



Board of Directors Meeting

November 19, 2014

Discussion slides



Agenda

- **Welcome and any new business**
- **Consumer story – Mary Jo Anderson, Minneapolis**
- **Public comment**
- **Administrative items**
 - **Approve November 5 meeting minutes**
 - **Advisory Committees**
 - **Board action: new members**
 - **Health Industry Advisory Committee update – Ken Bence**
 - **Work Group updates**
- **CEO report – Scott Leitz**
- **Open Enrollment update – Scott Leitz, Allison O’Toole, Katie Burns**
- **Strategy Work Group report and discussion – Peter Benner and board members**
- **Wrap up and any new business**
- **Adjourn – next meeting is December 3**

Consumer Story

- **Mary Jo Anderson, Minneapolis**

Public Comment

- **Please sign up for public comment at back table**

Administrative Items

- **Approve November 5 meeting minutes**
- **Advisory Committees**
 - **Board action: new members (see next slide)**
 - **Health Industry Advisory Committee update (see handout)**
 - **Ken Bence, Committee Member**
- **Work Group updates**

Proposed New Advisory Committee Members

Consumer & Small Employer

- Abdimalik Ahmed
- Mary Ellen Becker
- Dr. Remi Douah
- Bentley Graves
- Dr. David Hilden
- Edward McDonald
- Robert Robbins
- Angela Williams

Health Industry

- Melissa Larson
- R. Andrew McCoy
- Barbara Zwiener

CEO Report

- **Open Enrollment update**
- **New staff**
- **Ad launch**
- **Financial Help Week**
- **Assister training**

Open Enrollment Update

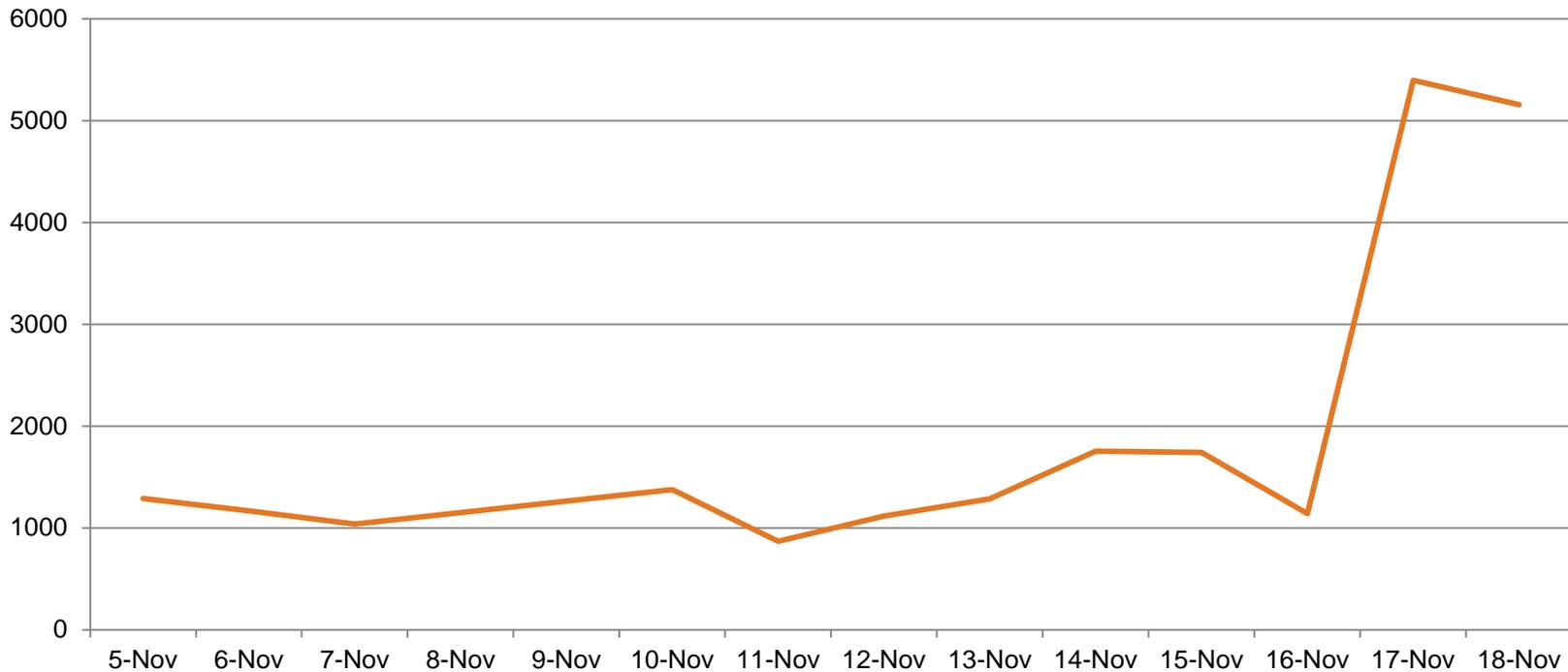
- No unplanned downtime
- Stable system performance
- IT leadership team proactively monitoring and addressing any issues as they arise

