



Update on MassHealth Redeterminations and Enrollment Transitions to the Health Connector (VOTE)

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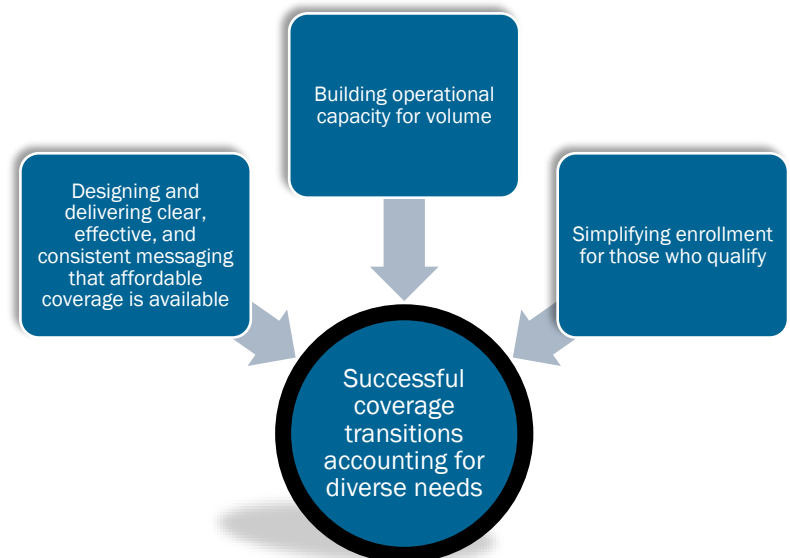
Board of Directors Meeting, June 8, 2023

Overview and Agenda

Today's presentation will provide updates on the Medicaid redetermination process that began on April 1, 2023.

- Since Medicaid protections ended on March 31, 2023, nearly 8,000 individuals enrolled in Health Connector coverage for May and later after losing MassHealth eligibility and qualifying for Connector Coverage
- Staff will provide updates on activities since the May Board meeting:
 - Health Connector enrollment statistics
 - Health Connector outreach initiatives
 - Health Connector call center performance
 - Contract with Maximus for Contact Center Staffing Support (VOTE)

Health Connector Framework for Supporting Coverage Transitions





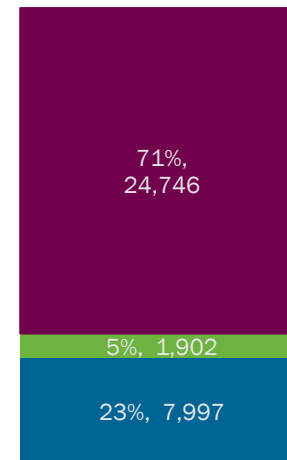
Health Connector Enrollment Updates

Health Connector Enrollment Trends to Date

Nearly 8,000 individuals transitioned from MassHealth to Health Connector coverage since coverage protections ended March 31.

- This reflects 23 percent individuals who have so far been found eligible for a Health Connector plan after being redetermined out of MassHealth
- Many of the members who have newly qualified for Health Connector coverage did so after providing updates to their application proactively, not because they received their renewal form and completed it
- These early enrollment figures exceed forecasted enrollment in Health Connector coverage at this point in the redetermination window; staff will continue to monitor membership trends, particularly as timeframes to submit renewals or verifications expire

Enrollment Activity Among Individuals Moving from MassHealth to Health Connector Eligibility (Total = 34,645)

