



Outreach and Education for 2015 Open Enrollment - Update

Board of Directors Meeting, October 9, 2014

Summary

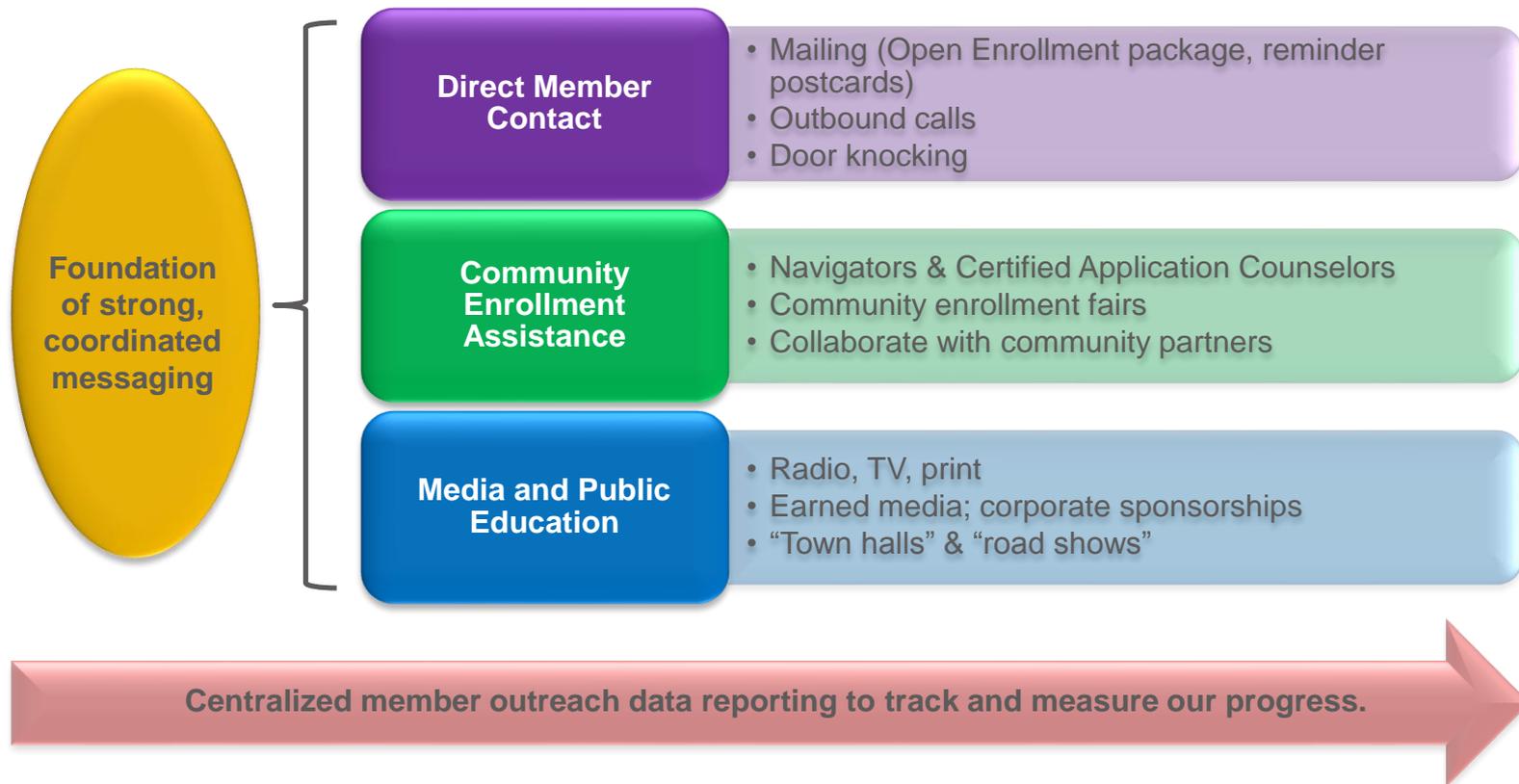


- Since the September update on this effort, we have continued the planning of this multi-faceted outreach project and have also kicked off implementation to begin educating Massachusetts residents and transitioning members about the upcoming Open Enrollment
- Since the September Board meeting, Health Connector and MassHealth staff have:
 - Worked with health plans, advocates and other stakeholders to develop direct mailing and call script messaging to ensure important calls to action are designed with our constituents in mind
 - Continued to define and plan our enrollment events in December and January
 - Held our first pre-Open Enrollment Legislative briefings for Congressional and General Court constituent services staff
 - Continued training enrollment assisters, including training on the new website, and conducted the first Navigator tour event
 - Began recording our first robo-calls
 - Completed pre-production and taped television spots for public outreach campaign

