Board of Directors Meeting

March 17, 2016

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Agenda

A. Call to Order and Introductions
B. Public Comment
C. Votes
   - February 18, 2016 Regular Meeting Minutes
   - March 1, 2016 Special Meeting Minutes
   - Quasi Public Annual Report
D. CEO Report
E. Marketing Update
F. 2016 Open Enrollment Analytics
G. Plan Management Update
H. Strategy Committee Update
I. Adjournment

Public Comment

Votes

- February 18, 2016 Regular Meeting Minutes
- March 1, 2016 Special Meeting Minutes
- Quasi-Public Annual Report

CEO Update

Marketing Update

Media Wrap Up

2015/16 Enrollment Period

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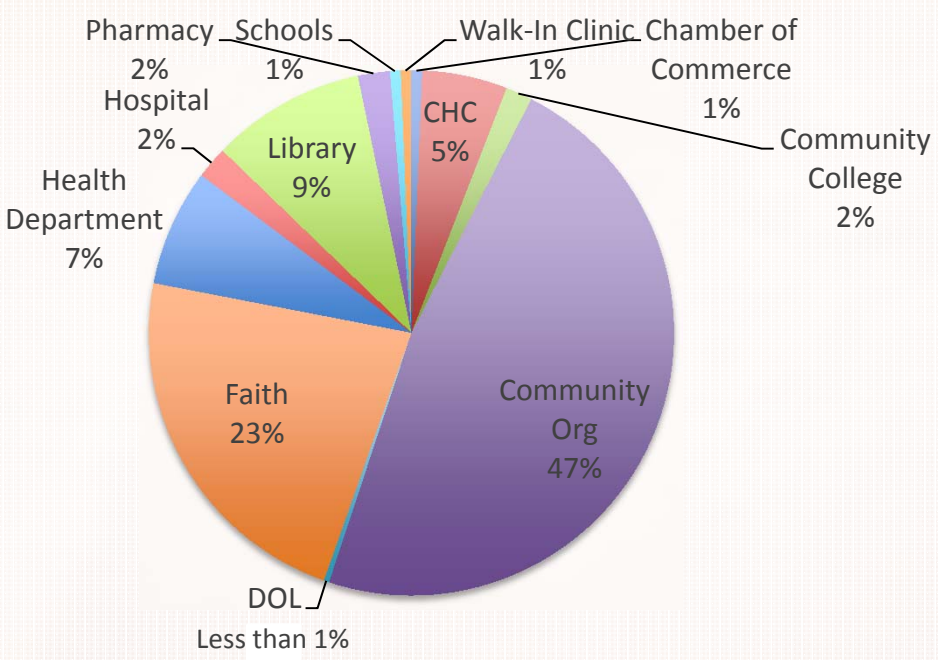
	OE1	OE2	OE3	OE4
FOCUS	100% Acquisition	100% Acquisition	50% Acquisition 50% Retention	15% Acquisition 85% Retention
RESEARCH	n/a	Member Census	Member Census Leavers Who's left	Member Census + Customer Satisfaction
UNINSURED	8%	4%	3.8%	TBD
BUDGET	$17M	$8M	$4M	TBD
CHANGES			Website Learn More Simplification Event approach Testimonials (TV) Out of the box sponsorships	Year round outreach, Health Ins. Literacy, Communication simplicity, change in message and messenger.

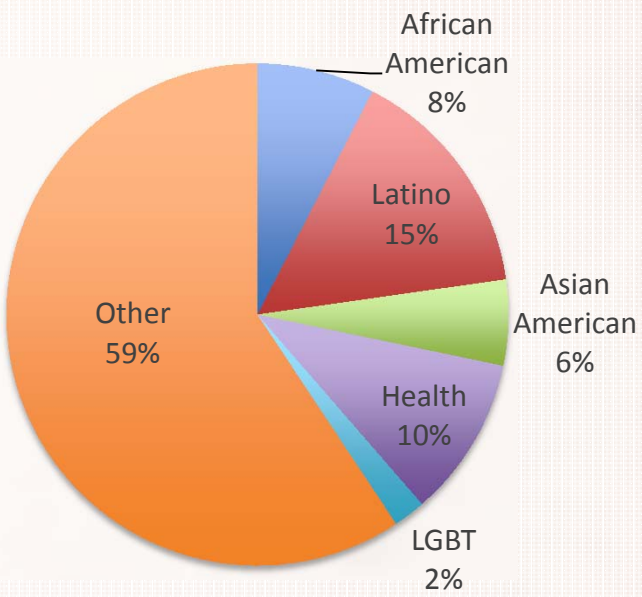
Community Partner Page:

- Goal -> provide our community partners\leaders a place to get information, marketing collateral and general updates.
- Bilingual (EN/SP)
- Learn.accesshealthct.com/community

Community Outreach

- Built relationships with over 305 community organizations -leaders and influencers





*Other: YMCA/YWCA, Boys & Girls Club, Big Brothers Big Sisters, women's centers, Jewish Family Services, community centers, etc.

