



The call will be recorded for sharing purposes



MS Teams Live Conference Call

All attendees' lines are muted

All questions can be typed using the Q&A function. Pennie Reps will answer them 1:1, publish or audibly address.

Note: There is a 20-40 second delay.

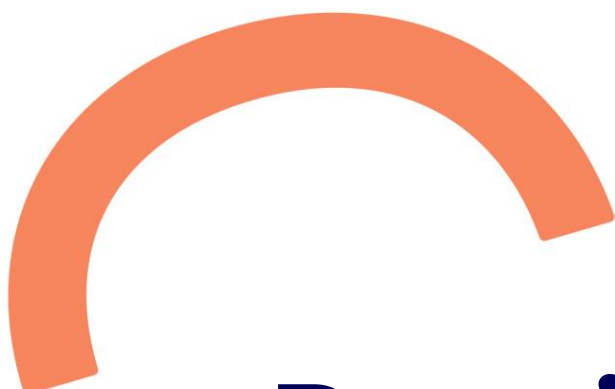
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Broker Workgroup

November 12, 2021

Meeting Agenda

1. Pennie Updates
2. Pennie's Marketing Campaign for OEP 2022
3. Policy Updates for OEP 2022
4. Outreach Priorities for OEP 2022
5. Questions?



Pennie Updates



Updates for OEP 2022

Open Enrollment Period (OEP)

- Broker Training is now free, Assister training continues to be free
- New explainer videos available at pennie.com and through Pennie's YouTube Channel
- Elevated outreach and advertising focus on disproportionately uninsured (such as Young Adults, LGBTQ, Hispanic, African Americans, etc.)
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Special Enrollment Period (SEP) Improvements

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- Additional SEPs, including COBRA subsidy expiration, Exceptional Circumstances and Exchange Error will be newly available for customer self-service

User Interface Improvements

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Enrollment Improvements

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Brokers and Assisters

- Broker/Assister support line will be open 8am-5pm on Saturdays during Open Enrollment

Pennie-Certified Broker and Assister Support Specialists at 1-844-844-4440

Key Performance Metrics (KPI) Definitions:

Abandoned Rate % (ABR%) - Customers that drop/hang up after holding longer than 30 seconds. KPI Goal = $\leq 5\%$

Average Speed of Answer (ASA) - average wait time before a call is answered. KPI Goal = ≤ 60 seconds

Service Level % (SL%) - % of calls answered in 30 seconds or less $\geq 70\%$ of the time. KPI Goal = the definition is the goal

Average Handle Time (AHT) – avg. length of customer interaction within a call including post call wrap up. Goal = varies, no formal SLA; 10 -15 minutes acceptable range (OEP).

Specific Assister/Broker Dedicated Line Performance (Average All Days Together) 11/1 – 11/9 (including Saturday):

Abandoned Rate % (ABR%) = $< 1\%$

Average Speed of Answer (ASA) = 12 seconds

Service Level % (SL%) = 90%

Average Handle Time (AHT) = 10 minutes

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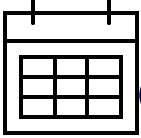
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Overall CC Performance Month to Date on All Queues Combined (Customer, Assister/Broker, Spanish and Other Language)





Get Informed. Get Educated.

Broker Workgroup

- Every other month
- Second Friday of the month
- 11-11:30am
- For all PA Brokers
- Prior meetings viewed here:
[Pennie Broker Workgroup Page](#)

Next meeting will be January 14th at 11am

Broker Lunch & Learn

- Every month
- Third Thursday of the Month
- 12:30 to 1:00 PM
- For new & existing Pennie Brokers
- Educational Instruction & FAQs
- [Prior L&L's viewed here](#) ▶

Next session November 18th at 12:30 pm
*****Thursday, December 16th at 12:30 pm**

The slide features several decorative curved shapes. A prominent, thick orange arc is on the left side. Scattered across the right side and bottom are several lighter, semi-transparent orange arcs of varying sizes and orientations, some resembling partial circles or segments.

Pennie's Marketing Campaign for OEP 2022

Communications and Marketing Campaign

Stakeholder & Customer Communications

- OEP stakeholder toolkit can be found at: <https://agency.pennie.com/toolkit/>
- Toolkit includes talking points, updated collateral material, sample newsletter content and digital ads as well as specific stakeholder explainer videos

Earned Media

- Press Conference held on Nov. 1 with Governor Wolf, Mayor of Philadelphia, Commissioner Altman and Director Sherman for OEP kick-off
- Leveraging advertising added value with media interviews
- Media alerts/press releases will be distributed around OEP deadlines

Owned Media

- Explainer Videos for pennie.com
- Social Media Campaign
- Website updates
- Content Marketing – blogs, videos, newsletters

Communications and Marketing Cont.