Multi-faceted Outreach Campaign



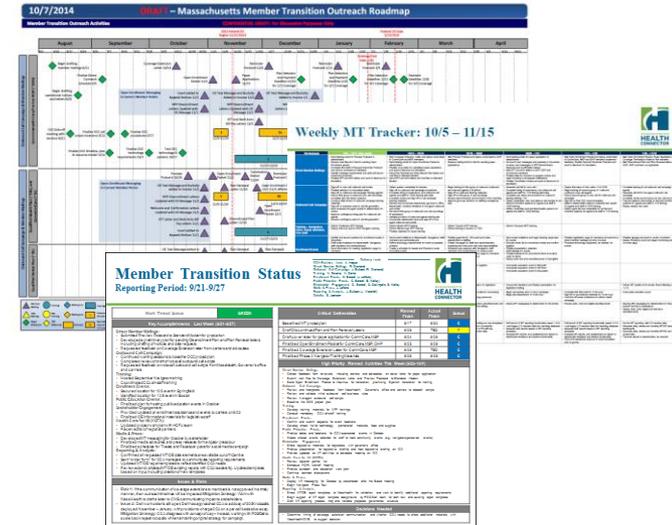
Building upon the foundation from last year's campaign, we are leveraging high intensity, multi-faceted outreach strategies, with the goal of reaching every single person in need of coverage.



Project Management and Stakeholder Collaboration



- Given the magnitude and complexity of this effort, we have adapted many of the tools we used for our IT and operations projects to support our member transitions effort
- For each of our distinct outreach strategies, we support oversight and management through a series of internal and external weekly meetings with vendors and partner agencies supported by management tools including project plans, weekly dashboards, week-by-week milestone trackers and activity roadmaps to keep the teams on track and keep leadership updated on critical deliverables
- The Commonwealth team has also continued to regularly engage stakeholders in our planning and implementation efforts; seeking their advice and input to refine our strategies and enhance our materials
 - Review strategy for outreach efforts at sub-Alpha meetings with carriers and weekly advocates meetings hosted by the Health Connector and MassHealth
 - Provide regular updates to the assister community via e-mail about our latest activities or mailings that we plan to send
 - Share, solicit and incorporate feedback related to mailings, collateral material, notices and call scripts, as well as our plans for outreach, public education and enrollment events



Language Support



To support non-English speaking individuals, we offer outreach materials or customer service capabilities in a number of other languages.

- Mailings
 - All mailings – including the paper application – will be available in Spanish for those consumers that have indicated a Spanish-language preference
 - The Open Enrollment packet will be available in the nine most commonly spoken languages other than English and will be posted on our website. Consumers will be directed to our website for these additional versions through the Babel text messages included in their mailings
- Inbound and Outbound Call Support:
 - All of our inbound call agents are bilingual, and the majority of them speak both English and Spanish
 - Outbound callers also have some additional language capabilities
 - Both inbound and outbound agents have access to a language line that provides translation services in all languages
 - The front page of our website has a clearly indicated “Languages” tab that will direct individuals to call the call center in their language
- In addition to language support for direct member contact, we will also be working with our community partners (HCFA and Navigators) to provide media in other languages

Direct Member Contact (cont'd)