Community Chats:

- Healthy Chats to Community Chats
- 11 Community Chats
- 129 community leaders/influencers
- 133 additional contacts (contacted)
- Chat Survey results:

✓ 88% extremely or very satisfied with information presented

✓ 92% extremely or very likely to share information with community

- End of OE Survey results → improve our approach

Enrollment Fairs:

1. Bridgeport
2. Manchester
3. Tolland

Exceeding expectations

- Manchester: highest number of attendees on record (132)
- High enrollment conversion rate
- Strong QHP enrollment numbers
- Partner engagement (Walgreens, Certified Application Counselors and Community Orgs).

In-Person Assistance Data

	Year Two	Year Three
Open Enrollment Period	11/15/14-2/15/15	11/1/15-1/31/16
Enrollment Center Visitors	9,044	7,714
New Britain Visitors	5,480	4,841
New Haven Visitors	3,564	2,873
Enroll. Center Enrollments	5,376	4,467
New Britain Enrollments	3,037	2,606
New Haven Enrollments	2,339	1,861
Enroll. Fairs/Community Enrollment Partners Visitors	4,527	3,664
Enroll. Fairs/Community Enroll. Partners Enrollments	2,416	2,346
Total Visitors	13,571	11,378
Total Enrollments	7,792	6,813

Conversion rates:

Enrollment Centers 2014: 59% | **2015: 58%**

Enroll. Fairs/Comm. Enrollment Partners 2014: 53% | **2015: 64%**

Overall Conversion Rate 2014: 57% | **2015: 60%**

Community Outreach, Looking Ahead to OE4

Main goals:

Plan and benefit awareness, education and engagement, enrollment, loyalty and retention.

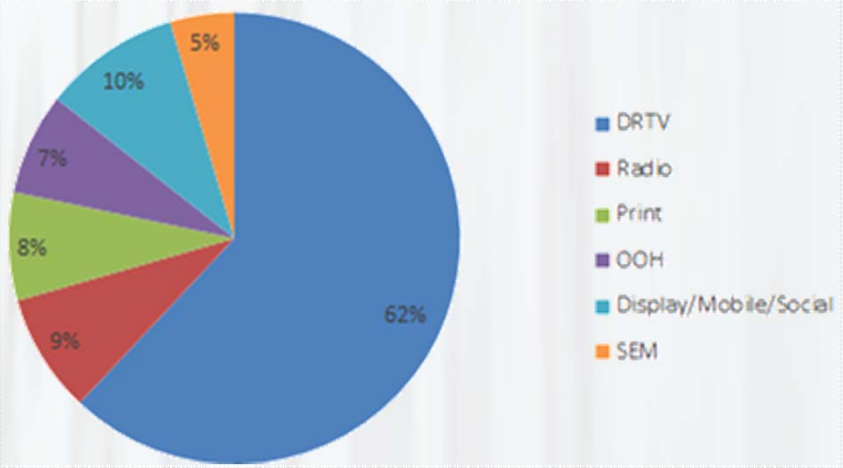
Main focus:

- ✓ Health Insurance Literacy
- ✓ Health Disparity
- ✓ Plan utilization and benefits
- ✓ Community partnerships (events)
- ✓ Research
- ✓ Acquisition (new) & Retention opportunities
- ✓ Understanding of AHCT
- ✓ Small business
- ✓ New and existing community relationships.
- ✓ Target audiences: Minorities (AFAM, APAC, HISP)

Paid Media Wrap Up

INTEGRATED MULTI-MEDIA APPROACH

- 42% decrease in investment - $1.75M vs. $3MM
- Shift in focus towards retention
- TV remained the priority
- Focus shifted towards sponsorships
  - 8 TV sponsorships
  - New digital partners
  - Extended Social presence
  - Mobile billboards
  - Cinema advertising



