



The call will be recorded for sharing purposes

# Conference Call Etiquette

- Please **mute your line** if you are not speaking.
- Identify yourself & organization before you speak.
- If you are on the phone **and** logged in via web, turn off your computer speakers.
- If you have a question, please use the chat functionality. With MS Teams, you can *raise your hand* to be called upon with a question.



# Outreach & Education Workgroup

**November 4, 2020**

# Meeting Agenda

1. Pennie Overview & Updates
2. Update on Open Enrollment Toolkit
3. How to Support Customers
4. November Communications and Outreach
5. Feedback from OEW Members on Open Enrollment
6. Questions for Pennie



# Pennie Overview & Updates



# Who we are and what we do

**Goal:** Improve the accessibility and affordability of individual market health coverage for Pennsylvanians

## Who we are

- The official health insurance marketplace for Pennsylvania
- The home for high-quality, affordable health insurance plans
- The only source for financial assistance to reduce the cost of coverage and care

## Who we help

- Customers transitioning from Healthcare.gov
- Individuals and families without access to employer-sponsored coverage
- The uninsured
- Operate a “*no wrong door*” policy to ensure those deemed Medicaid-eligible access coverage

## How we help

- Customer Service Team
- Online self-service
- Direct outreach & education
- In-person assistance through Navigators/Assisters and Brokers

# Why Pennsylvania decided to transition

## Benefits of a state-based marketplace:

- **Flexibility** to react to changes and **serve residents in the way that's best for them**
- **Local control** of a robust in-person assistance program, education, communications and customer service
- **Decreased operational costs and an ability to keep dollars in-state**
- **Increased premium savings** (reduction of approx. 3-5%) in the individual insurance market through the implementation of a reinsurance program
- Ability to work more closely with insurers and **foster a competitive marketplace**
- **Better oversight and management** of the Medicaid churn population, some of PA's most vulnerable

# Agency Updates

What's new since we met last?

## Pennie is Live!

- Open Enrollment is here. November 1 – January 15, 2021
- Pennie.com - 1-844-844-8040 (customer line)

## Technology Platform

- Consistently monitoring technical issues with help of customer, broker, assister, and insurer feedback.

## Call Center

- Over 200 CSRs
- OEP hours: M-F 8a-7p, Sat 8a-1p, Closed Sunday
- Dedicated Broker/Assister line: 1-844-844-4440

## Exchange Assister / Navigator Network

- Assisters are setting up accounts
- Pennie Ambassadors being deployed
- Enrollment events being scheduled (full schedule at pennie.com)

## Other Stakeholders

- Sent OE Toolkit to a vast number of stakeholders & leveraging other state agency channels.

## Brand Development & Marketing

- Press Conference to be scheduled later this month after election noise settles.
- Pennie.com is now available in Spanish, Mandarin, and Russian
- Awareness Campaign yielded over 49 million impressions, 275,000 clicks, & 6 million completed video views
- OEP Campaign starting soon.





# Update on Open Enrollment Toolkit



# Open Enrollment Toolkit

<https://agency.pennie.com/oetoolkit/>

## Open Enrollment Toolkit



Get the materials you need when you need them.  
All in one convenient location.



# Open Enrollment Toolkit

- General Materials
  - Flyer and Posters
  - Guides
  - Logos
  - Talking Points/Sample content
  - Spanish Collateral
- Digital Materials
  - E-Newsletter Blurbs
  - Logos
  - Educational Videos (English and Spanish)
  - Social Media Text
- Broker/Assister Specific Materials
  - Guides/Manuals

# Social Press Kit

## Pennie's Social Media Kit

**CAMPAIGN**

### Open Enrollment Toolkit

**DESCRIPTION**

Easily share our Open Enrollment resources! D


**TIMELINE**

Nov 1st - Jan 15th

**HASHTAGS**

#PennieGetsYouCovered | #PenniePA |  
 #PennieProud | #HealthInsurance |  
 #InsuranceMarketplace | #IndividualMarket

**FACEBOOK POSTS**




**Pennie - I**

Welcome to Pennie, the health insurance marketplace for Pennsylvanians. Explore health coverage plans and find the right one for your needs. Healthcare for you.

