



# Covering New Hampshire

Your Gateway to the Health Insurance Marketplace

## Program Update

*Health Exchange Advisory Board  
1/9/2015*

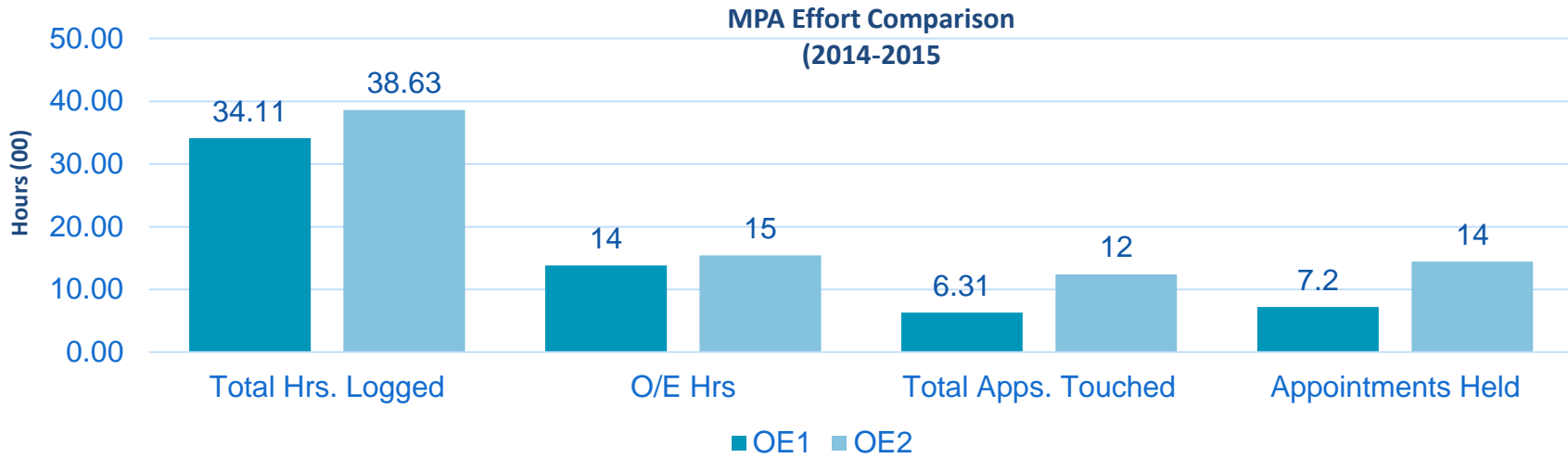
[www.CoveringNewHampshire.org](http://www.CoveringNewHampshire.org)



# Marketplace Assister Performance



*The MPA program has demonstrated significant increases in efficiency between this and last years open enrollment cycle, driven primarily by the reduction in application completion time*



| Open Enrollment 1*               | Value   |
|----------------------------------|---------|
| Total Hours Logged               | 3,410.5 |
| Outreach and Education Hours     | 1,383   |
| Total Application Touched        | 631     |
| In Person Appointments Held      | 720     |
| App Hours /Completed Application | 4.88    |

| Open Enrollment 2*                | Value    |
|-----------------------------------|----------|
| Total Hours Logged                | 3,862.83 |
| Outreach and Education Hours      | 1,544    |
| Total Applications Touched        | 1,241    |
| In Person Appointments Held       | 1,445    |
| App Hours / Completed Application | 2.00     |

