



ENROLLMENT CENTERS

Board Advisory Group

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Ongoing Commitment

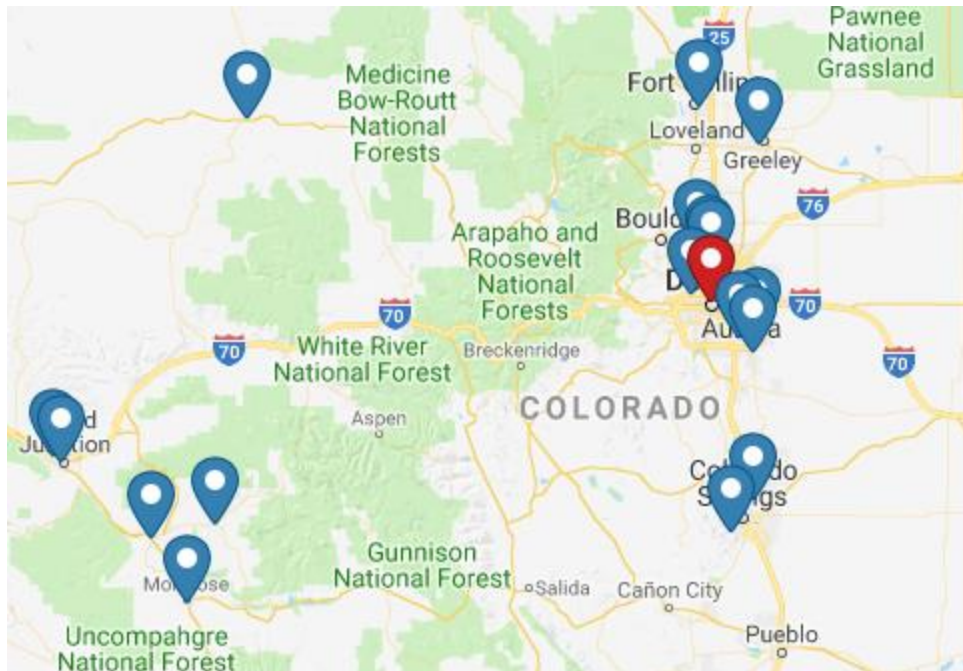
- Brokers play an important role in assisting our customers, and we expect that to continue
 - Brokers assisted 55% of our enrollees during OE5
- C4HCO remains committed to supporting the needs of our Broker Community
 - Dedicated staff support
 - Active communication
 - Online and in-person outreach and training opportunities
- Goals for this year:
 - Increase transparency
 - Opportunities for new voices and perspectives
 - Continue to find mutually beneficial opportunities to collaborate

Broker Focus Group

- Newly relaunched for 2018-2019
- Competitive Application process
 - Evaluation criteria included:
 - Number of Lives covered
 - Demonstrated interest in collaboration with C4HCO
 - System knowledge
- 16 Members of the current Focus Group
 - Focused on Diverse representation
 - i.e Geographic, Demographic, Gender
 - Independent Brokers, Agencies of varying sizes

Adjusting the Enrollment Center Landscape

Currently 19 Locations, who assisted 15k customers in OE5



Introducing a Competitive Request for Proposal (RFP) process in 2018

Goals:

- Increase enrollment
- Improve customer experience
- Add resources in rural areas
- Collaborative marketing efforts
- Enhanced access to the customer service center