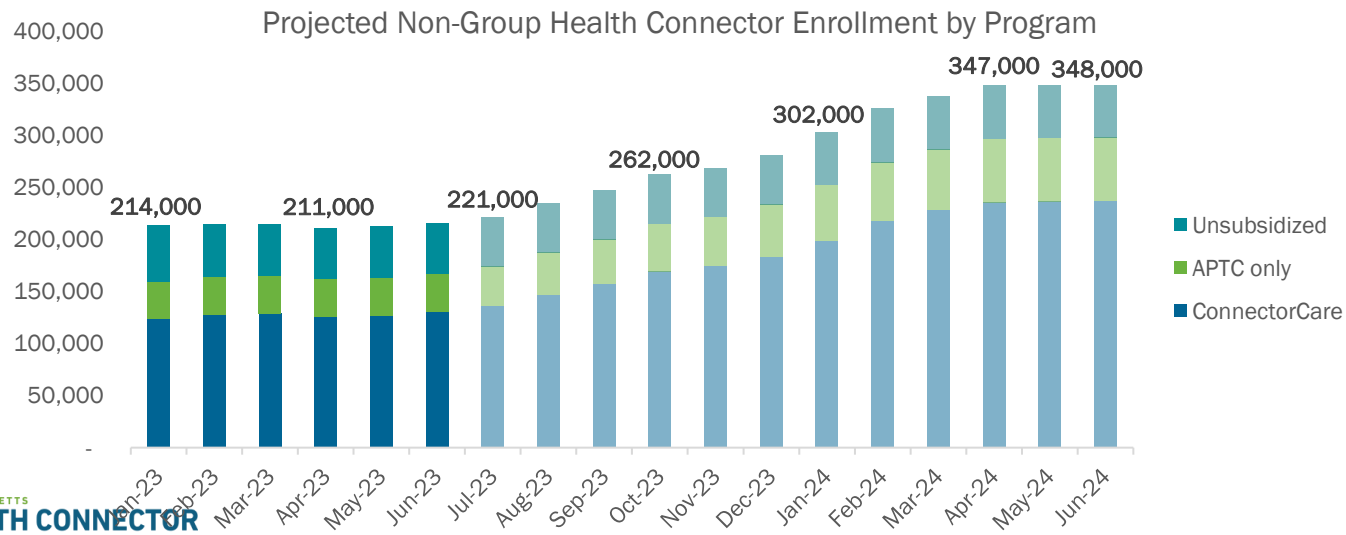


- Eligible but no plan selected
- Selected a plan but not yet enrolled
- Enrolled in Health Connector coverage

Expected Enrollment Timeline

Member movement is expected to accelerate in the coming months, and peak during Open Enrollment.

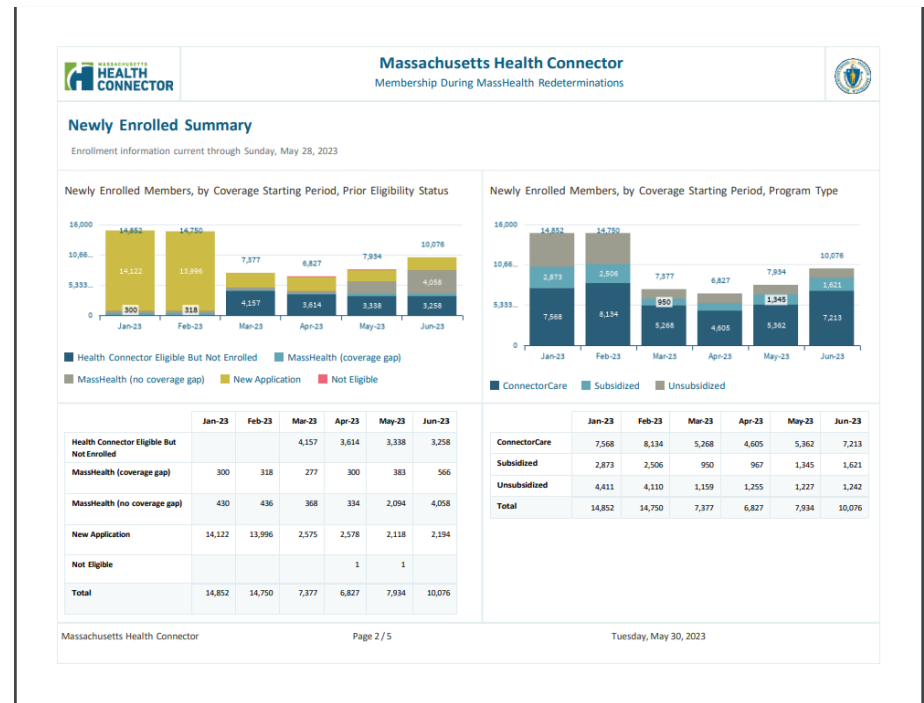
- Staff expect roughly 100,000 to 200,000 people to enroll in Health Connector coverage after losing MassHealth between April 2023 and June 2024
- These assumptions informed program budget development and represent relatively aggressive enrollment growth resulting in *net* membership growth of nearly 135,000 people
- These estimates come with a high level of uncertainty, given the unprecedented nature of this process
- Reaching these targets will require historic levels of high-visibility outreach and public engagement, as well as easily accessed member and applicant supports, including the call center, online portal, and in-person assisters



Enrollment Moving Forward

As the redetermination process continues, the Health Connector is deepening its analysis of membership trends.

