

FY '17 Consumer Assistance Program - DRAFT

Individual and Family Market - integrated, tiered consumer assistance program model

This is a working document very subject to change. It only outlines a potential staff recommendation.

Consumer Assistance Model				Type of Service (expectations)																			MNSure Resources									
				Public Accessibility/ Outreach						Application Assistance				Enrollment				Post Enrollment					Portal Access (as available)			Certification Training		ARC/ Broker Line				
Role	Agencies (estimated)	Individuals certified (estimated)	Contract with MNSure	Directory listed/walk-ins/referrals	Community outreach/marketing	Lead generation/intake***	Public education to raise awareness about MNSure	Enrollment events coordinated with MNSure	QHP retail location	Pre-screening eligibility***	Enter information	Special enrollment periods	Hospital Presumptive Eligibility	QHP selection assistance	Sell, solicit or negotiate a QHP	Submitting verifications	Follow-Up to ensure enrollment	Change in circumstance / life event change	Renewals (maintaining coverage)	Initial use of preventive health	QHP coverage assistance	MA & MCRE coverage assistance	Referrals to public health (ex. health screenings)	Dashboard view	Ability to upload verifications	Apply on Behalf	QHP enroll on behalf of consumer	Core curriculum training	Role specific training	QHP product training	Phone/email support	
Navigator Network	12	200	Y	x	X	x	X	X	X	X	X	X		X		X	X	X	X	X		X	X	x	x	x		x	x	x	x	x
Application Assistant (HPE)	150	300	Y			x				X	X	X	X		X	?						X	X	x	x	x		x	x		x	
Application Assistant	150	1000	Y			x				X	X	X		?										x	?			x	x		x	
Broker Enrollment Centers*	14		Y	x		x			X	X	X	X		X	X	X	X	X	X		X			x	x	x	x	x	x	x	x	x
Brokers*	250	500	Y	x	X	x		X		X	X	X		X	X	X	X	X	X		X			x	x	x	x	x	x	x	x	x
Agents**	500	1500	N			x				X	X	X		X				X	X		X			x				x	x	x	x	x
Outreach grants	50	NA	Y		X	x				X																		x	x			x

*Broker Enrollment Centers and Brokers must have minimum of two appointments with health insurance carriers selling plans through MNSure.

**Agents must have a minimum of one appointment with a health insurance carrier selling plans through MNSure.

***All partners would use a common tool to track contacts for assistance or referral. The MNSure Contact Center and marketing campaigns would use the tool to generate leads for parnters.