



Connecticut's Health Insurance Marketplace

**Launching the Exchange:**  
Results and take-aways from the  
first open enrollment period

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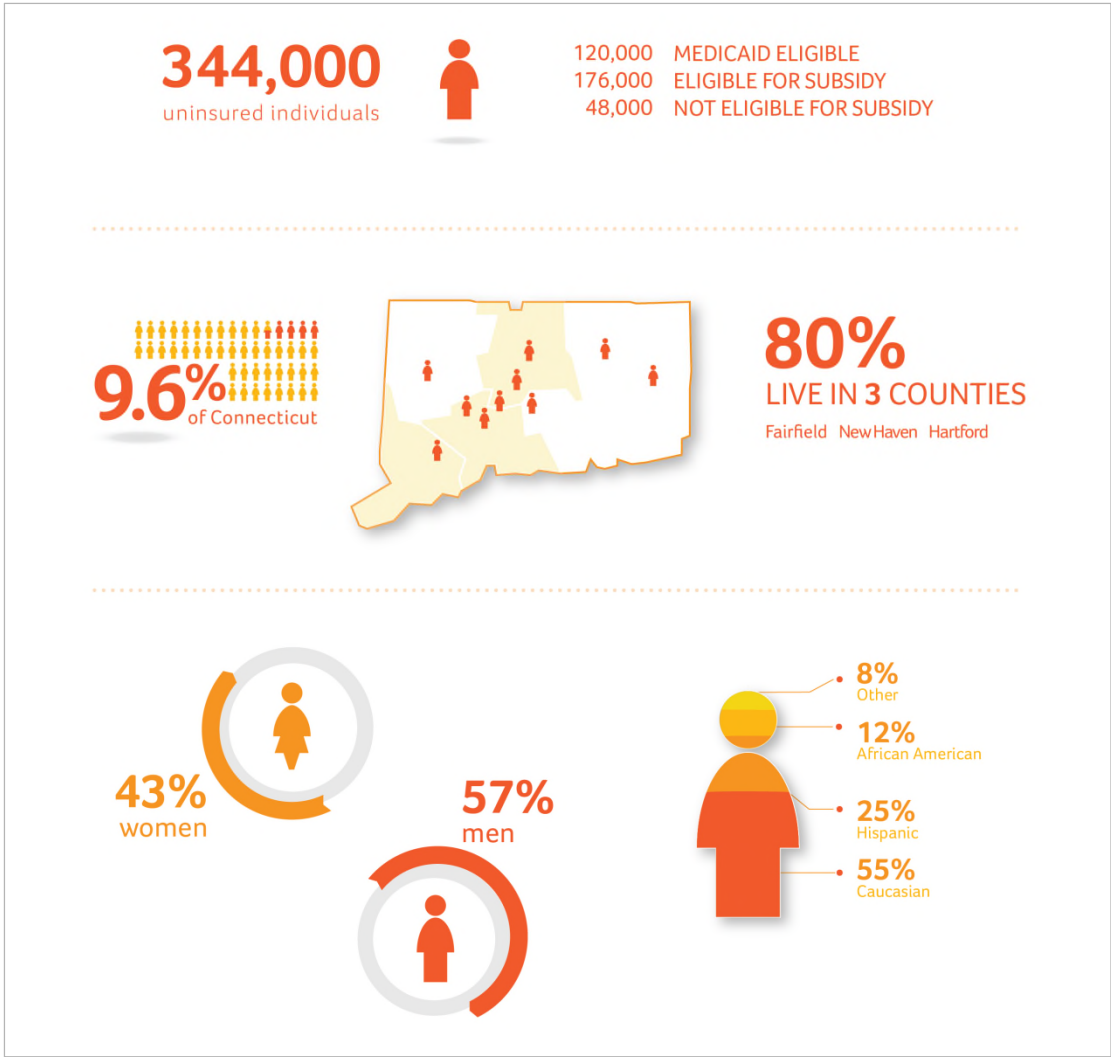
# Launch Goals

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The primary goals of our launch were:

