

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: June 3, 2016
Re: Health Connector Walk-in Centers for Open Enrollment 2017

BACKGROUND

The Health Connector is preparing for the upcoming 2017 Open Enrollment period. The Open Enrollment period (November 1, 2016 – January 31, 2017) 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 Open Enrollment 2016, the Health Connector expanded access for individuals seeking in-person support in their communities by opening three temporary walk-in centers in Brockton, Lowell and Fall River in addition to year-round centers in Boston, Springfield and Worcester. Last year, we served nearly 15,000 customers at our walk-in centers with an average customer satisfaction rate of 99%. Given the success of last year’s temporary walk-in sites, we are once again seeking to open temporary sites during Open Enrollment 2017 and are seeking approval for a work order with Dell Marketing, LLP, our customer service contact center and business operations services vendor, to implement these temporary walk-in centers.

Walk-in Centers – Scope of Fiscal Year 2017 Work Order

The scope of this work order is to implement three temporary walk-in centers for the 2017 Open Enrollment period, co-located at community health centers (CHCs) in key regions of the state with either the highest concentration of Health Connector membership or highest uninsured rate, or both, where they align. Co-locating with CHC partners during last year’s Open Enrollment period provided the Health Connector with the opportunity to serve consumers in a trusted community establishment and also allowed for savings on costs associated with physical space and set-up.

Recent field interviews revealed the importance of providing access to in-person assistance during the application and enrollment process, further underscoring the need for enhanced in-person support during Open Enrollment. These temporary sites will operate during the Open Enrollment period and will perform all customer support functions, including but not limited to application assistance, identity proofing, document drop-off, plan selection and payment.

KEY TERMS

This work order provides for costs associated with opening and maintaining three temporary walk-in centers, including technology set-up and support, onboarding and training, staffing and local travel.

The total budget for set-up, staffing and maintaining temporary walk-in centers during the Open Enrollment period will not exceed \$290,811.

BOARD RECOMMENDATION

We recommend that the Health Connector enter into the work order with Dell Marketing, LLP to implement temporary walk-in centers, as described in this memorandum, for an amount not to exceed \$290,811 for set-up and maintenance for the period of September 26, 2016 through January 31, 2017. Funding for this activity will be included in the Health Connector's Fiscal Year 2017 Administrative Budget, which will come before the Board for consideration at the July 14, 2016 meeting. Work under this work order will occur only if funding for it is approved in the budget by the Board. We look forward to presenting the above information and providing our formal recommendation at the Board meeting on June 9, 2016.