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# 2016 Open Enrollment and Outreach Update

Board of Directors Meeting, November 12, 2015

# Launch of Open Enrollment 2016



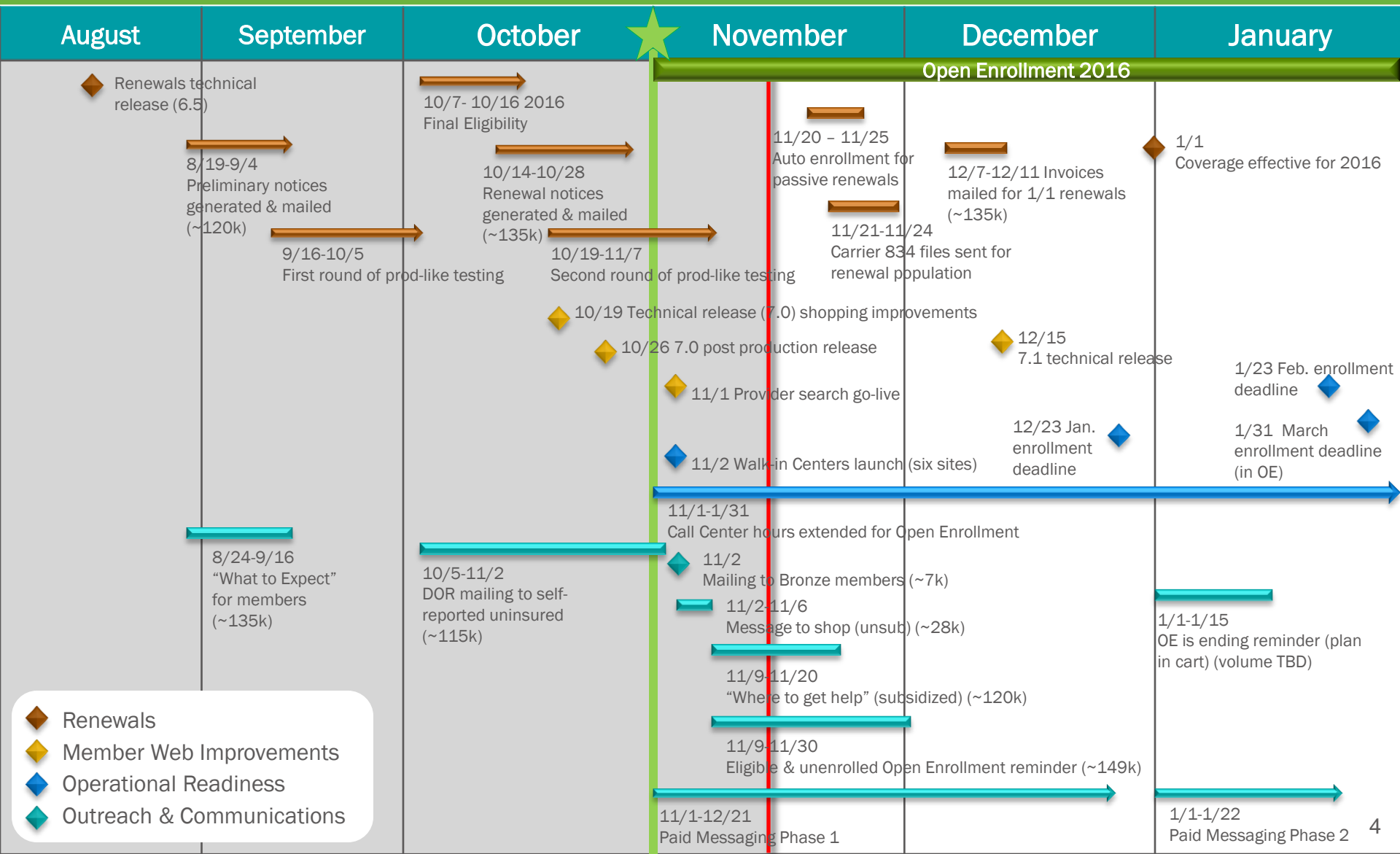
***The 2016 Open Enrollment period began 11 days ago on November 1st.***

- 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

The background is a light green color with several large, white, abstract shapes that resemble stylized letters or curves. One prominent shape on the left side curves upwards and to the right. Another shape at the top center is a vertical bar with a curved top. A third shape at the bottom center is a vertical bar with a curved bottom. The overall design is clean and modern.