- ✓ Build awareness of the law (ACA) and Access Health CT
- ✓ Educate individuals and businesses how they can benefit from the AHCT
- ✓ Reduce the number of the uninsured
- ✓ Deliver an exceptional customer experience that is easy, simple and transparent
- ✓ Foster long term favorability of AHCT

# The Uninsured Marketplace



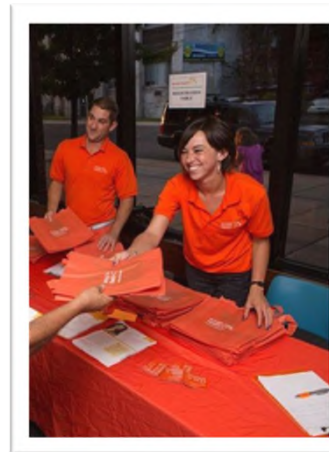
# We Got Started Early

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Field outreach actually began in October of 2012

- Partnered with NBC to promote a series of open town hall meetings to begin raising awareness
- Early start promoted openness, transparency, unpaid media coverage and brand building
- More than 25 “Health Chats” were conducted in Q4-12 and Q1-13

LET'S CHAT



# Substantial Summer Outreach Activity

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Outreach efforts focused on both brand building and lead capture

- More than 16,000 leads were captured between June and September of 2013

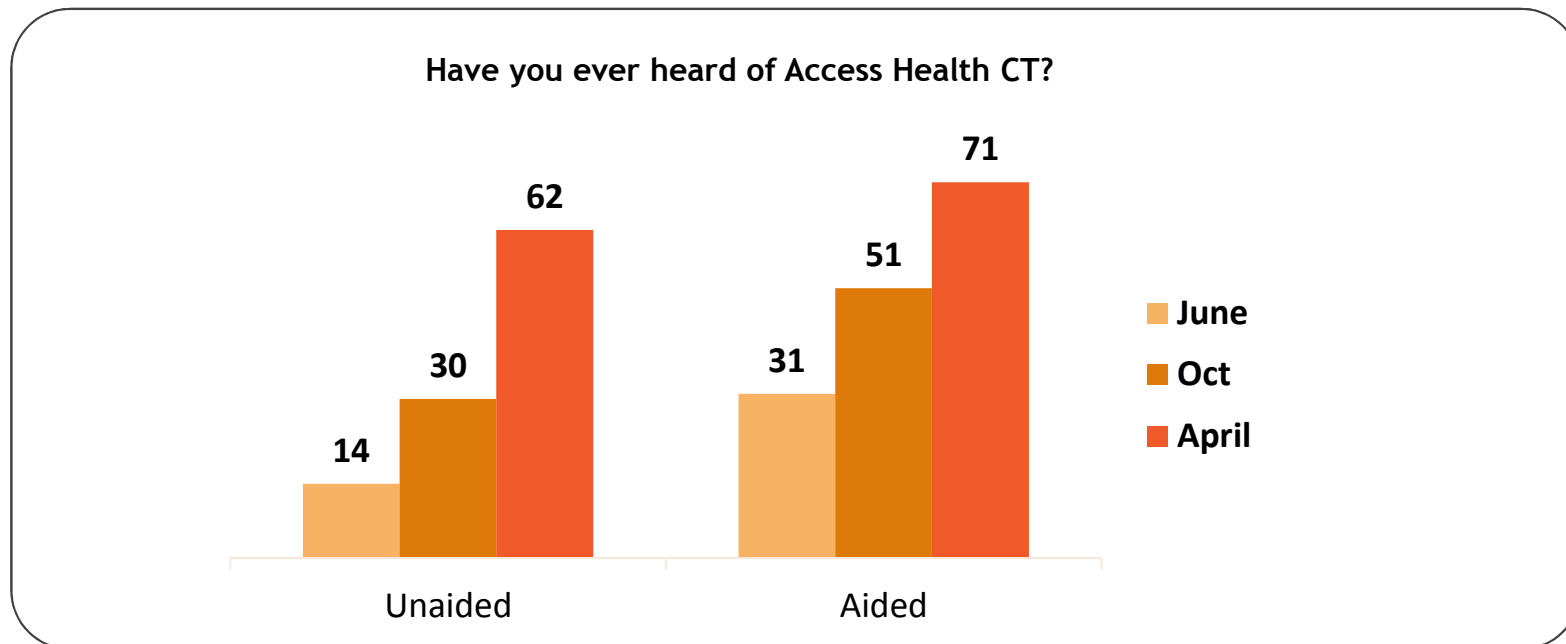


# Moving Awareness

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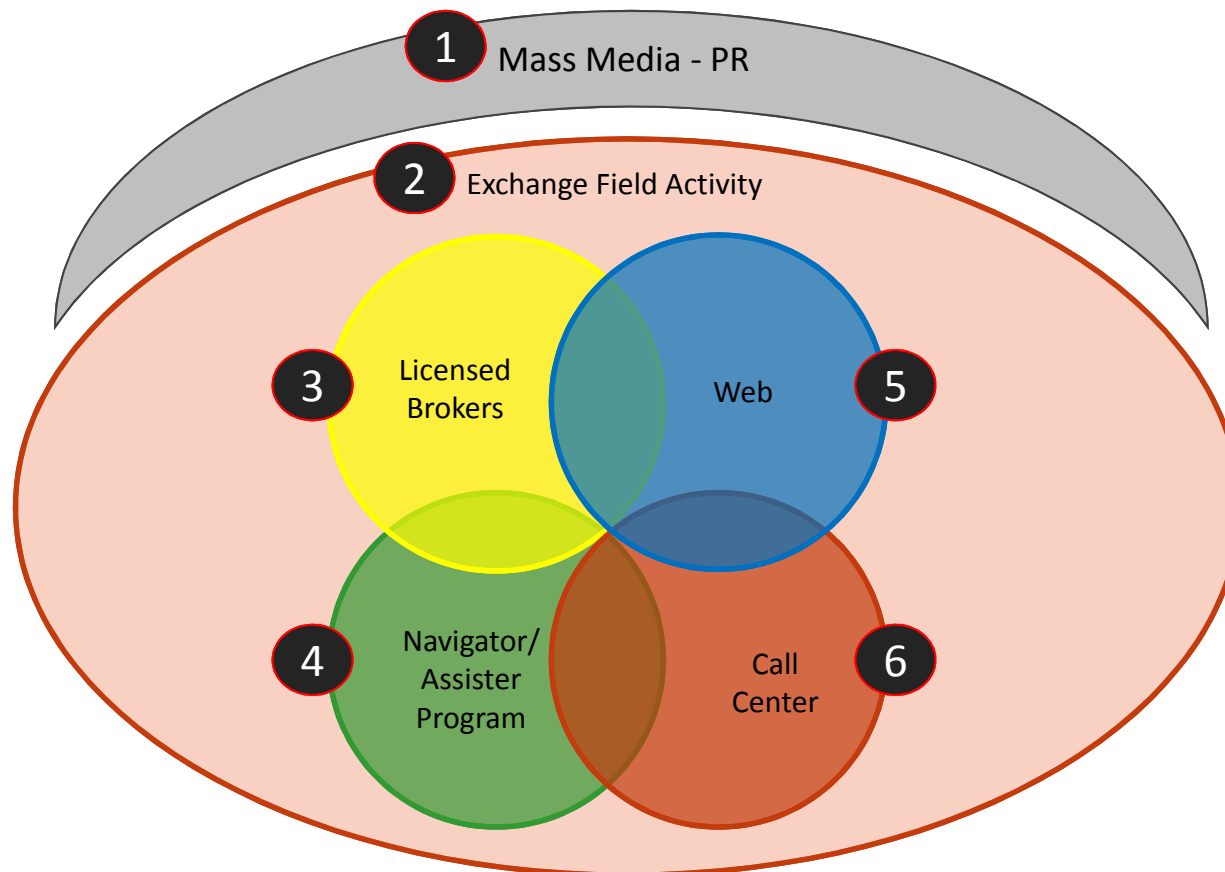
Access Health CT conducted three rounds of state wide polling to gauge awareness and understanding (n=850+ each round).

