



Find the plan that's right for you.

# **Vermont Health Connect**

## **Medicaid & Exchange Advisory Board**

### **March 10, 2014**

# Agenda



- Vermont Health Connect Numbers
- Premium Processing
- Outreach Activities
  - Sunsetting Program Outreach

## **Application Activity (March 9, 2014)**

- Accounts Created: 47,371
- Applications submitted (QHP/Medicaid):  
34,096
- Number of individual applicants  
(QHP/Medicaid): 64,610

## *Eligibility- # of Individuals*

- Eligible for QHP Financial Assistance (March 9, 2014): 18,726
  - APTC Only: 18%
  - APTC & CSR: 82%

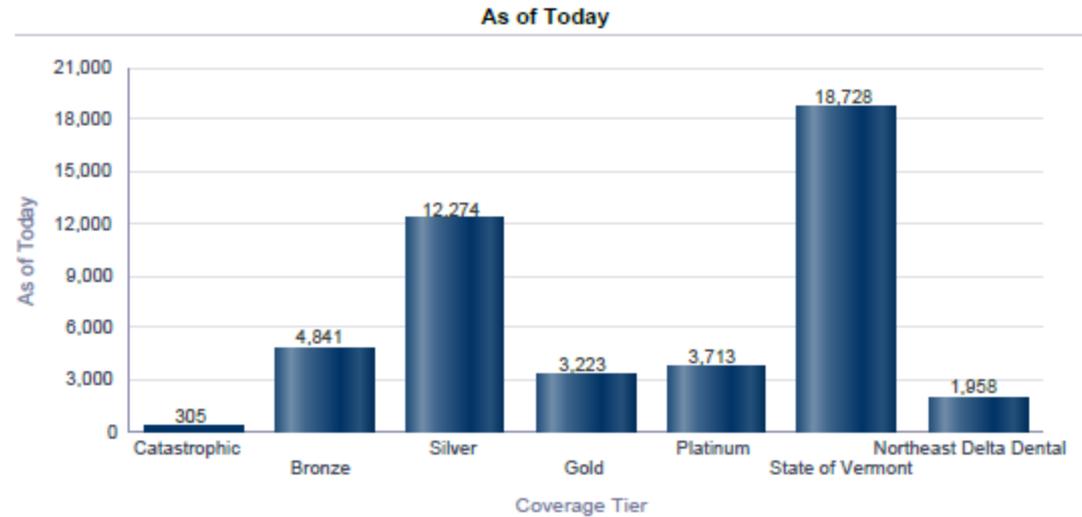
## Assisted Applications (March 9, 2014)

- Broker: 541
- Navigator: 5,245

# Plans Effectuated- # of Individuals

March 9, 2014

- Individuals 14,945
  - QHP: 14,945
    - BCBS: 13,141
    - MVP: 1,594
- Medicaid: 18,146
- Dental: 1,293



# Transition Population



3/7/2014			2014 VHC Actuals						Percentage of Actuals Applied at VHC <i>(Applied at VHC/Needed Coverage)</i>	Individuals That Have Applied
Program	ACCESS Population			Application		Plan Confirmation				Percentage of Plans Confirmed at VHC <i>(Plan Confirmed/Total Applied)</i>
	Total Enrollment 12/20/13	Changed to Medicaid 12/20/13	Needs Coverage for April 2014	Applied at VHC	Outreach Needed to Apply	Medicaid & Dr. Dynasaur Confirmed	QHP Plan Confirmed	Outreach Needed to Confirm Plan		
VHAP	36,508	31,574	<b>4,934</b>	2,706	<b>2,228</b>	887	719	<b>1,023</b>	<b>54.8%</b>	<b>59.3%</b>
CHAP	13,105	1,614	<b>11,491</b>	7,551	<b>3,940</b>	1,743	3,372	<b>2,261</b>	<b>65.7%</b>	<b>67.7%</b>
ESIA & VHAP/ESIA	1,398	361	<b>1,037</b>	175	<b>862</b>	33	34	<b>105</b>	<b>16.9%</b>	<b>38.3%</b>
<b>Sunset Total</b>	<b>51,011</b>	<b>33,549</b>	<b>17,462</b>	<b>10,432</b>	<b>7,030</b>	<b>2,663</b>	<b>4,125</b>	<b>3,389</b>	<b>59.7%</b>	<b>65.1%</b>

# Vermonters with Enrollment Challenges



- Vermonters with an application “in-process” when open enrollment ends:
  - VHC will continue to work to provide coverage for those who submitted an application during the open enrollment period and were not able to complete the enrollment process
  - APTC, VPA and Cost-Sharing Reductions will be available on a retroactive basis
  - Retroactive coverage will be available to the date on which coverage would have been effective based on Application date.
  - Individuals will be responsible for their portion of the payment back to the effective date identified

# Sunsetting Programs Outreach Activities



Find the plan that's right for you.

