



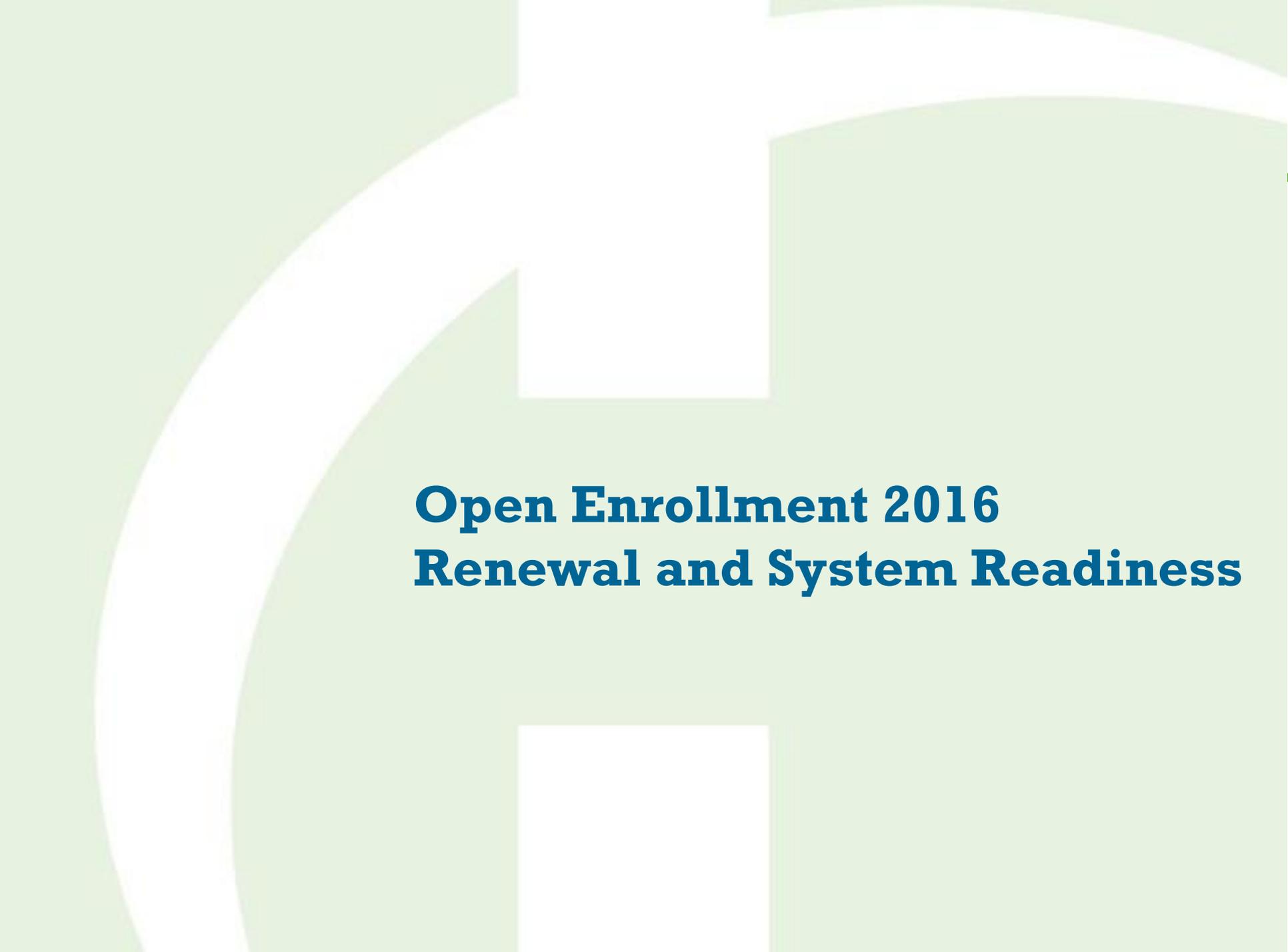
2016 Open Enrollment Readiness and Outreach Update

