



# Board of Directors Meeting

## December 17, 2014

Discussion slides



# Agenda

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- Welcome and any new business
- Consumer story – Matt Wicklund, Edina
- Public comment
  - Three year financial plan
  - Other
- Administrative items
  - Approve December 3 meeting minutes
  - County update – Marti Fischbach, Dakota County
  - Work Group updates
    - Finance Work Group
    - Compliance Work Group – board action: Compliance Program Strategic Plan
- CEO report – Scott Leitz
- Open Enrollment update
  - Technology – Jesse Oman, MNIT
  - Operations – Scott Leitz, Allison O’Toole, Katie Burns, MNsure
- Wrap up and any new business
- Adjourn – next meeting is January 7

# Consumer Story

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- Matt Wicklund, Edina

# Public Comment

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Please sign up for public comment at back table

- Three year financial plan
- Other

# Administrative Items

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- Approve December 3 meeting minutes
- County update – Marti Fischbach, Director of Employment and Economic Assistance, Dakota County Community Services
- Work Group updates
  - Finance Work Group
  - Compliance Work Group
    - Board action: Compliance Program Strategic Plan

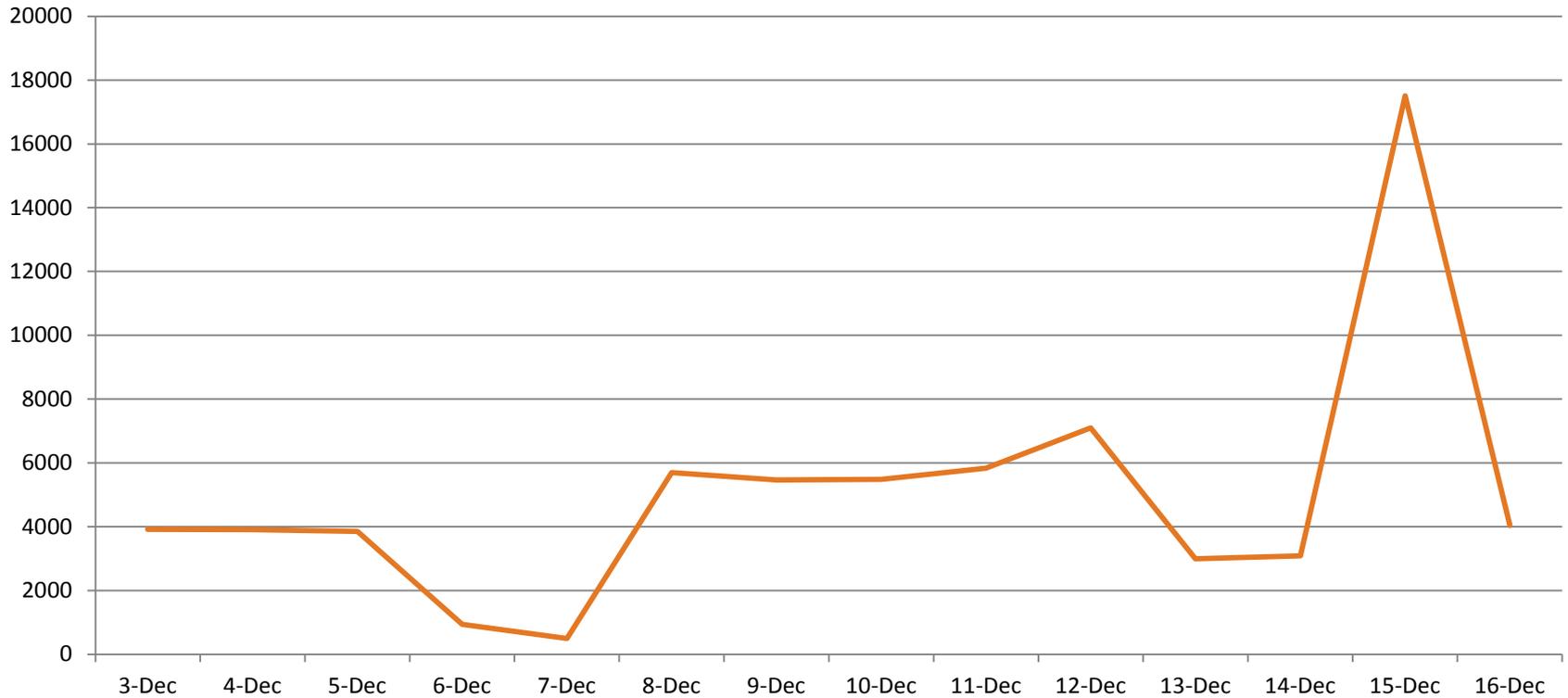
# CEO Report

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- Enrollments as of EOD yesterday and since November 15, 2014:
  - QHP 23,797
  - Medical Assistance 17,888
  - MinnesotaCare 7,681
  - **TOTAL 49,366**

