

Broker Stakeholder Group

facilitated by: Ken Harpell

- > **date:** August 21, 2014
- > **building:** 81 7th Street, Suite 300
- > **time:** 1:00 p.m. to 2:30 p.m.
- > **conference room:** Mississippi
- > **participants:** David Van Sant, Jana Rasmussen, Ken Harpell, Chris Schneeman, Janice Domke, Kathleen Lamphere, Matthew Wicklund, Matthew Vinez, Mark Jares

topics

1. Overview:

Ken Harpell spoke about the agenda and the purpose of the meetings. Brokers in attendance gave a short introduction of what their primary business market focus is and their experience with MNSure. Statements from those that were in attendance:

- Receives about one referral a week from MNSure. No issues in receiving non-APTC eligible prospective clients.
- Primarily small group market, now individual market
- Getting many referrals from MNSure
- Defined Contribution-not getting as many referrals from MNSure as the rest of the group
- Partners with a Navigator group currently
- Would like to see a smoother hand-off between Navigators and Brokers
- MAHU member

Grassroots Solutions-David Van Sant

Grassroots Solutions representatives weren't able to join the meeting today. David spoke on how they will be helping MNSure:

- Networking-will coordinate networking events for Brokers, Navigators and other assister partners to come together in several different parts of the state.
- Collateral: work on the messaging; provide some different collateral materials, using feedback to develop better, more useful materials.

2. Collateral material for brokers

Ken Harpell-Q: Is there any collateral material that you use today that is self-made or from Carrier partners or otherwise that helps the most:

Broker feedback:

- Postcards for mailing-18% response rate for Medicare. Broker felt this was a good success rate
- Small business was smaller- 5% success rate-only sent out 2000
- Trifolds
- Employer information
 - Co-branding as an option
 - Ensure that client comes back once they leave an employer group
- Clear list of qualifying events

Ken Harpell: Any other suggestions are welcomed and can be sent to him.

Feedback on the FPL table:

- Not always accurate
- Needs to be clearer to the consumer that this is only an estimate.
- One broker uses the Federal table and adds a column on their own
- One broker also indicated use of kff.org for getting a pretty good estimation

Suggestions for the consumer to help with figuring out what they may qualify for:

- Look at 1040 tax forms
- Other prequalifiers would be helpful so they are prepared when they call or come in to see a Broker or Navigator. Will help them identify who can best assist them.

One broker expressed the need for clarification on how to compute CSR.

Jana-A: CSR document-located on the Broker One Stop page under Resources

3. Deloitte—Sally Finger—see presentation document

David spoke on a few topics:

- New enrollment will be the same as last year
- Reconciliation process will not include broker of record information
- Business plan-training and communications

Broker-Q: Why can't you change a field name (reference to the application)? Why can't a SS# transfer to the next screen (reference to the application)?

Sally Fingar-A: all COTS vendors have certain pieces in the application and each currently has its own way a field should be displayed. There was not one single requirement for the way, e.g., an address, is input and displayed. To come to a common theme all vendors would need to come together.

Input from the group:

Many in the group felt that just mailing the consumer alone for AOR information during renewals will not be effective in getting the message out.

- There has to be other outlets for messaging the information
- Also thought that it had to be simple for the consumer to understand

David Van Sant: Group will be integral in helping to have the best outcome/results when capturing Agent of Record for the renewal process.

4. Quarterly joint meetings-rotation of 3 agents/brokers/CAC/counties

Three brokers expressed that they could be at 9/11/14 joint meeting

5. Wrap up and future meeting agendas:

- David: next meeting he would like to bring draft of the renewal letter going out to consumers for feedback from the group.