Outbound Call Campaign

- Starting November 5, transitioning members and new applicants will receive phone calls related to Open Enrollment
- Health Connector and MassHealth staff have finalized drafts of robo call scripts with input from carrier and consumer advocate partners, and recorded the first batch of scripts this week
 - Scripts are being recorded in a staggered fashion to allow for flexibility in case there is any need to alter messaging later on in the campaign
- Depending on population, timing, and progress in hCentive, current and prospective members will receive outbound calls with the following messages:
 - Announcement of Open Enrollment and the new website
 - Reminder to apply, shop and pay for coverage by applicable deadline
 - Notification of payment receipt by due date for coverage as of the next effective period
 - Reminder to take action after Open Enrollment (for eligible, subsidized population)
- The Health Connector has also drafted scripts for live agent calls and will incorporate input from state partners, carriers and consumer advocates prior to finalizing
- Staffing for the Outbound Call Campaign is nearly complete

Reporting



Reporting

- The Commonwealth team is currently working with Optum and hCentive who have confirmed the availability of reporting requirements as defined by the team
- This reporting will allow the Health Connector and MassHealth to measure effectiveness as well as tailor outreach and education efforts appropriately across the target populations (e.g., deploy more robo calls and fewer live agent calls based on connectivity, revise the target of the door-to-door campaign, etc.)
- In addition, the team will be able to generate reports that can be shared publicly to maintain transparency on the effectiveness of this campaign, a key directive from the Patrick Administration



Direct Member Support



To facilitate timely enrollments for our members, Health Connector staff have been working to add an online payment solution to the shopping experience so that QHP members have a faster way to make their payments.

- Based on feedback from members, carriers and advocates, we understand that it is extremely important for customers to have multiple options for making payments
- As online payment is not a part of the hCentive product being released for this fall's Open Enrollment, the Health Connector has worked with Dell, our customer service and business operations vendor, to onboard an interim option for online payment via electronic funds transfer (EFT)
 - Aside from EFT, members can pay by mailing in a check or money order, members can use ACH payment through their bank, or they can hand in a check or money order to one of the Health Connector's walk-in centers in Boston or Worcester
- A member will be able to access this online payment portal after completing the shopping process in hCentive by being directed to a separate payment website supported by Dell that has the same look and feel of the hCentive application
 - The applicant will then enter the requisite account information and have the opportunity to set up a recurring payment or make a one-time payment at the time of checkout
- For the long term, our vision is to have a more integrated electronic payment solution with the core hCentive product, and we are continuing to evaluate available options

Enrollment Assistance & Community Outreach



Our outreach and education partner Health Care For All (HCFA) has made significant progress related to launching their Open Enrollment campaign.

- Staffing for the door-to-door canvassing campaign has begun and efforts are underway to train canvassers and identify prioritized regions for this direct outreach
- HCFA is finalizing the development of their nationally recognized knowledge sharing site known as "In the Loop", to be used by Navigators and Certified Application Counselors as a technical and policy assistance and sharing forum
- We are collaborating with HCFA for each of our enrollment events in December and January; they are also participating in public education events throughout Open Enrollment, as well as legislative briefings
- HCFA is developing materials for an ethnic and local media campaign, which will commence with a kickoff press conference in November, prior to Open Enrollment
- HCFA is also deploying an outbound call campaign targeting 12,000 clients who have relied on their HelpLine in the past reminding them of the need to apply for coverage in 2015

Enrollment Assisters



- Navigators continue to engage in training and were offered the opportunity to preview the new website in a training environment with Optum support
 - More thorough training on the website will occur throughout October and the beginning of November
- Issuer enrollment assisters will also be receiving in-person training in the next few weeks modeled after the Navigator and Certified Application Counselor (CAC) trainings
- In addition, CACs – including approximately 170 organizations and more than a thousand staff – are taking part in numerous education and training activities to prepare them for Open Enrollment as well
 - CAC training on ACA policies, the new system and the paper application will be uploaded to the Learning Management System (LMS) mid-to late October
 - Conference calls on member transition and the new application were held on 9/15 and 10/8, respectively, for CACs and other representatives of the provider community
 - CACs are encouraged to attend one of the five the Massachusetts Training Forum (MTF) sessions held throughout October
 - Lead CAC Trainers will be invited (and Navigators are required) to participate in a state-based Marketplace Learning for a hands-on preview of the new system in October and early November