Channel Highlights

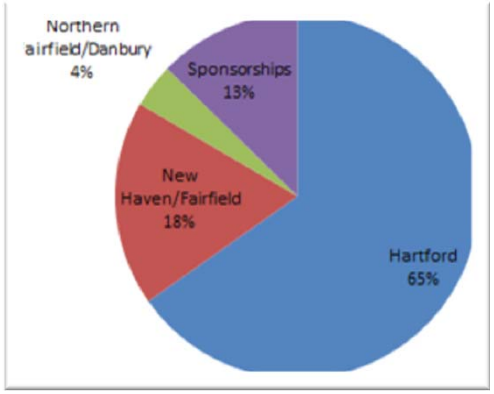
With over $1MM less in spend year-over-year, the TV campaign was re-modeled

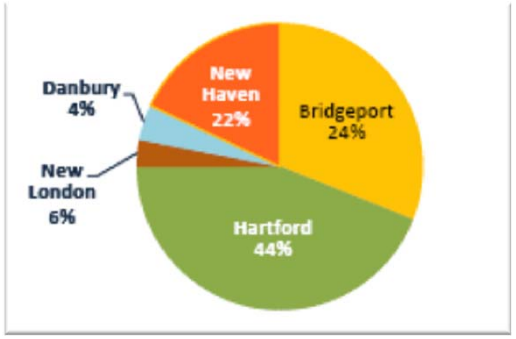
Reduced spend: ABC, NBC, CBS & Fox
Integrated sponsorship packages: weather, school closings and holiday toy and food drives

Negotiated "Plan B's" with all networks for increased weight the last two weeks of the enrollment period.

TELEVISION: Broadcast spend concentrated within Hartford DMA

- 65% of TV
- 44% of Radio





Broadcast Stations

Hartford Stations

CBS(WFSB)
NBC(WVIT)
FOX(WTIC)
ABC(WTNH)

Hispanic TV

TeleMundo (WRDM)
Univision (WUVN)
UniMas (WUTH)

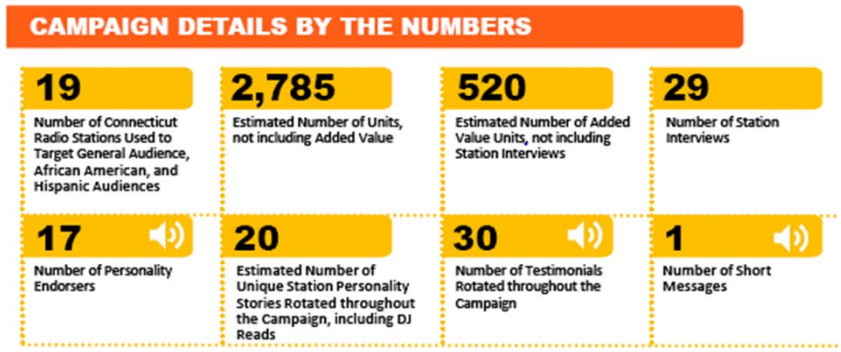
Cable Systems

Hartford Interconne
Interconnect Groton
Cablevison Norwalk
Cablevision News12
Cablevison Bridgepo
Comcast Danbury

DMA: Designated Marketing Areas

RADIO

- Ran the last 4 weeks to increase message frequency and support the final push towards enrollment
- Focused on leveraging local DJs as endorsers, family testimonials and PSAs (UCONN coaches).
- Campaign reached multiple target segments – General audience, African American & Hispanic
- 5,643,000 total impressions delivered



Impressions: non-unique people reached.

PRINT

- Delivered ~2MM impressions
- Single Sheet Inserts:

 - Community, Hispanic, African American/Caribbean Newspapers

- 2 English, 2 Spanish executions

Community

- *The Stamford Advocate*
- *Connecticut Post*
- *Bristol Press*
- *News Times*
- *New Haven Register*
- *Stratford Star*
- *Shelton Herald*
- *The Norwalk Hour*
- *Milford Mirror*
- *Wallingford Record Journal*
- *Trumbull Times*
- *Fairfield Sun*
- *Middletown Press*
- *New Milford Spectrum*
- *Shoreline Times*
- *Westport News*
- *Register Citizen*
- *Manchester Journal Inquirer*

Hispanic

- *Tribuna CT*
- *La Voz Hispana*
- *El Sol*

African American

- *Inquiring News*
- *Inner City News*
- *Northend Agents*

SSIs

- *Hartford Courant*
- *New Haven Register*
- *Danbury News-Times*
- *Stamford Advocate/Greenwich Time*
- *Meriden Record-Journal*
- *New Haven Register*
- *Waterbury Republican*

