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## **Outreach and Education for 2015 Open Enrollment - Update**

Board of Directors Meeting, November 13, 2014

# Summary

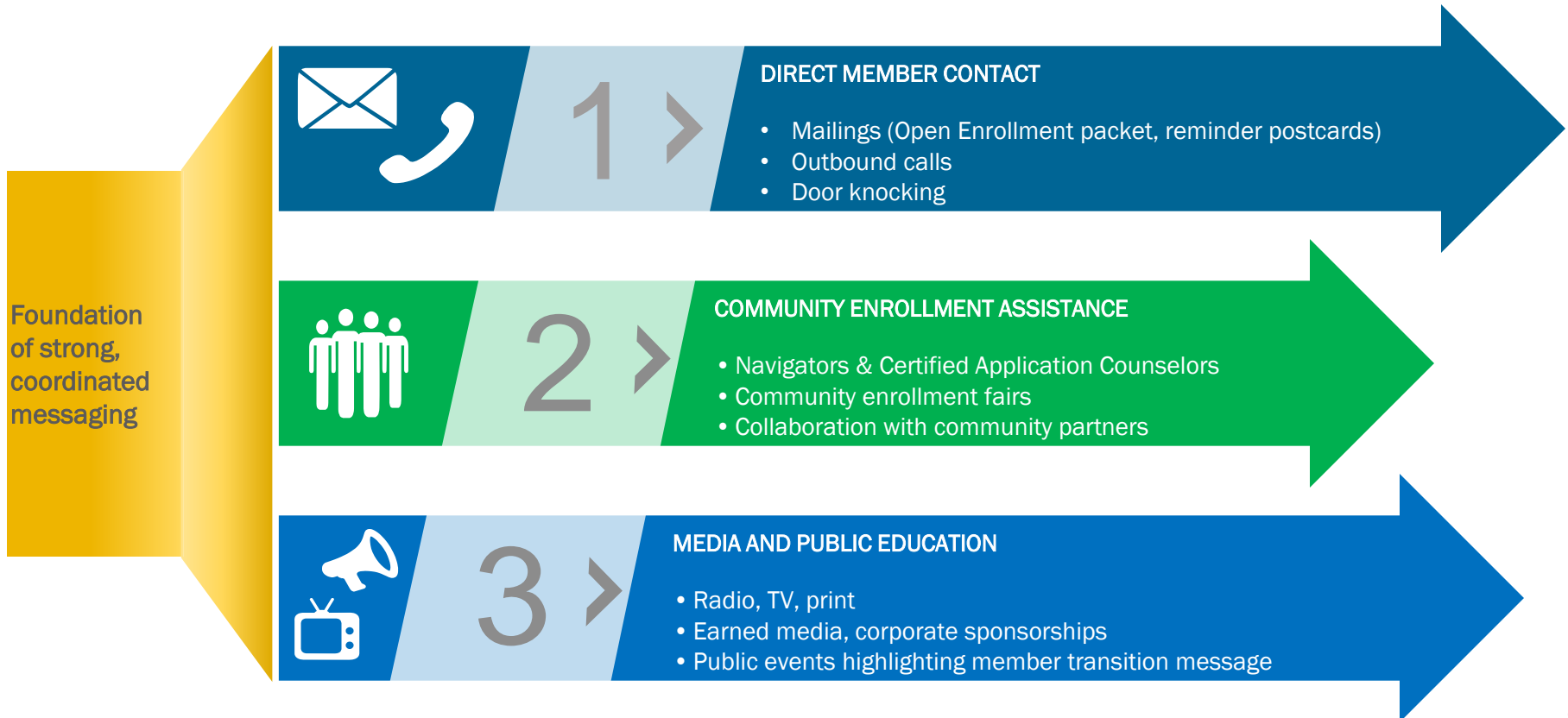


- Since the October update on this effort, we have moved from planning to implementation with the launch of community events, member mailings, and outbound calls to members
- Health Connector and MassHealth staff have:
  - Worked with health plans, advocates and other stakeholders to finalize and send direct mailings to deliver important calls to action
  - Continued to define and plan our enrollment events in December and January
  - Continued training enrollment assisters, including training on the new website, and completed the Navigator tour events
  - Deployed the first series of robo-calls to members informing them of the upcoming Open Enrollment period and the need to submit a new application
  - Sent thousands of pieces of informational materials developed by the Health Connector to enrollment assisters and state agency partners for promotion of Open Enrollment with their member bases (e.g., Navigators, Department of Unemployment Assistance, etc.)
  - Completed television spots for our public outreach campaign
  - Built upon corporate sponsorships to educate and engage consumers
- The impact of these efforts will multiply when Open Enrollment begins, with increased member mailings, enrollment events, deployed press, media and call campaigns; all designed to support the successful website re-launch on November 15 and to educate and encourage members to enroll for 2015 coverage