- Enrollments as of 9am today and since November 15, 2014:
 - QHP 1,516
 - MinnesotaCare 765
 - Medical Assistance 2,431
 - TOTAL 4,712

- 1,000 enrollments per day since November 15

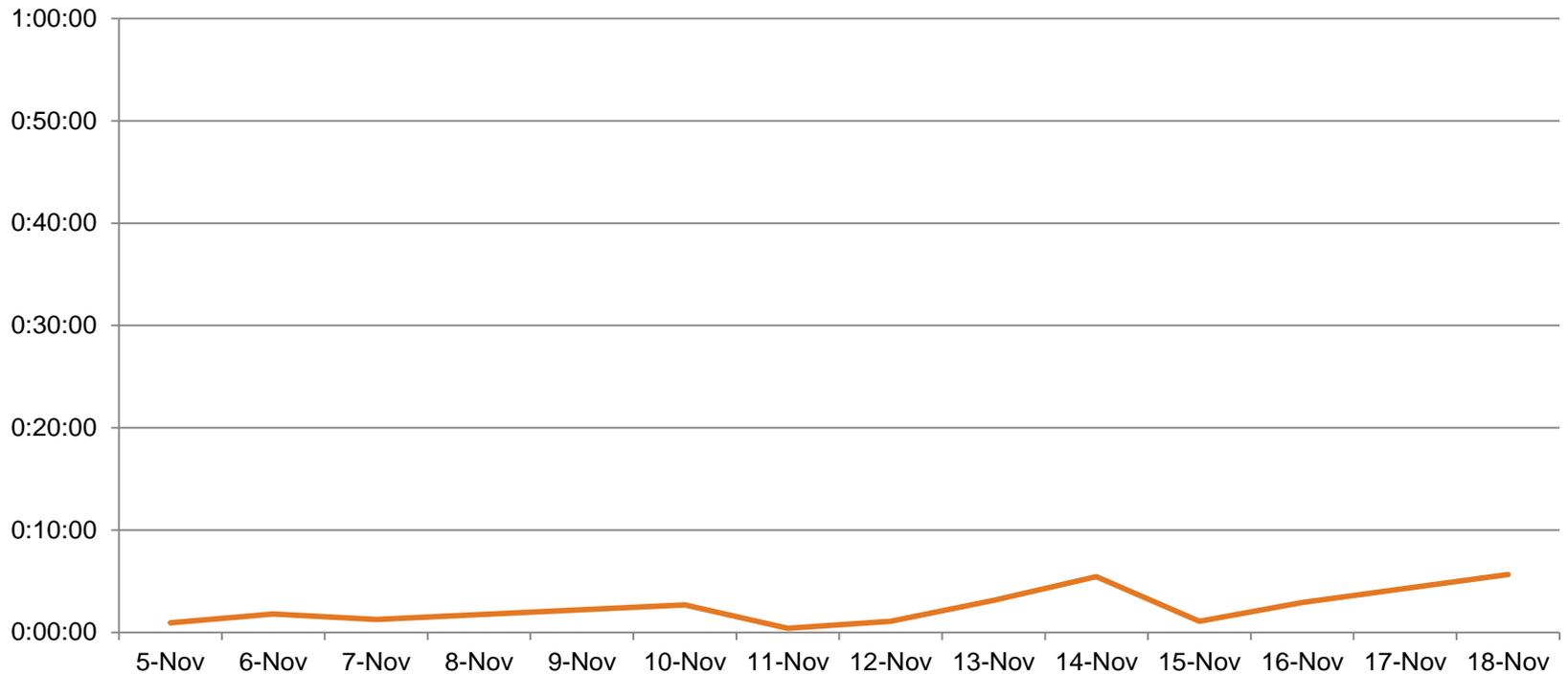
Open Enrollment Update

**MNsure Contact Center Call Volume
Nov. 5 – 18, 2014**



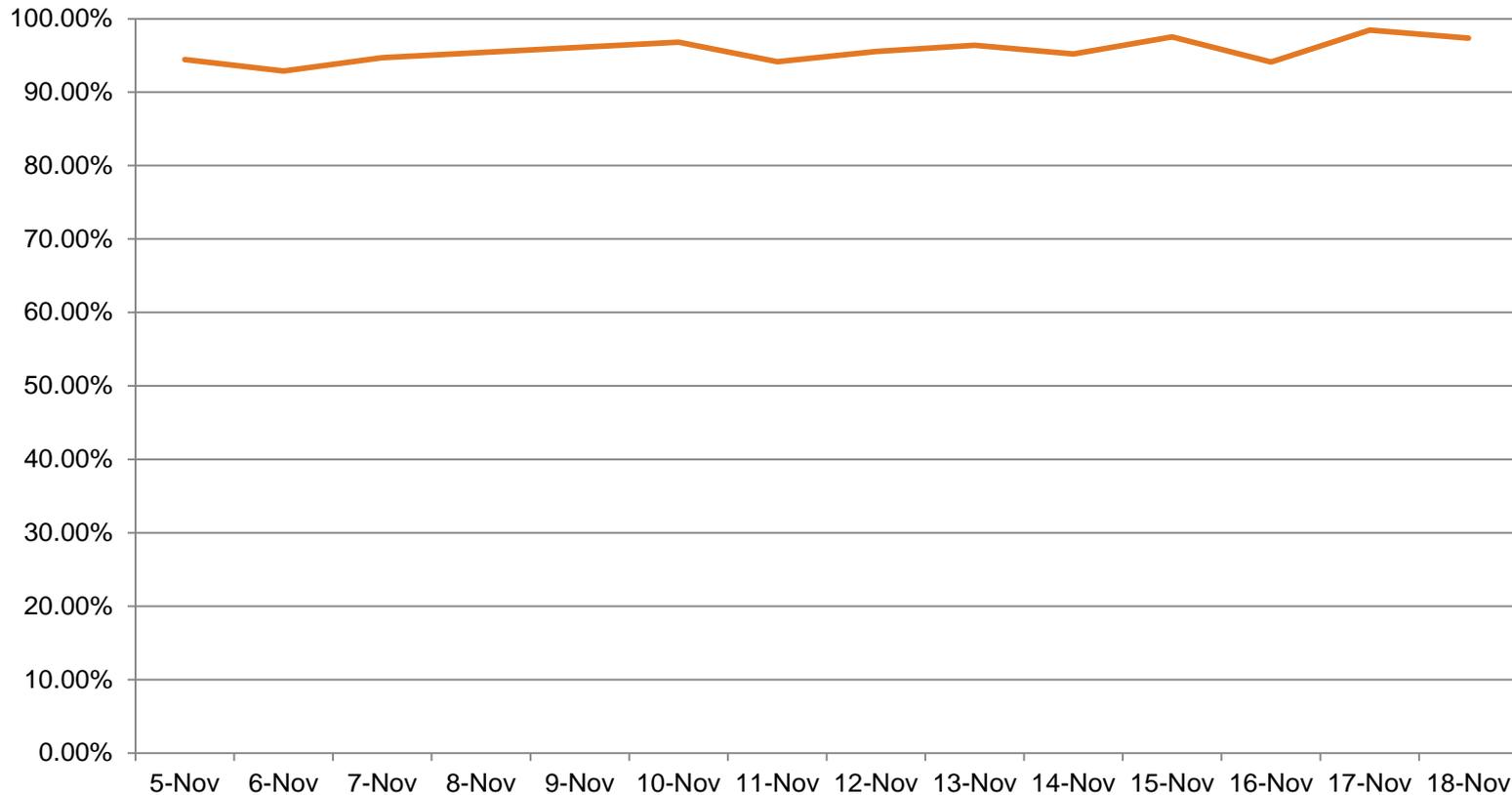
Open Enrollment Update

MNsure Contact Center Average Speed of Answer Nov. 5 – 18, 2014



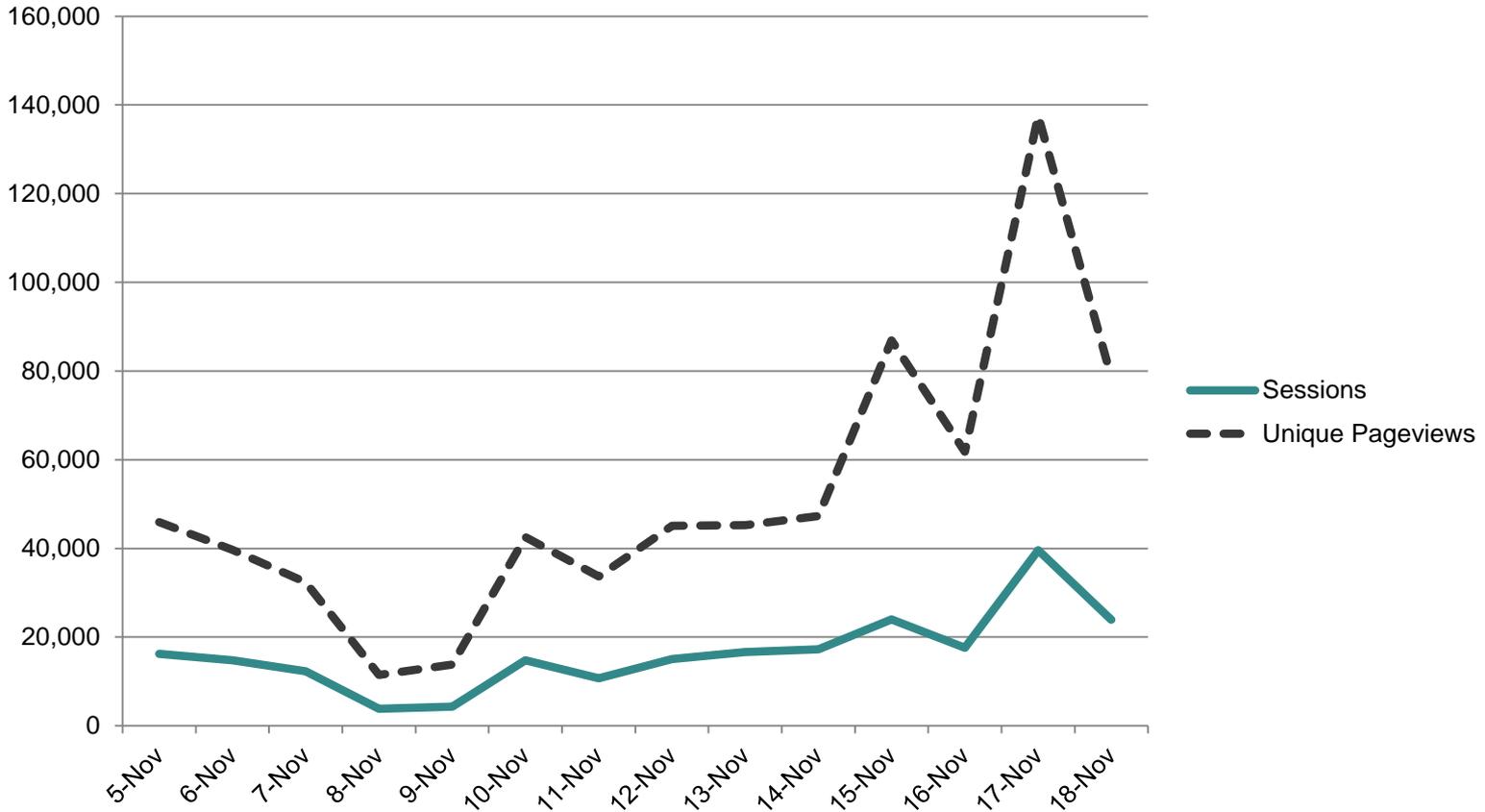
Open Enrollment Update

**MNsure Contact Center Percent of Calls Answered in Five Minutes or Less
Nov. 5 – 18, 2014**



Open Enrollment Update

MNsure.org Sessions and Unique Page Views, Nov. 5 - 18



Open Enrollment Update

95% of Minnesotans now have health insurance.

100% need it.

Open Enrollment

- **November 15, 2014 – February 15, 2015**
 - **Qualified Health Plans (QHP)**
- **Public program enrollment is year-round**
 - **MinnesotaCare**
 - **Medical Assistance**
