



# OPEN ENROLLMENT 3 UPDATE

November 9, 2015

# OE Three – Business Teams' Early Results Update as of 11/8/15

- **Enrollment Results 2016 = 6,718**
- **Training** –Over 1,300 trained. Ten Minute Tips, webinars, quick videos, focus on Service Center
- **Service Center** – 3 Sites, 200+ staff, 15,918 calls, ASA = 3min, AHT = 22 min, Service Level= 85%
- **Carriers** – Rates and Plans in production. Colorado HealthOp contingency plan developed and commenced execution as of 10/16
- **Marketing** – 18 enrollment ctrs open, flagship store opened 11/1, new website live 11/1
- **Brokers** –ACCESS portal deployed, Broker Lead Tool rollout 11/2/15- 622 leads by 11/6!
- **Asst. Network**- Connector Tool deployed = 800+ appts, 34 CAC Sites engaging and very busy
- **Outreach** –sub-population digital campaigns in progress, digital campaigns live, Insurance Literacy video views= 5,417, Outbound campaigns commenced
- **Self Serve** – New functionality, new/ updated tools, mytickets@connectforhealthco.com - 11/1/15, with 580+ customers tracking tickets!

# Colorado HealthOp Transition – Contingency Effort/Results

## ➤ Contingency Efforts and Results:

- Planning in early October commenced-technology and operations, scenarios built
- Oct. 16 to Nov. 4 - finalize scenario and related steps:
  - Executed removal of 2016 plans related to Colorado HealthOp offerings on the Marketplace
  - Re-ran entire initial renewal data set for: 1.) All HealthOp customers and 2.) All customers with APTC where HealthOp = second lowest cost silver plan
  - Re-ran and tested all Initial Renewal letters (107,000 households)
  - Initial talking points and scripts rolled out to Service Center-10/16
  - Deployed 2016 Marketplace into production for enhanced testing w/o HealthOp
  - Initial Renewal notices commenced 10/21-on par with original, pre contingent schedule
  - Revised notices developed and deployed 11/4 for auto-renewing customers with a change (+/-) in APTC levels ( approx. 10,000)

# Colorado HealthOp Transition – Support Initiatives

## ➤ Support Initiatives:

- **Goals:** Assure HealthOp customers that the Marketplace is a trusted place for help and next steps, provide proactive outreach to complete 2016 enrollment as early as possible, be a comfort in a confusing period, achieve high retention, emphasize the value of Brokers and Health Coverage Guides
- **Initiatives:**
  - Round One-multi-faceted outreach campaign – includes: email, robo-dialer, and outbound calling – 10/23-11/6
  - Proactive enrollment of HealthOp customers – 10/16
  - Complete Carrier impact scenarios – 10/30
  - Develop SHOP transition strategy – 11/2
  - Communicate and begin SHOP transition strategy-11/4
  - Round Two Individual interventions developed – 11/6

## OE Three – Technology Teams' Update - 11/4/2015

- Upgraded CBMS, Peak, and Marketplace systems have been in production since October 18th.
- The Connect for Health Colorado command center is fully operational and taking calls. There have been minor issues reported and tickets generated to track problems:
  - The 'Continue button' that allows customers with APTC to shop for a plan on the marketplace is not available to a small number of applicants (~200)
  - Carriers are reporting problems with the provider search function that have been traced to provider directory data issues
  - Approximately 10K people will be receiving corrected renewals notices showing an increase in the amount of APTC they will receive. The initial notices – sent the week of 10/21 – were generated using a CO-OP plan as the second lowest cost silver plan. An additional 254 were excluded from auto-renew as a result of this correction process
- Carrier reconciliation was completed prior to renewals processing.
- EDI between C4 and the Carriers is flowing.
- Carrier, health coverage guide and broker 'book of business' reports successfully generated.

# Update on Key System Changes for OE3

Project	Key Enhancements	11/4/2015 Status
Shared Eligibility System Improvements	<ul style="list-style-type: none"> <li>• Expedited income and Application Summary page</li> <li>• Life Change Events / RMC for APTC and Mixed Households</li> <li>• Service center integration with CBMS</li> <li>• Improved processing for legally present residents (LPR)</li> <li>• Improved usability and Avatar</li> </ul>	<ul style="list-style-type: none"> <li>• Working</li> <li>• Working; minor issues and enhancements identified</li> <li>• Working; enhancements requested</li> <li>• Working; known issue for LPR with FPL 150% - 250%-CSR not included in eligibility determination</li> <li>• Working</li> </ul>
2015 Marketplace improvements	<ul style="list-style-type: none"> <li>• Improved usability – plan pagination and online renewals functionality</li> <li>• Improved broker functions</li> </ul>	<ul style="list-style-type: none"> <li>• Working</li> <li>• New tools deployed and working</li> </ul>
Service Center Migration / Training	<ul style="list-style-type: none"> <li>• Single vendor responsible for all aspects of service center</li> <li>• Integrated IVR/ACD and CRM with improved 'case' maintenance and customer self-service capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Complete</li> <li>• Working</li> </ul>
Renewals and Reverifications	<ul style="list-style-type: none"> <li>• Improved online experience, and tighter coordination with carriers for EDI processing</li> </ul>	<ul style="list-style-type: none"> <li>• Working</li> </ul>