# Multi-faceted Outreach Campaign



*Our goal: provide every single member of the transition population the opportunity to enroll in coverage through the Commonwealth for 2015 while still targeting the remaining uninsured to bring new people into coverage for the first time.*



# Direct Member Contact



## Direct Member Mailings

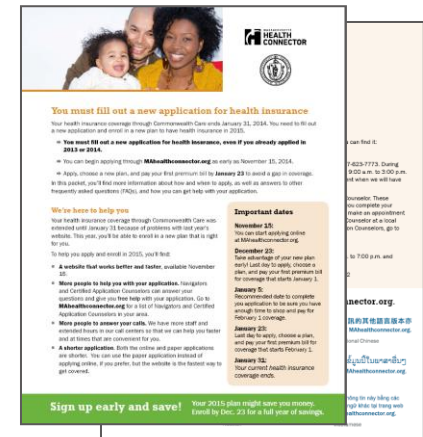
Since the October Board meeting, the Health Connector and MassHealth have sent direct member mailings to all membership populations, including Qualified Health Plan (QHP), Commonwealth Care and the Medical Security Plan (MSP), and temporary MassHealth coverage members.



More than **265,000** mailings have been sent to members in October and November



Open Enrollment packets have been sent to more than **110,000** members



Open Enrollment packets will be sent to more than **300,000** members in temporary MassHealth coverage



By January 5, 2015, almost **736,000** mailings will have been sent to members to support the transition effort



# Direct Member Contact (cont'd)



## *Outbound Call Campaign*

Starting November 5, transitioning members began receiving phone calls related to Open Enrollment and the member transition effort.



More than **72,800** outbound robo-calls have been deployed since November 5



**86%** of robo-calls made resulted in a connection to the target transition population

**1,000,000** robo-calls will be deployed to current members and new applicants before the end of Open Enrollment



Starting November 17, live agent calls will be made to promote member transition and re-application for 2015



# Direct Member Contact (cont'd)



## Call Center Staffing

In advance of members submitting new applications during Open Enrollment for 2015 coverage, we have increased the number of call agents at both the inbound and outbound call centers to levels higher than Open Enrollment last year. MassHealth will have 40 more agents in addition to normal staffing for this Open Enrollment period.



In total, more than **300** call agents have been staffed and trained to assist consumers with applications and enrollment for 2015 coverage in health and dental coverage



**170** agents have been hired and trained at the inbound call center locations



**145** agents and staff have been hired and trained at the outbound call center location

**Extended call center hours and days** will be implemented throughout Open Enrollment

(normal hours during Open Enrollment are Monday –Friday 7am-7pm and Saturday 9 am-3 pm)

January	<div>Saturday 11/15 7am-7pm</div>	<div>Sunday 11/16 7am-7pm</div>	
December	<div>Sunday 12/21 9am-3pm</div>	<div>Tuesday 12/23 7am-9pm</div>	<div>Sunday 12/28 9am-3pm</div>
February	<div>Saturday 2/14 7am-7pm</div>	<div>Sunday 2/15 7am-7pm</div>	

