



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
 - 1st 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 24th

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 23rd at 2pm
- Chairperson Nominations
- Election of Chairperson

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Communications & Outreach Overview

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Overarching Goals

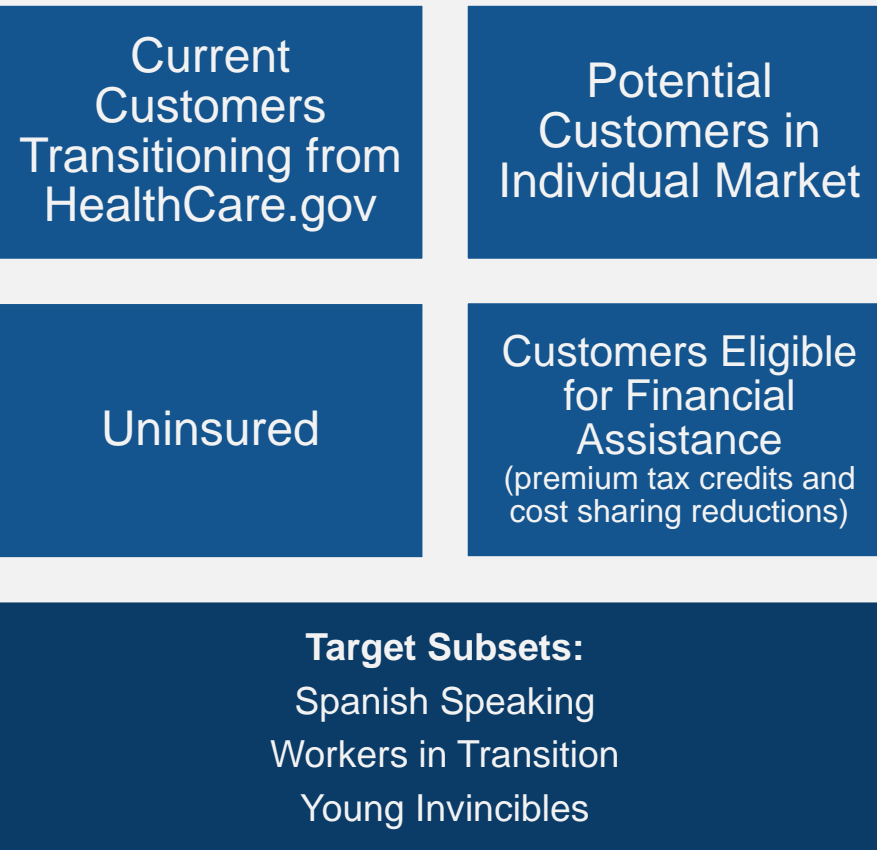
Exchange Authority's Goals

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

Communications & Outreach Secondary Goals

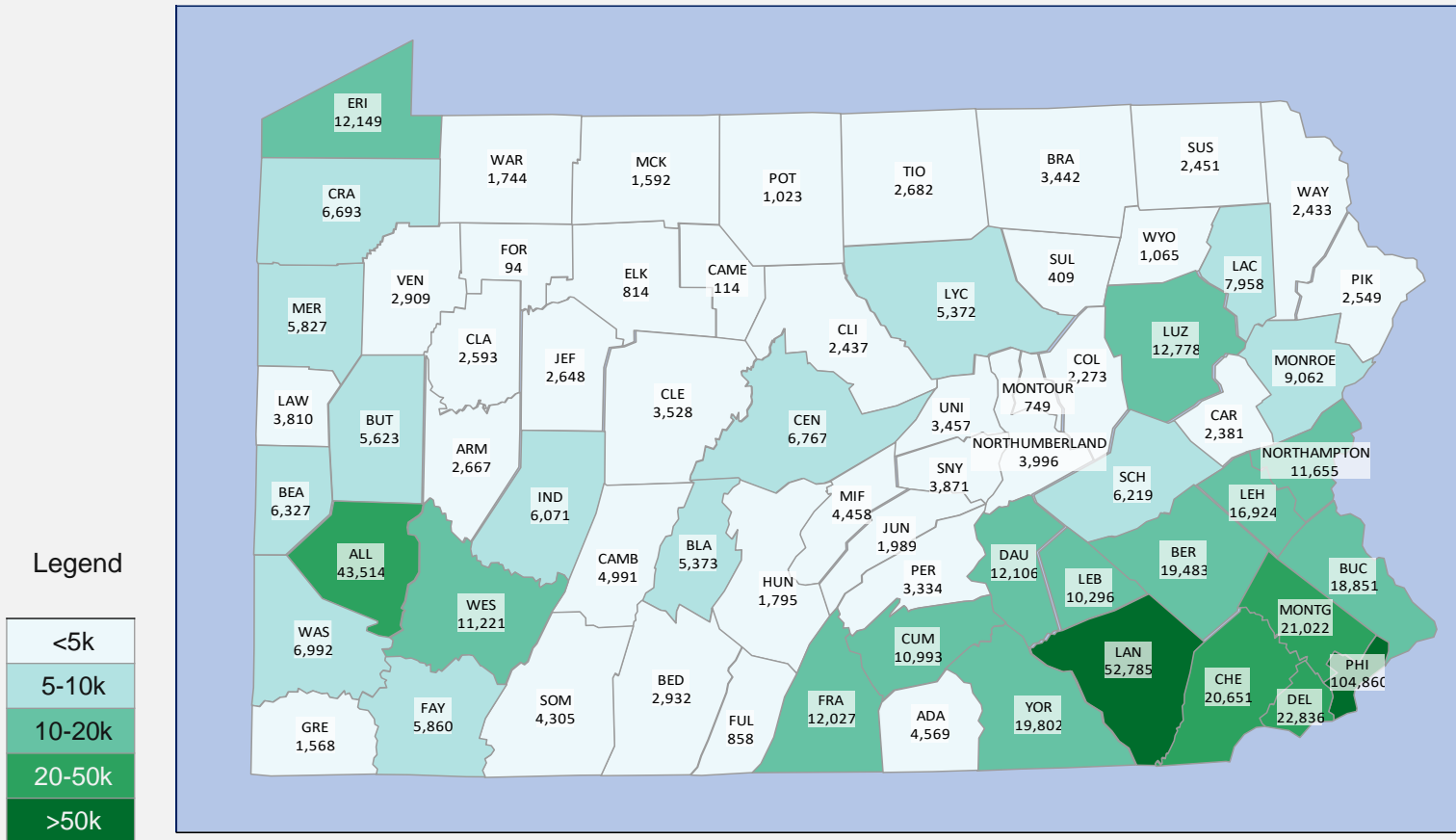
1. Increase access to high-quality medical and dental coverage, reduce the uninsured rate
2. Improve the health insurance purchasing process, make sure customers are buying the plan best for them
3. Educate Pennsylvanians on the financial assistance and other resources available to them
4. Build rapport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

