2016 Open Enrollment and Outreach Update
Launch of Open Enrollment 2016

The 2016 Open Enrollment period began 11 days ago on November 1st.

- Early indicators depict a stable Open Enrollment thus far, with our call centers capably handling call volume, walk-in centers up and running, assisters helping people apply for the first time or switch plans for 2016, and a system that is reliably operating.

- We are also seeing modest application activity, with approximately 2,000 eligibility determinations for new applicants – in line with what we would expect in an Open Enrollment period where current members are not required to actively re-enroll.

- Today we will provide you with some additional updates beyond the above related to where we are in our Open Enrollment implementation and outreach activities.
Open Enrollment 2016
Renewal and System Update
# Open Enrollment Timeline

<table>
<thead>
<tr>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/19-9/4</td>
<td>Preliminary notices generated &amp; mailed (~120k)</td>
<td>10/7-10/16 2016 Final Eligibility</td>
<td>10/20 - 11/25 Auto enrollment for passive renewals</td>
<td>12/7-12/11 Invoices mailed for 1/1 renewals (~135k)</td>
<td>1/1 Coverage effective for 2016</td>
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<tr>
<td>8/24-9/16</td>
<td>“What to Expect” for members (~135k)</td>
<td>10/14-10/28 Renewal notices generated &amp; mailed (~135k)</td>
<td>10/21-11/24 Carrier 834 files sent for renewal population</td>
<td>12/15 7.1 technical release</td>
<td>1/23 Feb. enrollment deadline</td>
</tr>
<tr>
<td>9/16-10/5</td>
<td>First round of prod-like testing</td>
<td>10/19-11/7 Second round of prod-like testing</td>
<td>11/20-11/24 Paid Messaging Phase 1</td>
<td>12/23 Jan. enrollment deadline</td>
<td>1/31 March enrollment deadline (in OE)</td>
</tr>
<tr>
<td>10/5-11/2</td>
<td>DOR mailing to self-reported uninsured (~115k)</td>
<td>10/19 Technical release (7.0) shopping improvements</td>
<td>11/1 Provider search go-live</td>
<td>1/1-1/15 OE is ending reminder (plan in cart) (volume TBD)</td>
<td></td>
</tr>
<tr>
<td>10/26 7.0 post production release</td>
<td>11/2 Walk-In Centers launch (six sites)</td>
<td>11/1-1/31 Call Center hours extended for Open Enrollment</td>
<td>11/2 Mailing to Bronze members (~7k)</td>
<td>1/1-1/22 Paid Messaging Phase 2</td>
<td></td>
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## Sections
- **Renewals**
- **Member Web Improvements**
- **Operational Readiness**
- **Outreach & Communications**
With the start of Open Enrollment, existing and new members are now able to shop and enroll in plans through January 31st.

- From October 14th through October 28th, approximately 135,000 renewal/final eligibility notices were sent to Health Connector members.

- Since November 1st, members have been able to review their plan options and premiums in the system and shop for new plans if they want to switch plans for 2016.

- As of November 9th, despite the option of passive renewals, we have seen 1,463 members with Health Connector coverage in 2015 actively shopping and enrolling in 2016 coverage.
So far during 2016 Open Enrollment, system performance is meeting expectations.

Individual Portal
Total visits by registered users & Total visits for Anonymous Browsing
*This total is not unique visitors.

Individual Portal
Fast vs. Slow operation speed

Agent Portal
Fast vs. Slow operation speed
Portal User Experience: This represents the business impact for the Health Connector (including portals, databases, etc.) expressed by the number of unique users that experience application availability issues over 24 hours and users that were not affected. This expression takes all instances of availability issues into account, regardless of which system (Health Connector or another) caused the issues.

**Data as of November 8, 2015**

Portal User Experience: This represents the business impact for the Health Connector (including portals, databases, etc.) expressed by the number of unique users that experience application availability issues over 24 hours and users that were not affected. This expression takes all instances of availability issues into account, regardless of which system (Health Connector or another) caused the issues.