**Open Enrollment 2016  
Renewal and System Update**

# Open Enrollment Timeline



- ◆ Renewals
- ◆ Member Web Improvements
- ◆ Operational Readiness
- ◆ Outreach & Communications

# Open Enrollment Redeterminations & Renewals

***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



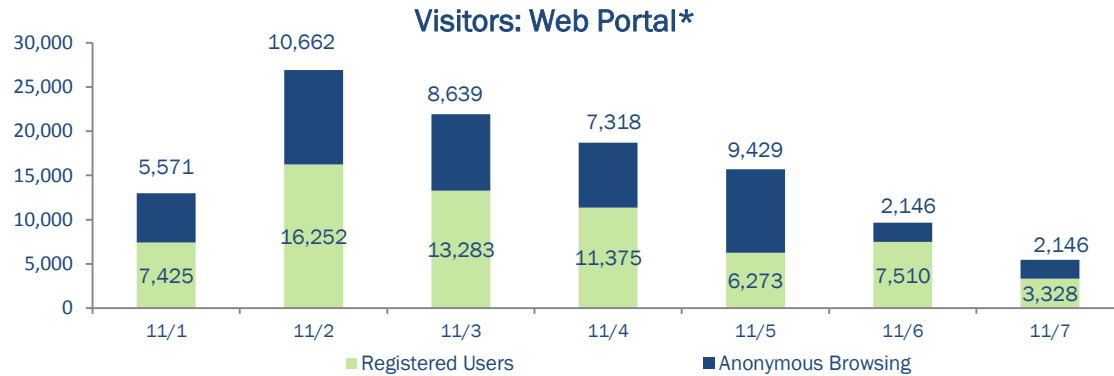
# Web Statistics: November 1st-7th

*So far during 2016 Open Enrollment, system performance is meeting expectations.*

## Individual Portal

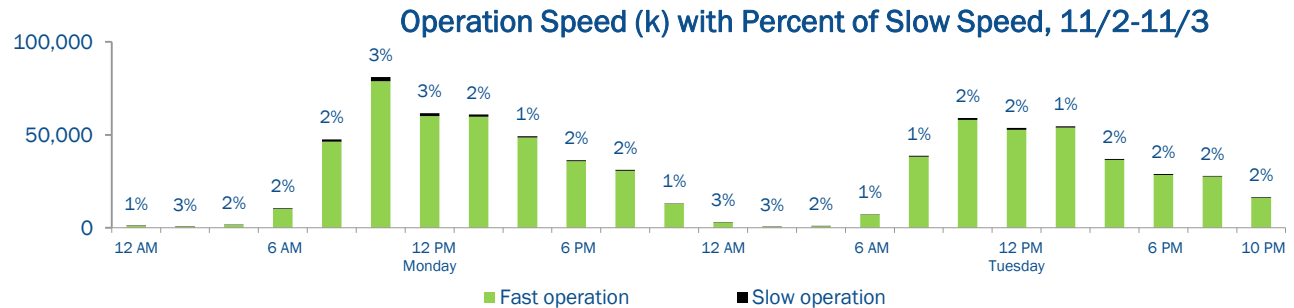
Total visits by registered users & Total visits for Anonymous Browsing

