



# Update on Health Connector for Business

HEATHER CLORAN DILORENZO

Director of Health Plans and Operations

AUDREY MORSE GASTEIER

Chief of Policy and Strategy

Health Connector Board of Directors Meeting

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# **Health Connector for Business: What is it all about?**

# Health Connector for Business: What is it all about?

## Health Connector for Business is designed to:

- Keep premiums for small businesses and their employees relatively low through its competitive model, just as the Health Connector has for individuals on the nongroup market
- Bringing the Health Connector's competitive Exchange model to small employers, giving small businesses greater purchasing power
- Connecting small employers with the full Massachusetts carrier market, with no fees, even for the smallest employers
- Reengaging the broker community through multiple in-person and online training sessions
- Promoting smart, active shopping through decision support tools and choice models
- Helping connect small employers to more affordable health insurance products that they might not otherwise find—lowering costs without compromising Massachusetts's strong coverage standards



**One Year In**

# One Year In



**JANUARY 1, 2018**  
**Launched new platform**

Introduced novel “choice models” to the Massachusetts small group market for the first time.



**JULY 2018**  
**Migrated from legacy platform**

Small groups successfully transitioned to new HCB platform (though groups enrolled in Tufts Premier were lost during migration).



**ONGOING**  
**Seeing cost savings and results**

New groups are starting to take advantage of Choice models and easier comparison shopping. Employers are achieving savings by choosing different plans than they do on the outside market.



**LOOKING FORWARD**  
**Adding new products and improvements**

New products and carriers. New platform features. A revamped wellness program for 15% savings. Continued work to increase awareness and grow.



# **Marketing and Visibility**

# Marketing and Visibility

**Employers and brokers are targeted through a coordinated paid and outreach campaign.**

- Impactful radio and digital messages on platforms with high frequency of small-business owners and brokers
- Upcoming digital pieces include member testimonials (example in photo right)
- A door-to-door campaign in Middlesex has reached out directly to more than 1,200 businesses in health, construction and business services industries
- Partnerships with New England Business Association and Small Business Administration help expand footprint through well-known and trusted entities
- An extensive campaign of presentations and visibilities at Chambers of Commerce and business-centric events create new exposure for Health Connector for Business





**What makes Health Connector for Business unique?**



# Carrier Options

The Health Connector is the only place in Massachusetts where small groups can access every single leading carrier in the marketplace—and allows employers the option to let their employees choose from different plans.



# Choice Models

## One Plan

- Employer selects one health plan
- The employee is enrolled in the selected plan

## One Carrier

- Employer selects one carrier
- The employee can choose any plan within the selected carrier

## One Level

- Employer selects a reference plan from a Metallic Tier
- The employee chooses any health plan within the selected tier

**One Plan**

	CARRIER	CARRIER	CARRIER
PLATINUM			
GOLD			One plan for all employees
SILVER			
BRONZE			

**One Carrier**

	CARRIER	CARRIER	CARRIER
PLATINUM		Employees choose a plan at any level from same carrier	
GOLD			
SILVER			

**One Level**

	CARRIER	CARRIER	CARRIER
GOLD	Employees choose a plan at the same level from any carrier		
SILVER			

# Choice Models

Small businesses are receptive to the new choice models – a majority of 2018 new sales elected a choice model option.

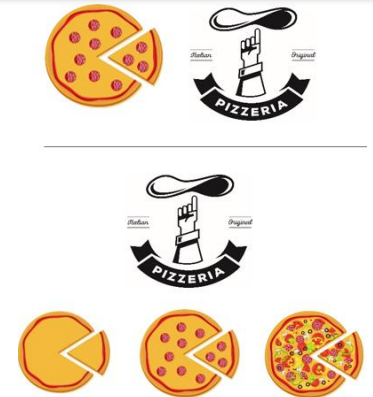
- Forty percent (40%) of new sales in 2018 are in the One Plan option

## One Plan



- Thirty two percent (32%) of new sales in 2018 are in the One Carrier option

## One Carrier



- Twenty eight percent (28%) of new sales in 2018 are in the One Level option

## One Level



# Adaptations and Improvements

## What's new for 2019?

- Health Savings Account Compatible Plans. Each carrier will offer a silver HSA plan
- Out-of-State Coverage PPO plans for “One-Carrier” model
- New Carriers:
  - January 1, 2019: UnitedHealth
  - April 1, 2019: Tufts Premier
- Dental Plans:
  - Altus
  - Delta Dental

# Redesigned Wellness Program

In 2019, the Health Connector will relaunch a streamlined wellness program aimed to increase participation. In 2017, only 2.4% of eligible groups received rebates.