Target Audiences



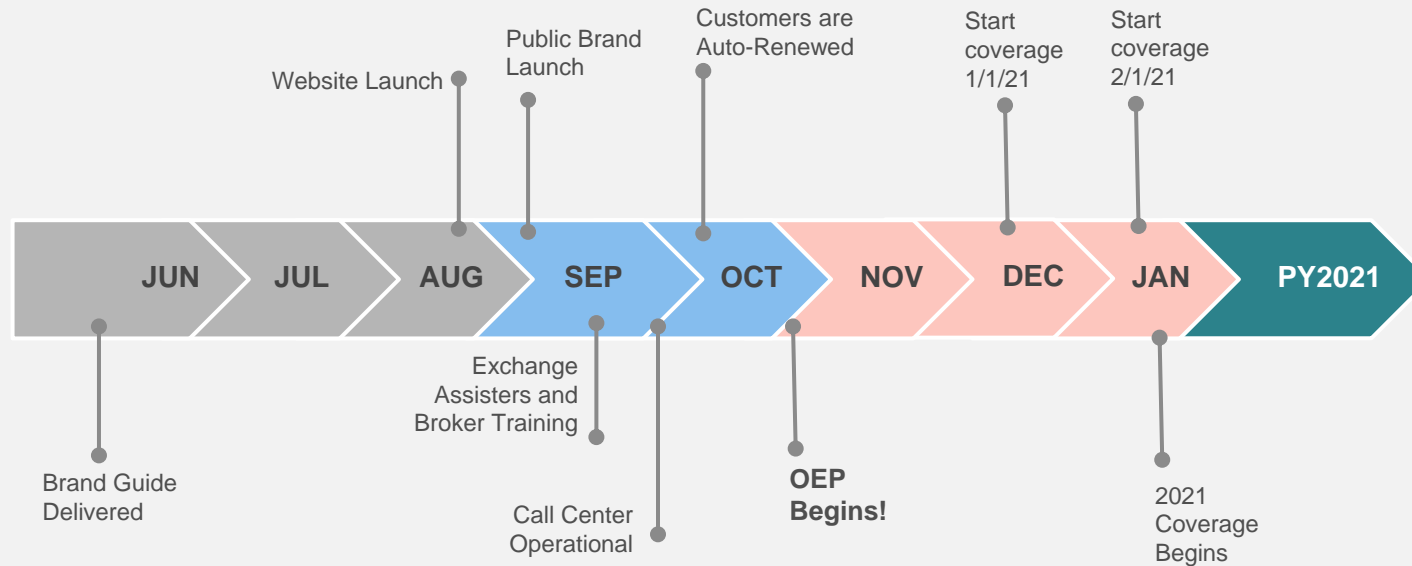
Prioritizing the uninsured

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



Notes: Uninsured has been adjusted to *exclude* uninsured undocumented immigrants (likely ineligible for ACA coverage) and uninsured individuals who indicate Pennsylvania German ancestry. Civilian noninstitutionalized population.
 Source: SHADAC analysis of the United States Census Bureau's American Community Survey (ACS).

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