

Vermont Health Connect Update

Commissioner Mark Larson
Department of Vermont Health Access
January 22, 2014

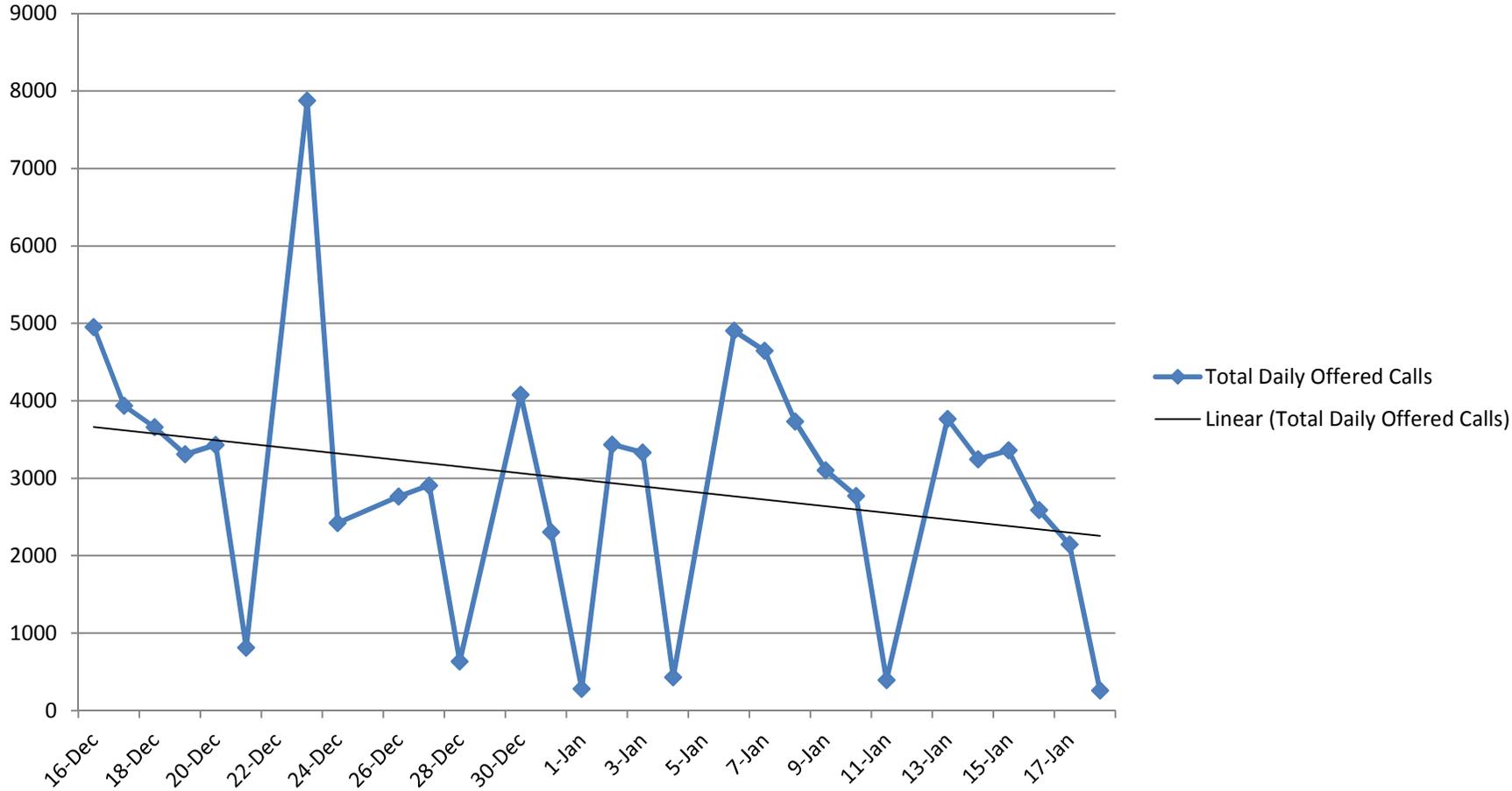


Overview

- Customer Support Center Update
- 1/1 Coverage Data
- Outreach to Catamount/VHAP

