



# OPEN ENROLLMENT 3 UPDATE- AS OF 12/13/15

December 17, 2015

Board of Directors Meeting

# OE Three – Business Teams' Early Results Update as of 12/16/15

- 2016 Enrollment Results as of 12/16/15 = 116,394 ( 88,784 via website and 27,610 auto renewed)
- 2015 Enrollment Results as of 12/13/14 = 113,415 ( 49,014 via website and 65,000 auto renewed)
- 2016-Percent New Customers = 34%
- 2015- Percent New Customers = 24%
- 2016 SHOP\* Status – 1/1/16 effective date – Renewing =97, New Apps = 207
- 2015 SHOP\* Status 1/1/15 effective date – Renewing = 67, New Apps = 53
- 2016 SHOP\* HealthOp – 107 total groups, all must move prior to 1/1/16

\* Note: small group is not subject to the Open Enrollment Period of 11/1-1/31, as small groups can enroll any month of the year

## Channels Update

- Service Center –OE3 = 123,786 calls, ASA = 19.14min, AHT = 22.49 min, Service Level= 60% vs OE2 = 109,328 calls, ASA = 19.51min, AHT = 20.11, Service Level = 22%
- Carriers –Focused on Special Enrollment Period- HealthOp, Access Health and certain Rocky areas
- Marketing – 18 enrollment ctrs open, flagship store opened and steady
- Brokers –Extraordinarily busy! Lead tool = 7,296 leads sent to Brokers
- Asst. Network- Extraordinarily busy! 10,422 appts Total, with 6,323+ using Connector Tool
- Training – Major channel support focused on Ten Minute Tips, webinars, quick videos, areas of high user error

# Full WebSite Analytics Overview

- **Sessions**

- **2014:** 593,757
- **2015:** 847,673 (better)
- *Increase of 42.76%*

- **Avg. Session Duration**

- **2014:** 3:16 minutes
- **2015:** 9:47 minutes (better)
- *Increase of 199.3%*

- **Page Views**

- **2014:** 1,097,900
- **2015:** 7,651,158 (better!!)
- *Increase of 596.89%*

- **Bounce Rate**

- **2014:** 65.21%
- **2015:** 33.16% (better)
- *Decrease of -49.15%*

- **Most Searched Topics**

- Medicaid
- Tax Credits
- Magi
- Appeals
- Exemption
- Login
- Vision
- CYA Plans

# Colorado HealthOp Transition – Sales and Support Initiatives

## ➤ Sales and Support Initiatives:

- **Marketing/Advertising** - Primary emphasis on earned and paid media in prioritized markets primarily disseminated through radio and community based print. Campaigns running from 11/30 -12/15. Ads will extend with SEP-12/16/-12/31/15. We are using Channel 9 news and KOA radio spots in the Denver metro area, as well as, online and mobile advertising in the counties with high volume of HealthOp customers. Campaigns are in English and Spanish.
- **Outreach and Engagement** – Fully coordinated effort of engagement across channels, linking from HealthOp and DOI websites to the Marketplace, co-branded outreach with HealthOp
- **Brokers** – Increased support, opened Service Center exclusively for Brokers 12/6, added staff to dedicated Broker Team, email campaign to non-C4 Brokers with high HealthOp off exchange caseloads
- **Assistance Sites** - Increased support, resources to Assistance Sites with high concentration of HealthOp customers
- **Small Employers** – Increased support to small employers through Service Center, Brokers, Service Center

Note: Very special thanks to The Colorado Health Foundation for generously supporting the financial efforts for much of the above.

## 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.

## OE Three – Technology Teams' Update - 12/14/2015

- The system has been performing well. Since November 1, 2015:
  - Availability 99.98% (not including planned outages)
  - Average page response time 0.6 seconds
  - 100% of all pages served within 5 seconds
  - One unplanned outage occurred on 11/24, lasted for approximately 45 minutes, traced to issue with browse plans, and has not reoccurred
  - System volume has been between 1.2M and 1.8M transactions/day (outside open enrollment, system volume is between 200K and 400K transactions / day)
- There have been no major issues reported. The following items have been reported and either corrected or are on track to be corrected shortly
  - SES users not seeing a 'continue button' on marketplace (corrected)
  - Small number of SES users not able to connect their eligibility result to their Connect for Health Colorado marketplace account (workaround identified, fix coming shortly)
  - Premium amounts too high for households reporting a change to their 2016 enrollment (corrected)
  - Provider directory results not correct for all carriers (data corrected)
- We are tracking several improvements to the customer experience for OE4 and beyond including
  - Enhancing password / user-id functionality to reduce call to the service center
  - Better broker functions including the ability to email proposals to customers
  - Reducing the number of screens on the Marketplace

# 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>