



# **Advisory Council Meeting**

**June 24, 2020**

# Meeting Agenda

1. Preliminary Matters
2. Exchange Authority Milestone Review
3. Advisory Council Governance
4. Communications & Outreach Overview
5. Adjourn

# Preliminary Matters

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# Exchange Authority Milestone Review

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## Build the Agency

- First wave of hiring completed
- Organization now includes 19 full-time employees
- Recruitment currently underway:
  - Communications Associate, Designer, Outreach Associate, Legal Associate, Data Manager, Reconciliation Specialist

## Ready the Core System

- UAT testing for the “June or 20.6” release is underway and close to completion
  - Initial Release to Production (20.6 Maintenance and Back Office Functions) has been tested, and passed exit criteria
  - The “June or 20.6” release will be deployed on **6/25/2020**
- UAT testing for the “September or 20.9” release to begin shortly
  - This release includes substantial content surrounding applications, notices and key features of the SBE’s technological platform

# Exchange Authority Milestone Review

## Contact Center

- Training of call center representatives is underway
  - 1<sup>st</sup> CSR Training Class has begun with a combination of LMS courses, live webinars, and hands-on training environment scenarios
  - The first training class will run through 6/26
  - The second training class will begin 6/29 and run through 7/24 and will include mostly Pennsylvania residents
- Decision made to transition to a virtual call center
  - Due to COVID-19, GetInsured will operate a virtual call center for this upcoming OEP and throughout 2021
  - The Exchange is closely monitoring the vendor with this transition and ensuring that the hiring of call center representatives, securing of VPNs and securing of other technology all occurs smoothly

# Exchange Authority Milestone Review

## Internal Stakeholders

- Communications plan ready to be shared shortly
- Broker Workgroup
  - Meets monthly to discuss certification, registration, timeline, and address feedback from web portal
- Outreach and Education Workgroup
  - Monthly meetings to update on agency build, timeline, and marketing/outreach efforts
  - This group engaged in proposal feedback on policy decisions and notice content

## Ready the Market

- Selected a name for the organization: **Pennie** or “Pennsylvania Insurance Exchange”
  - Descriptor Line: Connecting Pennsylvanians to health coverage
  - Worked with Bravo Group to design the brand to be friendly, approachable, knowledgeable, and helpful
- Brand guide was finalized
  - Delivered from Bravo to establish color scheme, font, writing style, tone, voice
  - Public brand launch will be mid-September



# Exchange Authority Milestone Review

## Ready the Market continued...

- Website development is underway
  - A number of domains were purchased which all direct to **Pennie.com**
  - The Exchange is currently working to guide the design and development of the website
  - Launch goal of August 24<sup>th</sup>

## Collaborate with Carriers

- Various working group phone calls are occurring either on a weekly, biweekly, or monthly basis
  - Share information with insurers on topics such as policy decisions and technology testing needs
- Connectivity testing is currently underway
  - On track to be completed by early September

## Meet Federal Requirements

- Creation of security polices and documentation underway
  - Exchange team is working very closely with CMS
- ATC to the data services hub has not yet occurred, but is on track for completion by early July

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# Advisory Council Governance

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- Updated 2020 Meeting Schedule
  - Next meeting – September 23<sup>rd</sup> at 2pm
- Chairperson Nominations
- Election of Chairperson

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# Communications & Outreach Overview