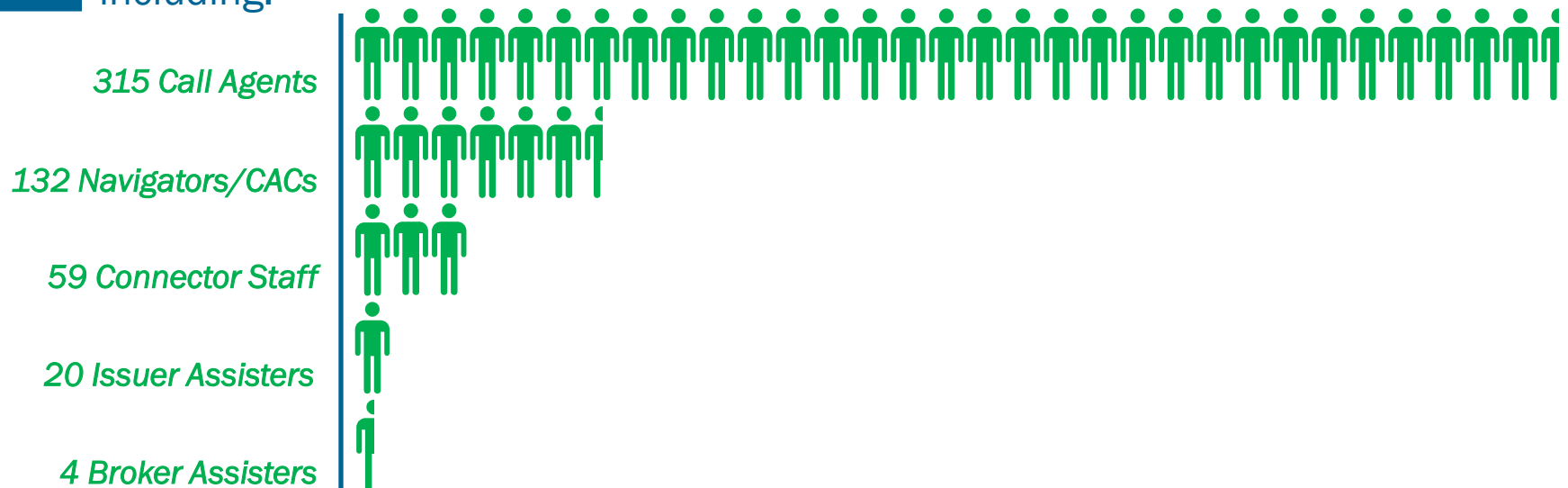
# Training



- In coordination with MassHealth, community-based organizations, and other stakeholder groups, we have provided significant training in advance of Open Enrollment
- The focus of these trainings has been on membership populations and program extensions, the new streamlined application, the application and enrollment process, and the new Marketplace, including live demos and access to the training environment



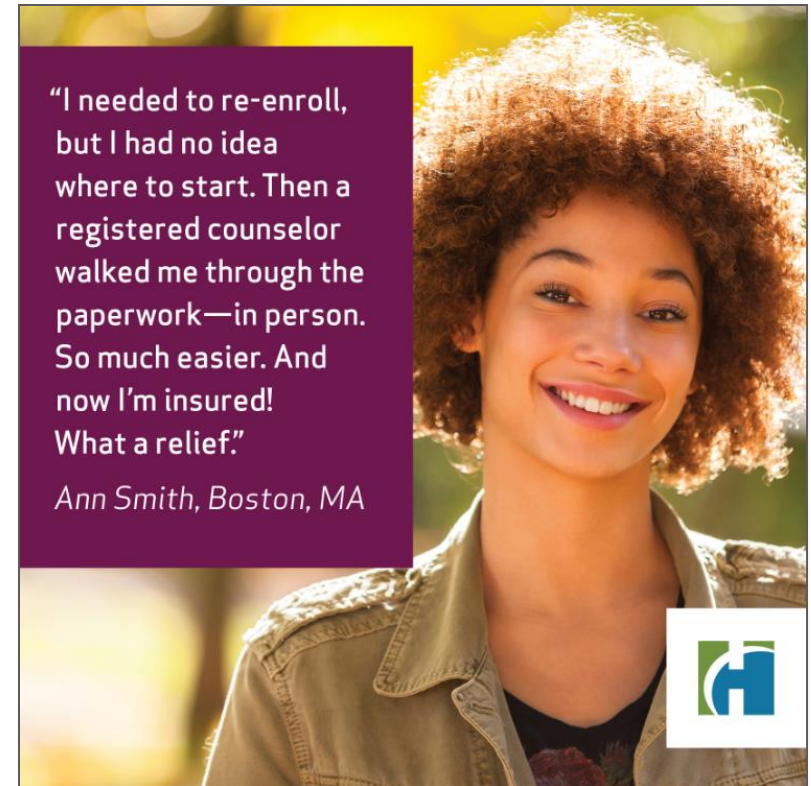
More than **40,000** training hours have been provided to staff and stakeholders, including:



# Training: Enrollment Assistors



- Navigators received additional in-depth training in October and November, providing them direct, hands-on access to the system
- Issuer Enrollment Assistors received a 7 hour, in-person training in October modeled after the Navigator and Certified Application Counselor (CAC) trainings; they also received access to the hCentive training environment to test and become familiar with the new site
- Several advocates and consumers had the opportunity to complete a test application in the system and provide end-user recommendations for improvements
- CAC training and engagement has also progressed since the October Board meeting in preparation for Open Enrollment
  - Additional CACs have completed certification training or are in the process of doing so
  - Lead CACs across most major hospitals and community health centers have had extensive hands-on training in the system