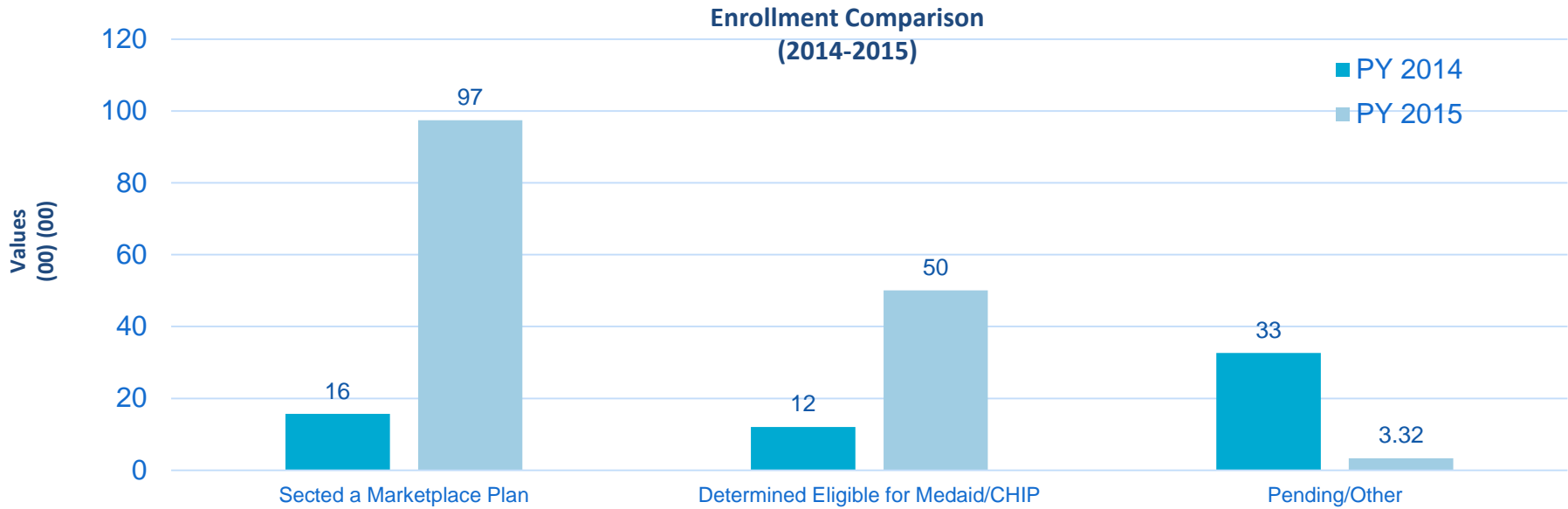
\*OE1 and OE2 FTE counts vary by approximately 3.2 across the entire period.

NOTE: MPA outputs these numbers reflect the period from 11/17/13 to 12/28/13 and not the actual first five weeks of open enrollment (due to delay in funding for Covering NH and technical issues with the federally facilitated marketplace)



# Current Enrollment Numbers

*Enrollments are happening at a much greater rate compared to a similar period last year. These data do not include those who are automatically reenrolled.*



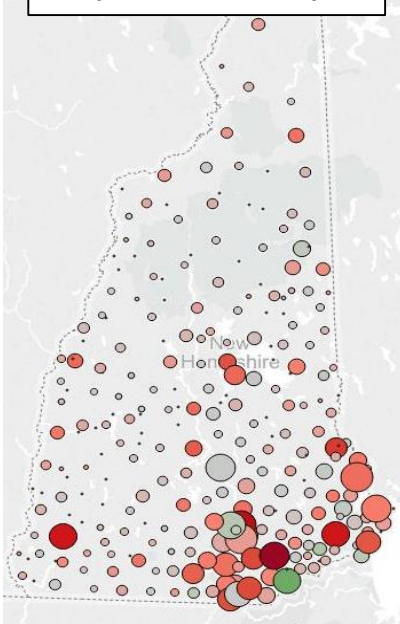
| Plan Year | Selected a Plan | Determined / Assessed Medicaid | Pending/ Other |
|-----------|-----------------|--------------------------------|----------------|
| 2014      | 1,569           | 1,204                          | 3,262          |
| 2015      | 9,748           | 5,005                          | 332            |



# PY2014 Enrollment Data

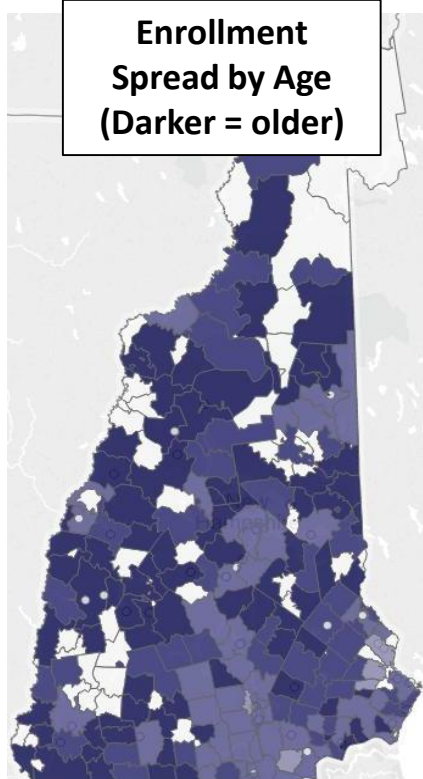
*Enrollment data reinforced our previous state-wide polling indicating that the majority of those that signed up were Female, white or Caucasian and over the age of 40.*

