

CAC Stakeholder Group

Facilitated by Jackie Edison

- **date:** September 18, 2014
- **building:** 81 7th Street, Suite 300
- **time:** 2:30 – 4:00 pm
- **participants:** Jackie Edison (MNSure), Christina Wessel (MNSure), David Van Sant (MNSure), Alison Griffin (MNSure), Anthony Yanni (HCMC), JoAnna Justiniano (Cardon Outreach), Kenny Braud (Essentia Health), Sharon Nelson (Children's Hospital), Deb Beaulieu (Cass Lake Indian Health Service), Emily Arias (MedEligible Services) and Jennifer Phoenix (Olmsted Medical Center)

topics

Welcome and introductions

- Added Jennifer Phoenix from Olmsted Medical Center to the CAC Stakeholder group. The CAC Stakeholder Group is now complete with eight members
- Circulated August meeting minutes, will be posted to Navigator/CAC resource page

Review of discussion and outcomes from Quarterly Joint Stakeholder meeting

David Van Sant summarized high-level items from the discussion

- Marketing and messaging during 2015 open enrollment period will focus on changing people's perceptions about insurance and MNSure and connecting them to assistance. It will take on a campaign model.
- Assister directory is being built in house and focusing on navigators and brokers – CACs will not be included per feedback.
- Networking events will take place in October and November across the state (at least 8, ideally more) and will be organized by Grassroots Solutions, MNSure's outreach vendor. Brokers, navigators, grantees, CACs, and county staff will be invited to these informal events where the focus will be developing referral networks and establishing relationships. Events will take place late afternoon/early evening and will be coordinated with other local gatherings for convenience as much as possible.
- CAC stakeholder group will determine at a later date which members should attend future joint quarterly meetings.

CAC Feedback

- Presence of county staff at networking events is essential.
- The local chapters of financial county workers have quarterly meetings. Networking events could

be scheduled to coincide with these meetings that bring together county workers.

- What do these networking events look like? TBD based on Grassroots plans.

Review of draft renewal letter for consumers

David Van Sant reviewed a draft notice

- Staff shared a draft letter with the stakeholder group for feedback. The letter will be sent to a small number of MNSure consumers (approximately 10,000) that need to provide MNSure with authorization to access their tax information for renewal purposes. The letter will be mailed in early October (Final version of the letter is [available online](#).)
- An insert notifying consumers of assistance through navigators and brokers will accompany this letter. We want to drive consumers to active renewal. This letter needs to encourage that.
- Will share final version of this letter so navigators/CACs and brokers can speak to consumers about what it means.
- A second letter will go out in late October to all households outlining renewal process.

CAC Feedback

- What if they don't do anything? If we don't have client authorization to recheck Federal Tax Information (FTI), MNSure is obligated to renew into a similar plan.
- Process? Trying to offer authorization completely online.
- Reword letter so online authorization is the preferred method of completion. Mention that this will be the fastest option. Offer 1-800 number towards end of letter.
- Reword letter to required 6th grade reading level.
- Clarify language to accommodate mixed households.
- What about MA and MinnesotaCare clients? Do they have to report income changes, is it pulled from taxes, will the state ask for it? Specifics are being figured out by DHS and conversion is currently taking priority. General message is that unless someone hears from DHS they can assume they are still covered.
- Keep the letter simple. End the letter after the paragraph that starts with "Finally."
- Include a list of groups of people the letter does not apply to.
- Keep in mind that people waiting on life changes to process may receive this letter and make them more frustrated.
- Many CAC partners will communicate directly with their self-pay/charity care enrollees regarding MNSure.
- MNSure should consider including bullets and language on literature like "Please be aware that the charity care offered by hospitals does not meet federal guidelines for health insurance coverage..."

Marketing materials available

Jackie Edison outlined available marketing materials and how to order

- Collateral materials will be available again this year – The ½ sheet with income breakdown and appointment cards used at the State Fair are available to order through the online ordering site. MNSure is working with its marketing vendor to create some new materials.
- What was helpful? Useful? What's missing?

Feedback

- Some CAC organizations ordered and used materials and some did not order or know about their account
- Bookmarks weren't practical
- Budgets were too low for some organizations
- The ½ sheet with income breakdown piece is useful to CACs
- MNSure will work to make sure everyone has Bolger (ordering system) account, access and budget
- Materials from last year seemed most relevant to QHPs and not public programs.

Transparency check – what information do CACs want to know that we aren't telling them

- At least one CAC organization is still having issue with CACs improperly contracted as navigators. Send to David to address with MNSure contracts coordinator.
- Will have all contracts cleared up before open enrollment and amended since some end in December. Self-service site in development so contact information can be managed more efficiently.
- When do CAC (Data Sharing Agreements) contracts end? CAC contracts go through June 30, 2015. MNSure has been discussing extending navigator contracts which go through December 31, 2014. MNSure staff will make sure to be more specific about which contracts need to be amended and which do not in future communication.

Wrap up and discussion of future meetings

- Navigator forums ongoing. Performance supports taking place in October.
- October meeting rescheduled to Thursday, October 23, 2:30 – 4:00 p.m.