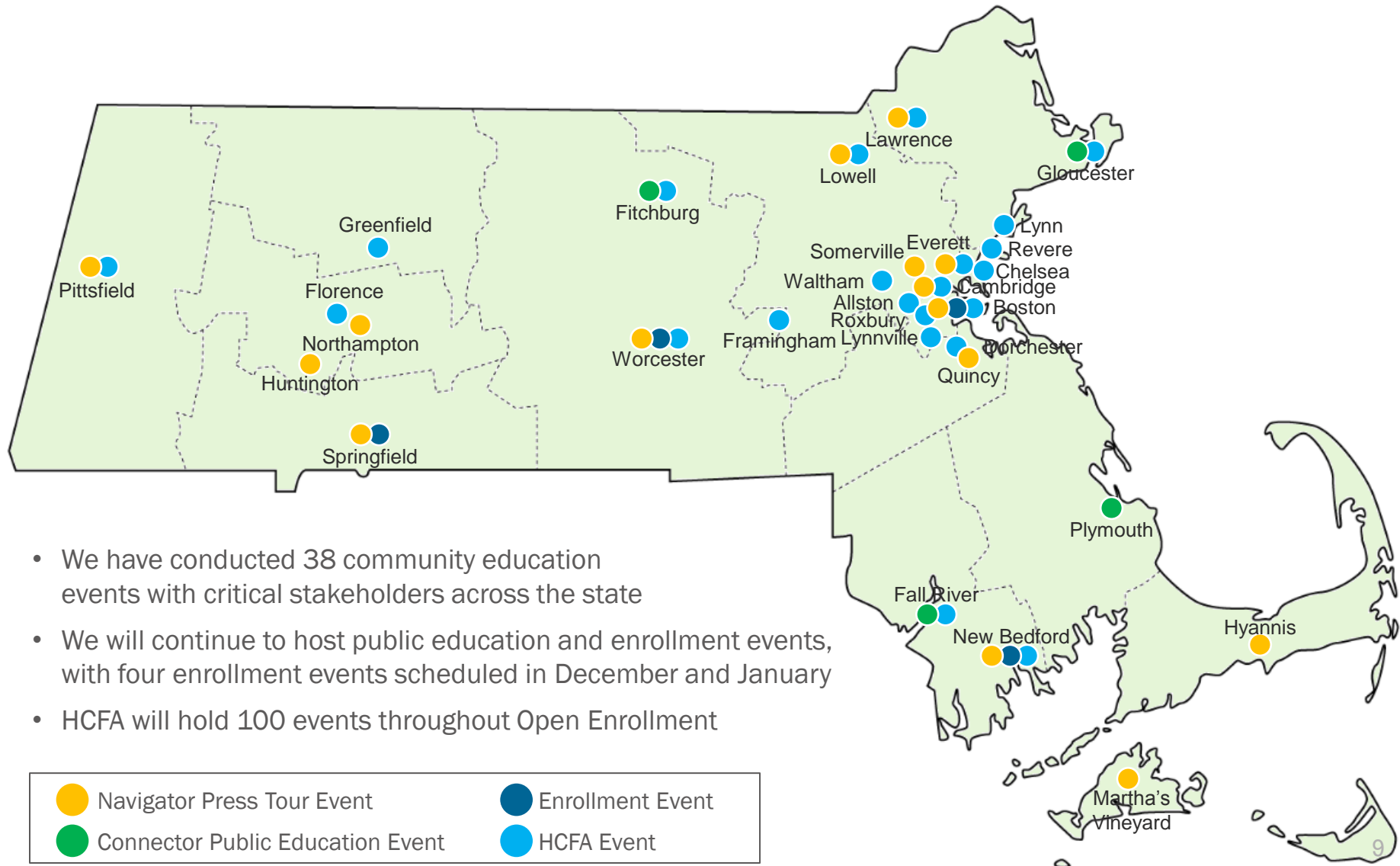


"I needed to re-enroll, but I had no idea where to start. Then a registered counselor walked me through the paperwork—in person. So much easier. And now I'm insured! What a relief."





