

Certified Application Counselor Stakeholder Meeting

facilitated by Jackie Edison

- **Date:** Thursday, November 20, 2014
- **Building:** NA – conference call
- **Time:** 3:30-4:00 p.m.
- **Conference room:** NA – conference call
- **Participants:** Jackie Edison, Christina Wessel, Alison Griffin, Bethany Snyder (MNSure), Jennifer McNertney (MN Hospital Association), Anthony Yanni (HCMC), Joanna Justiniano (Cardon Outreach), Emily Arias (MedEligible), Farr Ahmed (Children's Hospital), Kenny Braud (Essentia Health)

Topics

Open enrollment outreach campaign update

Bethany Snyder

- Grassroots Solutions' team of organizers is on the ground statewide implementing strategies to educate and enroll Minnesota in health insurance.
- Tactics include a searchable events calendar, texting campaign, and engagement app for smartphones and tablets.
- Organizers will also continue the recent efforts to connect assisters at the local community level so everyone is best able to serve consumers.
- Organizers will be reaching out to CACs to gauge their needs and offer assistance where it makes sense.

Open enrollment news and updates

Jackie Edison

- Board Meeting Report – 4,700 successful enrollments 11/15 through 11/18, call times less than five minutes.
- The Enrollment Updates for MNSure Assisters Webinar took place at noon today. The recording, slide deck, and FAQ document will be posted on Navigator/CAC resource page and sent out via Navigator Communications.
- Navigator Communications will be sent out on 11/21 and early next week 11/24. Information on Bolger accounts for ordering materials will also be included.
- CAC Feedback:
 - No website glitches or challenges.
 - Webinar was helpful.
 - Clarified that old paper application will still be accepted, but all old apps should be swapped out for new forms.
 - Clarified Agent of Record process in that agents will be completing form and sending

directly to carriers, avoiding clerical errors and incorrect association.

December joint meeting agenda and participant selection

Jackie Edison

- Tentative Agenda – Continued assister program development conversations
- Joanna and Farr interested in attending but cannot attend 12/11
- Date TBD given 12/15 enrollment deadline

Future meetings

Jackie Edison

- Next CAC Stakeholder Meeting – December 18, 2014 from 2:30 p.m. to 4:00 p.m.
- Next Joint Stakeholder Meeting – TBD 10:00 a.m. to 12:00 p.m.