Compared with pre-media baseline results in June, awareness of the state's health insurance marketplace nearly doubled by launch.



# Multiple Channels Utilized to Engage the Uninsured

Campaign goals were achieved through activity in 6 major tactical groups, as seen below. Interplay and overlap between them was substantial, with an estimated 5+ “touches” on average occurring for each individual who enrolls.



# Being Innovative

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- Retail stores stats:
  - 15,191 visitors
  - 7,639 enrollments (a 50% close rate)
    - 58% where for commercial plans
- Additionally, 79 mobile enrollment fairs were executed:
  - 4,302 attendee's
  - 2,278 enrollments (a 53% close rate)
    - 54% where for commercial plans

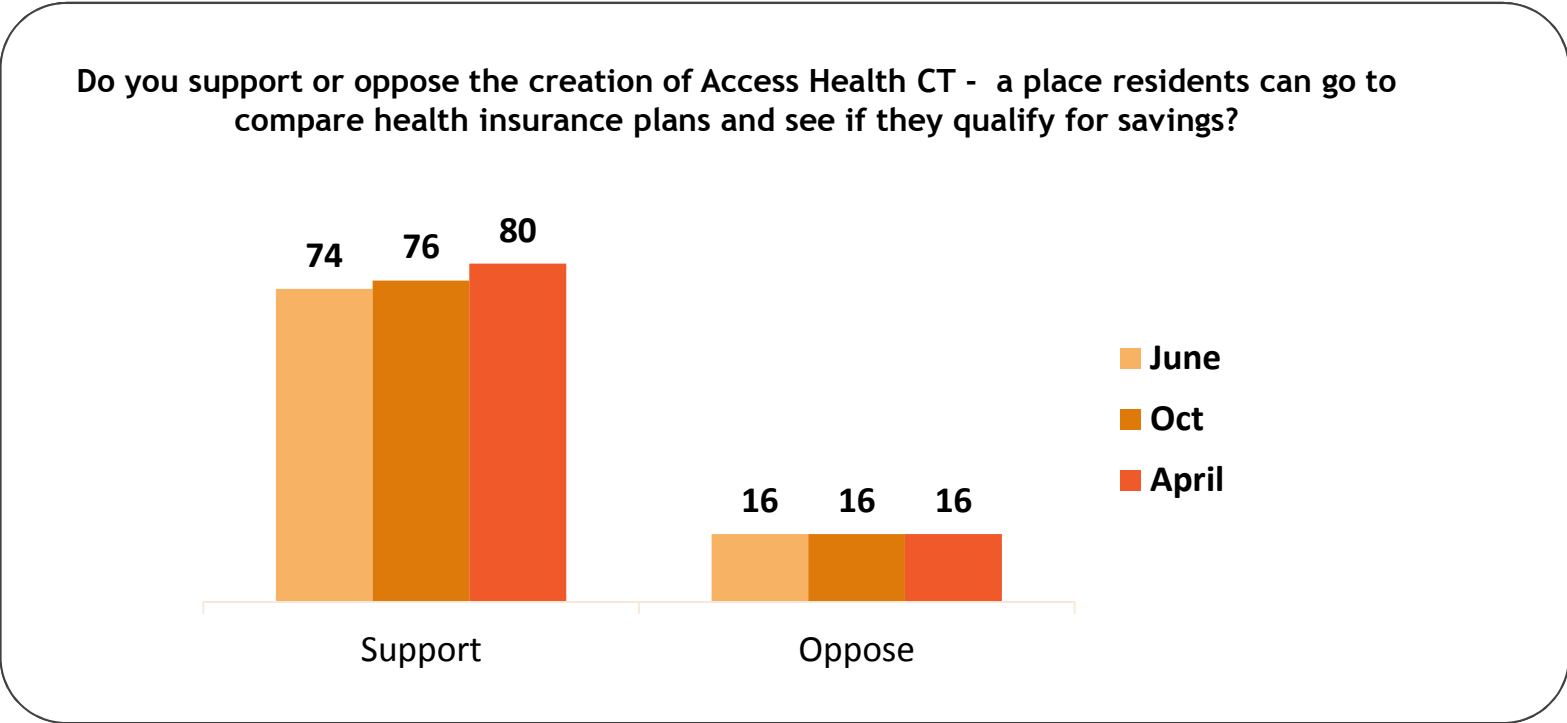


“DeLisa Tolson signed up for health insurance at a retail store set up by Connecticut's exchange. She says she was so happy with the experience, she told all her friends”