- Early analysis of the population that is eligible but has not yet enrolled shows that there are diverse member circumstances among this population that may require different messaging approaches
- New enrollees -- as well as those who recently qualified for coverage but did not enroll -- will be invited to share feedback via short surveys
- Staff will review enrollment activity among populations receiving outreach to understand what is working and what may need adjustment
- A new monthly dashboard is available at <https://www.mahealthconnector.org/masshealthrenew/reports> and will be published mid-month in parallel with MassHealth’s dashboard, which is available at <https://www.mass.gov/info-details/masshealth-redetermination-dashboard>





Health Connector Outreach Initiatives

Direct Member Communications

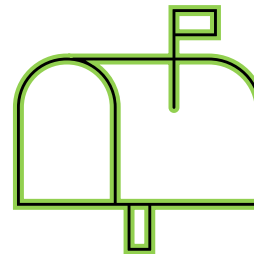
Direct outreach to people receiving a new Health Connector eligibility started in April, encouraging enrollment and highlighting deadlines.

- Communications are sent the subscriber level to everyone currently newly-eligible for Health Connector coverage after losing MassHealth coverage
- Communications are sent to all households, covering the more than 28,000 people have been made newly-eligible since April 1



Text

33,278 texts delivered in two months (including 5,000 in Spanish)



Mail

First two monthly mailers were sent to 12,582 people



Email

15,659 weekly and deadline email delivered so far, with high open rates over 50 percent



Robo-calls

Two calls per month began in May, and 20,055 calls have gone out

Public Outreach and Enrollment Events

Community activities provide information and assistance, along with visibility promoting the Health Connector's availability during redetermination.

- **Community events:** Ongoing activations this month include Festa Juanina in Framingham (June 10), the End of School Showcase in East Boston (June 17), and the Annual Black Heritage Juneteenth celebration in Worcester (June 17)
- **Enrollment events:** The first event is this weekend at Fenway Park, as part of the El Mundo Latino Health and Wellness Festival. This month includes events in Springfield (June 17) and Revere (June 24) as well
- **Webinars:** Online sessions are scheduled for June 14 and June 21
- **Online calendar:** Updated event listings can be found at MAhealthconnector.org/events



Paid Media

The full campaign on digital, print, out-of-home TV and radio is launched this month.

- Statewide campaign encourages anyone without coverage – particularly those leaving MassHealth – to enroll in Health Connector coverage
- Messaging highlights affordable coverage through subsidies, state individual mandate requirements, and trust and safety in the Marketplace compared to potential scam coverage



