



2016 Broker Enrollment Center Initiative

May 7, 2015

The webinar will begin at 10:00 a.m. Please call in for audio. All participant phone lines will be muted during the webinar. Please use the webinar chat feature to submit questions.

Conference number: 1-888-742-5095

Conference code: 281 243 6683



How today's session will work

Online Content

If you have trouble accessing the online content, it is also available for download at <http://www.mnsure.org/brokers>

Q & A

After the presentation, we will take time for questions from participants. Please submit your questions via the chat feature so we can track all questions.

Follow-up

This session is not being recorded, but answers will be written up and posted on Broker One Stop on or before May 19, 2015.

Solicitation for Partnership Proposals/SPP Timeline



Broker Enrollment Center Initiative/BECI Snapshot

- Contract time period: August 1, 2015 through June 2016
 - Open Enrollment from November 1, 2015 through January 31, 2016
- Matching funds \$2,500 - \$10,000
 - Doubles agency advertising/marketing dollars
 - \$2,500 match becomes \$5,000 for advertising
 - \$10,000 match becomes \$20,000 for advertising
 - Once agreed these amounts are fixed
- MNsure commitment
 - MNsure referrals
 - Prominent website exposure
 - Broker Support Team service

Broker Enrollment Center Initiative/BECI Snapshot / Continued

- Agency Characteristics
 - MA, MinnesotaCare, and QHP support
 - Provide consumers expanded opportunities to enroll
 - Year-round service
 - Supportive of MNsure's outreach and enrollment goals
 - Open the agency office to Navigators
 - Partnership objectives to the region
- MNsure Advertising Support
 - Creative costs and template development
 - Media Buy
 - Branded Materials
 - Digital positioning campaign

Broker Enrollment Center Initiative/BECI Advertising/Marketing Campaign

- Advertising Agency
 - Clarity Cloverdale Fury/CCF – tasked with:
 - Creative design and content production
 - Media buys statewide
 - Digital campaign placement/build
 - Facebook Campaign
 - MNsure marketing collateral
 - Tall sandwich board sign for entryway
 - Poster board style signage

BECI Goal: Expand Support Statewide

- Goals

- Establish the best possible network of consumer support
- Expand Pilot Program from 6 Lead Agencies to BECI and identify 14-20 partners
- Develop regional networks of navigator support
- Use marketing to reach the uninsured and promote this innovative “no wrong door” service
- Commitment to coordinate with MNsure marketing, communications, and outreach efforts

Background: Other MNsure Assisters

- MNsure's Consumer Assistance Program is made up of multiple types of assisters. In addition to brokers, Navigators and Certified Application Counselors help consumers enroll into coverage via mnsure.org.
 - Navigator – Organizations, usually community nonprofits, contracted with MNsure to help any consumer who comes through their doors. They're listed on the MNsure directory, are often expert at enrolling consumers into public programs, and receive a one-time payment for successful enrollments. Serving as a navigator is rarely their full-time job, as they wear many hats at their organizations.
 - Certified Application Counselor (CAC) – Organizations, usually health care providers, contracted with MNsure to help their clients enroll. They aren't publicly listed as a resource, and do not get reimbursed for any enrollments. Many times they partner with MNsure to serve only their clients, but sometimes they seek to serve their larger community.

BECI: Working with MNsure Assisters

- In order to provide the most exemplary customer service to Minnesotans seeking health insurance coverage, MNsure assisters are encouraged to partner and collaborate to meet the enrollment needs of their communities. Possible forms of partnerships between brokers, navigators and CACs include but are not limited to:
 - Formal referral relationships with navigators and CACs
 - Recruiting navigators to office out of insurance agency storefront
 - Consumer enrollment events hosted at community locations, both in your service area and in underserved areas
 - Hosting networking events for assisters

BECl: Key requirements

Competitive proposals will have:

- An established geographic area of service within the proposed region
- Ability to offer year-round enrollment assistance in that geographic area
- Licensed Insurance professional(s) in good standing with the State of Minnesota
- A willingness to collaborate with navigators also assisting consumers in same geographic region
- Commitment to coordinate with MNsure marketing, communications, and outreach efforts

