2014 Open Enrollment Check-in

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Board of Directors Meeting, October 10, 2013
The 2014 non-group open enrollment period officially began Tuesday of last week – October 1, 2013.

Throughout open enrollment (10/1/2013 – 3/31/2014), we will provide the Board with regular updates at our Board meetings related to:

- IT systems (e.g., website activity, system performance)
- Account creation, application and enrollment statistics
- Customer Service Center performance metrics
- Outreach and communications activity
The Health Connector successfully completed several key federal milestones in the last few weeks leading up to 10/1:

- Completed the Operational Readiness Review (ORR) on September 9th and 10th – focused on IT systems and business operations
- Completed Implementation Review (IR) on September 11th – focused on consumer outreach, stakeholder engagement and plan management (*i.e.*, Seal of Approval)
- Received Authority To Connect (ATC) with the Federal Data Services Hub

At 8:27am on Tuesday, October 1, 2013, the Health Connector released its new website to support non-group open enrollment for 2014 coverage
To date, there has been significant traffic on the website.

As of 10/8/2013, we have received:
- 26,124,991 website hits
- 1,822,023 page views
- 119,993 unique visitors
IT Systems (cont’d)

• Performance Metrics as of 10/8/2013:
  – Average CPU load: 3.91%
  – Average RAM utilization: 31.08%

• Consistent with large and complex IT implementations, we are currently in the “stabilization” phase, which often takes a few weeks
  – There are expected IT issues and sporadic fluctuations in speed and response time
  – As part of periodic system maintenance, the system is taken down for short time periods to install fixes
  – Some users experienced issues and all issues are queued for analysis and resolution immediately once they are reported;
    ▪ Updates are reported back to key stakeholders (Navigators, Certified Application Counselors, Carriers, etc.) when available
  – The majority of users are able to get through anonymous browsing and application submission without interruption
  – Performance will continue to improve over time
To date, there has been significant activity related to the creation of accounts and applications.

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<tbody>
<tr>
<td>Accounts Created</td>
<td>10,028</td>
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<tr>
<td>Applications Started</td>
<td>7,258</td>
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<tr>
<td>Applications Submitted</td>
<td>1,704</td>
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<tr>
<td>Completed Enrollments</td>
<td>(Not available until December BOD meeting)</td>
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Data as of 10/8/2013

- To date, we have also received 9 applications for dental coverage
The Customer Service Center, which was “soft launched” on 9/3, was fully launched on 10/1 and performance to date has been strong.

Two walk-in centers are open for in-person support, including the existing site in Boston and a new location in Worcester:
- Boston: 133 Portland Street, Boston, MA
- Worcester: 146 Main St, Suite 201/202 Worcester, MA
Outreach and Communication Activity

- **Outbound calling campaign**
  - The campaign is making outbound calls this month to assist people with submitting applications over the phone or assist people that have begun applications with completing them.

- **Mailing campaign**
  - Open enrollment packets are being mailed this month as well and additional notices and follow up mailings are already scheduled for November and December.
Outreach and Communications Activity (cont’d)

- Navigators & Certified Application Counselors (CACs)
  - In addition to receiving daily updates from Health Connector staff and participating in regularly scheduled calls, we developed an “Assister Toolkit” for Navigators and CACs to help guide them through the beginning of open enrollment
    - An end-to-end user guide with screen shots to help navigate the new system
    - Diagrams to help identify which path applicants should pursue (subsidized vs. non; coverage for today vs. coverage for tomorrow)
    - One pagers on eligibility for subsidies through the Health Connector
    - Sample open enrollment flyers
    - Important contact information for customer service

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Outreach and Communications Activity (cont’d)

- Media campaign
  - Television and radio spots with strong re-enrollment messages have been recorded and are in production
  - Digital and print ads are lined up for later this fall