



# Board of Directors Meeting September 17, 2014

Discussion slides



# Agenda

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- Welcome
- Consumer story – Angela Dougherty, Duluth (phone)
- Public comment
- Administrative items
  - Approve August 13 meeting minutes
  - Board work group reports
  - Advisory committees
  - Policies for Board consideration: advisory committee policy and legislative policy
  - County update, Scott Leitz, CEO
  - Broker update, Ken Harpell, Director of Broker Relations
  - Board action: carrier business agreement, Katie Burns, COO
  - Board action: contact center frontline overflow vendor, Katie Burns, COO

# Agenda (continued)

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- CEO report, Scott Leitz, CEO
- Expectations for open enrollment, Scott Leitz
- Conversion update, Chuck Johnson, Deputy Commissioner for Policy and Operations, DHS
- Wrap up and any new business
- Adjourn – next meeting October 15, 2014

# Consumer story

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- Angela Dougherty, Duluth (phone)

# Public comment

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- Please sign up for public comment at back table

# Administrative items

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- Approve August 13 meeting minutes
- Board work group reports
- Advisory committees
  - Board action: Consumer and Small Employer Advisory Committee Chair and Vice Chair, Kathryn Duevel, Board Liaison
- Policies for board consideration
  - Advisory committee policy, Kathryn Duevel and Thompson Aderinkomi
  - Legislative policy, John Reich
- County update, Scott Leitz, CEO

# Administrative items (continued)

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- Broker update, Director of Broker Relations, Ken Harpell
- Board action: carrier business agreement, Katie Burns, COO
- Board action: frontline overflow vendor, Katie Burns, COO

# Broker relations update

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- **Purpose**
  - Strengthen the relationships and improve communication between insurance brokers/agents and MNsure
- **2014-15 Initiatives and Activities Underway**
  - **Two-way Communication:** open dialog and communication
    - Stakeholder groups, broker support team, specialized website
  - **Innovative Partnership Opportunities:** Statewide Pilot Project
  - **Consumer Assistance Directory:** Highlighting brokers/agents
  - **Specialized Training**

# CEO report

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- Scott Leitz, CEO
- Enrollment as of end of day Tuesday, September 16:
  - 330, 211 total enrollments
    - 202, 935 Medical Assistance
    - 72,552 MinnesotaCare
    - 54,724 QHP

# Expectations for Open Enrollment

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Scott Leitz

# Introduction

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- Outline system improvements
- Explain contingency planning
- Highlight changes to customer service

# Essential system improvements

	Last Year	This Year
<b>Testing</b>	Minimal, no consumer experience testing	Complete experience and functionality testing
<b>Usability</b>	Basic interface, confusing language	Technical enhancements, public information website refresh, info easier to find
<b>Performance</b>	Problematic rollout – no contingency in place	Focused on providing automation for core functions – reliable consumer experience

# Contingency planning

	Last Year	This Year
<b>Contact Center Overflow</b>	Nothing – very long wait times	300 customer service staff. Frontline vendor ready 10/15
<b>Manual Processes &amp; Backups</b>	No plans – created as problems arose	Key processes will have manual or backup contingencies with trained staff
<b>Improved Agency Communication</b>	Very little organization	MN.IT managing project and vendors. Tightly managed detailed plan

# Robust customer service

	Last Year	This Year
<b>Increased Contact Center Hours</b>	Mon-Fri 7:30 a.m. – 8 p.m., Sat-Sun 9 a.m. – 4:30 p.m.	TBD – will include regular schedule as well as expanded times as key deadlines near
<b>Improved Calendar &amp; Assister Directory</b>	Disorganized and glitchy; search and user experience difficult	Updated, searchable – easier to find help near you, more consumer focused
<b>Extensive Network of Community-Based Assisters</b>	Late start, no coordination	More robust technical information and training materials. Ready to go by 11/15.

# Robust customer service (continued)

	Last Year	This Year
<b>Specialized Assistance for Brokers &amp; Navigators</b>	None	Multiple two-way communications channels <ul style="list-style-type: none"><li>• Dedicated 1-800 number</li><li>• Specialized email, web, trainings, forums</li></ul>
<b>Campaigns Directing People to Resources</b>	Advertising campaign focused on awareness, no grassroots implementation	Campaigns focused on enrollment & action, work among & with other external partners to reach as many people as possible

# Summary

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- Improved overall system functionality
- Enhanced customer service
- MNsure is the ONLY place where consumers can get financial help
- **Consumers should shop, compare and get help**

# Conversion update

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Chuck Johnson, Deputy Commissioner for Policy and Operations, DHS

# Wrap up and any new business

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# Adjourn

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Next meeting date:

October 15, 2014, 1-4 pm  
81 East 7<sup>th</sup> Street, St. Paul, MN  
1<sup>st</sup> floor atrium