - III. We continue to make people system literate as part of our overall educational process.

# Facilitate

- Participate in events sponsored by local churches, community and healthcare organizations so that we can expand the knowledge of the ACA and Access Health CT.
- We develop power points, word documents, resource fliers, webinars and videos which we make available to everyone we certify to assist in enrolment and to all of our community partners.
- We are working with our marketing department to make all educational materials accessible to all our consumers.

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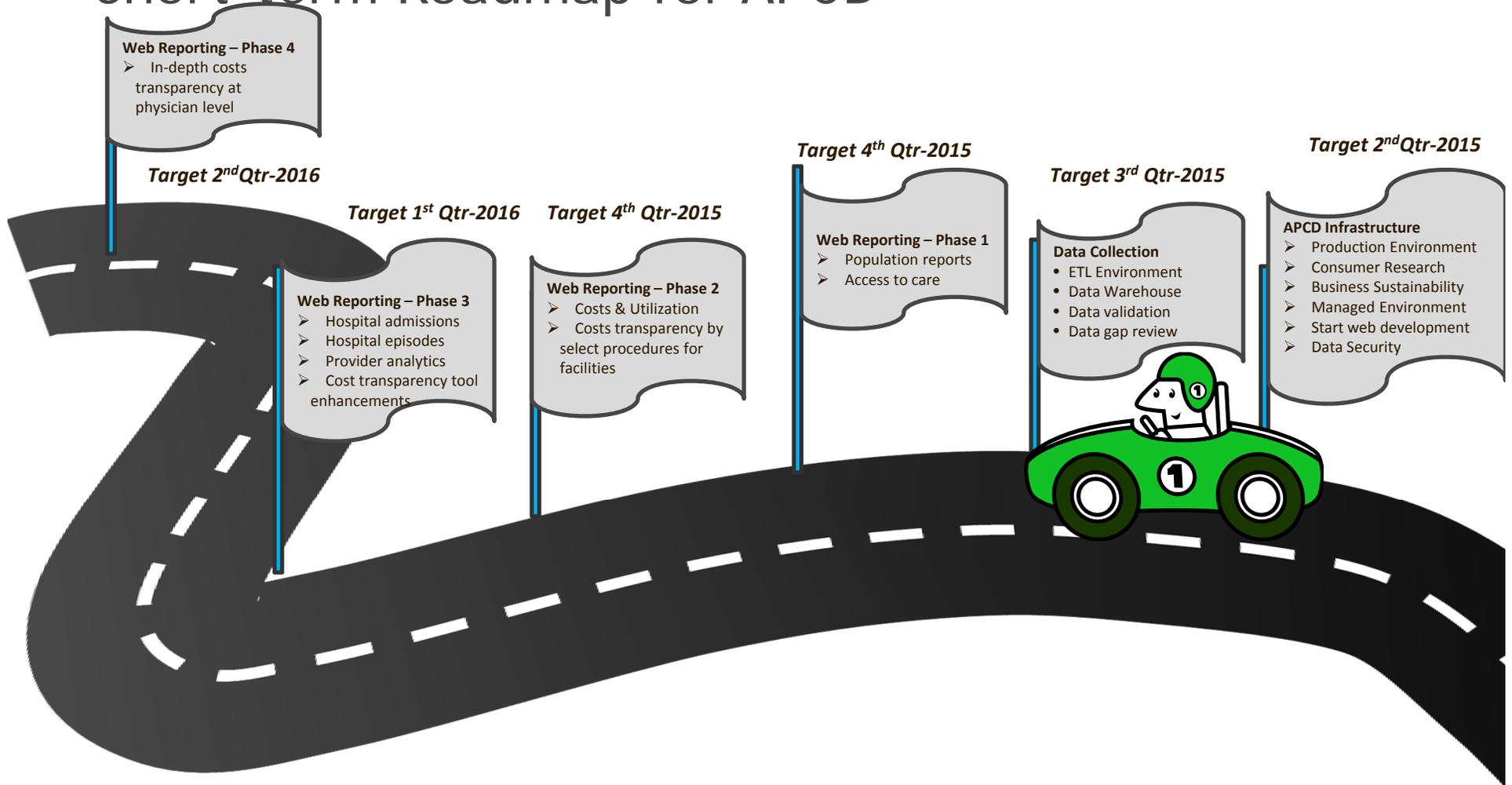
# APCD Roadmap Discussion