*\*This total is not unique visitors.*



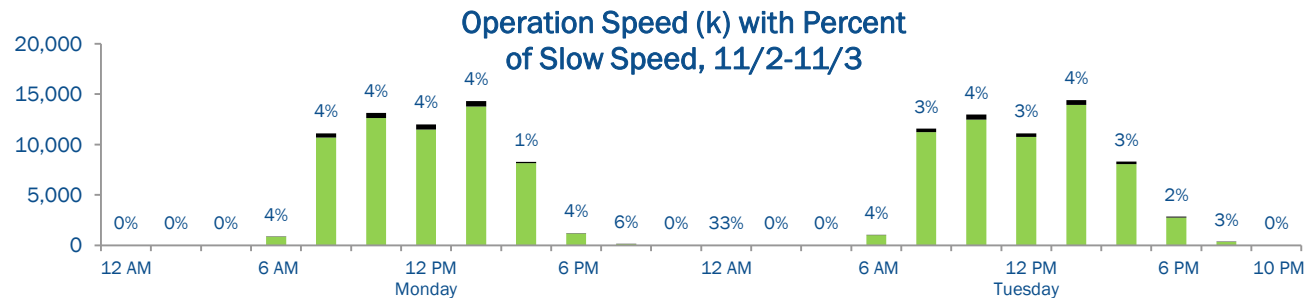
## Individual Portal

Fast vs. Slow operation speed



## Agent Portal

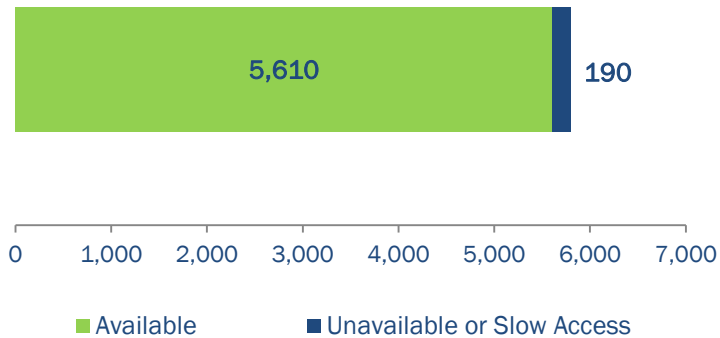
Fast vs. Slow operation speed



# System Statistics



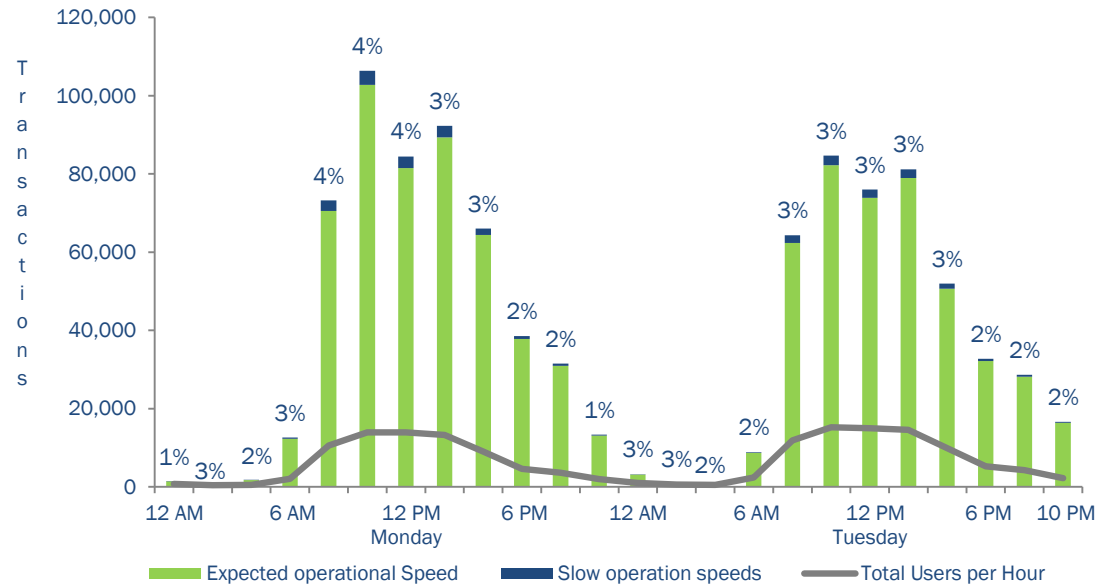
## Portal User Experience\*



\*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\*\*



\*\*Combined Portal Application Health includes the Individual and Agent portals.