Board of Directors Meeting, October 8, 2015

Open Enrollment 2016 Readiness and Outreach: Update

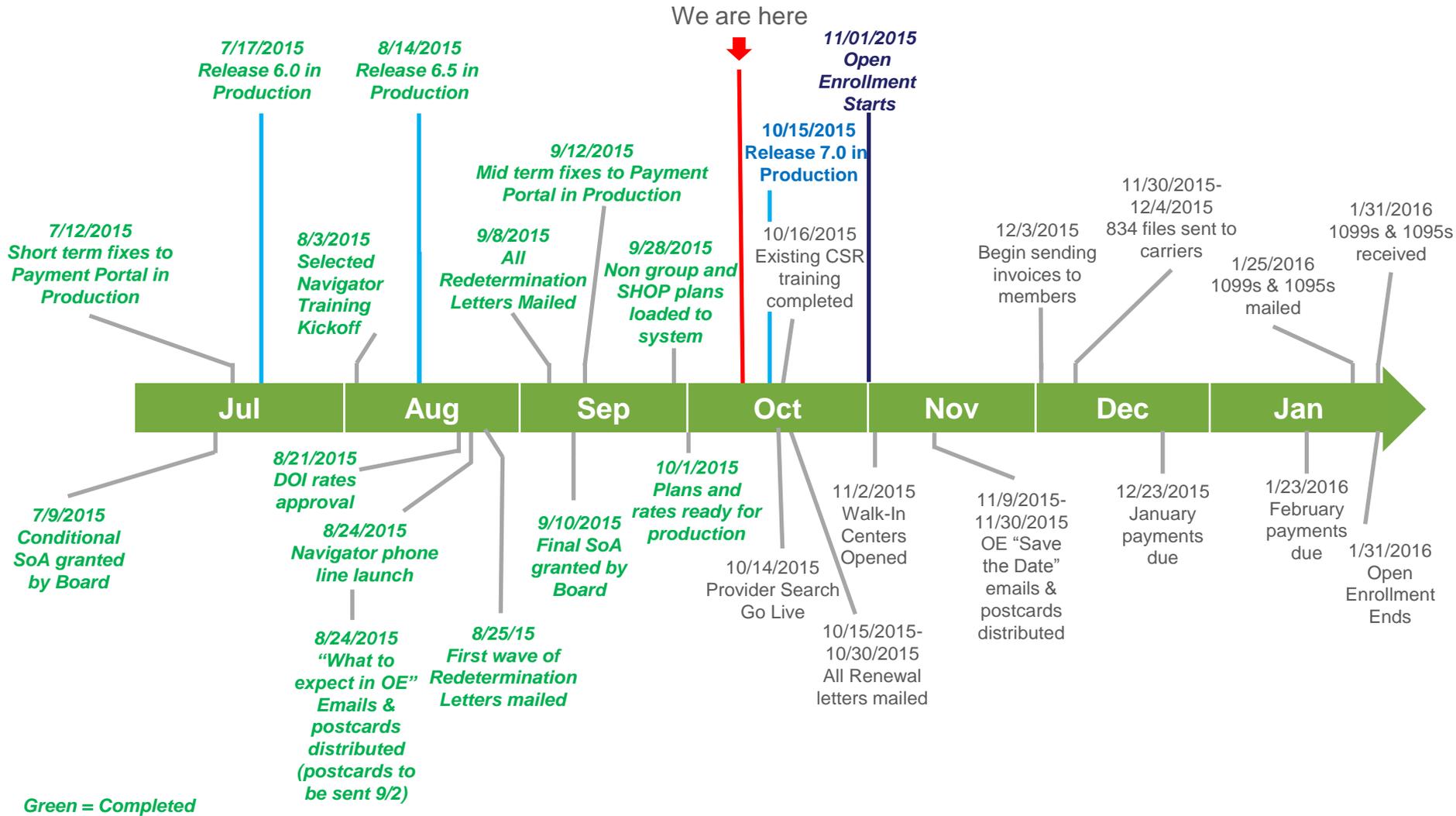


- The Health Connector is making final preparations to ensure we are ready for member renewals and the start of the shopping period for Open Enrollment, which begins in just over three weeks on November 1st
- Today we will update the Board on Open Enrollment readiness activities that span across the organization:
 - Full-scale simulation of Open Enrollment IT processes known as “production-like” testing
 - Preparation and mailing of renewal notices
 - Media and outreach activities, including the launch of paid messaging, recent and upcoming events and direct member communication



