

**MEMORANDUM**

To: Health Connector Board of Directors  
Cc: Louis Gutierrez, Executive Director  
From: Vicki Coates, Chief Operating Officer  
Date: June 8, 2015  
Re: 2015 Closed Enrollment Activities with Dell Marketing

**BACKGROUND**

Dell Marketing, LLP (Dell) is under contract to provide customer service under the Affordable Care Act (ACA) for all MA Health Connector members. These services include call handling, payment collection, payment processing and electronic enrollment. For each enrollment period (open or closed), Dell and the MA Health Connector engage in proactive planning and develop a set of assumptions (i.e. membership projections, number of in-person enrollment events, self-service system functionality) which are used as the basis for system enhancements, process changes or staffing projections needed to meet service levels.

**2015 Closed Enrollment Activities – Scope of 2015 Budget Request**

MA Health Connector is in the middle of the 2015 Closed Enrollment period. Activities for the next two months include improvements to the existing payment portal to address key service issues, processing of backlogs of documents received from members, using new system functionality delivered in May 2015, work-down of remaining inventory and resolution of outstanding service recovery cases. These items were identified in the Six-Week Operational Assessment as necessary to stabilize and improve the customer service environment in advance of 2016 QHP Open Enrollment notifications and MassHealth redeterminations which begin in August 2015.

**KEY TERMS**

This 2015 plan year budget request provides for staff augmentation to the existing Dell team. The underlying work, which comprises the activities listed above, will use the current rate card which is included in the overall contract. The budget will not exceed \$1.867M for June and July. The Health Connector and Dell already meet daily and will use that forum to review the staffing and scope and make adjustments as necessary.

**2016 Open Enrollment Planning**

2016 Open Enrollment planning has begun already at the MA Health Connector. A formal program launch was held in May 2015. As part of that planning, Dell and the MA Health Connector are preparing a forecast for August through Oct 31, 2015 which includes assumptions regards call volume (including impact of MassHealth redeterminations), efficiencies gained due to new system functionality delivery and support needed for outreach.

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**BOARD RECOMMENDATION**

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We recommend that the MA Health Connector be allowed to proceed with a 2015 plan year repair budget not to exceed \$1.867M for Dell staff from the period of June 1 through July 31, 2015. This activity is being funded by the Health Connector's administrative budget.

We look forward to presenting on the current service levels as a result of work conducted during the six-week assessment and a summary of the 2016 Open Enrollment launch at the Board meeting on June 11, 2015.