**Combined Portal Application Health, 11/2-11/3**

<table>
<thead>
<tr>
<th>Start Date/Time</th>
<th>End Date/Time</th>
<th>Incident ID</th>
<th>Summary</th>
<th>Impact</th>
<th>Expected operational Speed</th>
<th>Slow operation speeds</th>
<th>Total Users per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/02/2015</td>
<td>11/02/2015</td>
<td>PIM-6602</td>
<td>The Verify Non-Employer-Sponsored Insurance (ESI) Minimum Essential Coverage (MEC) verification services (VA, TRICARE, Medicare, Peace Corps) experienced disruptions from approximately 6:30 AM – 1:07 PM.</td>
<td>During the disruption, users were unable to e-sign an application.</td>
<td>0%</td>
<td>0%</td>
<td>100,000</td>
</tr>
<tr>
<td>11/05/2015</td>
<td>11/05/2015</td>
<td>HIXTR-11803</td>
<td>Veteran’s Affairs (VA) experienced an outage in production from 4:20 AM – 8:25 AM.</td>
<td>While the VA verification services were unavailable, users experienced intermittent disruption in the application.</td>
<td>0%</td>
<td>0%</td>
<td>100,000</td>
</tr>
<tr>
<td>11/09/2015</td>
<td>11/09/2015</td>
<td>PIM-6879</td>
<td>Optum ID authentication in the hCentive production environment experienced intermittent issues between 10:45 AM – 1:15 PM.</td>
<td>During the outage, Customer Service Representatives and individuals were unable to log into accounts.</td>
<td>0%</td>
<td>0%</td>
<td>100,000</td>
</tr>
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</table>
Auto-Enrollment for Passive Renewals

The next major “business event” related to Open Enrollment is the effectuation of members for 2016 coverage that have not actively switched plans by the end of this month.

- While members will still be able to shop at any time during Open Enrollment, we will “auto-enroll” them in their same or mapped plan in November to support timely invoicing for those members that accept the plan we assigned for them.
- This is the first time that we will be performing this activity in the hCentive and Dell systems.
- End-to-end production-like testing of this functionality has allowed us the opportunity to remediate issues before they occur in production.
- To date we have tested approximately 73% of the total volume of transactions anticipated in production, giving us insight into what to expect when we trigger this process at the end of the month.

<table>
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<tr>
<td><strong>Batch A</strong></td>
<td><strong>Batch C</strong></td>
</tr>
<tr>
<td>Tested Auto Enrollments</td>
<td>Tested Premium Billing Functions</td>
</tr>
<tr>
<td><strong>Batch B</strong></td>
<td></td>
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<tr>
<td>Tested Carrier 834 Transactions</td>
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Auto-enrollment was tested in all batches and 834s were tested in Batches B and C.
New Enrollment Activity & Decision Support Tools
Open Enrollment Coordination Center (OECC) Reporting

**Around-the-clock monitoring and daily reporting allow Health Connector leadership to effectively address and communicate out issues, and measure progress.**

- IT, policy and business operations leadership from the Commonwealth, Optum, hCentive and Dell are working in a centralized Coordination Center, operating seven days a week.

- Issues are reported into the Coordination Center from the systems operations center (iMOCC - 24/7 system monitoring) and other sources (e.g., Dell Service Center leadership) so that Health Connector and project leadership is immediately aware and can work to identify solutions in real-time.

- Reporting resources are publishing data on 2016 eligibility determinations and enrollment daily; call-center activities (e.g., volume, Average Speed of Answer, Average Handle Time) hourly; and web portal and HIX system health metrics in real-time.

- Updates are communicated out to stakeholders they impact – members, Navigators, Certified Application Counselors, Customer Service Reps, carriers, consumer advocates – through stand-up calls, website messaging and emails so that people on the front lines have the information they need to effectively serve their various constituencies.
OECC Reporting: Enrollment

*Initial OECC reports indicate that both new and renewing members are shopping for and enrolling in QHPs.*

- In the first week of Open Enrollment (November 1st through 7th)*, new member activity in the system included:
  - 2,111 new applications created
  - 1,282 were determined eligible for Health Connector coverage
    - 452 are eligible for ConnectorCare
    - 136 are eligible for a Qualified Health Plan (QHP) with Advance Premium Tax Credits
    - 694 are eligible for an unsubsidized QHP
  - As of November 9th**, 14 new members had enrolled in 2016 QHP coverage

- Renewing members were also active in the system:
  - 2,745 selected a 2016 plan and checked out
  - As of November 9th**, 1,463 renewing members had enrolled in coverage for 2016

*Totals are for individuals who had started a new 2016 application on or before 11/7. Metrics for the reporting period were generated on 11/10, and may thus reflect subsequent activity made to their accounts.