**SPECIFIC TIME / DURATION**

Nov 1st - Jan 15th


**f Post to timeline**



**Pennie - 2**

Welcome to Pennie, the health insurance marketplace for Pennsylvanians. Explore health coverage plans and find the right one for your needs. Healthcare for you.

**f Post to timeline**




**Pennie - 3**

Did you know December 15, 2020 will be the last day to purchase your health coverage for January 2021 through Pennie? You will still be able to purchase health coverage for February 2021 and beyond up until January 15, 2021.

**f Post to timeline**


**TWEETS**



**Pennie I**

Pennie is Pennsylvania's new, self-sustaining health insurance marketplace and the home for high-quality, affordable health insurance plans. Visit pennie.com.

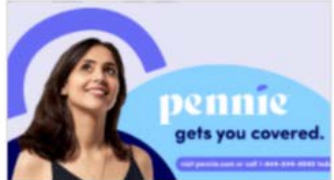
**Twitter Tweet**



**Pennie 2**

Pennie's mission is to help Pennsylvanians access the health insurance needed to live a healthy life. Open enrollment will run from Nov. 1, 2020 to Jan. 15, 2021. Visit pennie.com for more info.

**Twitter Tweet**

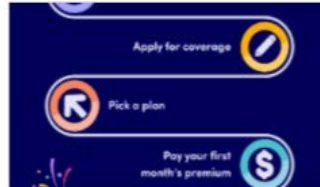


**Pennie 3**

Now through January 15, 2021, Pennsylvanians can shop and compare health coverage plans with Pennie. Learn more at pennie.com.

**Twitter Tweet**


**FACEBOOK POSTS**



**Pennie - Infographic 1**

Follow the Pennie Path to Coverage!

**f Post to timeline**



**Pennie - Infographic 2**

With Pennie, the path to coverage is simple - with lots of help along the way!

**f Post to timeline**




# How to Support Customers



# Customer Assistance Options

## Meet an Assister



### Schedule an Appointment with an Assister

Agende una cita con un Asistidor

1. Please provide your first name.  
(Por favor provea su primer nombre.)

2. Please provide your last name.  
(Por favor provea su apellido.)

3. Please provide a valid email address (if available).  
(Por favor provea un correo electrónico válido.)

4. Please provide a valid phone number (format: 555-555-5555).  
(Por favor provea un número telefónico válido.)

5. Please provide your current county.  
(Por favor provea su condado actual.)

6. Please provide your current city.  
(Por favor provea su ciudad actual.)

7. Please provide your current zip code.  
(Por favor provea su código postal actual.)

8. Please select a preferred date for the appointment.  
(Por favor seleccione una fecha preferida para la cita.)

Please input date in format of M/d/yyyy

9. What time of day would you like to meet?  
(A qué hora del día le gustaría reunirse?)




☐ Morning (Mañana)  
☐ Afternoon (Tarde)  
☐ Evening (Noche)

Connect with us

## Connect with Pennie

Whether you're shopping for health insurance for the first time or just looking around, Pennie can help you find the right plan for your healthcare needs.

When you have questions, we have answers. Let's work together to get you the right coverage.

 Meet with an Assister
  Call 1-844-844-8040
  Send a message

10. How would you like to meet with an Assister?  
(Cómo le gustaría reunirse con el Asistidor?)

☐ In-Person (En persona)  
☐ Virtual (En virtual)

11. What is your preferred language?  
(Cuál es su idioma preferido?)

☐ English  
☐ Spanish  
☐ Other

**Submit**

Never give out your password. [Report abuse](#)



# Customer Assistance Options

Connect with a Broker: <https://enroll.pennie.com/hix/broker/search>

## Find Local Assistance at No Cost to You



Agents and brokers are licensed by Pennsylvania's Department of Insurance and have completed additional training to become certified with Pennie. Only an agent or broker can make specific recommendations about which plan you should buy. Note that some agents and brokers may only be able to sell plans from specific health insurance companies.