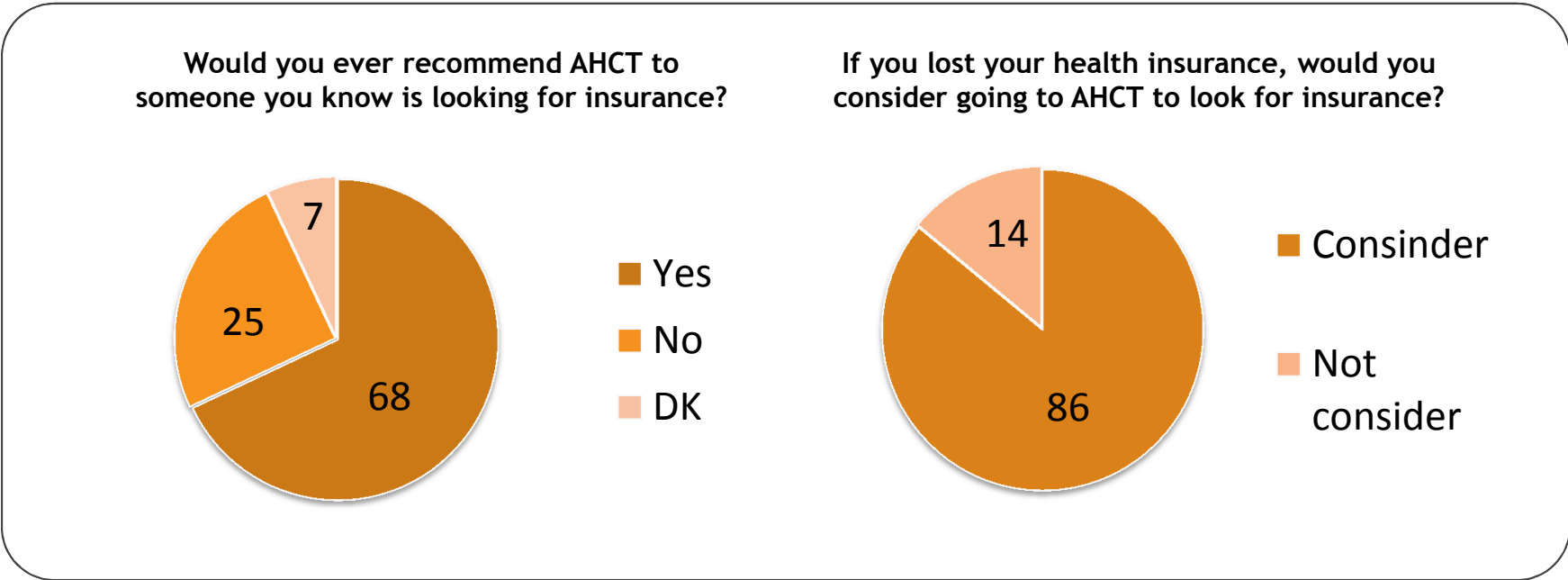
# Strong Support

Support has also built over the past year. 80% of residents now say they support the creation of Access Health CT



# Future Use is High

More than two-thirds (68%) say they would recommend the marketplace to someone searching for insurance. 86% say they would consider Access Health CT if they lost their insurance..



# Results to Date

Metric	Totals	Per (000) state residents *
Total Website Visitors	1,709,699	475
Total Unique Website Visitors	856,836	238
Total Calls and Chats with Service Center	420,694	117
Total Accounts Created	176,037	49
Total Enrolled	208,301	58
Enrollee's per account	1.2	
Medicaid	129,588	36
Commercial plans	78,713	22
Commerical with out subsidy	17,317	5
Commerical with subsidy	61,396	17

\* CT State Population is 3,596,080

Change is here

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