 - **Current public program enrollees should sit tight – DHS will be in touch with you.**

Coverage Deadlines

For a plan selected:	The effective date of coverage is:
On November 15, 2014 through December 15, 2014	January 1, 2015
On December 16, 2014 through January 15, 2015	February 1, 2015
On January 16, 2015 through February 15, 2015	March 1, 2015

**Open enrollment:
November 15, 2014 – February 15, 2015**

What Should ALL Consumers Do?

- **Take some time to shop and compare on mnsure.org**
- **Get expert help**
 - Free in-person and phone help is available in every corner of the state
- **Find out if you qualify for financial help**
- **Act now for January 1 coverage**

What Should Current Enrollees Do?

- **Shop and compare**
- **You are hearing from us**
 - **Direct mail this week**
 - **Emails throughout**
 - **Phone calls and text message reminders**

Help for Consumers

- **In-person help available across the state**
 - **Enhanced online assister directory**
 - **Easy-to-use enrollment events calendar**
- **Fully staffed contact center: 1-855-366-7873**
- **Text ENROLL to 30644 to get assistance**
- **Calculator available on mnsure.org to help estimate cost and tax credits**
- **Help on social media**

Help for Consumers

The screenshot shows the MNsure website interface. At the top, there is a navigation bar with links for 'About Us', 'For Assistors', 'Glossary', and 'A to Z Index'. A search bar labeled 'search MNsure' and a 'sign in' button are also present. The MNsure logo and tagline 'Where you choose health coverage' are prominently displayed. Below the navigation, there are three main menu items: 'Individuals & Families', 'Small Business & Employees', and 'Get Help'. A 'Quick Links' section on the right lists various services like 'Financial Assistance', 'Forms Directory', and 'Deadlines & Penalties'. The main content area features a large 'Open Enrollment' banner with dates 'Nov. 15, 2014 to Feb. 15, 2015' and buttons for 'Enroll Now' and 'Renew Coverage'. Below this are three smaller boxes: 'Enrollment Opportunities in Your Area', 'Frequently Asked Questions', and 'Find Help Near You: Assister Directory'. At the bottom, there are three teal-colored boxes: 'Calculate Your Cost' with a calculator icon, 'MNsure Minute' with a video player showing a woman speaking, and 'Stay Informed' with an email subscription form.

[Site to Content](#) About Us | For Assistors | Glossary | A to Z Index

search MNsure

sign in

Individuals & Families | **Small Business & Employees** | **Get Help** | **FAQ** | **Learn More** | **News & Events**

Open Enrollment

Nov. 15, 2014 to Feb. 15, 2015

Enroll Now

Renew Coverage

[Renew MA or MinnesotaCare](#)

Quick Links

- Financial Assistance
- Forms Directory
- Special Enrollment
- Enrollment Tips
- Deadlines & Penalties**
- SHOP Renewals

Enrollment Opportunities in Your Area

Frequently Asked Questions

Find Help Near You: Assister Directory

Calculate Your Cost

Your health insurance might cost less than you think.