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## Overarching Goals

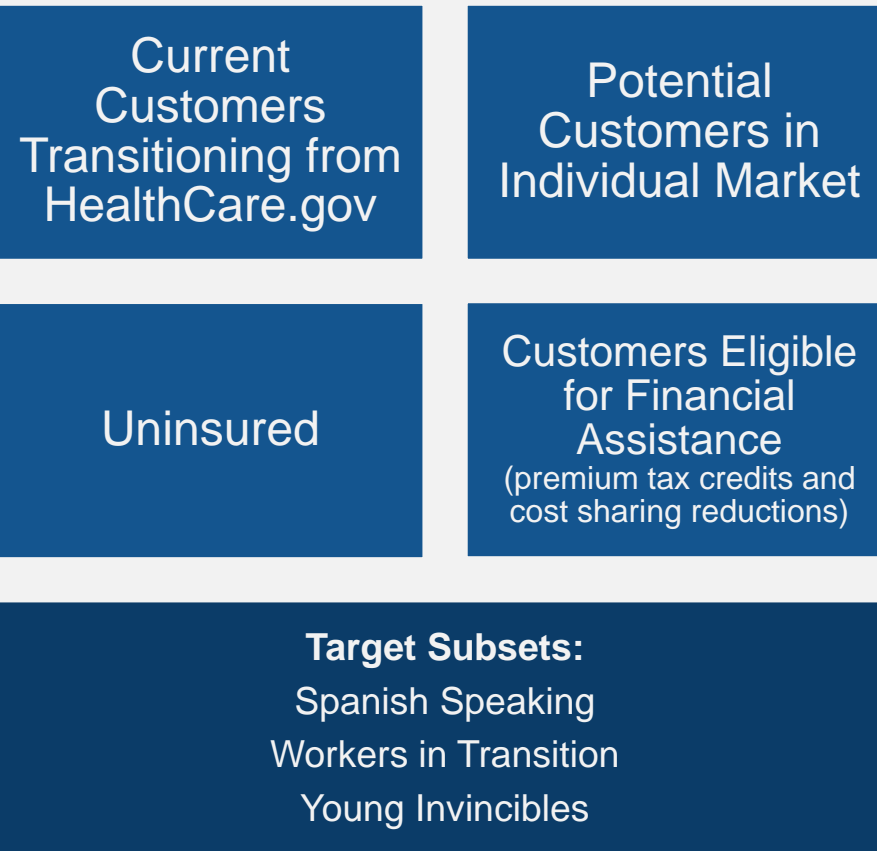
### Exchange Authority's Goals

1. Ensure a seamless transition
2. Improve access and customer service
3. Lower costs and lower premiums

### Communications & Outreach Secondary Goals

1. Increase access to high-quality medical and dental coverage, reduce the uninsured rate
2. Improve the health insurance purchasing process, make sure customers are buying the plan best for them
3. Educate Pennsylvanians on the financial assistance and other resources available to them
4. Build rapport with a diverse group of stakeholder to create and activate brand ambassadors

