



Outreach and Education for 2015 Open Enrollment – Update (VOTE)

Outreach Campaign Overview



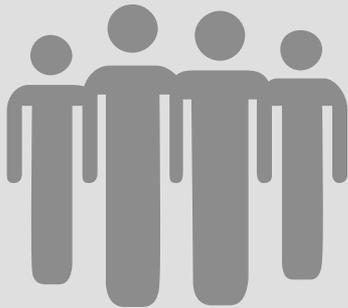
Our goal this Open Enrollment was to outreach more than 500,000 individuals in our target transition populations along with the remaining uninsured and the general public – providing all with the tools and information they needed to obtain new coverage through the Commonwealth.

- Our multi-faceted outreach campaign proved successful, with more than 4 million website visits, more than 450,000 program determinations and 338,000 enrollments to date
 - In response to our outreach, 87% of the legacy QHP population has taken an action in the new system, along with 82% of the Commonwealth Care and MSP populations and 51% of the temporary Medicaid population
- We achieved this through a coordinated partnership between the Health Connector and MassHealth using high-touch and direct outreach strategies informed by comprehensive reporting and tracking analytics
- While it is our continued goal to convert as many program determinations as possible into enrollments, we are very proud of our success to date and are actively looking at ways to use what we have learned – and to learn even more – to reach even more people going forward

The Outreach Campaign at a Glance



The extent of our outreach campaign has been wide-ranging in its scope and volume...



Outbound Calls

1,750,000 calls dialed...



Direct Mailings

1,318,000 pieces of mail sent...



Internet Advertisements

42,200,000 online impressions viewed...



Print, Radio, and TV

9,500 ads run via print, radio and television...



Doors Knocked

388,000 doors knocked...



Enrollment Events

4 enrollment events and 6 walk-in center events...



Enrollment Assistors

1,400 Navigators and CACs...

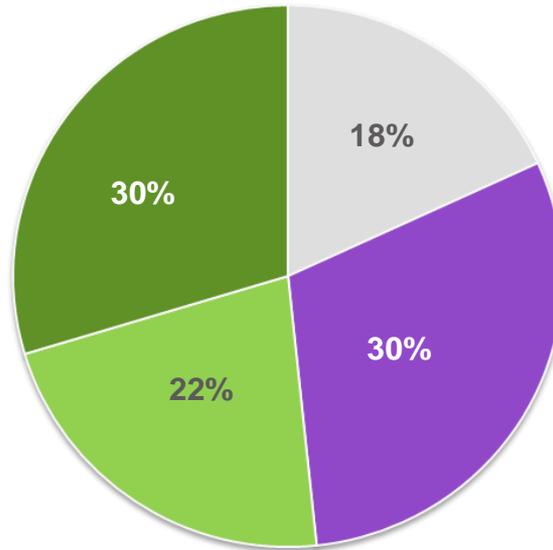
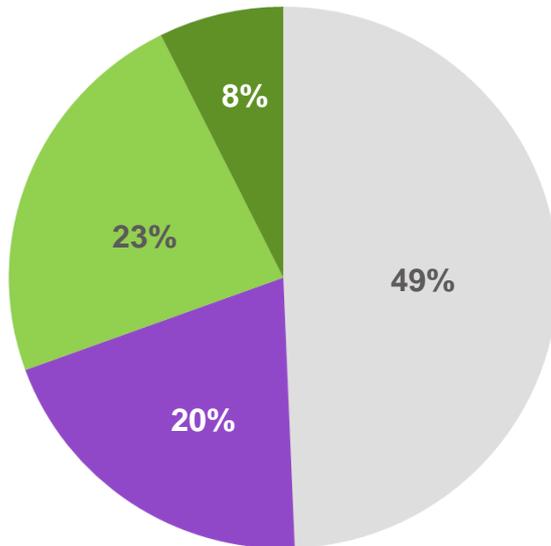