## Production Outage(s)

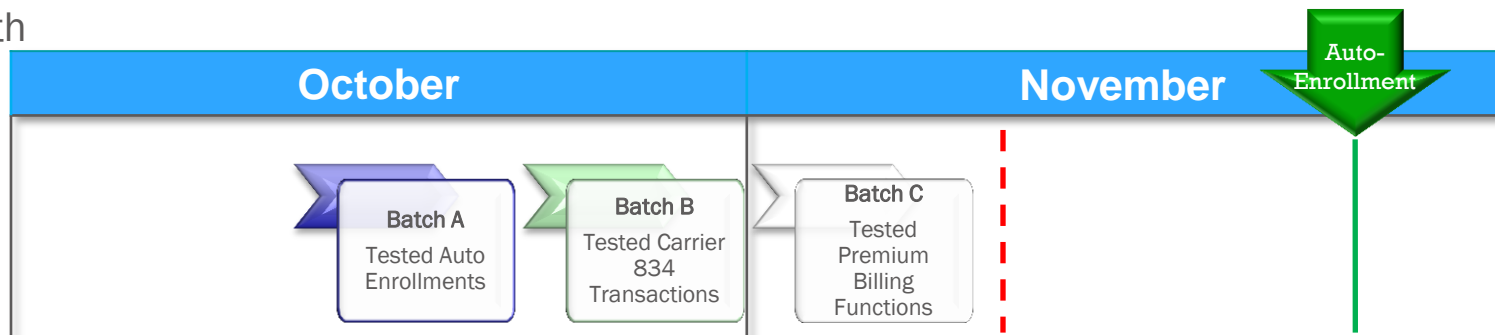
Start Date/Time	End Date/Time	Incident ID	Summary	Impact
11/02/2015 9:21 AM	11/02/2015 1:56 PM	PIM-6602	The Verify Non-Employer-Sponsored Insurance (ESI) Minimum Essential Coverage (MEC) verification services (VA, TRICARE, Medicare, Peace Corps) experienced disruptions from approximately 6:30 AM – 1:07 PM.	During the disruption, users were unable to e-sign an application.
11/05/2015 4:20 AM	11/05/2015 8:25 AM	HIXTR-11803	Veteran's Affairs (VA) experienced an outage in production from 4:20 AM – 8:25 AM.	While the VA verification services were unavailable, users experienced intermittent disruption in the application.
11/09/2015 10:45 AM	11/09/2015 1:15 PM	PIM-6879	Optum ID authentication in the hCentive production environment experienced intermittent issues between 10:45 AM – 1:15 PM.	During the outage, Customer Service Representatives and individuals were unable to log into accounts.

# 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



*Auto-enrollment was tested in all batches and 834s were tested in Batches B and C.*





**New Enrollment Activity &  
Decision Support Tools**

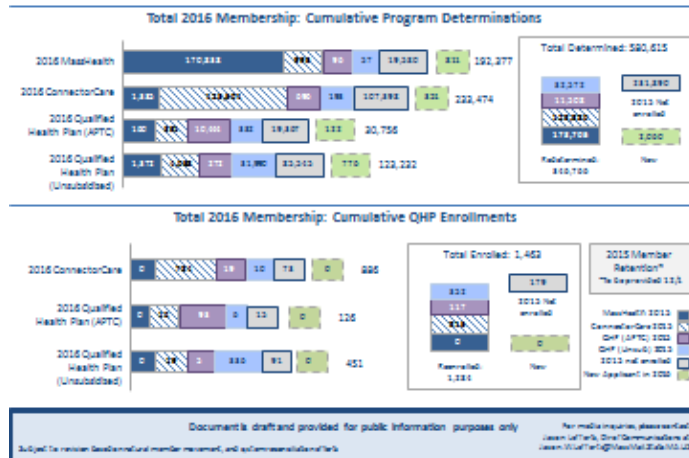
# Open Enrollment Coordination Center (OECC) Reporting



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

November 6, 2015*												
Daily Open Enrollment Dashboard 2016												
*Reporting Period: 11/1-11/6												
New 2016 Applications, Eligibility, Shopping & Enrollment: Daily Activity												
New Member Daily Activity	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	11/9	11/10	11/11	Total
Applications Started (subscribers)	90	181	242	294	320	317						1,804
Eligibility Determinations	77	202	288	330	320	320						1,800
Plans Checked Out	9	28	72	60	81	68						318
QHP Enrollments	0	0	0	0	0	0						0
New Member Eligibility Determinations Detail												
MassHealth	18	100	192	220	220	220						810
ConnectorCare	0	0	98	108	10	17						233
QHP (APTC)	3	12	81	30	30	81						137
QHP (Unsubsidized)	20	118	215	170	160	110						793
New Member QHP Enrollment Detail												
ConnectorCare	0	0	0	0	0	0						0
QHP (APTC)	0	0	0	0	0	0						0
QHP (Unsubsidized)	0	0	0	0	0	0						0

