

Operations Plan: Quarterly Review

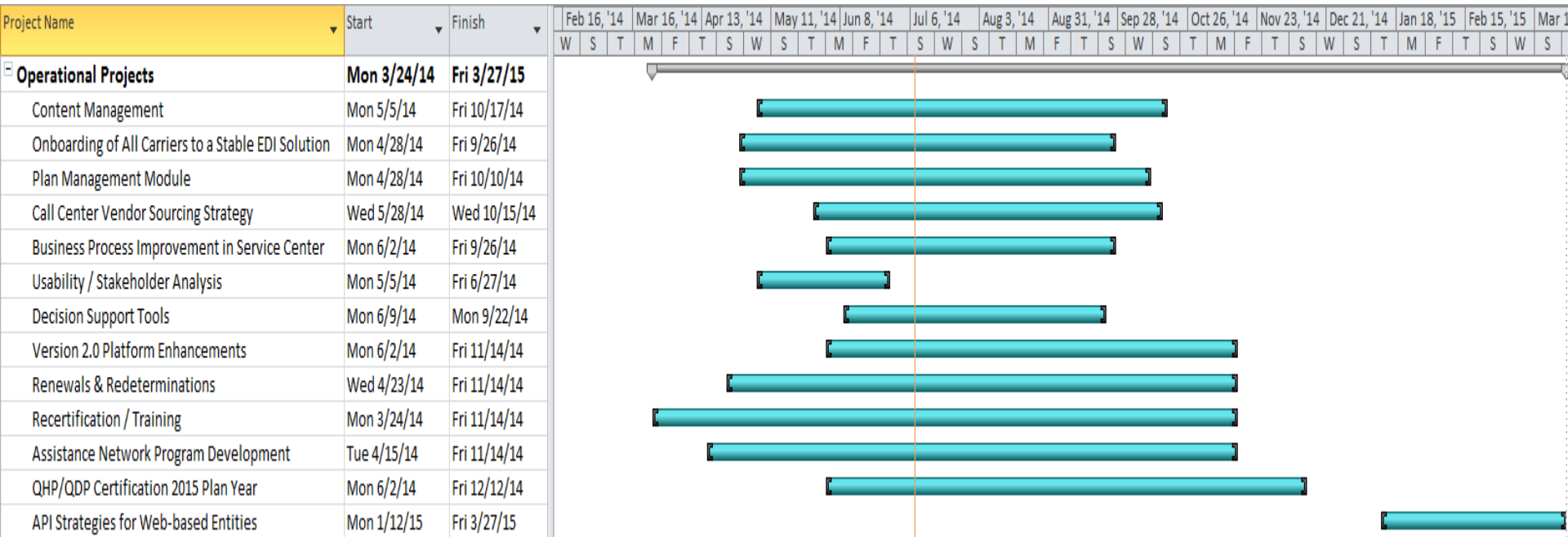
July 14, 2014

A Reminder: Operational Priorities

Operational priorities drove the strategic plan and continue to drive execution of work:

1. Grow/Retain Customer Base
2. Streamline Eligibility
3. Process Improvement & Cost Effectiveness
4. Usability

Operational Projects Timeline



Grow & Retain Customer Base

Project	% Complete	Expected Finish	Scope of Tasks
Renewals & Redeterminations	40%	Q3 of 2014	Noticing, Training, Testing, Deployment
Recertification / Training	40%	Q4 of 2014	Module Development, Training Deployment
Assistance Network Program Development	40%	Q4 of 2014	Program Evaluation, RFP Planning
QHP/QDP Certification 2015 Plan Year	40%	Q4 of 2014	Plan & Rate Validation, Cobranding & Quality/Company Profile Updates, Legal Participation Agreement, Modifications to Detail Benefit Pages
API Strategies for Web-based Entities	Anticipated start date Q1 2015 – Planning in process		

Grow & Retain Customer Base (cont.)

Channel	Activities	Status
Carriers	Engage carriers and their sales teams on existing books of business	Ongoing
Brokers	Evaluate performance and engage to manage new and existing business under tight timeframes	Ongoing
Master General Agents	Direct partnerships with MGAs, focus on training and sales support	Ongoing
Assistance Network	Identify best practices and support execution	Ongoing
Service Center	Develop outbound strategy, retention messaging and further develop sales culture to support all sales channels	Ongoing
Marketing and Communications	Ongoing brand awareness, ramping up earned media in the fall, near term focus on life change events, small business and renewals and retention	Ongoing

Process Improvement / Cost Efficiency

Project	% Complete	Expected Finish	Scope of Tasks
Content Management	35%	Q4 of 2014	Content Management Lifecycle Improvement
Onboarding of All Carriers to a Stable EDI Solution	<i>Based on Testing Experience – Updating Project Plan</i>		
Plan Management Module	35%	Q3 of 2014	Auto-loading of Plans, Marketplace Approval of Plans by Carrier
Call Center Vendor Sourcing Strategy	25%	Q4 of 2014	Assess Market Capabilities, Analyze Options, Determine Go-Forward Strategy
Business Process Improvement in Service Center	50%	Q3 of 2014	Implement Process Improvement Recommendations

Usability

Project	% Complete	Expected Finish	Scope of Tasks
Usability / Stakeholder Analysis	100%		Actively Engaged Advisory Groups & Others to Gather Input on Platform Enhancements
Decision Support Tools	50%	Q3 of 2014	Evaluate Formulary Tool, Develop 3 Year Strategy for Decision Support Enhancements
Version 2.0 Platform Enhancements	40%	Q4 of 2014	SHOP Redesign, Individual Portal, Agent Enhancement

Change Management

- Execution of a change management infrastructure to support decisions based on budget, scope and resources
 - Helps prioritize and focus the collective organization
- Program management infrastructure to support the execution of major projects to align priorities, resources and critical dependencies
 - Critical management tools fully integrated to track status at program and project level

Connect for Health Change Control Process