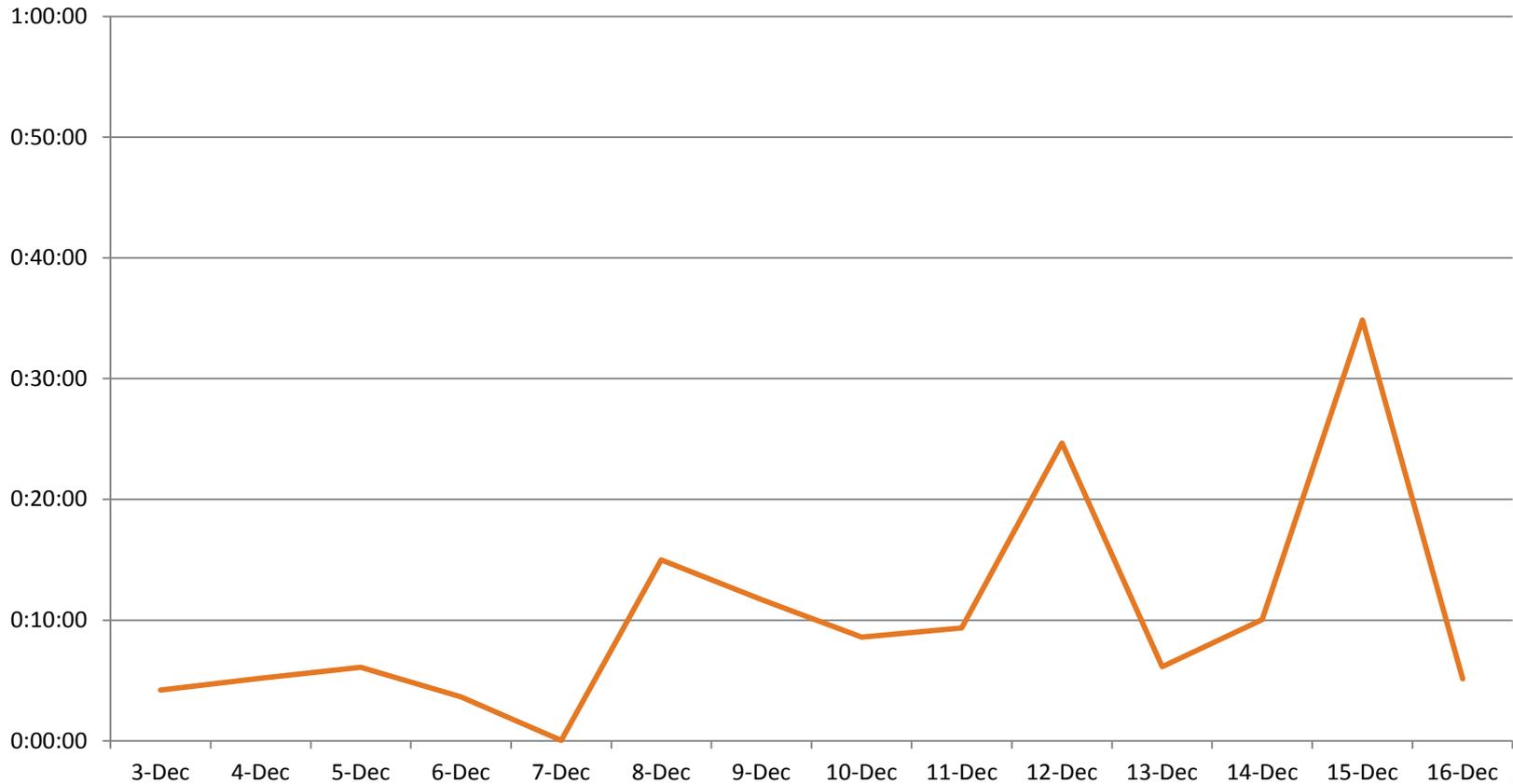
# CEO Report

## MNsure Contact Center Call Volume Dec. 3 - 16, 2014



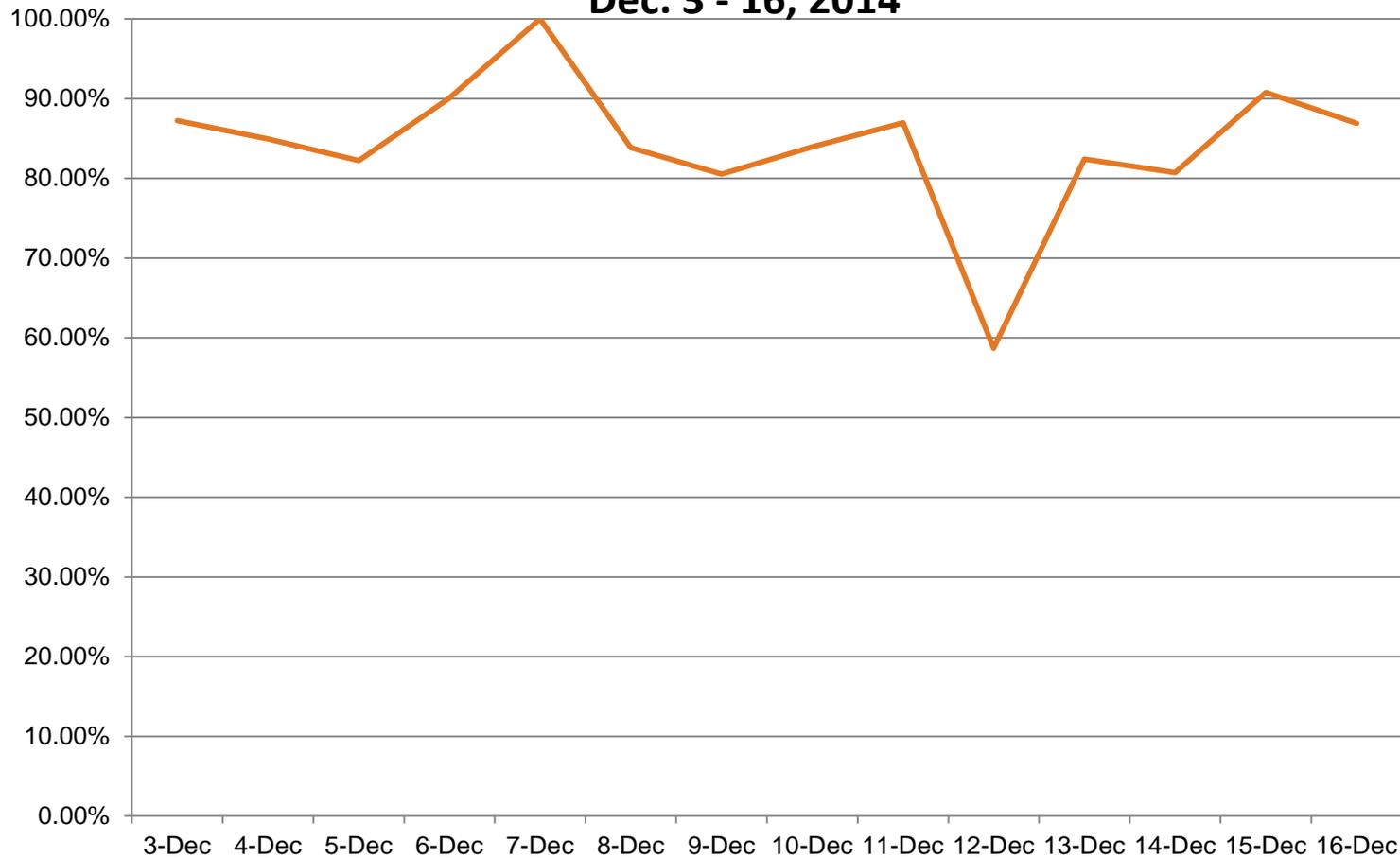
# CEO Report

## MNsure Contact Center Average Speed of Answer Dec. 3 - 16, 2014



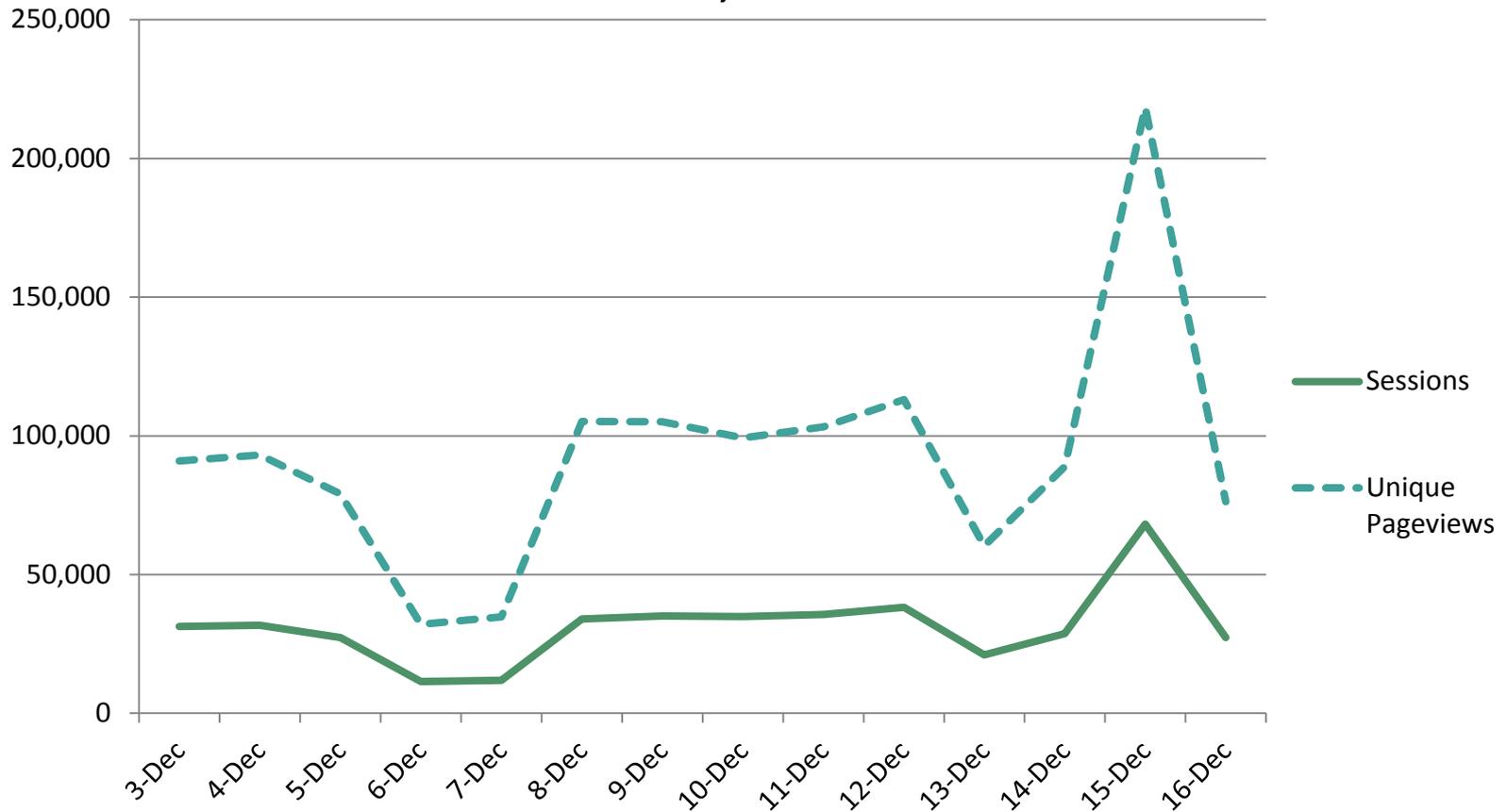
# CEO Report

## MNsure Contact Center Percent of Calls Answered in Five Minutes or Less Dec. 3 - 16, 2014



# Open Enrollment Update

**MNsure.org Sessions and Unique Page Views,  
Dec. 3 - 16, 2014**



# Open Enrollment Update

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- Technology update
  - Jesse Oman, MNIT
- Operations update
  - Scott Leitz, Katie Burns, Allison O'Toole

# Open Enrollment Update

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- Strong enrollment
- High public interest
- Deadline for January 1 coverage is December 20, 4:30 PM
- More help for consumers

# Strong Enrollment

	December 16, 2013 (EOD Dec 15)	December 16, 2014 (EOD Dec 16)
MA Enrollments	20,965	17,888