# Redesigned Wellness Program

Employers are incentivized to contribute more as the rebate is tied to the employer contribution amount. In 2018, employers received an average rebate of \$3,000.

## Mind



- Meditation
- Yoga classes
- Volunteering or serving as a mentor
- Stress or time management classes/workshops
- Plus more...

## Body



- Gym Membership
- Exercise classes
- MA Department of Public Health sponsored events
- Yearly physicals
- Nutrition programs
- Plus more...

## Money



- Financial literacy class/program
- First Time Home Buyers Class
- MA State Treasurer sponsored programs
- Plus more...

\*sample list of approved employee activities

# Peace of Mind

**All Health Connector plans meet the state’s “Seal of Approval” and Minimal Credible Coverage standards and are compliant with state and federal coverage requirements. Covered benefits include:**

- Meets Minimum Credible Coverage (MCC)
- Office Visits
- Emergency services
- Hospitalization
- Maternity and newborn care
- Preventive services with zero cost-sharing
- Pediatric care
- Prescription drugs
- Rehabilitative services
- Lab services
- Mental health and substance use treatment

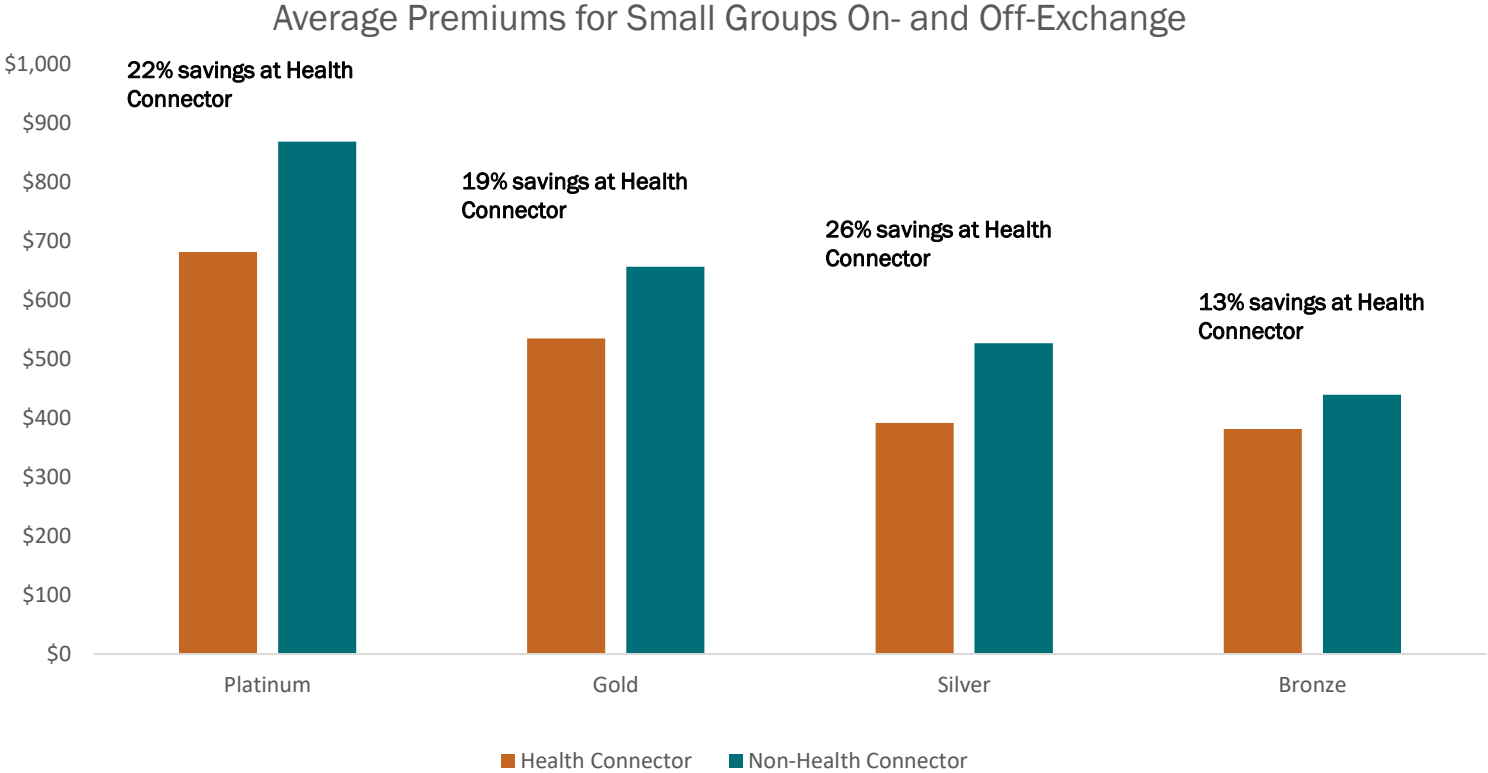


# **Emerging Trends**



# Emerging Trends: What happens when groups shop

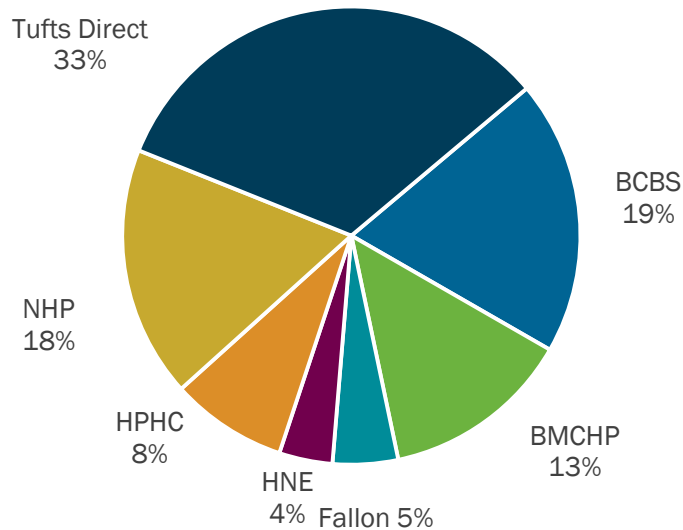
Small businesses save over 20 percent on average by shopping through Health Connector for Business, before any rebates.



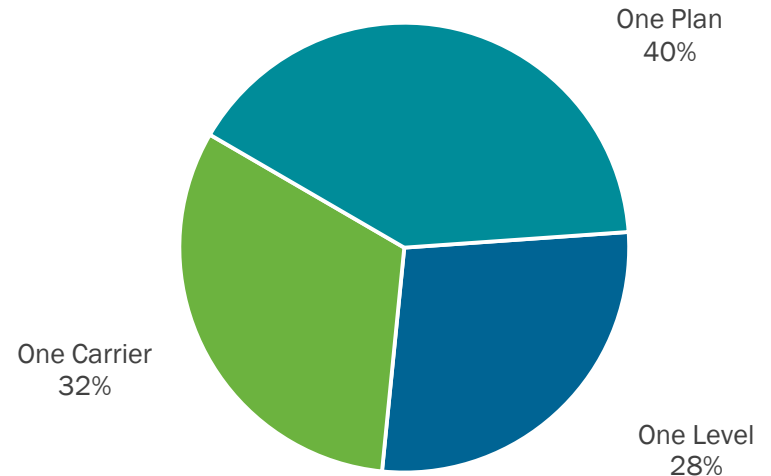
# Emerging Trends: Shopping behavior of new enrolling groups

New groups are “shopping differently” than their off-Exchange counterparts—just like what happens with individuals who shop via the Health Connector.