Navigator Press Tour

- The Navigator Tour provides an opportunity to talk directly to the public and the press in regions across the state about our plans for this fall. We anticipate holding up to 14 events throughout the Commonwealth and have already held two since kicking off last week
- During these events, Navigators are being highlighted as the best source of knowledgeable local assistance
- Many events include local officials and other organizations who are interested in expanding health care access, giving us the opportunity to broaden our messaging base
- The first event was held on October 2 in Lawrence, with another event on October 8 in New Bedford. Future events include:
 - October 15, Quincy
 - October 16, Pittsfield
 - October 20, Everett
 - October 21, Boston
 - October 22, Lowell
 - October 24, Martha's Vineyard
 - October 30, Huntington/Northampton
 - October 31, Worcester
 - November 3, Cambridge
 - November 6, Hyannis
- Regional and ethnic media have been targeted to cover these events in local communities



Public Education Events



- To spread the Open Enrollment messaging to additional communities, events are planned in cities and towns that are not part of the Navigator tour currently taking place across the state that also have a high concentration of Commonwealth Care members
 - October 16: Fitchburg
 - October 27: Plymouth and Fall River
 - October 29: Gloucester
- Events are being coordinated with Community Action Councils and are intended to build awareness at the local level through roundtable discussions with local stakeholders and opinion leaders
- Along with supporting the base message of member transition, the discussion will also highlight the benefits of health care and Massachusetts' successful health care reform

Enrollment Events



- To facilitate enrollment during Open Enrollment, the Health Connector will host four Enrollment Events in cities with the highest concentration of members

- December 3: Springfield
- December 9: Boston
- January 5/6/7: Worcester
- January 12/13/14: New Bedford



- These events will be held in public locations, with significant promotion and collaboration with Navigators, health plans, Health Care For All, local officials and other stakeholders
- The goals of these events will be to not only drive completion of on-line enrollments, but also build awareness in the community and foster a call to action

Media and Messaging



- The statewide series of press events started last week, focusing on member transition plans through open Enrollment and the need for members to submit new applications, and positioning Navigators as the local experts who can offer residents assistance
- Completed pre-production and taped television spots on October 7, featuring several of our individual Navigators in our public outreach campaign
- Radio messaging, and print and digital messages, are being prepared for November 15 launch date, with final distribution plan in place that includes statewide, regional and ethnic media
- We have also begun preparations for media coverage of Open Enrollment, including planning media system demonstration and access to the MOCC on November 15

Administration and Corporate Support



- Our all-out effort to spread the word about Open Enrollment includes reaching out to state agencies and corporate entities for public messaging opportunities
- Corporate outreach continues, with the goal of collecting a diverse, consumer-facing group of businesses interested in helping reinforce Massachusetts' position as a national leader in health care access and affordability
- Outreach to state agencies continues, with multiple opportunities to have public visibility for Open Enrollment. Opportunities include:
 - Administration and Finance: Feature on Mass.gov homepage, utilize Mass.gov social media team, DOR monthly newsletter (7,000 readers) and City and Town Monthly newsletter (8,360 readers)
 - Education: Message to school superintendents via Commissioner newsletter, use Child and Youth Readiness Cabinet Family Resource Centers, Dept. of Higher Ed delivers information to State College and University presidents
 - Energy and Environmental Affairs: Utility billing insert, DCR park signage
 - Labor and Workforce Development: Streaming video message at Career Centers and DIA, information in claimant contact packets, Email to DUA existing claimants, insert in Rapid Response packet
 - Housing and Economic Development: Material available at housing shelters and at Housing Authorities
 - MassDOT: PSA space on subway lines, ability to place information on screens in RMV locations, information tables at larger RMV locations, access to highway billboards

Next Steps



- Roll out direct mail strategy – kicking off with coverage extension notices and moving into awareness campaign – and outbound call campaign
- Continue trainings for the assister community, including hands-on system training to prepare them for Open Enrollment
- Complete Navigator Tour and Education events, along with pre-Open Enrollment constituent services briefings
- Finalize planning for Enrollment events and HCFA outreach activities (schedule for post November 15)
- Kick off media campaign and coordinate media presence at MOCC
- Continue to collaborate with state agency partners and corporate entities, as well as carriers and advocates, ensuring that the market is well informed and prepared as we enter into Open Enrollment