



OPEN ENROLLMENT 5 UPDATE BOARD POLICY COMMITTEE

August 28, 2017

Overview – Planning and Contingency Planning

- Current state is moving forward on schedule
- Several unknowns being planned for:
 - CSR funding/removal
 - Changes in broker participation
 - CHP+ possibilities
 - Individual market bipartisan stabilization bill
 - Potential for late rate changes

Current State: System Updates and Enhancements

- Renewals:
 - New functionality will allow current enrollees to bypass PEAK if they have no updates to their information
 - Same functionality will have a 'suggested' plan for those whose plans are not continuing, but requires active confirmation AND effectuation of the plan and customer is still encouraged to actively shop

- System Enhancements:
 - System performance improvements
 - Updated language for Payment Web Services and suppressed the ongoing payment functionality

Current State: Process Changes

- MA Site and Counties:
 - Increasing direct access to MA Site for CBMS fixes
 - Direct email inbox for county troubleshooting and general questions implemented earlier this year
- Service Center:
 - Enhanced escalation process
 - Increase access to the Service Center for Brokers via email
 - Second outbound call attempts on resolved issues to be done via robo-dialer

Current State: Marketing, Communications, and Outreach

- **Media availability last week of October: Statewide outreach**
 - Media outlets throughout Colorado invited to call in Q&A on coming open enrollment, message includes:
 - Includes high level talking points from actuarial analysis of rate increases and benefit of tax credit
 - Importance of shopping and looking at total cost of coverage, not just premium
 - Quick Cost and Plan Finder Tool (QCPFT) enhancements, estimating prescription cost based on Colorado data
 - Eligibility levels are higher than most people think, customers can use QCPFT to get estimate of their own savings
 - ACA is still the law of the land
- **Semi-monthly outreach to Colorado media on plan selections totals and reminder of enrollment deadlines begin Nov. 15 and run through Open Enrollment**

Current State: Marketing, Communications, and Outreach

- Statewide paid media campaign in English and Spanish targeting the eligible but not enrolled.
- Email marketing campaign targeting eligible but not enrolled population
- Grassroots outreach to African American population in Denver Metro and Colorado Springs.
- Education websites [English & Spanish] updated with Open Enrollment information and health insurance literacy components.
- Marketing collateral updated and available for ordering through our online store
- Proactive outreach targeting new areas of opportunity
- Enhanced functionality in the customer decision-support tool – Quick Cost & Plan Finder tool.

Contingency: Planning for the unknown

- Current uncertainty in Congress may require quick shifting of priorities and reallocation of resources
- We are working closely with the Division of Insurance and our other state agency partners in planning for various scenarios
- Continued information and best-practice sharing with other State-based marketplaces
- Will update the Board, Committees, assisters, brokers, stakeholders and customers as we learn more in the coming months