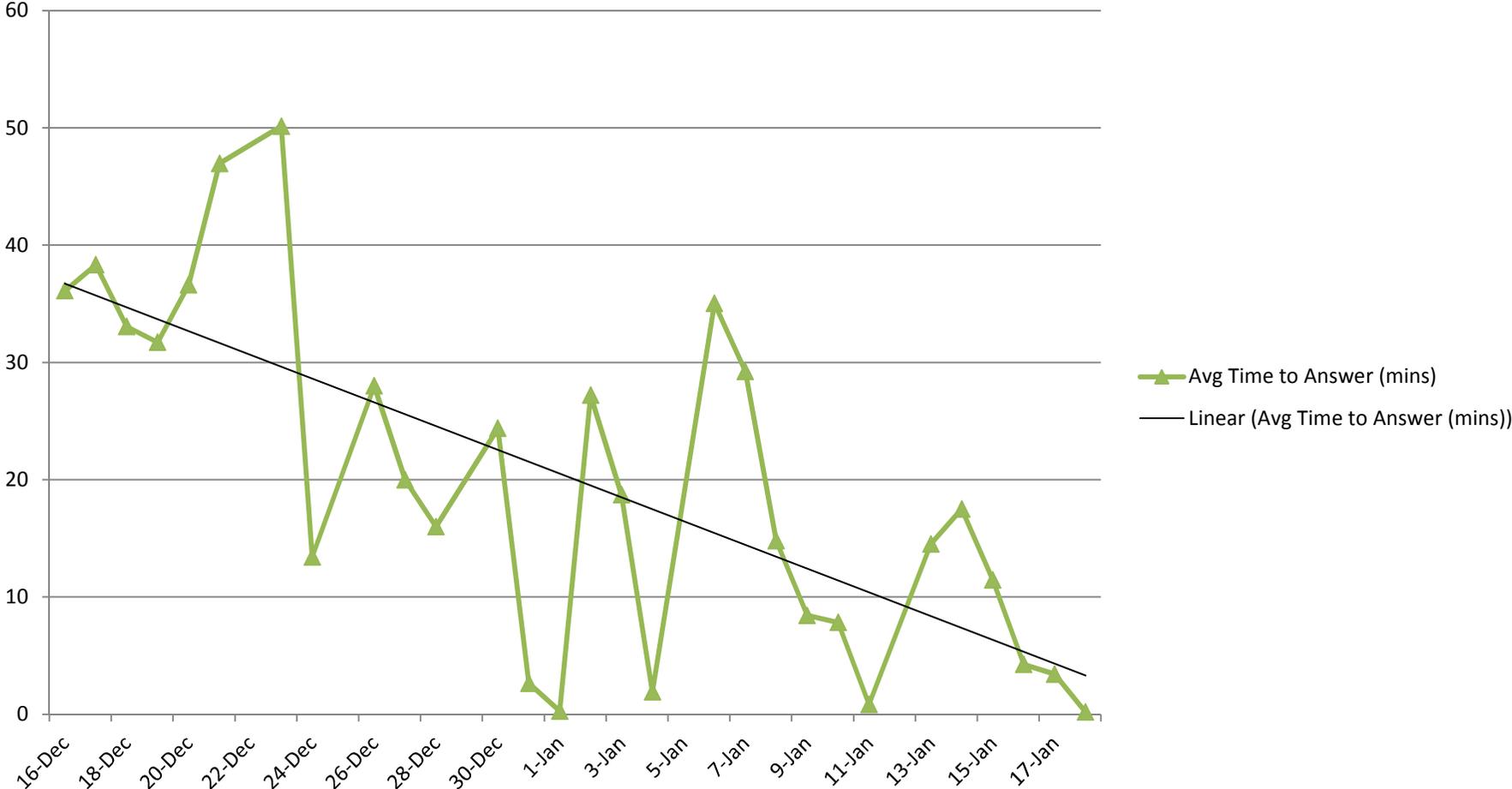
Customer Support Center

Total Daily Offered Calls