*Ann Smith, Boston, MA*



# Education & Enrollment Events



- We have conducted 38 community education events with critical stakeholders across the state
- We will continue to host public education and enrollment events, with four enrollment events scheduled in December and January
- HCFA will hold 100 events throughout Open Enrollment

- |  |  |
|--|--|
|  Navigator Press Tour Event       |  Enrollment Event |
|  Connector Public Education Event |  HCFA Event       |

# Navigator Press Tour Events



- The pre-Open Enrollment Navigator Tour concluded on November 12 with the 14<sup>th</sup> and final tour event in Everett
- At each tour event, we highlight the details of Open Enrollment, member transition, and the role of the Navigator as the best resource of knowledgeable local assistance
- Throughout Open Enrollment, Health Connector staff will be visiting Navigator sites to support our partners during this busy time



*Featured above at the Boston Navigator event are (left to right): Representative Jeffery Sanchez, City of Boston HHS Director Felix Arroyo, and Health Connector Executive Director Jean Yang*

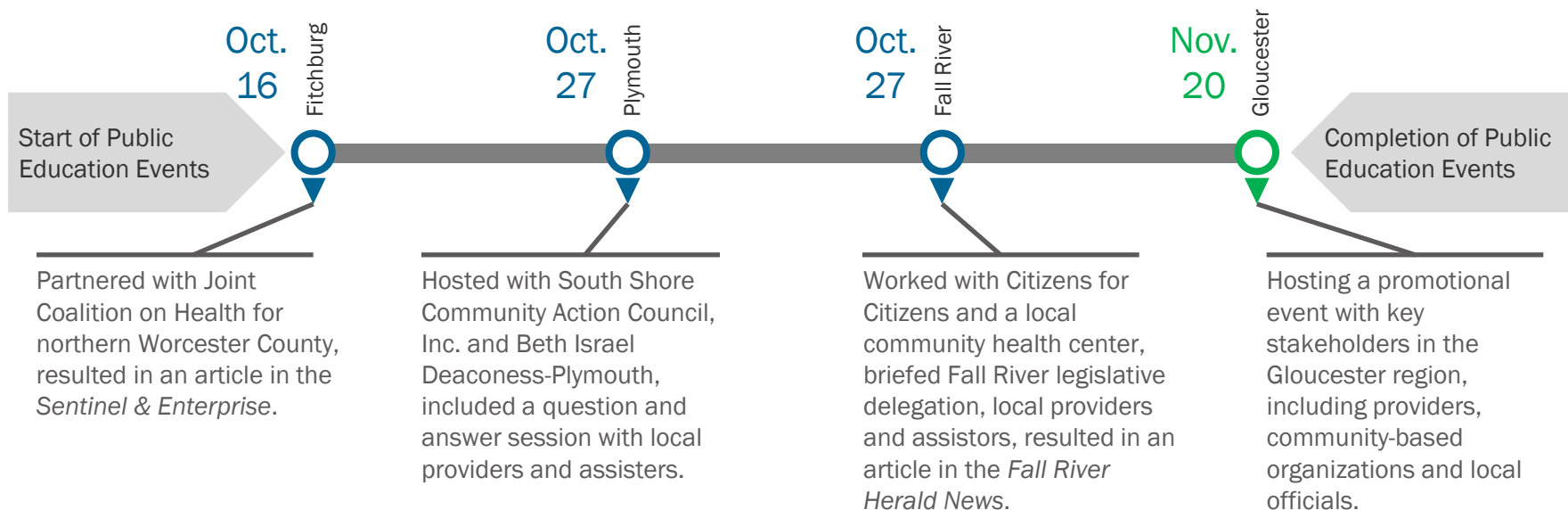


The tour features media coverage at almost every event, including **TV, radio and print** coverage

# Public Education Events



- Three of four public education events have been conducted. These events are focused on communities that are not part of the Navigator Tour and have high concentrations of Commonwealth Care members in order to spread the news about Open Enrollment to those people and agencies that serve this critical population
- Working in coordination with Community Action Councils, we have engaged more than 70 critical community stakeholders through the Fitchburg, Plymouth, and Fall River events



- In addition to these events, Health Care For All (HCFA), our community partner, will also participate at events around the Commonwealth

# Enrollment Events



- To facilitate enrollment during Open Enrollment, the Health Connector will host four Enrollment Events in cities with the highest concentration of members
- Each event will include significant promotion and collaboration with Navigators, health plans, HCFA, local officials and other stakeholders



On December 3<sup>rd</sup>, the first Enrollment event will be hosted in downtown Springfield at the Springfield Marriott