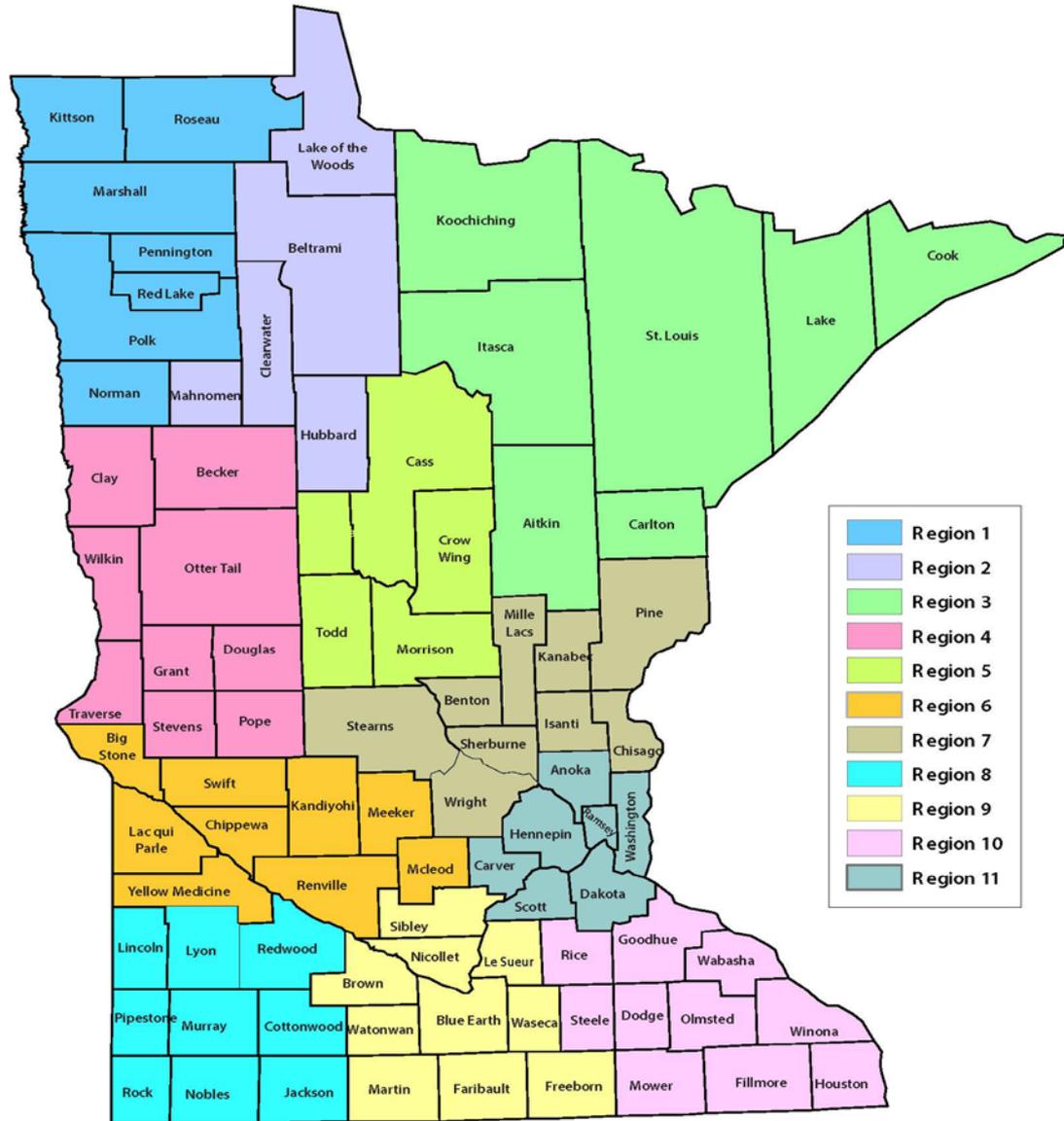
Broker Enrollment Centers Initiative

Bringing it all together



- Our strategic vision for 2016:
 - Build on experienced organizations to develop a strategic network of industry experts
 - Increase the number of MNsure enrolled consumers qualifying for QHPs
 - Lower the number of uninsured in Minnesota
 - Elevate consumer confidence
 - Build a regional network of partners
 - Create the foundation for future success rooted in assister collaboration

MNsure Broker Enrollment Center Regions



Proposal requirements

- Responses to Questions
 - Fillable PDF
 - Utilize given space
 - Respond to all questions
- Provide event ideas for your geographic market
 - Ideas for number of events
 - Locations
 - Navigator Support
- Signed/Executed State of Minnesota Affidavit of Noncollusion
- Deadline for submitting Solicitation for Partnership Proposals:
 - Time: 1:00 p.m.
 - Date: May 29, 2015
 - Email to: bob.davy@state.mn.us

Evaluation and selection

Stage 1 Evaluation of proposals and interviews based upon completeness, compliance and eligibility

Stage 2 Evaluation of proposals by review committee, based on merit

Stage 3 Review of fiscal compliance and contract negotiations

Proposal submission process

- Electronic submission
 - Email to: bob.davy@state.mn.us
 - Bob Davy: 651-539-1382
 - Subject line: SPP Proposal
 - Double check that you have answered each question in the fillable PDF
 - Attach document with attachments as one pdf
 - Send by: 1:00 p.m. May 29, 2015

Wrapping up

- More information available at Broker One Stop
- Responses are not final
- Final responses will be posted by May 19th
- Please send any additional questions to bob.davy@state.mn.us

by Friday, May 15 at 1:00 pm CST

Questions & Answers...

- Please submit your questions using the chat feature