

MEMORANDUM

To: Health Connector Board of Directors
Cc: Louis Gutierrez, Executive Director
From: Vicki Coates, Chief Operating Officer
Jen Bullock, Director of Member Services
Date: August 7, 2015
Re: Open Enrollment Extended Business Hours

BACKGROUND

The Health Connector is preparing for the upcoming Open Enrollment period. The Open Enrollment period (November 1, 2015 – January 31, 2016) is the time of year when individuals can apply for and enroll in health insurance without needing a qualifying event (such as marriage, divorce, birth/adoption of a child, etc.). It is also the time during which members enrolled in coverage through the Health Connector can shop for and switch plans for any reason.

During the Open Enrollment period, it is expected that the Customer Service and Operations center (operated by Dell Marketing, LLP) will experience increased call and walk-in center volume as individuals seek support with applying for insurance, shopping for or switching plans, as well as making premium payments. The Health Connector is seeking to distribute incoming volume by accommodating expanded business hours, while also adding additional Customer Service Representatives (CSRs) in order to accommodate increased call volume that is expected leading up to, during and shortly after the Open Enrollment period.

Open Enrollment Customer Service Readiness Activities – Scope of FY2016 Budget Request

The scope of this budget request is to expand access for customers through the call center by expanding business hours beyond historic Open Enrollment business hours. “Peak business hours,” as described in the Customer Service and Business Operations contract (which were previously applied to the Open Enrollment period) are Monday – Friday, 7am – 7pm and Saturday 9am – 3pm. In order to allow customers to gain assistance via the call center at a time most convenient to them, we are seeking to expand business hours during Open Enrollment to Monday – Friday, 8am – 9pm and Saturday – Sunday, 9am – 5pm.

KEY TERMS

This budget request provides for costs associated with hiring CSRs, Back Office, Team Leads and Supervisor staff needed to accommodate extended business hours during Open Enrollment. Staffing costs will use the current rate card which is included in the overall Customer Service and Business Operations contract with Dell Marketing, LLP.

The budget for this request will not exceed \$1.4M.

BOARD RECOMMENDATION

We recommend that the Health Connector be authorized to proceed with a budget not to exceed \$1.4M for Dell Marketing, LLP staff, with implementation work to begin on August 13, 2015 and extending through January 31, 2016. The cost for this work effort is included in the FY16 Administrative Budget that was approved by the Board of Directors on July 9, 2015.