Impressions: non-unique people reached

OUT OF HOME

• Mobile Billboard:

- 32 feet long, 13 towns, two weeks - Boost awareness and engagement - Message English & Spanish

• Cinema Screens:

- Ran :30 spot English & Spanish

-113 cinema screens, 12 theaters (10 mile radius of top 20 zips)

- Admissions Reached: 260,000 16%+ higher due to Star Wars Movie

• Door Hangers: 5 x 17" double sided

- Households within a 5-mile radius of Enrollment Centers & Community Enrollment Partners

• Impressions: 291K

DIGITAL PROGRAM

Banners

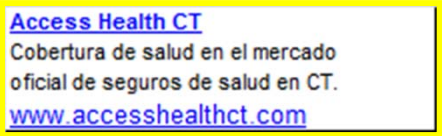
- Delivered ~27M impressions & 230k+ clicks.
- 64% of the digital spend and drove 47% of the clicks.
- Video partners and placements drove significant volume

Social Media (40K+ likes)

- 4% of the digital spend, investment nearly doubled year over year
- Ran across three channels – Facebook, Twitter, and Instagram
- Drove ~8k clicks and 12k+ page/post engagements

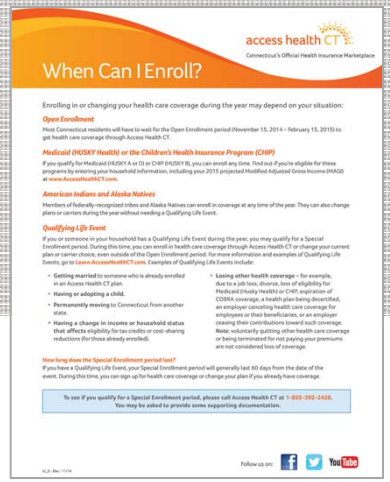
Paid Search

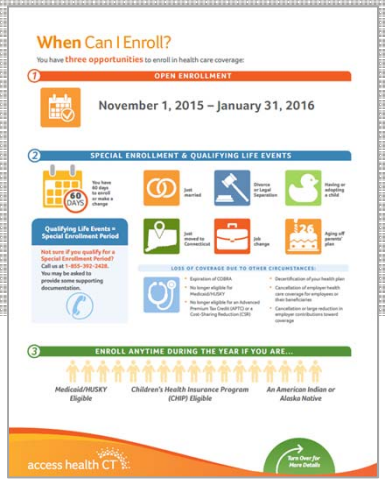
- 32% of the digital spend, 50% of clicks
- Branded terms: top click driver



Communications Wrap Up

- Multiple mediums: Direct Mail, Print, Social Media/Email, Electronic, Website, Videos
- Tracked through Media Report (vanity numbers) and Google Analytics.
- Simplified Communications 5-8 Grade reading level, available in English and Spanish