Open Enrollment 2016
Renewal and System Readiness

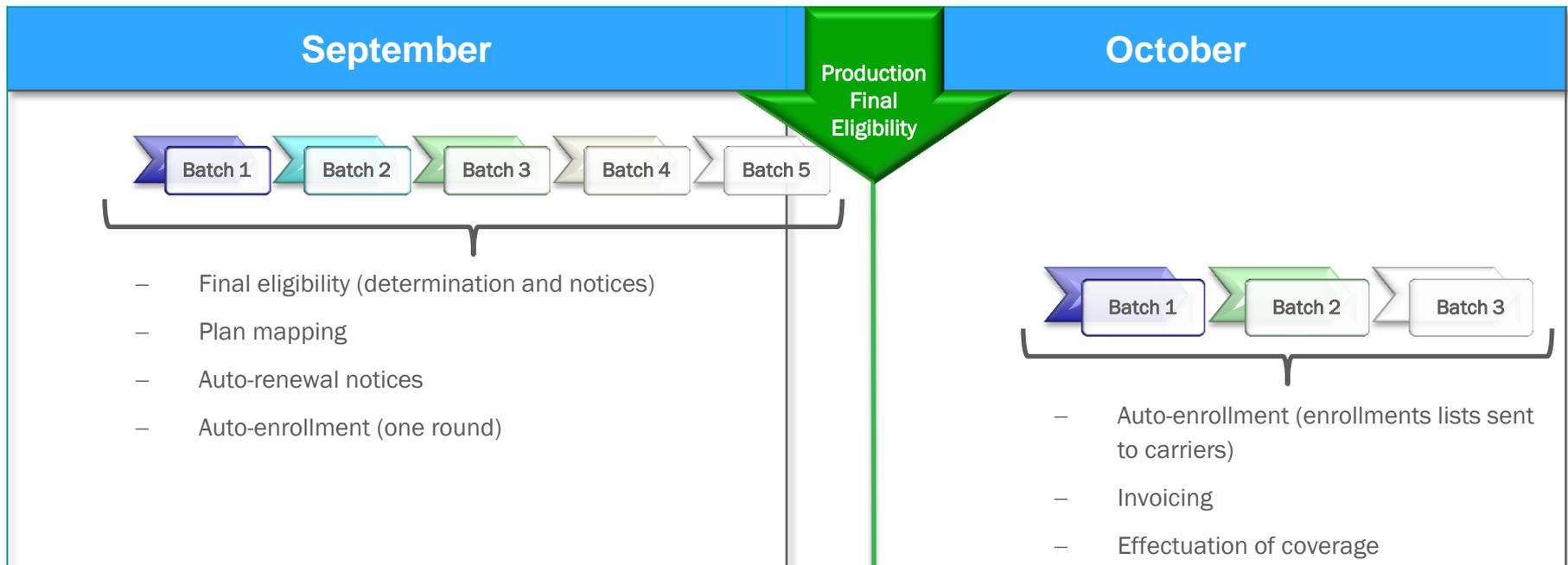
2016 Open Enrollment Critical Path



Production-Like Testing

The Health Connector has been engaging in a comprehensive simulation of functionality known as “production-like” testing to ensure the system will be able to handle each stage of the renewal process efficiently and accurately.

- This testing allows us to exercise new system functions to a greater degree than other testing activities, particularly with the size and complexity of data we are able to check