Where Are We Now: Target Population

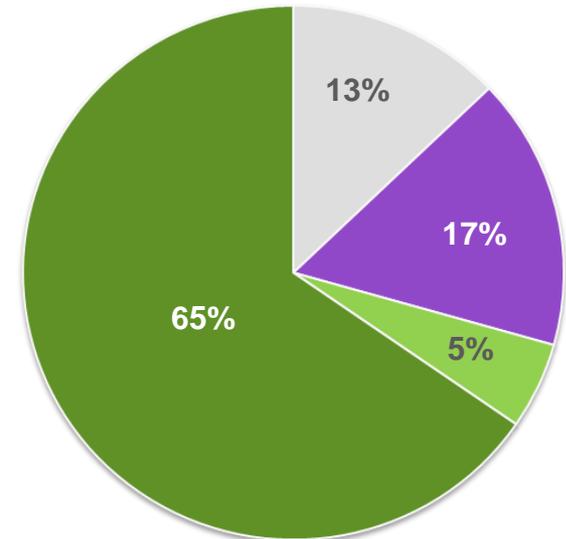


Commonwealth Care & MSP

Temporary MassHealth

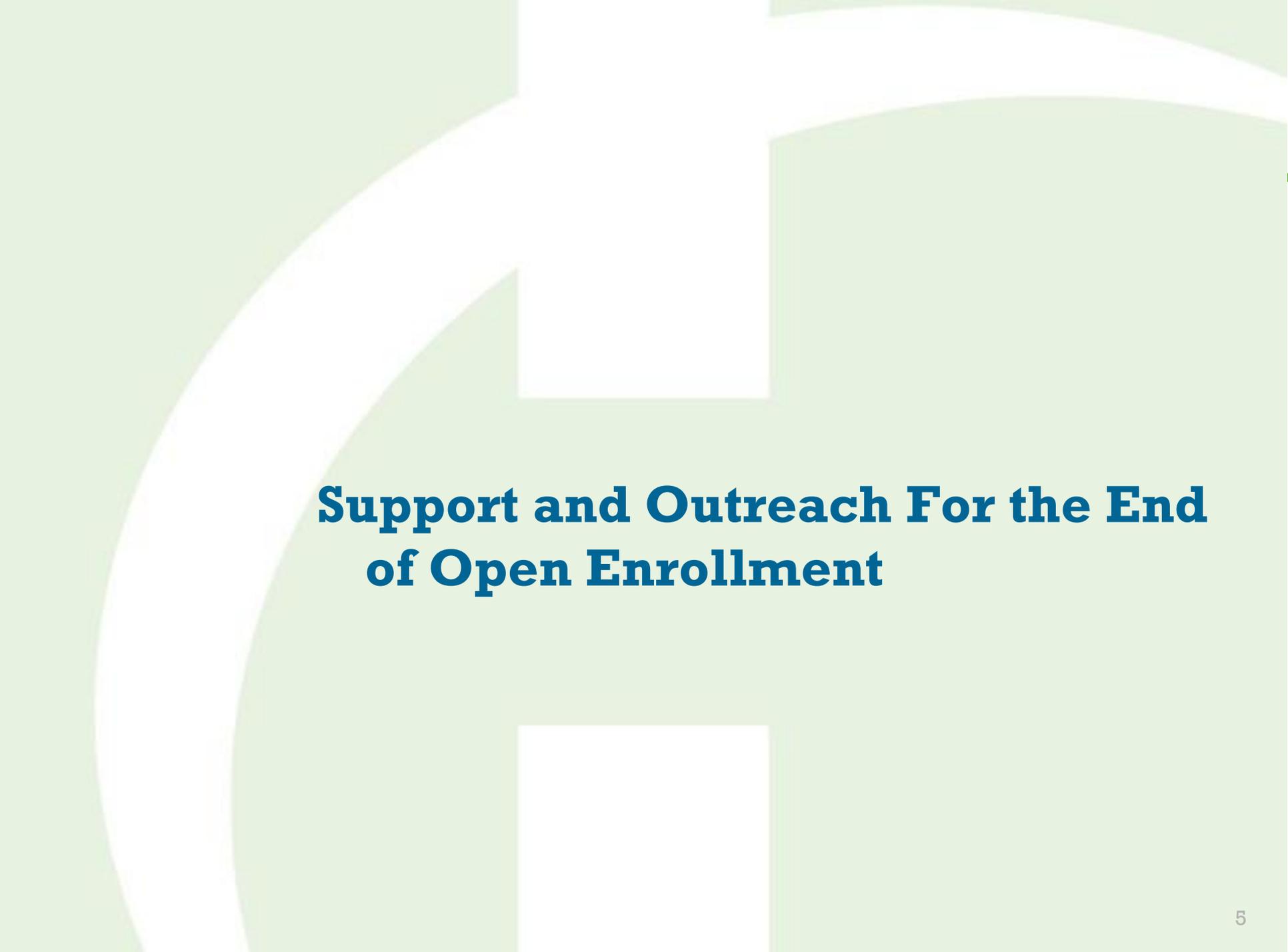


2014 QHP



- No Action
- In Progress (e.g., account created, application started, program determined but not enrolled, plan selected but not paid, etc.)
- Enrolled (MassHealth)
- Enrolled (Health Connector)

Source: hCentive, February 10th, Dell FMS, February 11th 2015
 Note: CommCare includes MSP legacy population. Members program determined in MassHealth are considered enrolled.
 Individuals denied coverage and/or determined HSN are not included in this analysis.



Support and Outreach For the End of Open Enrollment

The Last Push of Open Enrollment



Our responsibility as we close out Open Enrollment is to encourage and support as much application and enrollment activity as possible in these final days, before individuals need to experience a qualifying event to enroll in a Qualified Health Plan.