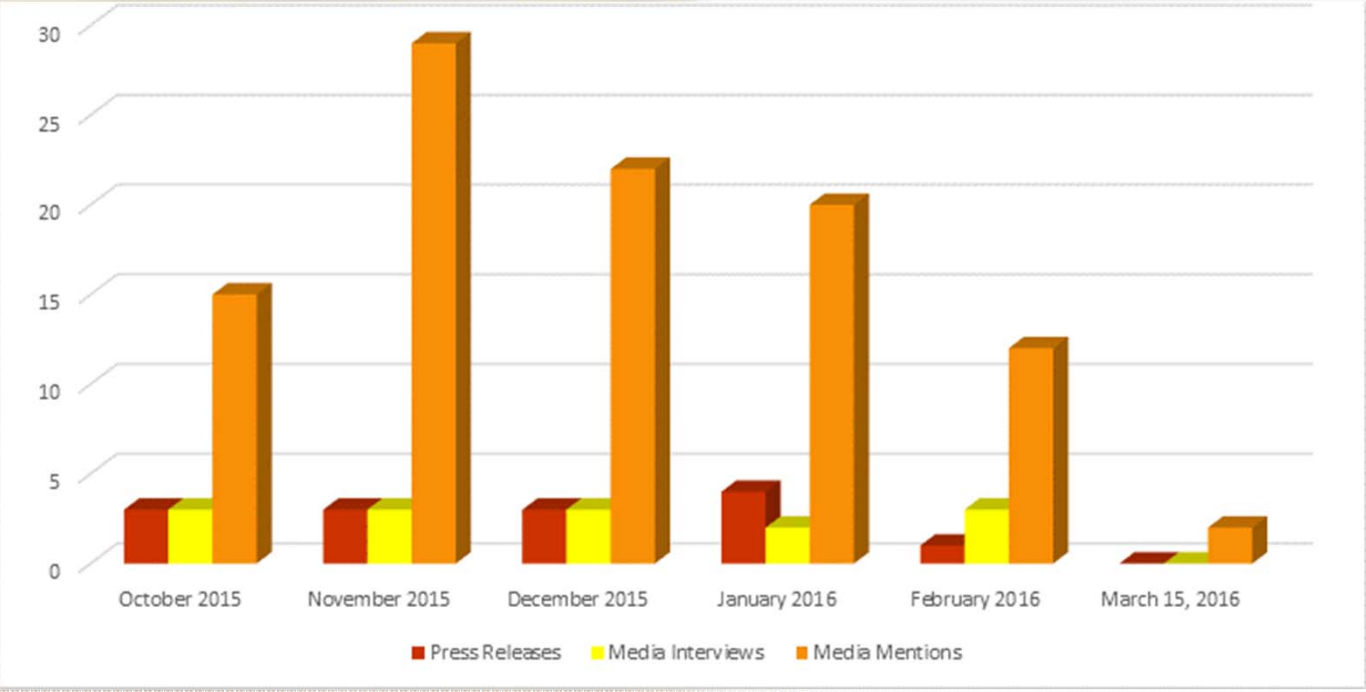
Learn More Educational Site

- Sessions: 109,120
- Unique Users: 78,081
- Average Session: 3 min
- Pages Per Session: 2.70
- Total Page views: 294,789
- New Visitors: 74,823
- Bounce Rate: 42.60%

Mobile Statistics

- Desktop: 76,137
- Mobile: 23,149
- Tablet: 9,834

Session: period a user is actively engaged with a website, app, etc.
Unique users: at least 1 session within the date range. New/returning users.
Average Duration: Length of a session.
Pages/Session: average # of pages viewed during a session.
Page views: number of pages viewed. Repeated views of a single page are counted.
New Visitors: % of first time visits.
Bounce rate: % of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).


30
25
20
15
10
5
0
October 2015
November 2015
December 2015
January 2016
February 2016
March 15, 2016
Press Releases
Media Interviews
Media Mentions

Next Steps. Open enrollment 2017

THINKING DIFFERENTLY

Our marketing focus is shifting to moving people from Coverage to Care.