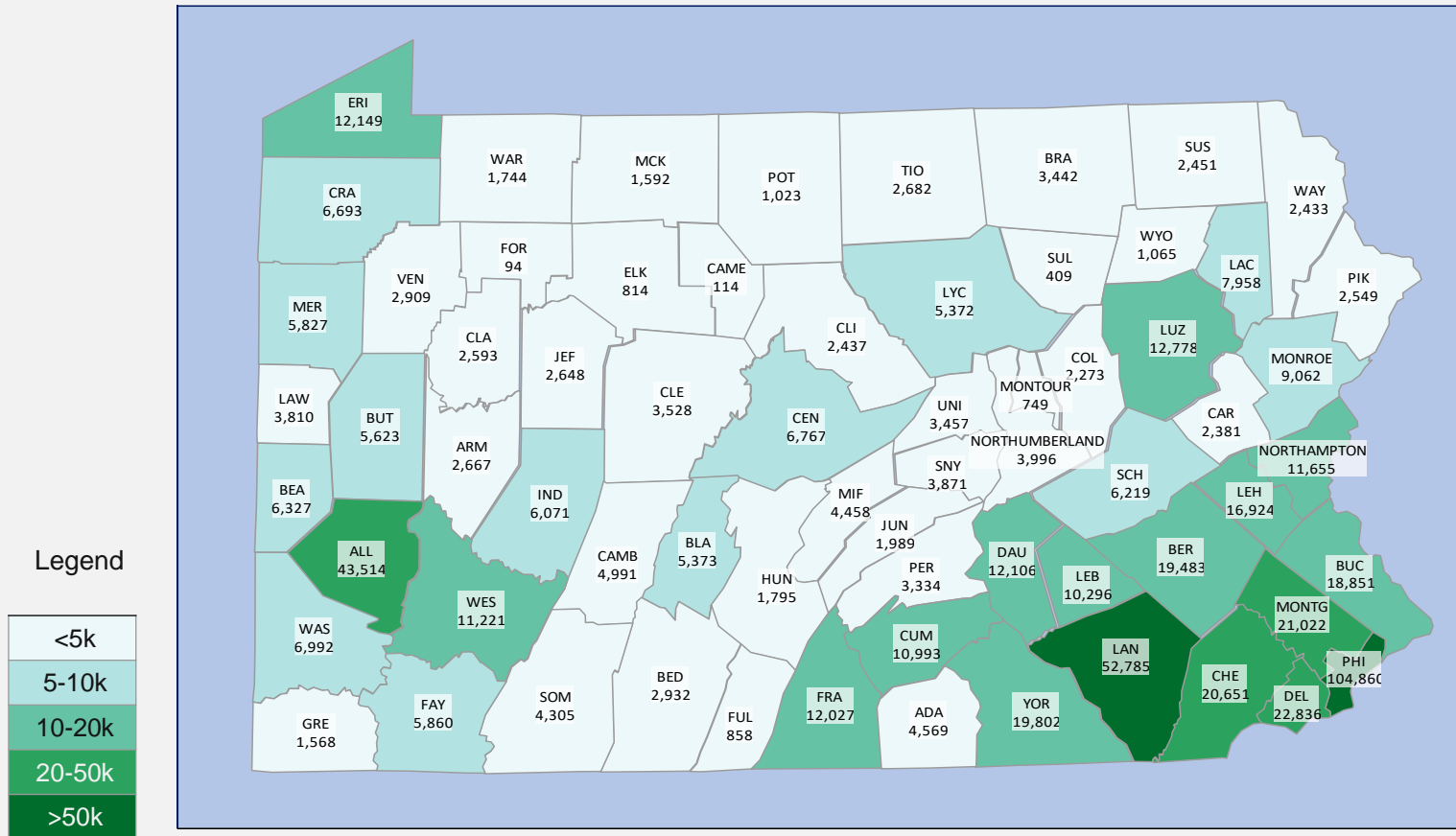
# Target Audiences



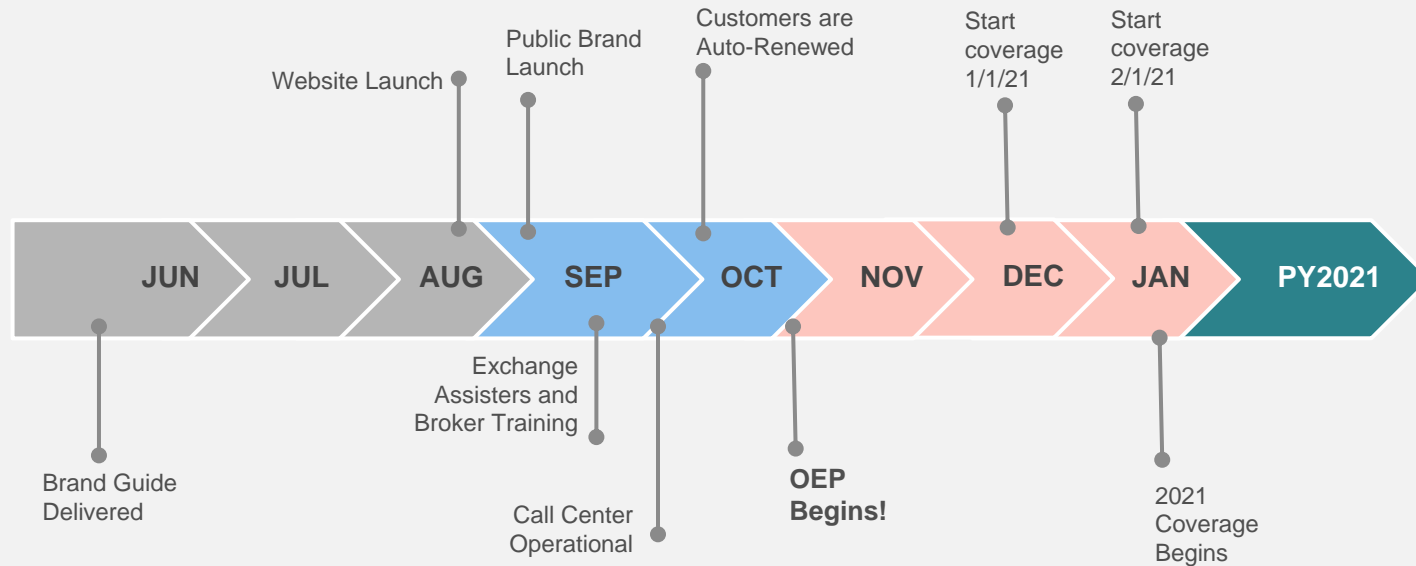


# Prioritizing the uninsured

Five counties (Chester, Delaware, Lancaster, Montgomery and Philadelphia) in the southeast make up 36.6% of the uninsured



# Critical Milestones



## Awareness Campaign

(September 15 – October 31)

- Public roll-out of Pennie brand
- Launch of advertising to increase familiarity with organization and services offered
- Earned media push begins
- Grassroots outreach efforts and education begins

## Call-to-Action Campaign

(November 1 – January 15, 2021)

- Message shifts across channels, focus on shopping and enrollment
- Increased effort during OEP milestones
- Behavioral-based microtargeting across all platforms
- Direct communication whenever possible

## Plan Year 2021 and Special Enrollment Period

(January 16 – November 1, 2021 )

- Support and retain current enrollees
- Assist those eligible for an Special Enrollment Period
- Advertising to focus on importance of coverage and Qualifying Life Events

# Tactics

## Earned Media

- Press releases, Interviews, press events, online reviews
- Word of mouth efforts, social shares

## Paid Media

- Television, Radio, Out of Home/Transit, Print, Sponsorships
- Social Media advertisements, Search Engine Optimization, influencer marketing

## Owned Media

- Website, Social pages, Pennie Podcast, portal content
- Collateral materials

## Brand Ambassadors (internal & external)

- Open Enrollment Toolkit Kit

## Education and Enrollment Events

- Exchange Assister enrollment events and fairs
- Educational outreach events held in conjunction with outreach partners

## Direct Communications

- Emails, Newsletters, Text Messages  
*potential:* direct mail, auto-dials
- System generated notices

### Federal

- Mid October – First notice to customers informing them of the transition to state-based exchange

### State

- Mid October – Post-CMS launch email and postal mail to customers welcoming them to Pennie
- Late October – Written and electronic notices sent depending on preference selected on HealthCare.gov - Invitation for current customers to enroll in Pennie; autorenewal notice, corresponding eligibility notice

# Stakeholder Engagement

## Outreach Priorities

- Public libraries
- Non-profit, community-based organization
- Municipalities and public officials
- Faith-based organizations
- Cultural organizations
- Small business owners
- State agency partners

## Planning in a Precarious Environment

- With and without Covid-19 Restrictions
- Researching the most effective digital platforms for outreach

# Feedback & Discussion

Now that you have seen the plans, what are the strengths & weaknesses?

# Adjourn