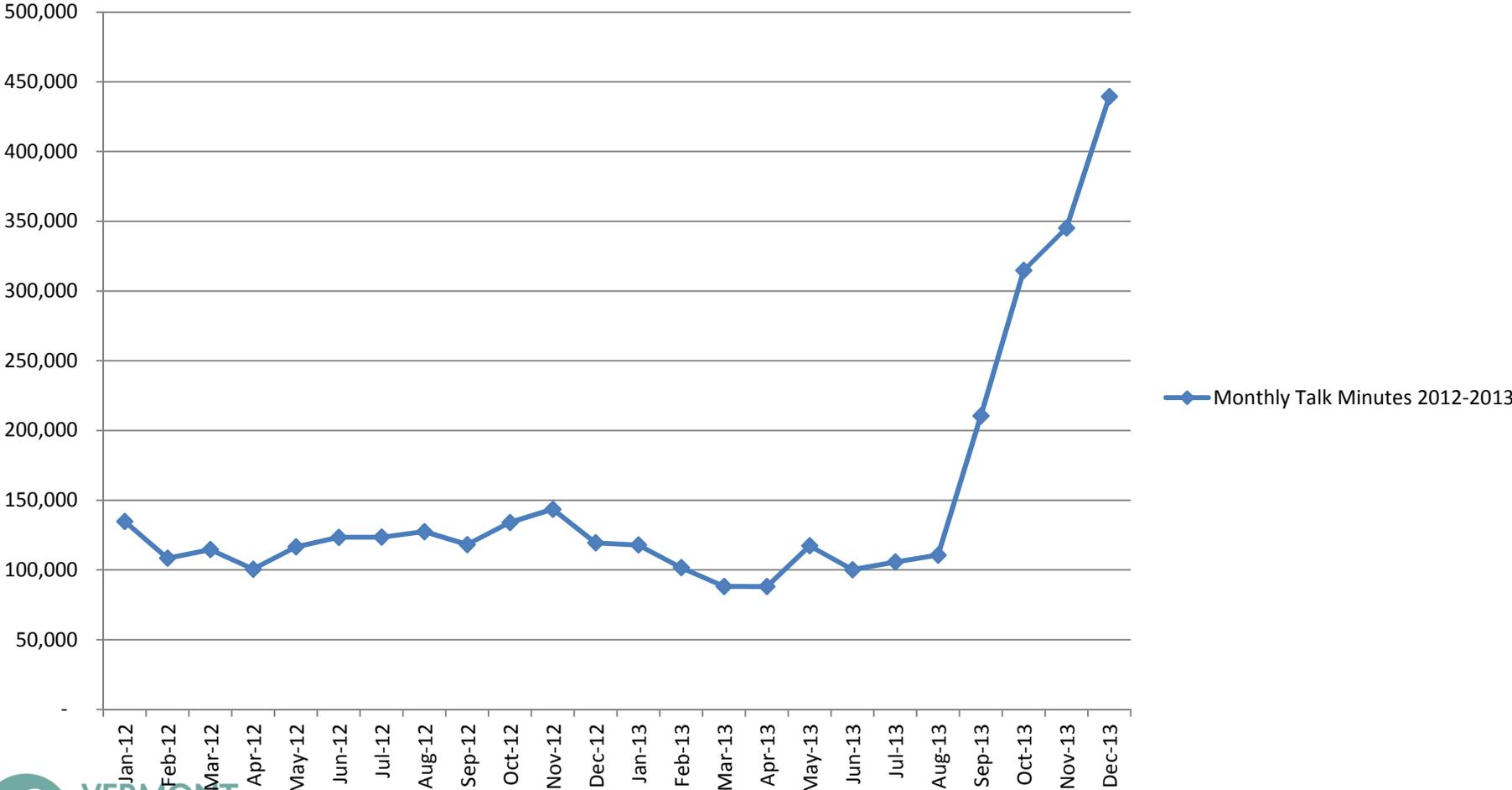
Customer Support Center

Avg Time to Answer (mins)



