



OE4 PREPARATION - UPDATE

October 24, 2016

Agenda

- Broker Lead Tool
- Assistance Network/Broker Channel Collaboration
- Service Center Hours of Operation

BROKER LEAD TOOL

Broker Lead Tool: Results

November 2015 – September 2016

- **18,000+** leads came into the Broker Lead Tool
- Brokers have 30 minutes to accept a lead before it cycles to another Broker
 - Avg. response time = **10 minutes**
 - Avg. response time - business hours = **6 minutes**
- **100%** of customers were contacted by a Broker
- Sales conversion rate = **25%**
- Very high customer satisfaction

Broker Lead Tool: Value

Value to Brokers

- 18,000 leads x \$15/lead* = \$270,000
- 18,000 leads x 25% close = 4,500 new cases
- 18,000 leads x 100% cross selling opportunity

Value to Carriers

- 4,500 new cases x \$400** x 12 mos = \$21.6Mil
- Broker cases have higher retention rate
- Customer selects right carrier/right plan

**Street rate to buy warm leads*

*** Avg. monthly premium assumption*

Broker Lead Tool: New for OE4

- **Increased Broker convenience – Brokers can now:**
 - Set specific days and times of availability
 - Turn off availability for vacations, etc.
 - View leads with zip code **and city**
 - Access drop-down options for categorizing a lead as deferred, delayed or not a good prospect
 - View their metrics via BigWave Systems, e.g., how many leads they've accepted and sold, and how many were not good prospects

Broker Lead Tool: New for OE4

- **Modifications are being made to ensure the Broker Lead Tool assigns leads in more a round robin fashion**
 - We have added urban vs rural designations to assign rural leads to nearby brokers (if any are available)
 - Rural brokers have the ability to service as many leads as possible (without an enrollment cap) in designated nearby rural areas before the lead is sent to a broker who services the entire state

ASSISTANCE NETWORK/BROKER COLLABORATION

Brokers and Assisters: Networking Events

In preparation for OE4, the Broker team and the Assistance Network team have partnered to offer a series of networking events to help foster collaboration between the Brokers, Health Coverage Guides, Certified Application Counselors, and more.

Event Dates:

- October 11: Denver at C4HCO Headquarters
- October 13: Building Better Health Conference
- October 18: Pueblo
- October 20: Louisville
- October 21: Loveland
- October 24: Glenwood Springs

Brokers and Assisters: Working Together

When an assister or broker is unable to help a customer eligible for a plan through Connect for Health Colorado enroll, they should refer a client to an individual or organization best equipped to help.

The Brokers and Assisters mixer events are designed to educate on what each certification can and cannot do when it comes to referring customers.

Each event helps foster collaboration between Assisters and Brokers through statewide opportunities to participate in an educational presentations with Q&A and an ice-breaker activity to foster partnership.

Goal is to get each enrollee into the channel best suited to their needs and enrolled in the health plan that best meets their needs.

SERVICE CENTER HOURS OF OPERATION

Service Center: Hours of Operation

Beginning 11/1/2016

- Monday through Friday 08:00-18:00 (6:00 p.m.)
- Saturday (all lines of business) 08:00-17:00 (5:00 P.M.)

Week of December 12th

- Monday through Friday 07:00-22:00 (10:00 P.M.)
- Saturday December 10th and 17th 08:00-22:00 (10:00 p.m.)
- Extend hours to Midnight on December 15th

The SC will be closed on both December 26th and January 2nd which are state and federal holidays.

Service Center: Talking Points

- We looked at last year's extended hours and actual call volumes.
- Looking at this year's calendar and deadline dates, we determined we did not need as many extended hours this year.
- While the Service Center is open fewer hours than last year, we will be open during the times that people have historically been shown to contact us, which creates efficiencies in staffing.
- The Service Center will be fully staffed to accommodate a greater expected call volume during the days/hours we are open.
- The Service Center will still be open more than any other state marketplace as none are open on Saturdays or offer extended weekday hours during open enrollment.
- The one page information sheets for each channel will be distributed by Friday October 21, 2016.