**Enrollment Spread by Gender (Red = Female)**



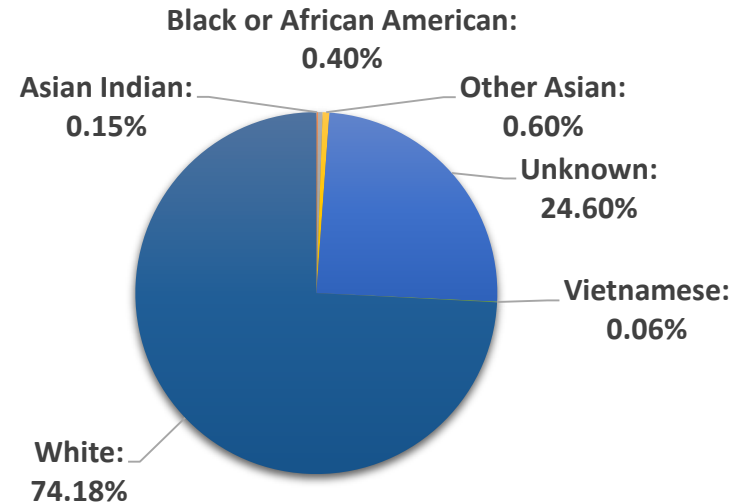
| Gender | Dental | Medical |
|--------|--------|---------|
| Female | 2,058  | 20,935  |
| Male   | 1,701  | 18,081  |

**Enrollment Spread by Age (Darker = older)**



|             | Dental | Medical |
|-------------|--------|---------|
| 1-Age < 18  | 0      | 1,092   |
| 2-Age 18-25 | 94     | 2,457   |
| 3-Age 26-34 | 711    | 5,653   |
| 4-Age 35-44 | 447    | 4,748   |
| 5-Age 45-54 | 687    | 8,207   |
| 6-Age 55-64 | 458    | 11,305  |
| 7-Age >= 65 | 0      | 0       |

**Enrollment by Racial Grouping**



| Race              | Dental | Medical |
|-------------------|--------|---------|
| Asian Indian      | 0      | 64      |
| Black or Africa.. | 0      | 167     |
| Other Asian       | 0      | 250     |
| Unknown           | 473    | 9,769   |
| Vietnamese        | 0      | 26      |
| White             | 3,705  | 27,176  |



# Operational Sustainability



*Focusing on leveraging the resources that outlast the program and how to close capacity gaps across the state is foundational to our remaining operations.*

## 1 Identify Long Term Capacity

- **Agents / brokers:** new tool to help cement partnership
- **Navigators & CACs:** Included in all trainings, part of redeployment planning
- **Others:** Conducted survey of remaining consumer assistance 'capacity'

## 3 Solidify and Leverage Existing Human Capital

- **Non-Profit Engagement:** We contacted over 400 NPOs across the state – perform trainings, materials distribution and create 'event kits'
- **Navigators, Brokers & CACs:** Formalize referral process to trim in-person assistance load
- **State Agency:** Move beyond current state agencies and continue trainings

## 2 Repurpose and Scale Knowledge

- **Retrain MPAs:** post open enrollment training designed to shift MPAs from in-person assistance to both train the trainer and volunteer recruitment and management