The Boston Enrollment Event will be hosted on December 9<sup>th</sup> at the Courtyard Marriott on Tremont Street



An Enrollment Event will be hosted in Worcester during the week of January 5-9



The final Enrollment Event will be hosted in Fall River during the week of January 12-16

**REGISTER FOR EVENTS AT:**  
[bettermahealthconnector.org/events](http://bettermahealthconnector.org/events)

The goal of these events is to ***drive completion of on-line enrollments, build awareness*** in the community, and foster a ***call to action***




# Enrollment Assistance & Community Outreach



***Our outreach and education partner HCFA is poised to launch their multi-channel Open Enrollment campaign this weekend.***

- Training of canvassers for the door-to-door canvassing campaign is underway and regions have been prioritized for this direct outreach
- On November 15, HCFA will begin its door-to-door outreach campaign, and will ultimately knock on 200,000 doors to educate consumers on the need to submit a new application for 2015 coverage
- HCFA has developed materials for an ethnic and local media campaign, which will prioritize local Spanish, Chinese and Portuguese outlets, going directly to the media sources preferred by these populations
- HCFA is also deploying an outbound call campaign to 12,000 clients who have relied on their HelpLine in the past, reminding them of the need to apply for coverage in 2015



Submit your new application online at [MAhealthconnector.org](http://MAhealthconnector.org)


Get free in-person help with your application. Go to [bettermahealthconnector.org/get-help/](http://bettermahealthconnector.org/get-help/) or call 877-MA-ENROLL (877-623-6765) to find help near you.

Uninsured? Submit your application online at [MAhealthconnector.org](http://MAhealthconnector.org) now to see if you can get help paying for health insurance.

**Health Connector Members and Temporary MassHealth Members:**


**Apply Now!**

**Stay Covered**



**Health Connector Members and Temporary MassHealth Members:**

**Apply Now!**





**Stay Covered**

If you or a family member is a Health Connector member or a temporary MassHealth member, you need to submit a new application to stay covered.

Don't know if you are a Health Connector member?	Don't know if you are a temporary MassHealth member?
Call the Health Connector at 877-623-6765 to find out.	Call MassHealth at 1-800-841-2900 to find out.

Submit your new application online at [MAhealthconnector.org](http://MAhealthconnector.org)



Health Care For All



# Media and Messaging

- We have prepared radio messaging and print and digital messages for the November 15 launch date, with a final distribution plan in place that includes statewide, regional and ethnic media
- We have also completed preparations for media coverage of Open Enrollment, including planning a system demonstration for the media and access to the MOCC on November 15
- We will again be using Twitter, Facebook and other platforms to connect with members, provide system updates and handle individual questions as necessary. We are working closely with MassHealth to ensure consistent messaging
- Our messaging schedule will focus on the main themes of member transition and reaching the uninsured population, while also providing tips and information about the application process and Health Connector options



# Corporate Sponsorships

*In addition to the state agency partnerships discussed during the October meeting, we have secured a number of sponsorships intended to educate and engage consumers across the Commonwealth through multiple venues.*



Health Connector fliers will be in every CVS store in the Commonwealth this month, and will be in six Market Basket stores for one week



The Worcester Sharks and Springfield Falcons (AHL teams) are providing visibility throughout the season in-stadium, on social media, and through email to their fan bases, and are participating in our Springfield and Worcester enrollment events



The CBS Boston radio stations will be providing on-air promotion of the Boston enrollment event and will bring street teams to the event



The Boston Bruins will provide visibility at all TD Garden events during Open Enrollment, messaging on [www.bostonbruins.com](http://www.bostonbruins.com) and social media, messaging featuring a player during "Behind the B," and player participation in the Boston enrollment event



The Health Connector will be a sponsor of the 2015 Boston Calling events, with prominent visibility in pre-holiday and January ticket sales emails to more than 55,000 people



Ads will be on subway cars and buses, through the T's public service announcement free ad space program



Signage will be in place at Boston-area Goodwill stores, with information available at the Boston corporate office

# Next Steps



- Continue to send mailings to the target populations, including Open Enrollment packets to temporary MassHealth members, reminder postcards, and other operational letters
- Continue conducting robo-calls throughout Open Enrollment and deploy live agent calls to transitioning member populations
- Finalize planning for Enrollment events and HCFA outreach activities
- Kick off media campaign
- Begin tracking member transition and Open Enrollment progress through detailed daily and weekly reporting metrics
- 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