- 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



Document is draft and provided for public information purposes only. For media inquiries, please contact: Jason.LaForte@MassHealth.com or Jason.LaForte@MassHealth.com. Subject to review based on final member enrollment and other operational metrics.

# 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.

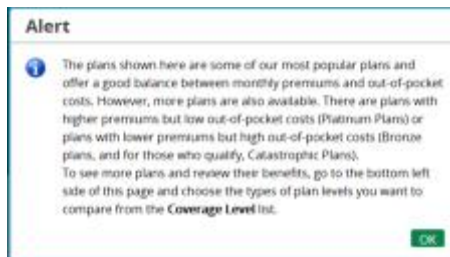
# Decision Support for the 2016 Open Enrollment



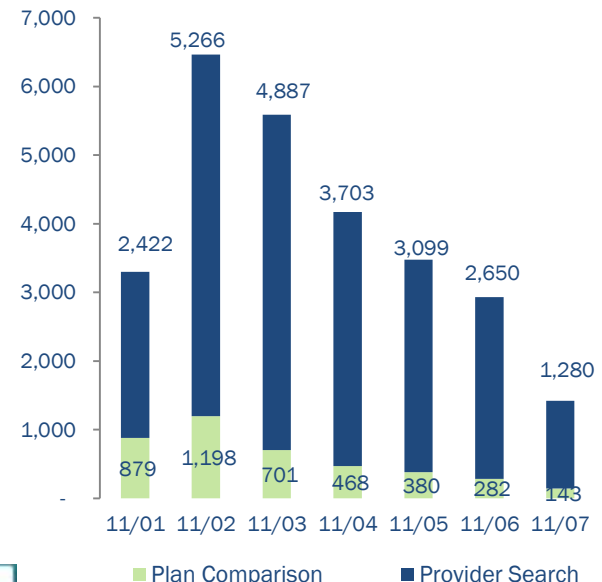
*A number of new features and tools on the Health Connector website will improve the shopping experience for consumers this Open Enrollment.*

- These include:
  - Provider Search tool, available in the shopping experience and independently at <http://providerdirectory.mahealthconnector.org>
  - 2015-2016 Plan Compare tool, available at <https://www.mahealthconnector.org/compare-plans>
  - Network flags for plans with limited networks
  - Standardized naming for ConnectorCare plans
  - Automatic filtering to show only Gold and Silver plans when shopping