Direct Outreach Activities			
	February 24 – March 1	March 3 - 8	March 10 - 15
<b>MAIL</b>			
<b>State of Vermont</b>			
• Transition Notices	X	X	
• Enrollment Event Postcards	X	X	X
• "ACT NOW" Postcard			3.10 & 3.11
<b>Carrier</b>			
• BCBS Catamount Notice	X		
<b>PHONE CALLS</b>			
<b>State of Vermont – Auto Dial</b>			
• Applied, Plan not yet Confirmed (650 HH)	X		
• Not yet Applied (6,600 HH)		3.6 & 3.7	3.12 & 3.13
<b>State of Vermont - Live Dial</b>			
• Not Yet Applied (2,000 HH)		3.6 & 3.7	3.10–3.14
<b>E-MAIL</b>			
• Applied, Plan not yet Confirmed (638 HH)		3.6	
• Not Yet Paid (Plan Confirmed prior to 2.15 – 306 HH)			3.10–3.14
<b>Enrollment Events</b>			
<b>State of Vermont</b>			
• Rutland County		3.4	
• Franklin County		3.4 & 3.5	
• Addison County		3.5	
• Washington County (E. Montpelier & Waitsfield)		3.8	
• Windham County		3.8	
• Lamoille County			3.15
• Chittenden County (to be confirmed)			3.15
<b>Navigators</b>			
• Number of Enrollment Events across State	25	22	30
• Number of Locations for Navigator Appointments	78	78	78
• Number of Locations with Certified Application Counselors	29	29	29

# Sunsetting Programs Outreach Activities

Indirect Outreach Activities			
	February 24 – March 2	March 3 - 9	March 10 - 15
<b>Radio</b>			
<b>State of Vermont</b>			
• Live Radio Reads for Enrollment Events	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
• Time to Enroll Advertising	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
• Extended Hours at Customer Support Center		3.7 – 3.9	3.14 – 3.15
<b>Carrier</b>			
• Here to Help	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
<b>Television</b>			
<b>State of Vermont</b>			
• VHAP/Catamount Ad	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
• Get Started	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
• 10 Day Countdown to 3/15 Station Break		3.3 – 3.9	3.10 – 3.15
• Across the Fence with Navigator		3.5	
<b>Carrier</b>			
• BCBS Here to Help Ad	2.24 – 3.1	3.3 – 3.9	3.10 – 3.15
<b>Navigator</b>			
• People's Health & Wellness – Cable Scroll	2.24 – 3.1	3.3 – 3.9	3.10 – 3.15
<b>Digital</b>			
<b>State of Vermont</b>			
• Local News; Hulu; Jumptap; MediaMax; Infinity PreRoll; Google; YouTube; Facebook & Twitter	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
• Front Porch Forum – Statewide Ads & Posts	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
<b>Carrier</b>			
• BCBS – Front Porch Forum	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
• BCBS – Various Digital Outlets	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15

# Sunsetting Programs Outreach Activities



## Indirect Outreach Activities (Continued)

	February 24 – March 2	March 3 - 9	March 10 - 15
<b>Print</b>			
<b>State of Vermont</b>			
• Randolph Herald Article	X		3.10 – 3.15
• Calendar Event Placements	2.24 – 3.2		
<b>Navigators (as reported)</b>			
• Local Calendar Event Placements	2.24 – 3.2	3.3 – 3.9	3.10 – 3.15
• FAHC – 7 Days AD	2.26	3.5	3.12
• Peoples Health & Wellness Center (PHWC) - Hardwick Gazette	X		
• PHWC – Montpelier Bridge	X		
• PHWC – Valley Reporter	X		
• PHWC – Times Argus	X	X	
• Stowe Reporter – Library Events	X		
• Gifford Medical Center – The World	X		
• Gifford Medical Center – Northfield News	X		
• Gifford Medical Center – Randolph Herald	X		