**The first 2016 enrollments were captured in reporting through 11/9, accounting for activity on 11/8 and 11/9.
Decision Support for the 2016 Open Enrollment

A number of new features and tools on the Health Connector website will improve the shopping experience for consumers this Open Enrollment.

- These include:
  - Provider Search tool, available in the shopping experience and independently at [http://providerdirectory.mahealthconnector.org](http://providerdirectory.mahealthconnector.org)
  - Network flags for plans with limited networks
  - Standardized naming for ConnectorCare plans
  - Automatic filtering to show only Gold and Silver plans when shopping

![Unique Pageviews: Provider Search & Plan Comparison Tools*](chart.png)

*Data Reporting began on 11/1
Open Enrollment 2016
Outreach Update
Outreach and Education

Our outreach and education campaign is focused on our 10 priority communities with higher rates of uninsured residents.

- Messaging reinforces the benefits of having coverage and features the availability of assistance in completing an application and picking the right plan

- Messaging started November 1st and 2nd and runs through Open Enrollment
  - Hispanic TV (Telemundo and Univision) – 2,122 spots
  - Hispanic and Portuguese Radio – 1,908 spots
  - Multi-cultural print (African-American, Spanish, Portuguese, Chinese and Khmer) – 99 full-page insertions
  - Digital (Video and display spots, search functionality, Facebook) – 15 million impressions/clicks/views
  - Out-of-home (stores, gas stations, phone kiosks) – 319 placements
  - Bus and Subway Cards – 815 cards
Earned Media Campaign

- Earned media events have focused on priority areas, including our new walk-in centers, encouraging uninsured people to sign up and highlighting available assistance.

- Events have been held in Dorchester, Fall River, Brockton, Lowell, Everett, Springfield and Worcester.
**Navigator Events**

*Fourteen Navigator organizations around the state are working to reach the remaining uninsured and support and renew existing Health Connector members.*

**Navigator Grantee Goals FY2016**

- Target Uninsured
- Grow Awareness
- Renew Membership

- This year, Navigator organizations are supporting the Health Connector’s Open Enrollment efforts by:
  - Organizing and running community events
  - Supporting outreach and/or enrollment events conducted by the Health Connector and MassHealth
  - Holding larger enrollment events with other community partners such as CACs from local hospitals and health centers

- Currently, 25 Navigator enrollment events are planned through the end of Open Enrollment

*November 9th Navigator enrollment event at Caring Health Center, Springfield*
The Health Connector is sending a number of direct communications to both members and non-members during Open Enrollment.

- Department of Revenue letter to the self-reported uninsured, throughout October and early November
- Bronze letter to Bronze plan enrollees, first week in November
- Letter to Health Connector enrollees newly eligible for Medicare, first week in November
- Open Enrollment “Save the Date” e-mails or postcards to the eligible but unenrolled, throughout November
- “Shopping Encouragement” e-mail to unsubsidized or APTC-only members, mid-November
- “Where to get help in person” e-mail to ConnectorCare members, mid-November
- “Open Enrollment is Ending” e-mail to individuals with a plan in their cart, early to mid-January
Open Enrollment 2016
Open Enrollment 2016 – Key Highlights

Extended call hours to nights and weekends
- 200 additional hours during open enrollment
- Monday through Friday: 8am to 9pm
- Saturday and Sunday: 9am to 5pm

Open Enrollment 2016
- November 1 to January 31

Expanded training for customer service representatives
- 140 hours per new hire
- 10 hours open enrollment training for all hires
- 51,600 hours of total training ahead of open enrollment

Opened additional walk-in centers
- 6 languages spoken
- 6 walk-in centers
- Cape Verdean
- Creole
- English
- French
- Portuguese
- Spanish

Hired more customer service representatives
- Over 300 ready to help