



Connecticut's Official Health Insurance Marketplace

Strategy Committee Meeting
Connecticut Historical Society
March 13, 2014

Access Health CT - Performance Update

- Enrollment strong
 - 160,589 (as of 3/12/14)
 - Expanded 71,779
 - CHIP 3,968
 - New 22,335
 - QHP 62,507
 - Web Visitors 1,383,046
 - Calls 337,262
 - Retail Visits 13,600
- Satisfaction Survey (16,443 as of 2/25/14)
 - 92% Satisfaction
 - 70% "Extremely" "Very Likely" to recommend

Access Health CT - FY14 - FY17 Core Strategies

- Exchange Business Process Outsourcing
 - Creating Access Health Exchange Solutions
 - “Turn-Key” Exchange Options for States
 - 3 More Options
 - Potential First Customer

- Timeline
 - Business Plan – FY15
 - Q3 '15 - 2–4 Qualified Prospects
 - Q1 '16 - RFP Response/Site Demo – 1 to 2 finalists
 - Q2 '16 - 1 Account Sold
 - Implementation begins

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Access Health CT - Core Strategies

- Consumer Education & Empowerment
 - Support Evolving Responsibilities of Individuals
 - “401(k)ing” of Health Insurance
 - Proliferation of Exchanges

 - Support Educational Needs
 - Terms
 - Examples of Costs and Plan
 - Gaining Highest Value
 - “Choosing Wisely”

 - Metrics
 - 70% Awareness
 - 2 New Decision Support Tools
 - Provider Communication Program
 - Retail Store Seminars

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Access Health CT - Core Strategies

- **Promote Delivery System Change Through Information & Analytics**
 - Implement APCD
 - CT Specific Activities
 - Reinsurance
 - Risk-Adjustment
- **Metrics**
 - APCD Product Introduction – Q1 '15
 - B+ or Higher Grade from Health Care Incentives Improvement Institute – FY '15
- **Timeline**
 - APCD Vendor Selection – 3/31/14
 - Q2 '14 – Receive Historical & YTD APCD Data
 - Q3 '14
 - Prepare to Receive Monthly APCD Data from Carriers
 - Initial Draft Reports Prepared
 - Database Management
 - Q1 '15
 - APCD Reports