



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.

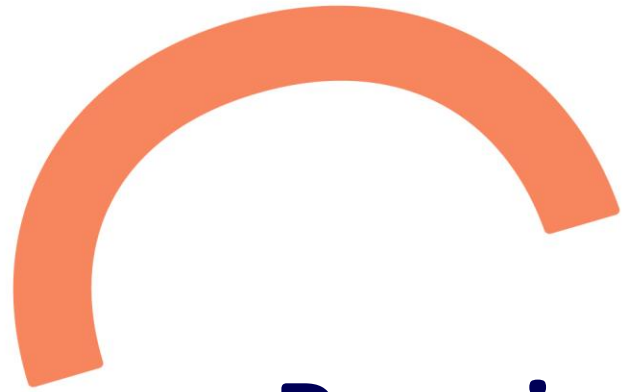
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# Outreach & Education Workgroup

February 3, 2021

# Meeting Agenda

1. Preliminary Matters
2. Final Open Enrollment Data
3. COVID-19 Special Enrollment Period
4. Pennie's SEP Outreach Activities
5. Questions for Pennie



# Pennie Updates

# Agency Updates

## Open Enrollment is Closed

- Open Enrollment closed on Friday, January 15th
- Call center hours are now 8 am – 6 pm; no Saturday hours
- Special Enrollment Period in affect (more on COVID-19 SEP)

## Technology Platform

- Collecting suggested changes to platform now
- Email suggestions to [ChaAngelo@pa.gov](mailto:ChaAngelo@pa.gov) or fill out [Stakeholder Feedback Form](#)

## Exchange Assister / Navigator Network

- Enrollment events schedule at pennie.com

## Customer-facing pennie.com

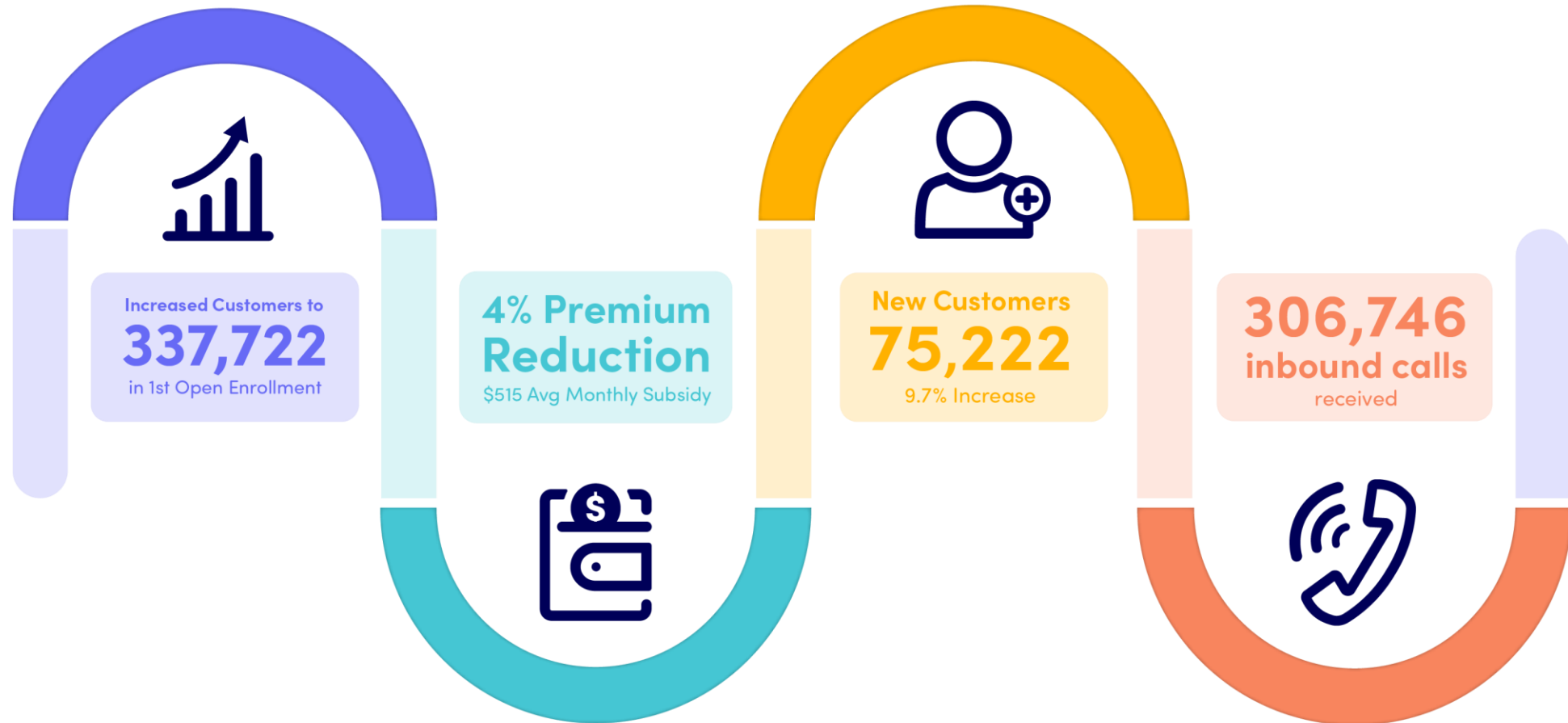
- Shifted language to SEP & Qualifying Life Events
- Added webpage and links for [COVID-19 Education & Resources](#)



