

The Health Industry Advisory Committee recommends that MNsure adopt standard industry performance metrics for key processes, as well as other metrics that evaluate the impact of MNsure on the state's population. We believe action on this recommendation is a critical business imperative that is central to the goal of attracting sufficient satisfied customers to ensure MNsure's financial viability.

By way of illustration, today's private enrollment in MNsure is approximately 55,000 members compared to an average 2014 budgeted enrollment of 88,000. Standard industry performance metrics will allow the Board to monitor operations and make corrections or adjustments as needed to ensure that MNsure users are getting the best possible customer experience, and assess whether MNsure is fulfilling its mission of providing insurance coverage to targeted state populations.

Attached is an example of a proposed set of process metrics which is meant to illustrate the types of measures commonly used by health plans. The proposed metrics are not an exhaustive list.

We also believe that MNsure should evaluate additional metrics to assess its mission, namely **To ensure all Minnesotans have the security of health insurance.** These measures would assess the impact of MNsure on health coverage for Minnesotans. Specific examples could include: numbers of previously uninsured Minnesotans securing coverage through MNsure, MNsure enrollees by race/ethnicity and in certain regions of the state; Brokers/Navigators by county; and consumer satisfaction surveys.

The Health Industry Advisory Committee is prepared to assist the Board and MNsure staff in the development of standard industry performance metrics.