Primary care doctors

increase care coordination,

management of chronic conditions

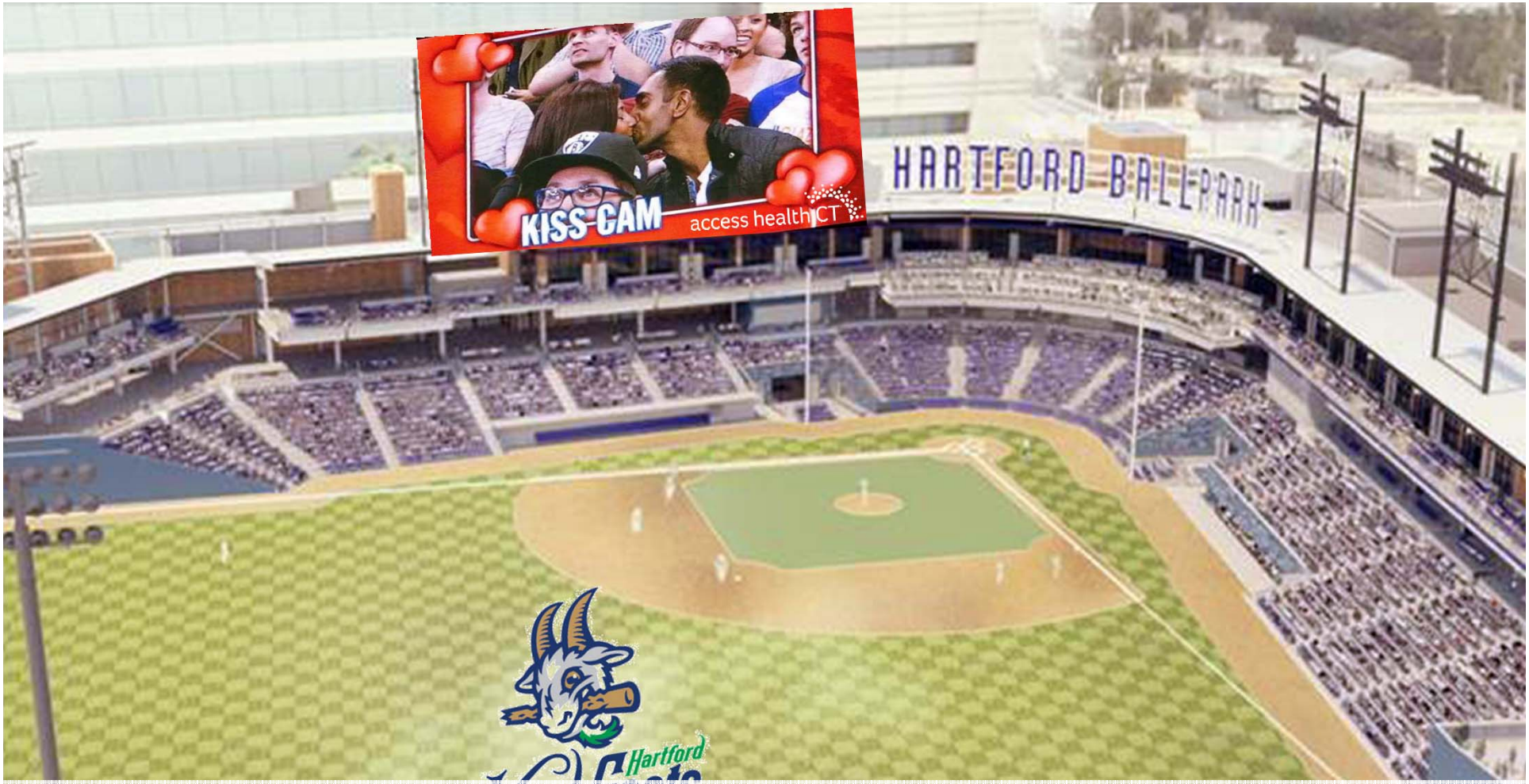
referral to specialty services

Diverse **Year-round** marketing and outreach campaign that focuses on benefit and plan utilization, wellness, education and most important…VALUE.

Healthier People

Healthier Communities

Healthier Connecticut



It's a whole new ballgame

Branding: Logo on 80-ft x 40-ft high-definition videoboard (ability to change the messaging)
AHCT Kiss Cam: AHCT will own this sponsorship, video of the mascots holding up poster boards with PSA messaging *e.g. Did you take advantage of your FREE annual check-up?*
Outreach: tabling opportunities, e-blast in newsletter and social media

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MEDIA CAMPAIGN

Q1 Flight Dates

December 28, 2015 - March 27, 2016

*Miles for Smiles
*5X Penguin Plunge Events
*School Closings
*Time & Temp
* Digital (banners)

Q2 Flight Dates

March 28, 2016 - June 26, 2016

*Time & Temp
*Earth Week Sponsor
*Digital (banners)