- We will continue deploying robo calls and emails, which are not only effective and efficient means of communication, but allow us to use the most current enrollment activity to target our message without creating unnecessary confusion (e.g., minimizes payment reminder messages after payment has already been made)
- In addition, our paid media campaign continues through February 15 with earned media persisting through the payment deadline on February 23
- We will also continue leveraging Navigators and assisters throughout the remainder of this month, and are training them on how to navigate closed enrollment to provide continued support to residents
 - Navigators are booked through the end of Open Enrollment and some are even extending their hours to accommodate consumers
 - Navigators are not only doing in-person application assistance, but also helping individuals finish their applications over the phone until all of those individuals are adequately assisted

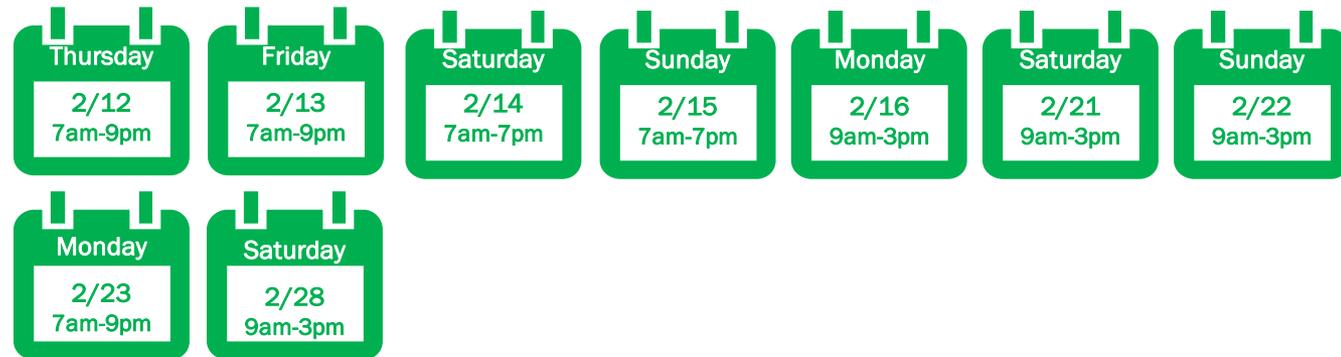
Supporting the End of Open Enrollment



In addition to our outreach efforts through the remainder of this month, we are also providing additional in person and over-the-phone assistance through a mixture of call center support and increased walk-in center capacity.

- The Dell call center will extend Open Enrollment hours through the end of February and will also be open for the additional dates and times listed below:

Extended Hours



- The Health Connector and MassHealth will also be providing additional walk-in center support in advance of Open Enrollment deadlines during the following times:

Extended Walk-In (133 Portland Street)



Inbound Call Center Support



- To support these additional call center activities through the end of this month, we are seeking to extend a work order not to exceed \$623K to maximize accessibility for consumers seeking assistance with applications, enrollment and payment leading up to important deadlines
- The terms of the work order we will be seeking the Board's authorization for include:
 - Increased staffing as we approach the end of Open Enrollment with the addition of 35 new agents and 2 new Team Leads (for a total of 292 Full Time Equivalent employees) and maintain higher “Open Enrollment staffing levels” through early March
 - Maintenance of extended Open Enrollment business hours past February 15th (the end of Open Enrollment) and further extend business hours into the evenings, weekends and President’s Day holiday as we approach the enrollment and payment deadlines

Description	Hours	Billing Rate Per Hour	Total Cost
Training Hours	3,330	\$33	\$109,890
Production Hours	11,023.13	\$33	\$363,763.29
Production OT Hours	4,536	\$33	\$149,688
Total Amount Not to Exceed	18,889.13	\$33	\$623,341.29

Closed Enrollment & Beyond

Post Open Enrollment Outreach



- Even after Open Enrollment is closed, we will continue outreaching populations throughout the Commonwealth that may be in need of health insurance through the Health Connector
- Our ongoing outreach to the public will resemble our Open Enrollment campaign, but on a smaller scale:
 - Continued access to assisters, with Navigators and HCFA continuing to provide supplemental outreach through health fairs and community events
 - Ongoing awareness campaigns, through paid and earned media, social media and popular events like Boston Calling
 - Direct communication through rolling reminder and informational emails and postcards, messaging things like how to take advantage of a qualifying event in closed enrollment, or making sure to pay your premium after you've selected a plan, and so on
 - Participating in enrollment events and supporting assister enrollment activities with access to back-office resources and eligibility subject matter experts

Post Open Enrollment Outreach (cont'd)



- We also envision more targeted campaigns reaching out to special populations that could be informed through key research initiatives:
 - Population surveys and population data published by state and federal partners and independent organizations
 - Program determination data analyzing members who may be eligible for additional benefits (e.g., a person indicating they would not file taxes next year but is otherwise income-eligible for tax credits)
 - Legacy population data targeting members who either did not take any action during open enrollment or took an action but did not complete the process through enrollment
- These targeted campaigns would use a mixture of direct-to-consumer outreach in the form of tailored letters, emails and outbound phone calls with messaging and calls to action designed to resonate with their unique circumstances
- We will also continue to explore our presence and ability to effectively communicate with ethnic communities throughout the Commonwealth that require additional support to take advantage of the programs that we offer

Work Order Vote

VOTE



Moved that the Board authorize the Executive Director to enter into a work order extension with Dell Marketing L.P., subject to agreement on terms, as recommended by staff.