Estimate your monthly health care cost

MNsure Minute

MNsure Minute: Mary Jo

Stay Informed

Keep up with the latest developments and information about MNsure.

Sign up for MNsure eNews
your email here

subscribe

Help for Consumers



Event Calendar

Events Calendar

Filter

November 2014 >

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Event Results

* This event offers enrollment opportunities.

11/19/2014 *

09:00 AM to 04:30 PM

Project Community Connect (CAP)

Scott-Carver Project Community Connect
Enrollment Event
 Canterbury Park Expo Center
 Shakopee

11/19/2014 *

06:00 PM to 08:00 PM

Dakota County

Library Enrollment Event
Enrollment Event
 Galaxie Library
 Apple Valley

11/19/2014 *

01:00 AM to 09:00 AM

360 Communities – Rosemount

Certified Application Counselor
Enrollment Event
 Rosemount Family Resource Center
 Rosemount

11/19/2014 *

04:00 PM to 09:00 PM

Health Access MN

MNsure Education and Enrollment
Enrollment Event
 Maplewood Library
 Maplewood

11/19/2014 *

05:00 PM to 08:00 PM

Health Access MN

MNsure Education and Enrollment
Enrollment Event
 Rice Street Library
 Saint Paul

11/19/2014 *

10:00 AM to 05:00 PM

Health Access MN

MNsure Education and Enrollment
Enrollment Event
 Roseville Library
 Roseville



Help for Consumers

- **New Enrollment Centers**
- **Six health insurance agencies across the state offering free, in-person enrollment assistance**
 - Woodbury
 - Austin
 - Roseville
 - Waconia
 - Willmar
 - Bloomington

Help for Consumers



Caymiska caafimaad
waa la ~~ma~~ awoodaan/
awoodi karaa.

MNsure ayaa fursad kuu siinaysa inaad isbarbardhigto qorshayaasha caafimaad si aad u ogaato midka kuugu awoodid badan. Dadka inta ugu badan ayaa uqalma taakulayn lacageed. Waxa kale oo jirta caawimo qof ahaan ama taleefan.



U-WAC-FICIL:

Wac 1-855-3MNSURE ama booqo mnsure.org



Help for Consumers



We can't afford ^{not} to have health insurance.

Everyone deserves insurance they can afford. MNsure can help you get it. MNsure is a free service where you can compare health plans to find the best plan for you, often at a surprisingly affordable price. In fact, most people qualify for financial help. Free in-person or phone assistance is available.