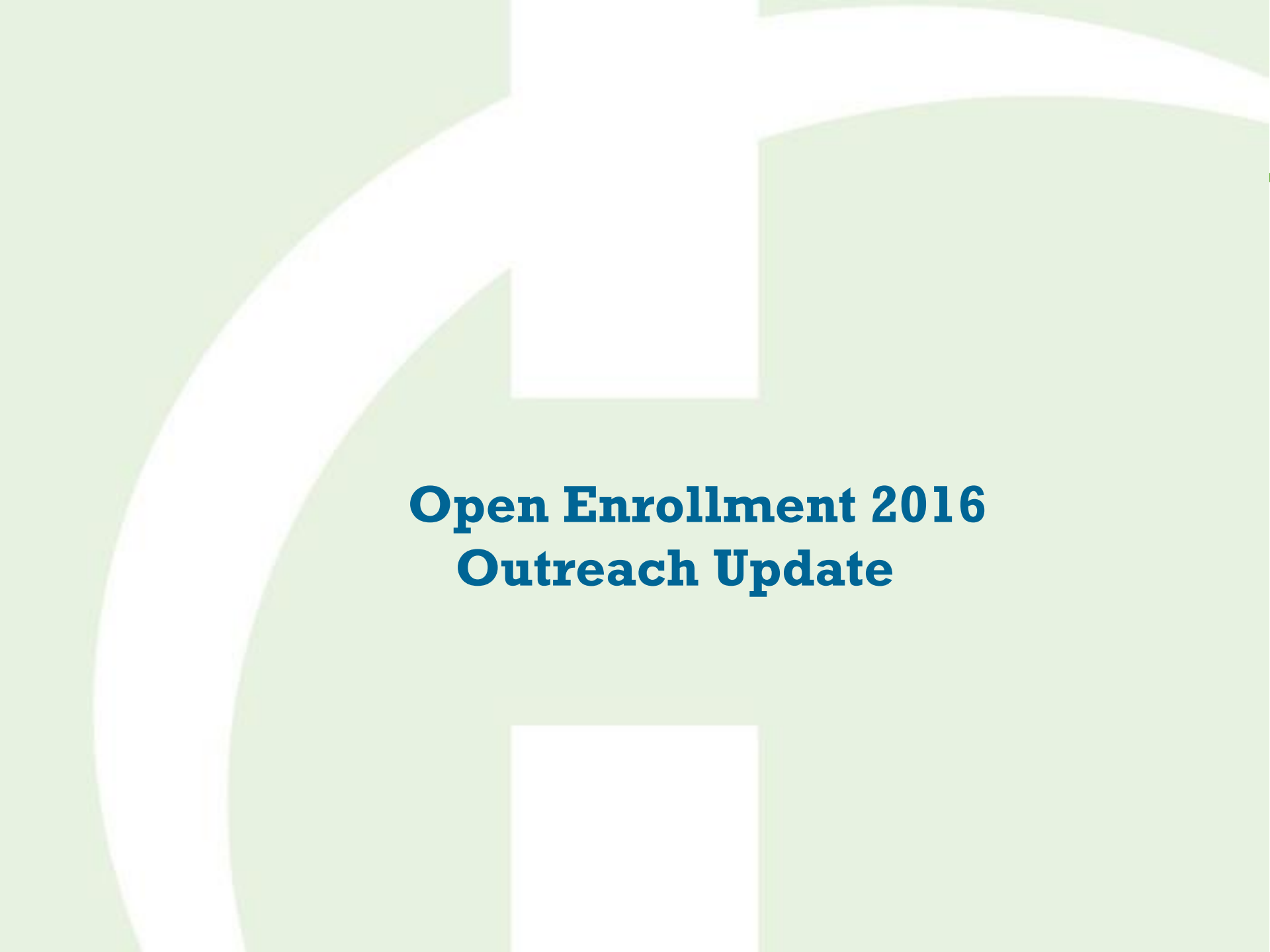
Network Note



**Unique Pageviews: Provider Search & Plan Comparison Tools\***



\*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



# Direct Communications

*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 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 

A light green background with a large, stylized white cross shape. The cross is composed of four thick, rounded rectangular arms that meet at the center. The text "Open Enrollment 2016" is centered in the lower half of the image.

# **Open Enrollment 2016**

# Open Enrollment 2016 – Key Highlights



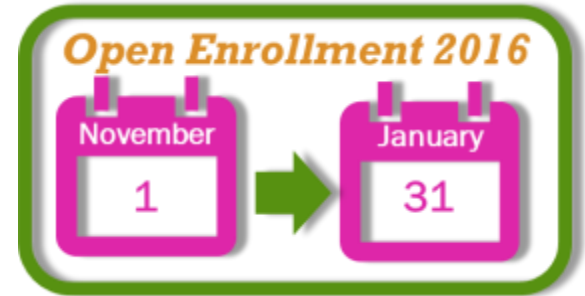
## Extended call hours to nights and weekends



**200**  
ADDITIONAL  
HOURS DURING  
OPEN ENROLLMENT



MONDAY THROUGH FRIDAY:  
**8am to 9pm**  
SATURDAY AND SUNDAY:  
**9am to 5pm**



## 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

Hired more customer  
service representatives



Over **300** ready to help



## 6 LANGUAGES SPOKEN

- 1 Cape Verdean
- 2 Creole
- 3 English
- 4 French
- 5 Portuguese
- 6 Spanish