# Open Enrollment Data



# Pennie by the Numbers





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# COVID-19 Special Enrollment Period

# COVID-19 SEP Policy

- February 15 – May 15, 2021
- General Stakeholder feedback
  - Support of COVID-19 SEP
  - Strong interest in Pennie creating materials to help spread the word
  - Suggested Pennie's marketing aligns with federal marketing campaign
- Policy Updates
  - Uninsured and current enrollees are eligible
  - First month effective date rule applied
  - Standard 60-day SEP for applicants to enroll in coverage
- Operationalizing
  - New qualifying life event

# COVID-19 SEP Customer Process

Steps to coverage:

- 1) Create an account at pennie.com
- 2) Start and complete Pennie application
- 3) Select appropriate SEP
- 4) Shop & compare plans
- 5) Enroll in a health plan
- 6) Pay first month's premium
- 7) You're covered!

# COVID-19 SEP Messaging

## What Pennie Is Doing

- Marketing
- Media Buy
- Customer Emails
- Social Media
- Website Updates
- E-Newsletter
- Podcast Q&A

## What You Can Do

- Pennie Toolkit
- Talking Points
- Share socials
- Encourage & recommend pennie.com
- Order updated marketing materials



# Pennie's SEP Outreach Activities



# SEP Outreach Activities

- Reconnecting with...
  - Legislative Partners
  - State Agency Partners (L&I, PennDOT, Organ Donation, Department of Human Services/OIM, PA CareerLinks, etc.)
  - Governor's Commissions (Latino Affairs, LGBTQ+, African American Affairs, Women's Affairs, etc.)
  - PA Forward – Community, Public, and Free Libraries
  - Chambers – Asian American, Hispanic American, African American, LGBTQ+, etc.
  - Small Business Development Centers, Workforce Investment Boards, and Planning & Development Commissions
  - Healthy Start Programs, YMCAs, United Way, PA 211 and other faith-based/non-profit organizations
  - Municipal Leaders – Mayor Kenney, Mayor Peduto, County Commissioners, and Municipal/County Public Health Offices
  - Hospitals & Health Centers
  - Learning Communities



# Questions for Pennie



Don't forget to take our 4-question Stakeholder Feedback Survey

Questions, Comments, Suggestions always welcome through the

Pennie Stakeholder Web Portal





**ADDRESS**

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

**PHONE**

+1 844-844-8040

**WEB**

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