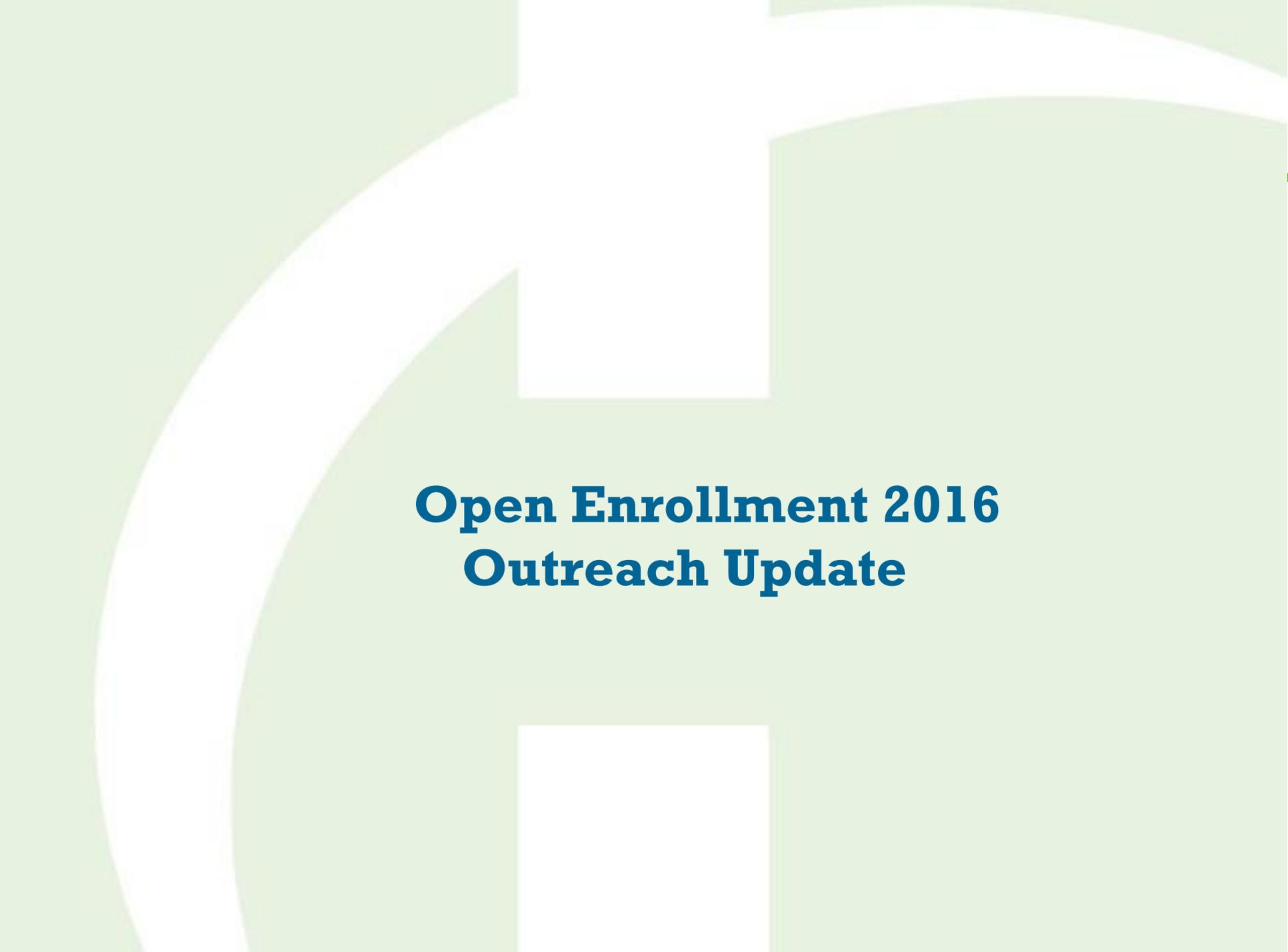
Open Enrollment Redeterminations & Renewals

As Open Enrollment approaches, we are beginning to enter the second major phase of the redeterminations and renewals process.



- Members were mailed preliminary eligibility notices in late August/early September, instructing them to report any changes that would affect their eligibility
 - Members are taking advantage of the ability to make these changes online
- This week, we began the process of applying 2016 plans and rates to any eligibility information we have in the system about our members in order to begin populating and distributing renewal notices
- Members will receive these notices in advance of Open Enrollment, at which time they will be able to review their plan options and premiums in the system if they want to switch plans for 2016





**Open Enrollment 2016
Outreach Update**

Media Messaging

Media messaging during Open Enrollment will target our 10 priority communities and focus on encouraging uninsured residents to enroll in coverage.

- Messaging on each platform features an assister local to that community, including Navigators, community health center-based assisters and staff from our walk-in centers
- Our messaging highlights the needs of the uninsured population:
 - Timeliness of Open Enrollment
 - Availability of subsidies
 - Benefits of access to health care
 - Support from assisters

Assisters to be featured in our upcoming messaging campaign



Ran
Rouen



Vanessa
Allen



Brooke
Thompson



Luz Crespo



Carolynn
Loyo-Torres



Melissa
Richards



Carlos
Morais



Matilda
Correia



Lydia
Sanchez

Media Messaging (cont'd)

Our messaging and education plan for Open Enrollment focuses on platforms and outlets that have high visibility in the communities we are targeting. This year marks one of our most aggressive ethnic media campaigns to date.

- Ethnic media plays a significant role in our plans, accounting for more than half of our campaign. Platforms include:
 - Spanish-language television
 - Spanish and Portuguese radio
 - African-American, Spanish, Portuguese, Chinese and Cambodian newspapers
 - Digital outlets, including ethnic sites, Pandora and targeted video
 - Stores, gas stations and phone kiosks
 - City buses



Partnerships and Community Outreach



Through our corporate and community partnerships, the Health Connector is increasing visibility at events in high-priority communities.