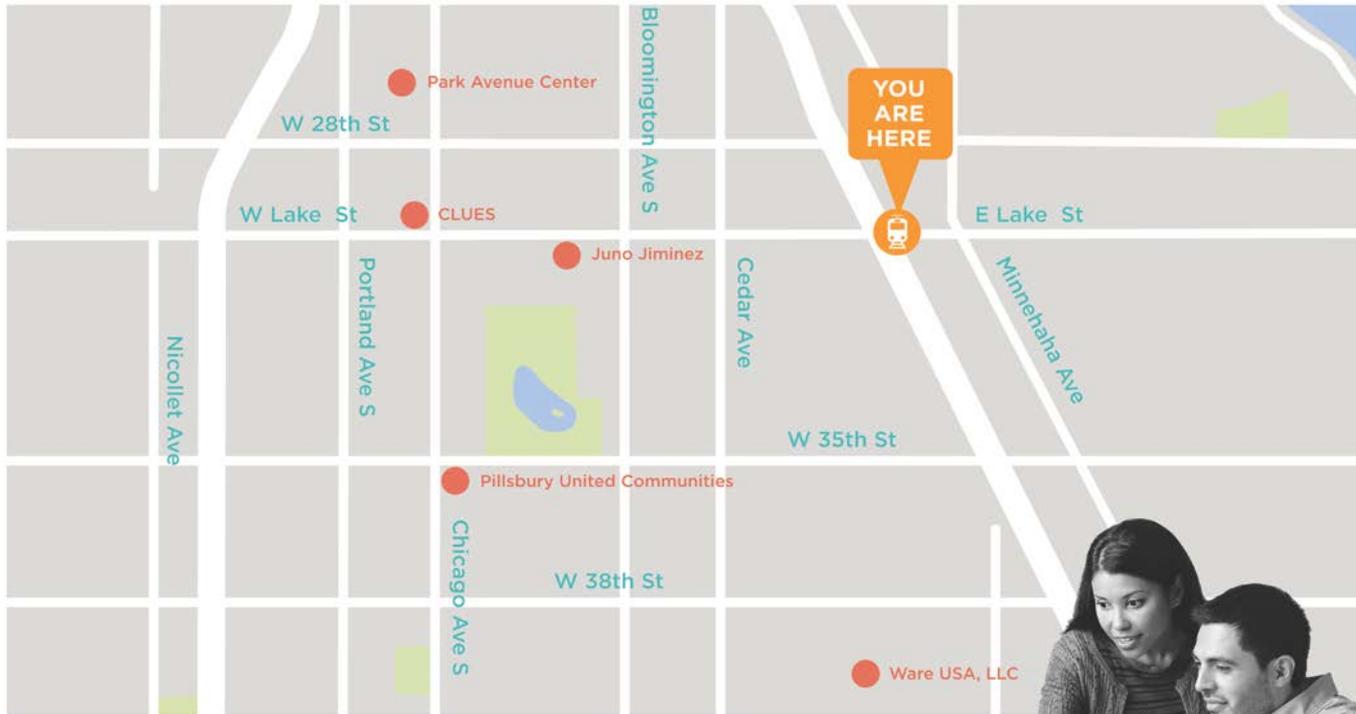
Call 1-855-3MNSURE
or visit mnsure.org

Text ENROLL to 30644
for information



Help for Consumers

Health insurance you can afford is closer than you think.



You can find affordable health insurance just a few blocks from here. MNSure assisters will personally help you find the best option and enroll. Most people qualify for financial help.



Call 1-855-3MNSURE or visit mnsure.org
Text ENROLL to 30644 for information



Help for consumers

"CUTTING VEGETABLES
(AND MY FINGER)
COST ME MORE
THAN A MONTH
OF GROCERIES."



THANKFULLY, NOW I'M INSURED.

If you get sick or hurt, not having health insurance can be costly, not even counting the federal tax penalty of \$325* per person this year for not having it. So use MNSure to find a plan you can afford. It's free, and lets you compare health plans to find the best one for you, often at a surprisingly affordable price. Most people qualify for financial help, and free phone or in-person assistance is available.

MNSure
Call 1-855-3MNSURE
or visit MNSure.org
Text ENROLL to 30664



Questions?

Strategy Work Group Report and Discussion

Peter Benner and Board discussion

At the Beginning

- **MNsure has federal planning grant and DHS cost sharing to build and manage an eligibility and enrollment system for public programs, QHP/APTC, and SHOP.**
- **MNsure responsible for customer service and outreach. DHS with counties responsible for case management of public programs.**
- **MNsure must partner with DHS and MN.IT to accomplish – but MNsure is lead partner.**
- **IT build must support future scaling to run eligibility determination for rest of DHS – e.g. TANF, SNAP, Child Care**

Who We Serve

- **Public Program Enrollment prior to MA expansion to 75% FPL (3/2011)– 570,000**
- **Public Program Enrollment prior to MA expansion to 138% FPL and Basic Health Plan (12/2013)– 635,000**
- **Public Program Enrollment November 2014 – 847,000**
- **QHP Enrollment on 11/11/14 – 55,900**

Wrap Up and New Business

Adjourn

Next meeting date:

December 3, 2014 • 1:00 pm
81 East 7th Street, St. Paul, MN
1st floor atrium