# Overview of APCD Data & Analytics Vendor Contract

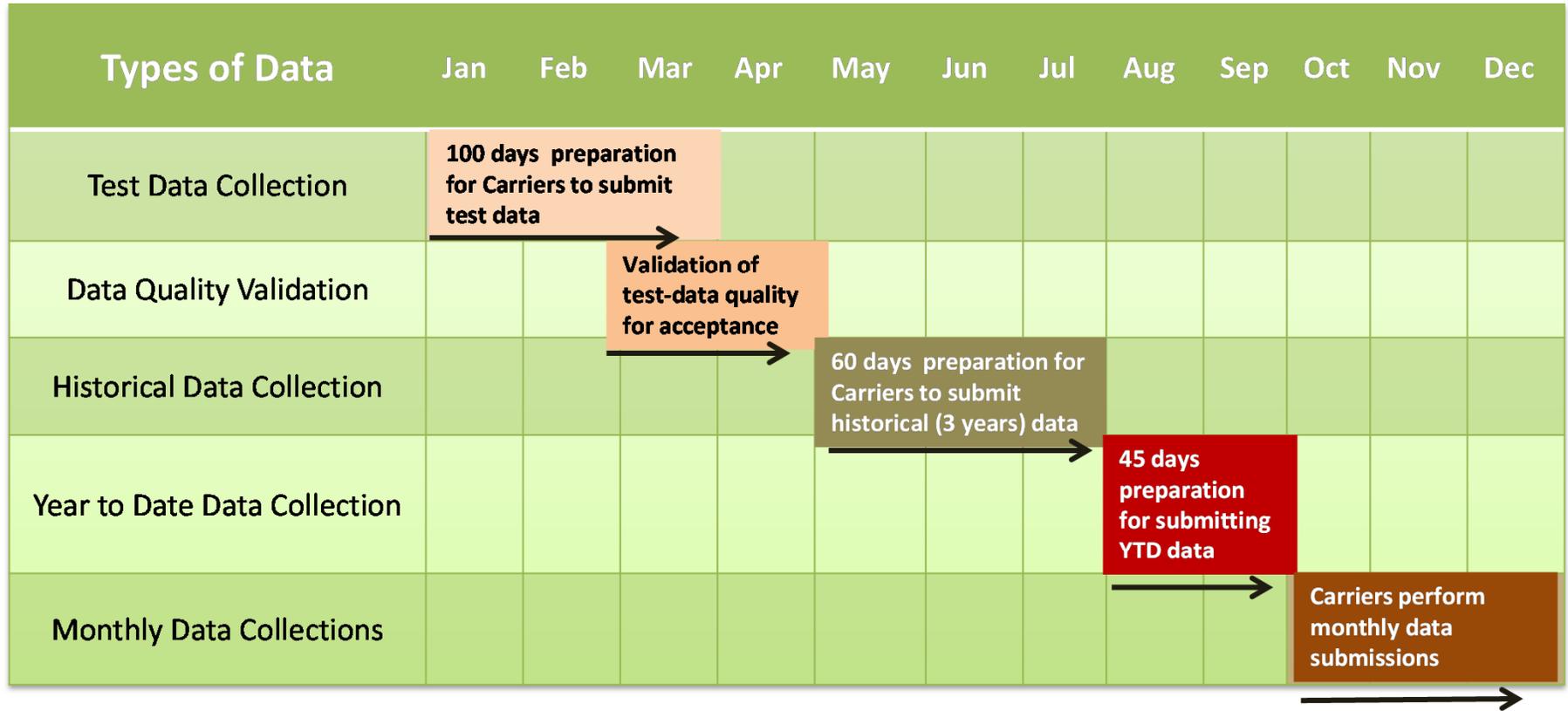
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- Access Health CT (AHCT) has signed an agreement with Onpoint Health Data (Onpoint) to provide data management and analytics services for CT's APCD
- AHCT went through a rigorous and transparent vendor RFP process (presented in detail on 3/27/2014 AHCT Board and June 12, 2014, Advisory Group meetings)
- Initially 16 vendors expressed interest to submit bids, but by RFP deadline only 10 vendors submitted proposals
- Only 5 vendors met the criteria to be eligible for appraisal - Analytic Partners, Onpoint, Optum, SAS and Treo Solutions
- Top 3 vendors were invited for Oral presentations - Onpoint, Treo Solutions and Analytic Partners
- Onpoint was the front-runner on costs, experience and solutions offered
- Contract is for 5-year duration with an option to extend an additional 5-year
- Total value of the contract for 1<sup>st</sup> 5-year is \$6.88m; 2<sup>nd</sup> 5-year is \$4.70m

# Short-term Roadmap for APCD



# Commercial Data Collection Plan in 2015



# Long-term Roadmap for APCD

2015

APCD Infrastructure built; web environment developed; population analytics and costs transparency reports completed; dental, Medicare & Medicaid integrated; consumer decision Support tool developed.

2016

Data distribution for research and in-house healthcare analytics are fully operational; more advanced reporting on the web developed; develop more sophisticated self-serving reports.

2017

Subscription model for provider and employer analytics developed; data used progressively for patient management.

2018

Long-term business sustainability model fully implemented. Revenue collection is expected to meet 75% of vendor and administrative costs of running APCD.

2019

2020

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# Executive Session

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# Adjournment