**FIND A PENNSYLVANIA CERTIFIED  
AGENT OR BROKER NEAR YOU**



Pennie Assisters belong to Enrollment Entities, which include hospitals and not-for-profit organizations from around the state that have been trained by Pennie to help you understand what options are available to you and your family. They cannot make specific recommendations about which plan you should buy.

**FIND A PENNSYLVANIA ASSISTER NEAR YOU**

# Customer Assistance Options

Pennie Call Center

## Hours of Operations\*

| Pennie Contact Center  | Monday - Friday     | Saturday            | Sunday  |
|--|---------------------|---------------------|---------|
| During OEP*  | 8:00am - 7:00pm EST | 8:00am - 1:00pm EST | Closed* |
| Outside of OEP   | 8:00am - 6:00pm EST | Closed              | Closed  |
| <b>Note:</b> Hours are subject to change when mutually agreed upon by Pennie, Stakeholders and Vendor partner. |                     |                     |         |


Closed on all major holidays – November days include:

- Veterans Day – November 11, 2020
- Thanksgiving – November 26, 2020



# Pennie Frequently Asked Questions

Help.pennie.com

 **connecting Pennsylvanians to health coverage**

Search

Frequently Asked Questions

Search

Frequently Asked Questions (FAQs)

[Contact Us](#) [Using an access code to claim your account](#)

Categories

[Broker/Assister](#) [Customer](#) [Glossary](#)



# **November Communications and Outreach**



# Pennie Events

- Enrollment Events
- Ambassador Events
- <https://pennie.com/event-calendar/>

**pennie** connecting Pennsylvanians to health coverage Learn Shop Connect Get Covered

Event Calendar

## Events Calendar

### Enrollment Events

**Search by County:**

SEARCH

|   |  |   |
|---|--|---|
| <b>Nov 04, 2020</b><br>Doylestown YMCA, Bucks County                              | <b>Nov 05, 2020</b><br>YMCA Of Greater Brandywine, Chester County                  | <b>Nov 09, 2020</b><br>Joseph A. Yablonski Memorial Clinic, Washington County |
| <b>Nov 12, 2020</b><br>East Liberty Family Center, Allegheny County               | <b>Nov 12, 2020</b><br>SW Coalition Of Health Centers, PA Senate, Allegheny County | <b>Nov 13, 2020</b><br>Sewickley Valley YMCA, Allegheny County                |
| <b>Nov 14, 2020</b><br>ACLAMO, Montgomery County                                  | <b>Nov 16, 2020</b><br>ACLAMO, Montgomery County                                   | <b>Nov 16, 2020</b><br>Uniontown Family Doctors, Fayette County               |
| <b>Nov 17, 2020</b><br>Senator Sharif Street Community Event, Philadelphia County | <b>Nov 17, 2020</b><br>SW Coalition Of Health Centers, PA Senate, Allegheny County | <b>Nov 18, 2020</b><br>Germantown Crisis Ministry, Philadelphia County        |

# Other Communications

- PenniE-newsletter
  - Distributed every other month
  - Updates on Pennie and health insurance in Pennsylvania
  - Letter from Pennie's Executive Director
  - Myth Busters/FAQs
  - Important Events Coming Soon
- The Pennie Podcast
  - Three tracks – Pennie FAQs, health insurance interviews and health-related interviews
  - Will be available on pennie.com and Spotify
  - If interested in being on an episode, please reach out!



# Feedback from OEW Members on Open Enrollment



# Questions for Pennie



Questions, Comments, Suggestions always welcome through the:

## Pennie Stakeholder Web Portal

**ADDRESS**

312-318 Market Street,  
Bowman Tower, Floor 3  
Harrisburg,  
Pennsylvania  
17101

**WEB**

[pennie.com](http://pennie.com)

**Pennie Call Center**

1-844-844-8040

**Pennie Broker/Assister  
Call Center**

1-844-844-4440