Q3 Flight Dates

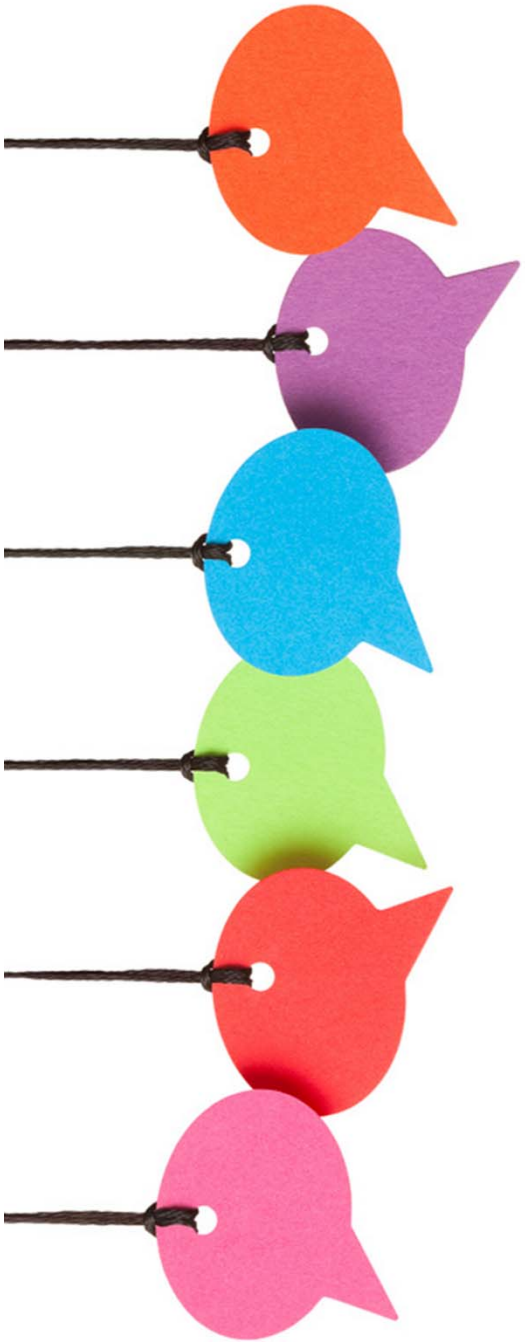
June 27, 2016 - September

*Olympic Trials
*100 Day Countdown
*Accident Report
*Social Media Campaign
* Digital (banners)

Q4 Flight Dates

September 26, 2016 – December 2016

*NBC Connecticut health & wellness festival
* Joy of sharing food & toy drives



THOUGHT STARTERS

Year-round community outreach and engagement: Events. Sponsorships. Partnerships. Media. Diversity. Multicultural

Small Business Marketing Campaign: Brand awareness. Growth

Communications Campaign: Simple. Targeted. Personalized.

Online shopping experience: Less is more. Simple is better

Research: Beyond Member Census→ Customer Satisfaction

Advertising Campaign: Message. Messengers. Multiplatform

2016 Open Enrollment Analysis

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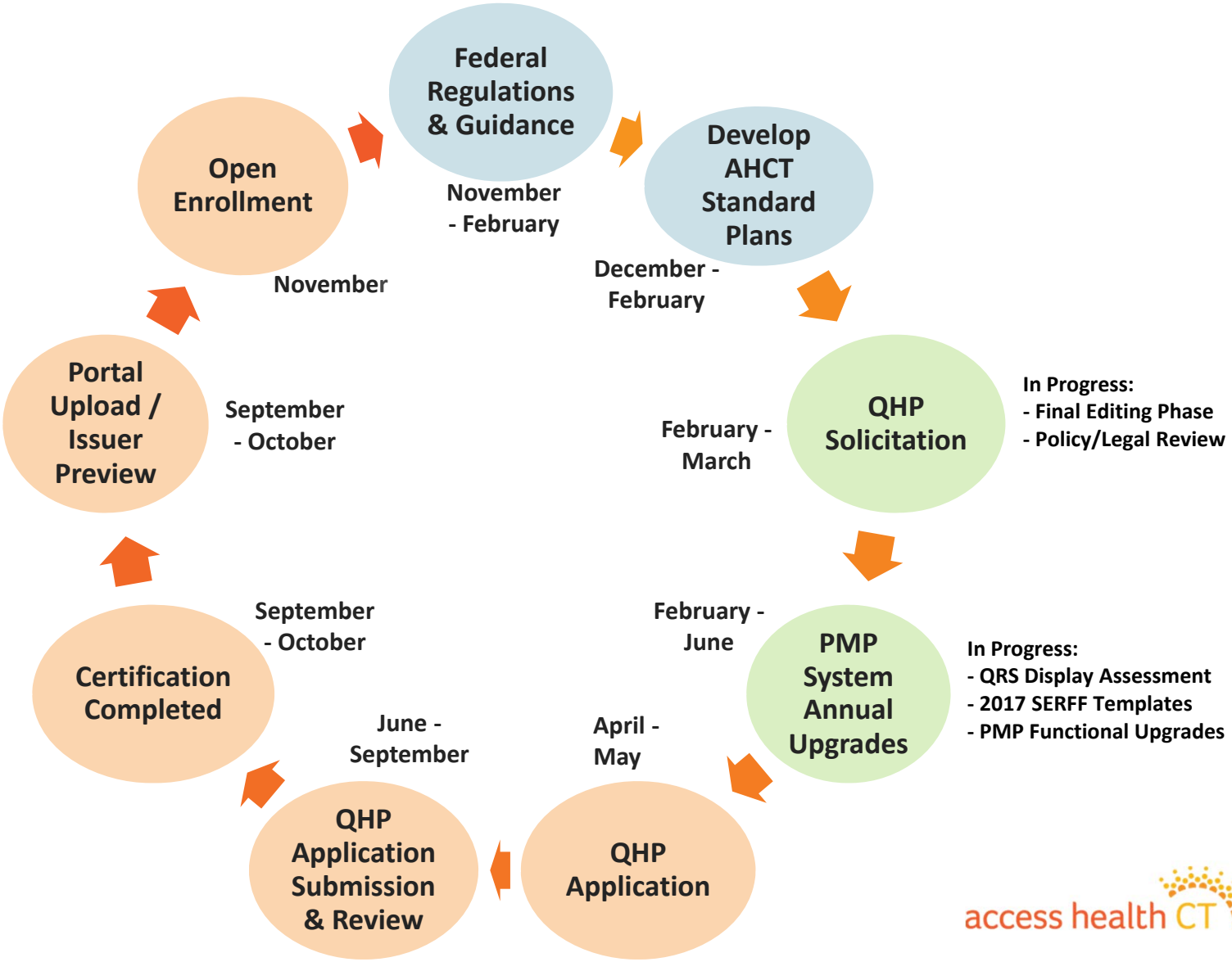
Plan Management Update