Paid Media

- Target audiences/markets
 - Uninsured
 - Disproportionately underserved audiences (Latinx, African American, LGBTQAI+)
 - Newly eligible for subsidies that were previously ineligible, off exchange customers
 - Inclusion of early retirees
- Creative strategies – reaching underserved and uninsured with direct message to target the cost-savings now available, strategies include:
 - Traditional Media
 - Transit & Print
 - TV, Radio
 - Future Bob
 - Digital Media
 - Search, Social, Digital Video, Programmatic Display, Social Media Influencers
 - Lifestyle (Laundromats, Pharmacy)
 - Sponsorships, Events, Parades, etc.

Samples of OEP Advertisements

Digital & Transit

Never-before-seen health coverage savings now available at Pennie

- ✓ Shop and compare plans.
- ✓ Get financial assistance.
- ✓ Receive free support.
- ✓ Get covered!

Enroll Now at pennie.com




Find your quality health coverage at new low costs

Enroll Now at pennie.com
Open Enrollment Ends on January 15




Health Coverage Savings Now Available at Pennie!

Enroll Now at pennie.com





Pennie's Policy Update for PY22



Policy Updates – ARP Subsidies

- Enhanced Subsidies Under American Rescue Plan
 - **Enhanced ARP subsidies will continue to significantly reduce the cost of health coverage in 2022.**
 - Total APTC amount available through 2022 will equal the total APTC amount available in 2021.
 - Many customers enrolled in 2021 coverage will see a decrease in the amount of **monthly** APTC available in 2022 due to Pennie applying ARP subsidies across all 12 months in 2022.
- Enhanced APTC/CSR for those eligible for Unemployment Insurance
 - Those eligible for unemployment insurance (UI) will now have their eligibility for financial assistance determined based on their actual household income.
 - In 2021, household income was capped at 138.1% to ensure receipt of maximum levels of APTC/CSR.

Policy Updates - Low-Income Special Enrollment Period

- ***New monthly low-income SEP approved for PY22***
- Available for individuals and dependents with household income that does not exceed 150% FPL (\$19,140 for an individual, \$39,300 for a family of 4)
- Monthly, non-gated SEP available for both new and current enrollees
- New enrollees can enroll in a plan in any metal level
- Current enrollees can enroll in a silver plan only
- Available while subsidies under American Rescue Plan remain in effect

Policy Updates - Easy Enrollment Program

- Pennie and the PA Department of Revenue (DOR) have finalized a tax schedule with instructions allowing taxpayers to indicate they are uninsured and "opt-in" to receiving information from Pennie regarding their potential eligibility for coverage
- Will trigger an account claiming notice with eligibility estimate and new 60-day SEP

2022

January 18 - 31 – Federal and state income tax filing season begins

- Taxpayers will see new Pennie Tax Schedule and Instructions
- DOR will send files for those who 'check-the-box' to Pennie

March 31 – Easy Enrollment program launches

- Pennie will start to receive files on a weekly cadence
- Upon receipt of file, an account is created, a notice is generated, and 60-day 'Tax Time' SEP is triggered

April 15 – Federal and state income tax filing deadline

- 'Tax Time' SEP will remain available for those still in 60-day window

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Outreach Priorities for OEP 2022

The Road So Far

Mission: Protect Pennsylvanians and their quality of life

Outreach & Education

- Hundreds of virtual and in-person education sessions
- Emphasis in 2021 on reaching hospitals & health centers
- Active engagement of Hispanic/Latinx communities
- Growing Assister Network to better engage LGBTQ+, Asian, African American, and rural communities
- Education for legislative staff and support at Townhall/Community Resource events
- Partnership with Labor & Industry and PA CareerLinks to assist the unemployed
- Networking with Small Business Development Centers (SBDC) to reach sole proprietors, small business owners, and small precision manufacturers
- Engaging faith-based organizations to increase awareness about Pennie
- Sponsorship of the YMCA Health Equity Tour



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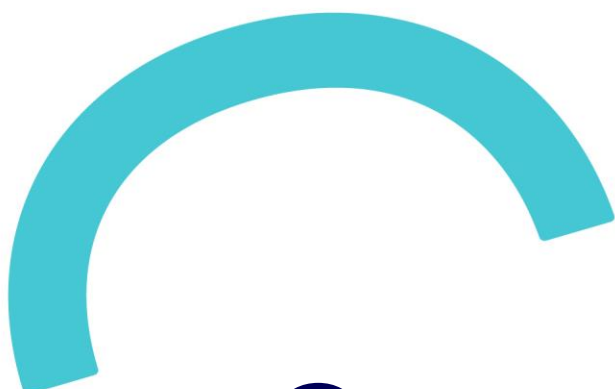
Questions, Comments, Suggestions always welcome!

Broker Feedback related to the Pennie Broker Specialist Line has been VERY POSITIVE – THANK YOU!

Need Help? Think -4440... +1 (844) 844-4440

Find additional resources on Agency.Pennie.com/Brokers

As always, the materials and recording from this workgroup will be posted to: agency.pennie.com/agencypartners/brokerworkgroupmaterials/



Questions for Pennie



pennie[™]

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