MinnesotaCare Enrollments	10,601	7,681
QHP Enrollments	10,439	23,797
Total Enrollments	42,005	49,366

# High Public Interest

## November 15 - December 15, 2013 vs. 2014

	11/15/2013 through 12/15/2013	11/15/2014 through 12/15/2014	
Calls Received (MNsure)	43,395	113,858	Increase in call volume: <b>262%</b>
Average Wait Time (<2 min)	0:37:03	0:07:06	Decrease in average wait time: <b>522%</b>

## First 31 days, 2013 vs. 2014

	10/1/2013 through 10/31/2013	11/15/2014 through 12/15/2014	
Calls Received (MNsure)	36,795	113,888	Increase in call volume: <b>310%</b>
Average Wait Time (<2 min)	0:10:35	0:07:06	Decrease in average wait time: <b>149%</b>

# Deadline Extension

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- Deadline for January 1 coverage: December 20, 4:30 PM
- Extension considerations
  - Passive renewals
  - 1095s

# More Help for Consumers

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- Children's Week
  - December 15 – 19, 2014
  - Helping families find the coverage they need
  - Highlighting partnerships with The Family Partnership
- CAC Week
  - December 22 – 27, 2014
  - Highlighting partnerships with Allina and HCMC
- Wellness Weeks
  - December 29 – January 10, 2015
  - Highlighting partnerships with Anytime Fitness, YMCA, YWCA

# More Help for Consumers

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- Make a Plan mobile app
  - Connects consumers directly to MNsure's assisters
  - Proactive communication from MNsure
  - Reminds them how easy it is to shop for a plan on MNsure
- Minnesotans can also text ENROLL to 30644 to receive text message reminders
- Facebook ads
- Online banner ads

# Banner Advertisements



"MY STAGE DIVE  
COST ME MORE  
THAN MY FRONT  
ROW TICKET."

**THANKFULLY,  
NOW I'M INSURED.**

Compare health plans  
at MNsure to find the  
best one for you.

Don't risk it. Make sure  
you're covered.



**MNsure**<sup>SM</sup>

[Click here](#) to learn more  
or call 1-855-3MNSURE.

# More Help for Consumers

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## Statewide Enrollment Centers

- Locations and hours on assister directory
  - Austin, Bloomington, Roseville, Waconia, Willmar and Woodbury
- Local media/online marketing campaigns
- Increased MNsure enrollments at each agency
- Strong partnerships with local navigator agencies for referrals and application assistance

# Open Enrollment Update

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- Strong enrollment
- High public interest
- Deadline for January 1 coverage is December 20, 4:30 PM
  - Shop and compare
  - Get free help - in-person, online, phone
  - Qualify for financial help



# Questions?

# Wrap Up and New Business

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# Adjourn

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Next meeting date:

January 7, 2015 • 1:00 pm  
81 East 7<sup>th</sup> Street, St. Paul, MN  
1<sup>st</sup> floor atrium