Plan Management – Plan Year 2017 Life Cycle Status



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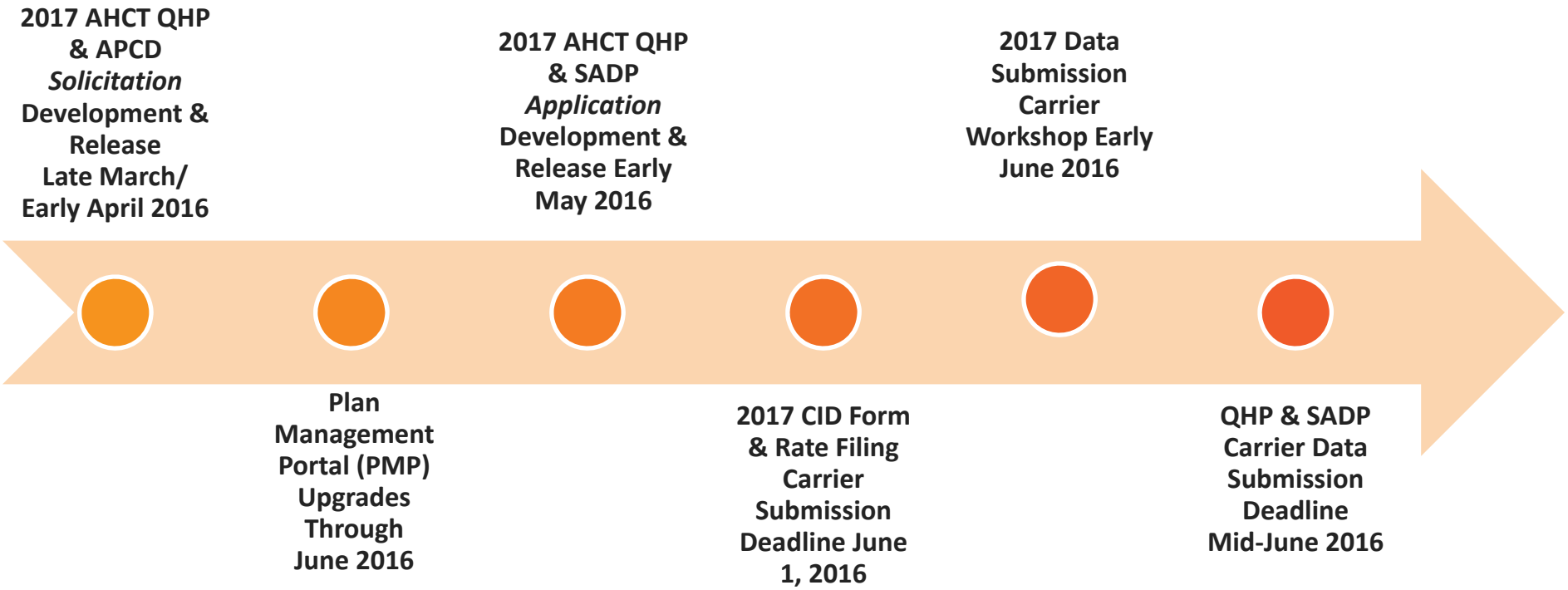
Plan Management – *March* Toward Plan Year 2017

- Target Dates for Upcoming Activities



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Strategy Committee Update

Adjournment