Customer Support Center

Monthly Talk Minutes 2012-2013



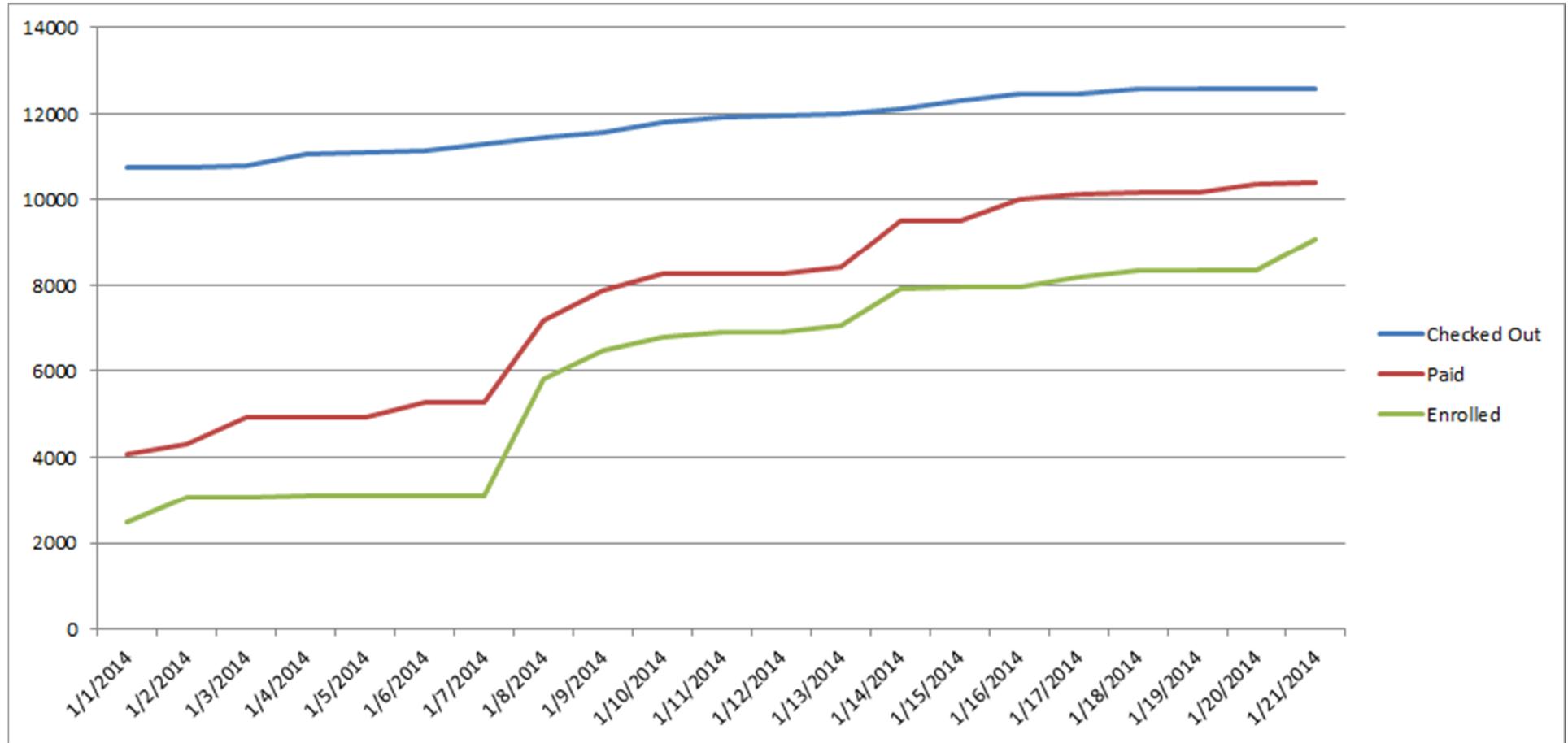
Monthly Talk Minutes

- Average monthly talk minutes for the 20 months preceding September 2013 was 114,755
- Average monthly talk minutes for September-December was 327,456, a 185% increase over the previous 20 month average
- December was the peak month so far, at 439,379 minutes
- There was an ~400% increase in volume from the lowest month to December

Data for January 1 Coverage Effective Date

	Individual Plans Confirmed (Checked Out)	Payment Received (Paid)	Enrollment Effectuated (Enrolled)
QHP	12,706	10,429	9,146
Medicaid	10,404	N/A	9,715
Total	23,110	10,429	18,861

Status of QHPs with January 1 Effective Date



Outreach to Catamount/VHAP Beneficiaries

Direct Outreach	
Activity	Timeframe
Phone Outreach Phase I Objective: Encourage enrollment (on own or through assistance channel) via targeted phone calls	January 27 th – February 17 th
Navigator Library Tour Objective: Hold application support “office hours” in libraries throughout Vermont	January – March
Targeted Emails Objective: Email those who have not finalized plan selection with information about the deadline, how to enroll and how to find assistance	Ongoing through February
Mailed Transition Notices Objective: Inform beneficiaries about sun-setting plans and ways to enroll through VHC, including local Navigator information	Early – February & Early – March

Outreach to Catamount/VHAP Beneficiaries

Direct Outreach	
Activity	Timeframe
<p>Navigator Webinar & Summit Objective: Continue training to ensure Navigators successfully focus on Catamount/VHAP beneficiaries and sole-proprietors during this period</p>	January 23; February 20
<p>Host Enrollment Events Events will be held in areas with the largest need – Chittenden, Rutland, Washington and Windham – on both weeknights and weekends. Events will be advertised via email, targeted mailings (post cards), social media and through local Navigator outreach channels.</p>	February & March
<p>Phone Outreach Phase II Objective: Directly call those who have not completed their application to expedite plan selection and enrollment</p>	Late-February – March

Outreach to Catamount/VHAP Beneficiaries

Indirect Outreach	
Activity	Timeframe
Digital and Traditional Media Advertising (online ads, social media, etc.) Objective: Garner interest and understanding through popular media channels	February – March
Live Radio Reads Announcing Enrollment Events Objective: Reach eligible groups through radio reads, which have proven effective	February – March