



2015 Broker Engagement: Strengthening Broker Partnerships

March 12, 2015

Purpose

Increase the number of engaged certified brokers to enroll more consumers eligible for qualified health plans in 2016.

2015 Roadmap

MNsurance will provide tools, training, consistent two-way communications and partnership opportunities to increase brokers' qualified health plan enrollments during the 2016 open enrollment campaign. The following information outlines ongoing areas of focus for the next twelve months, with particular emphasis on the next open enrollment period, November 1, 2015 through January 31, 2016. The engagement strategies reflect feedback received from stakeholders.

Sharing and gathering information: MNsure staff will solicit broker input and agreement on improvements and enhancements to the broker enrollment process and experience.

- **Evaluation:** MNsure will survey brokers on their experience during 2015 open enrollment and use the results to help develop core process improvements.
- **Broker stakeholder group:** MNsure staff and representatives of the broker community meet monthly to discuss initiatives to improve the consumer and broker enrollment experience.
- **Bi-weekly statewide conference calls:** Calls will allow the broker relations team to provide regular updates to brokers. Brokers will also be afforded the opportunity to ask questions relative to their experiences.
- **Local forums:** MNsure will convene information-sharing meetings around the state in summer/fall 2015. The intent of the meetings is to gain perspective regarding areas of improvement as well as to share organizational plans for improvements and enhancements. These meetings will allow MNsure to provide education and training, strengthen existing relationships and make new connections.
- **Explore SHOP pilot program:** MNsure will explore expanding its preferred broker program to help facilitate employer QHP enrollments. MNsure will help interested employers identify SHOP broker partners. MNsure will look to strategically grow small-employer qualified health plan enrollments.

Strengthening partnerships: Further strengthen relationships with broker distribution to grow QHP enrollments. MNsure will expand and add onto existing successful programs while adding new initiatives that will deliver greater value to our broker partners.

- **Broker enrollment centers:** Broker enrollment centers were piloted in the second open enrollment period and were highly successful. Discoveries from the pilot program will facilitate expansion and improvements to this program. The recommended changes will be focused on increasing QHP enrollments. Increasing the number of enrollment centers from the original six pilot enrollment centers throughout the state will improve the reach of MNsure and provide needed expert broker assistance to consumers.
- **Assister networking opportunities:** MNsure will convene our assister partners to help establish relationships in an effort to better meet the needs of the citizens in the geographic areas.
- **Statewide agency site visits:** Weekly agency meetings around the state will allow MNsure to gain perspective from brokers and staff in an effort to improve the broker experience.

Improving tools and support: MNsure staff will continue to engage brokers in the development and implementation of training, tools and technology. Possibilities include:

- **Broker phone line:** MNsure will continue this successful initiative with added levels of experience and service that are unique to broker needs. Brokers continue to count on this service and resource throughout the year.
- **Updated certification and recertification:** Learning opportunities designed to benefit brokers during the enrollment process.
- **Broker portal training:** Portal functionality is a priority for MNsure. MNsure will offer brokers training options on how to utilize this tool as it is developed.
- **Text messaging tool:** Text messaging will give certified brokers real-time notices for critical operational functions. It is known that 90 percent of text messages are read and it is a cost effective channel through which to communicate.

Engaging during open enrollment: 2016 open enrollment activity with brokers will be monitored to maximize QHP enrollment opportunities. Activity-tracking tools will allow MNsure to better respond to enrollment initiatives and promotions.

- **Referral and lead generation:** The MNsure team will work to facilitate consumer enrollment through brokers.
- **Troubleshooting:** MNsure's dedicated broker phone line will continue to help identify and resolve systems and service issues.