## 4 Regionalize and Volunteer Coordination

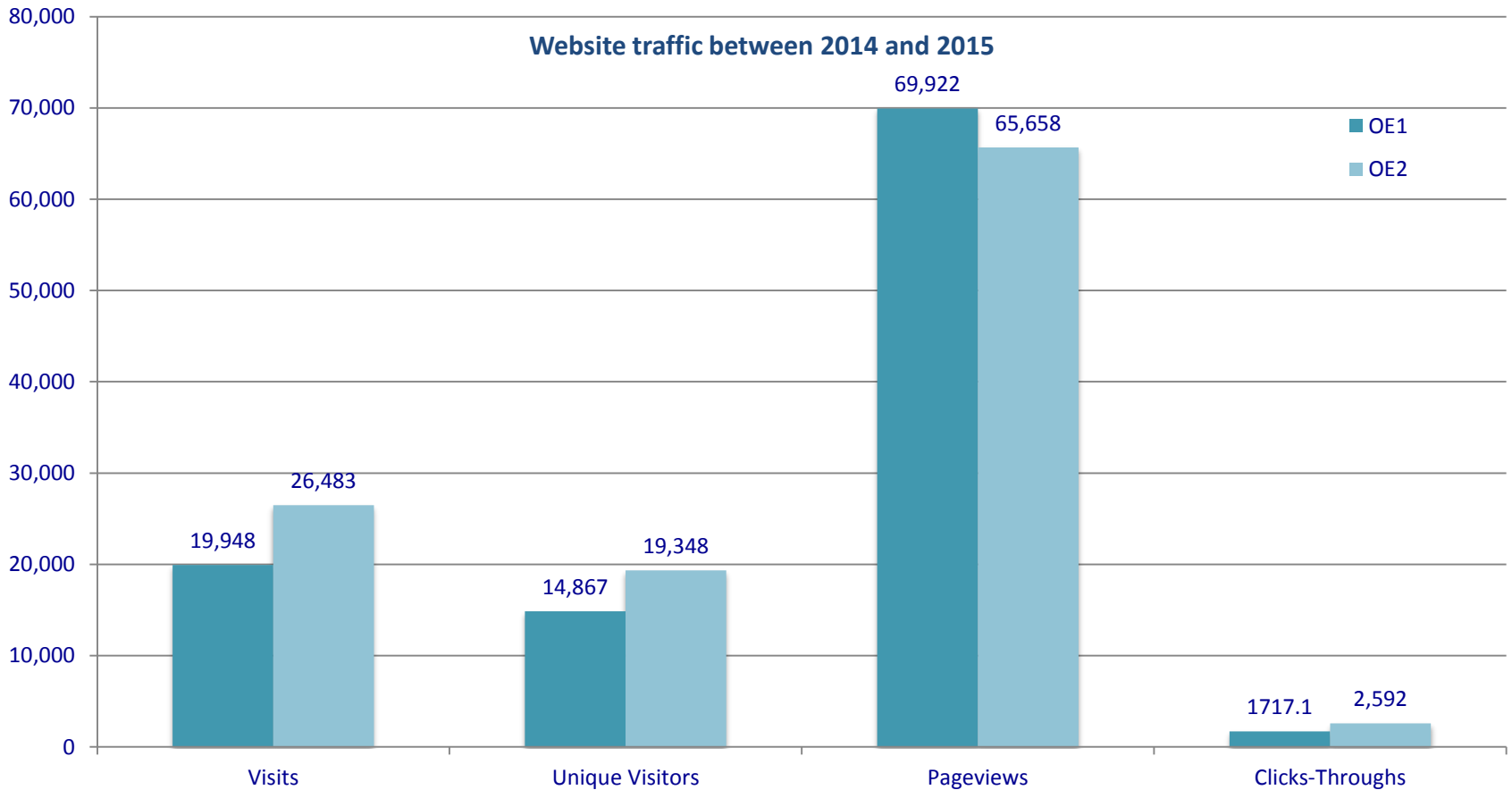
- **Establish Regional Councils:** Identify regional leaders to act as volunteer coordinators for events / materials / outreach
- **Volunteer Management Infrastructure:** Develop a scaled source for volunteer tracking and materials distribution on regional and statewide basis (shift to 'trimmed down overhead')



# Website Performance



*Traffic on CoveringNewHampshire.org is exceeding levels seen during OE1. Approximately half way through OE2, traffic has nearly exceeded total traffic to the site during OE1.*



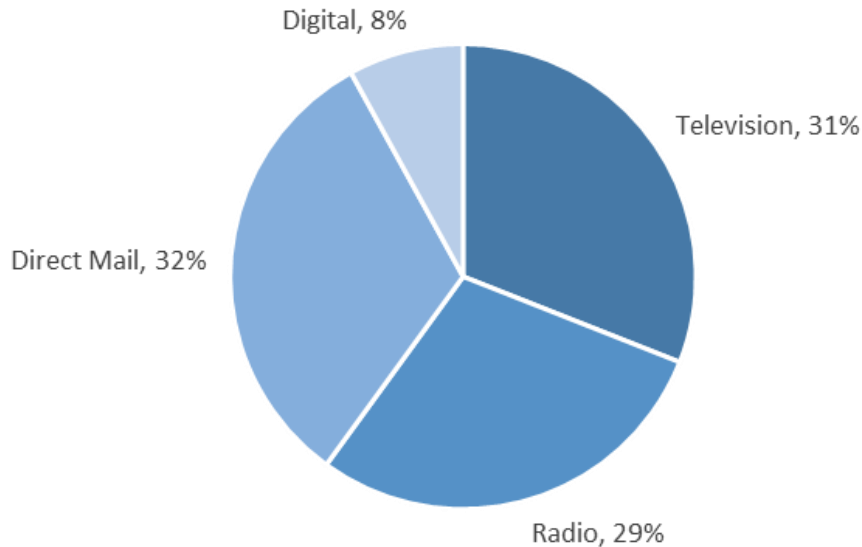
OE1 Traffic: approx. 12/30/13 – 2/21/14; OE2 Traffic: 11/15/14 – 1/8/15



# Paid Media Effort

*Covering New Hampshire continues outreach effort to the uninsured with a targeted and layered approach, including TV advertisements (beginning in January), radio advertisements, direct mail and digital advertisements.*

Multi-Channel Media Buy



| Channel     | Percent of Paid Media Budget |
|-------------|------------------------------|
| Television  | 31%                          |
| Radio       | 29%                          |
| Direct Mail | 32%                          |
| Digital     | 8%                           |