Members by Carrier



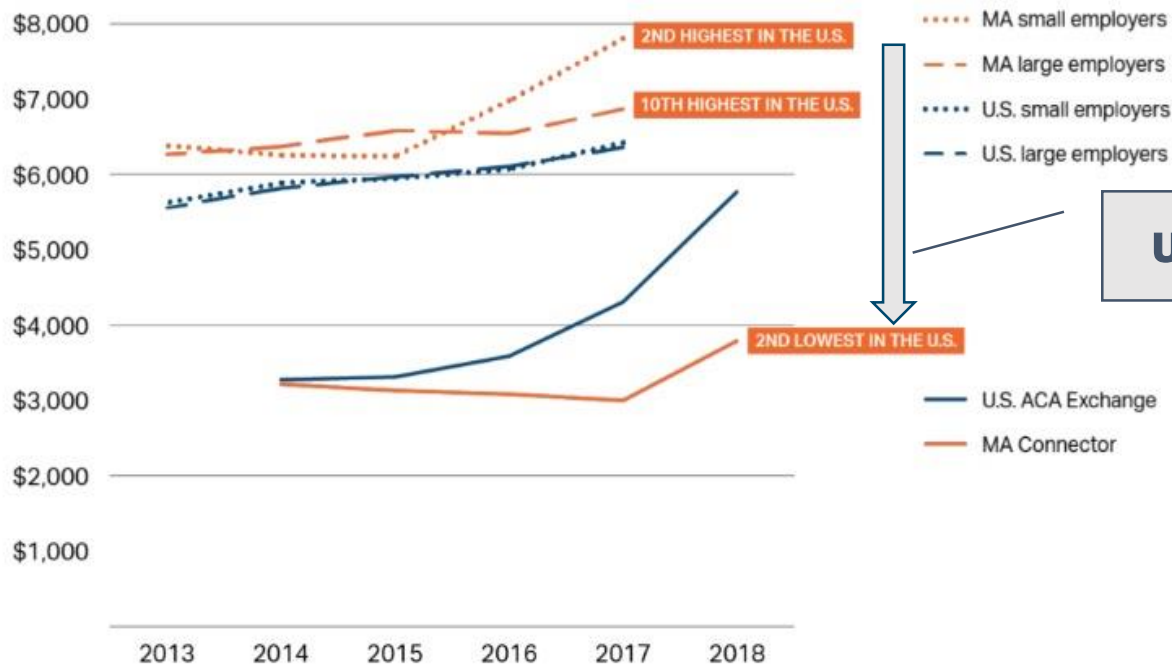
Groups by Plan Offering



# Emerging Trends: Currently untapped potential

The Health Policy Commission has helped draw attention to the low premiums the Health Connector has been able to deliver for individuals. It's less well understood that small employers can access these same low premiums through Health Connector for Business.

*Annual premiums for single coverage in the employer market and average annual unsubsidized benchmark premium for a 40-year-old in the ACA Exchanges, MA and the U.S., 2013-2018*



**Untapped potential**



**What have we learned?**

# Learnings

**This first year of Health Connector for Business has helped us learn a lot—but we still have a way to go. What we’ve learned so far:**

- “Choice models” are attractive to our new small employers
- New shoppers through Health Connector for Business will purchase different products or unfamiliar brands to get savings
- Savings programs (e.g., wellness rebates) need to be simpler
- Small businesses and brokers are curious, but need time to become comfortable
- Our new shoppers are deriving value and savings, as the Connector continues its efforts to grow awareness

# What we need to work on

## Here's what we continue to ask ourselves:

- Awareness of Health Connector for Business among Massachusetts small employers remains low—how can we increase awareness besides what we are already doing?
- How can we better educate small businesses that the Health Connector's low premiums for individuals are also available for businesses?
- Are we missing any product offerings that would offer value to small businesses?
- What are the most essential technological or customer service upgrades we can make to make sure our small business customers have a best-in-class experience? How should we prioritize?
- How can the Health Connector be as strong an advocate for the small group market as it is for the non-group market?