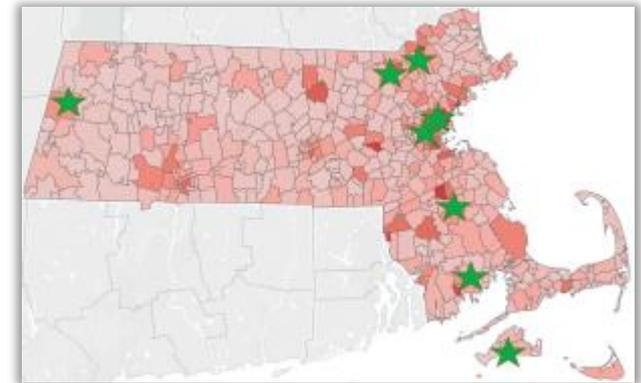
- These are typically community events where we engage and inform participants, and generate awareness
- Recent events include the Worcester Latin American Festival (August 15th), Telemundo's La Gran Feria (September 20th) and Boston Calling (September 25th-27th)
- Upcoming events include the Fall River Health Center's walk-a-thon on October 17th
- Partnerships with CVS, Goodwill, the Boston Bruins, Boys and Girls Clubs and ABCD will continue



Community Tour

We will be participating in a series of community events in October and November at walk-in centers, Navigator sites and other locations to publicize the start of Open Enrollment and encourage uninsured residents to visit local resources.

- Along with partner organizations, we are working with local officials and lawmakers to participate in these events
- The current schedule includes:
 - October 14th, State House event with Health Care For All
 - October 22nd, The Daily Table in Dorchester with Boston Public Health Commission
 - October 23rd, Martha’s Vineyard with Vineyard Access Health
 - October 29th, Walk-in Center events at Health First Family Center in Fall River and Brockton Neighborhood Health Center
 - October 30th, Walk-in Center event at Lowell Community Health Center
 - November 2nd, Everett with Health Care For All
 - November 5th, Lawrence with Greater Lawrence Community Action Council
 - November 13th, Pittsfield with Tapestry Health and Ecu-Health Care



Upcoming Direct Member Communications



In addition to the renewal notice, the Health Connector is preparing to send a number of direct communications to support members in the renewal process and encourage non-members and the uninsured to sign up for coverage.

Communication	Audience	Purpose
Bronze letter with Shopping Guide	Bronze plan enrollees	Bronze members will see a slight increase in premiums in 2016, but a more significant increase to their cost-sharing (the plan deductible, maximum out-of-pocket and copays). This letter alerts current Bronze members to the increased cost-sharing and encourages them to compare plans, shop around and enroll in a plan that they can afford and that will be best for them and their family.
Open Enrollment “Save the Date”	Eligible but unenrolled	This will be sent via e-mail or postcard to the eligible but unenrolled, letting them know Open Enrollment is starting and encouraging them to enroll in coverage.
“Shopping encouragement”	Unsubsidized and Advance Premium Tax Credit (APTC)-only members	As most unsubsidized and APTC-only members will see premium increases in their 2016 plans, this e-mail reminds them that they can go online and shop around for a new plan if they don’t like what they currently have.
“Where to get help in person”	ConnectorCare members	This e-mail will let ConnectorCare members know where they can go to get in-person help applying for and enrolling in coverage, highlighting the new walk-in center locations in areas of high need.
Department of Revenue (DOR) letter	Self-reported uninsured	As presented to the Board in August, this letter will be mailed through the DOR to ~115K households that self-reported as uninsured on their 2014 tax forms. This letter has been finalized and will be mailed by DOR in October and early November.

A light green background with a large, stylized white cross shape. The cross is composed of four thick, rounded rectangular arms that meet at the center. The text "Open Enrollment 2016" is centered on the cross.

Open Enrollment 2016

Key Takeaways: Open Enrollment 2016



We have spent the last several months, along with our partners and vendors, preparing for an Open Enrollment that we expect will be sound and stable for members and new enrollees.

- New IT functionality, including account changes, renewal processes and provider search have been rigorously tested to better assure a quality member experience
- The call center will be open for more hours and more days than any previous Open Enrollment, staff has been expanded based on careful volume forecasting and additional training has occurred
- Current members will receive targeted messages throughout Open Enrollment, updating their renewal status and encouraging reviewing plan options for 2016
- Uninsured populations that have been identified through a data-centered plan will be messaged with encouragement to enroll via media platforms, Navigators and community organizations