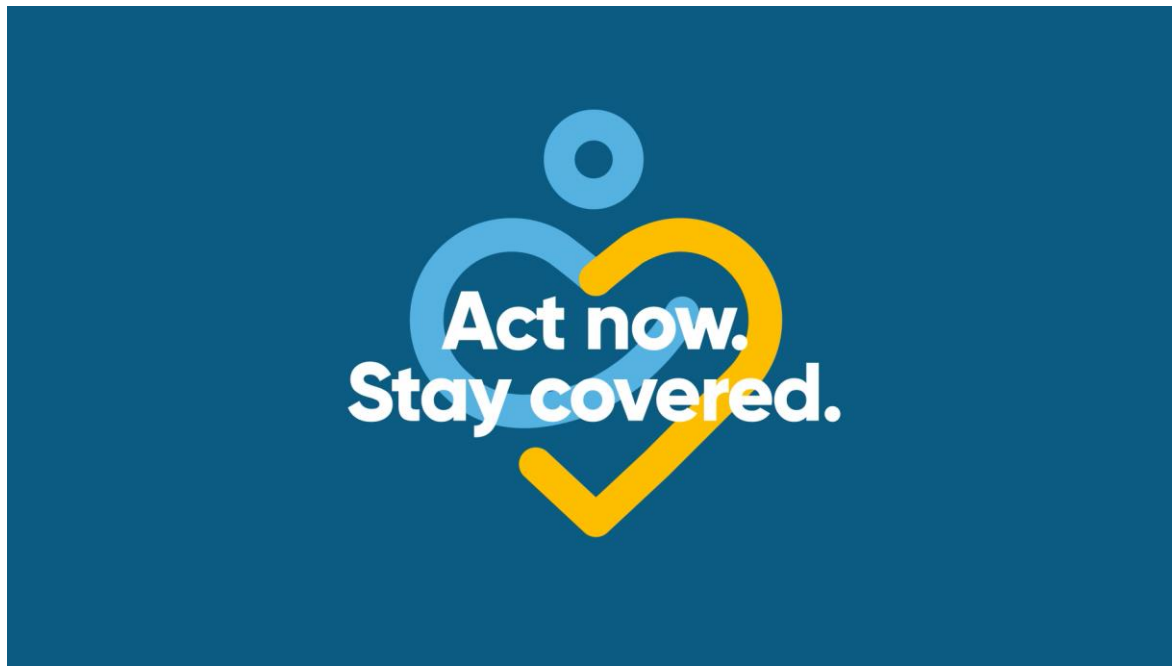
Spanish digital ad



Portuguese print ad

Multilingual Video Ads

Video encouraging people who need coverage to enroll into the Health Connector is ready for air this month, with English, Spanish and Brazilian Portuguese versions on television and digital platforms.



English video ad



Health Connector Contact Center Performance

Contact Center Performance

Contact Center volumes continue to be stable going from just below forecast in April to slightly above forecast in May. Service level remains in the high 90 percent range.

For the month of May*, contact center performance statistics were as follows:

Tier 1 Metrics	Month-To-Date
Calls forecasted	50,295
Calls offered	53,062
Abandonment rate	0.67%
Average speed to answer (sec)	16
Average handle time (min)	13.57
Service level	98.80%

* As of May 30, 2023

Operational Updates

The Health Connector continues to prioritize customer service stability and excellence as we progress in the redetermination period, and is continuing to bolster its capacity to meet high demands.

- Health Connector continues to work with Accenture to finalize the redetermination volume forecast and settle on parameters around additional staffing levels above the accepted forecast
- Work to improve our Interactive Voice Response (IVR) menu and messages to include additional languages is progressing
 - Callers will be able to navigate the IVR in English, Spanish, Portuguese, French Creole, Mandarin and Vietnamese
 - Updates are expected to go live in the July 2023 release
- Interviewing and hiring for the Mobile Outreach Teams continues
 - 3 of the 8 Outreach Specialist candidates have been chosen with the expectation that we will have all positions filled in June with training classes to take place in both June and July
 - Health Connector continues to work with MassHealth to coordinate having the Outreach Specialists assist with staffing events and scheduling work at shelters and other locations
- Health Connector expects that our second vendor will have the first wave of 25 full-time employees (FTEs) trained and working by July 1 and the second wave of 25 FTEs trained and working by July 15



Contact Center Staffing Support (VOTE)

Maximus Human Services, Inc.

The Health Connector is contracting with Maximus Human Services, Inc. to provide selective Contact Center back up services which include paper processing and outbound calls.

- Maximus Human Services, Inc. is on statewide contract ITS74 with a specialty of business process management. Therefore, we chose to contract with Maximus under the emergency list selection provision of our procurement rules
- Use of a second vendor, in addition to Accenture, will allow us to be more flexible with staffing and will give us the ability to pivot quickly based on where staff is most needed
- By keeping all of the inbound call work solely with Accenture, we avoid the complexities of telephony systems changes and managing two separate groups of vendor staff providing the same services, and leave the focus of inbound call staffing and performance with Accenture
- Maximus will leverage its extensive knowledge of the MassHealth eligibility process, its established training and QA processes and tailor those to the Health Connector processes and be able to ramp up quickly to provide back up paper processing and outbound call services
- The Health Connector will be executing a 6-month contract with Maximus Human Services, Inc with an operational start date of July 1, 2023 and an end date of November 30, 2023 with a not-to-exceed amount of \$3M

Vote

The Health Connector recommends that the Board of Directors authorize the Executive Director to enter into a Memorandum of Understanding with Maximus Human Services, Inc. through November 30, 2023 with a not-to-exceed amount of \$3 million to provide back up support to the current call center vendor, Accenture.



Looking Ahead

Moving Forward

Supporting Massachusetts residents transitioning to Health Connector coverage during the Medicaid redetermination process continues to be a top priority for the organization.

- Maintaining health insurance coverage and access to care for residents, along with the state's high levels of insurance coverage, is a central goal of the Health Connector's efforts
- Staff will put special emphasis on supporting individuals who qualify for Health Connector coverage after failing to respond to a MassHealth renewal form, as they may need assistance to update their application as well as enroll in coverage
- In the coming months, staff will continue to implement, evaluate, and iterate on strategies to ensure that individuals have the information and support they need to maintain health coverage, no matter the source
- Staff will continue to include regular updates to the Board throughout the MassHealth redetermination process to highlight ongoing Health Connector activities to support individuals moving from MassHealth to Health Connector coverage