MNsure

Where you choose health coverage

Health Industry Advisory Committee – MNsure Success Factors Ideation Guide

July 24, 2014

July 24, 2014 Meeting RECAP

HIAC

6 Areas of Measurement

The HIAC agreed that each of the below areas 6 areas of measurement are important in gauging the success of MNsure. Our current focus is on short-term measures at this time, defined as success metrics within the next 1 to 6 months. Intermediate and long-term measures will be documented and further articulated at a later date.

Operational Measures - Including Enrollment / Service / Data / Website	**Stakeholder Experience Measures** - Consumers / Providers / Insurers/ Brokers/ Community Partners: Possibly a Net Promoter Score
Communication Measures - Notices / Manual workaronds & processes communication / data communication timelines/ etc.	**Outcome Measures** - Impact on uninsured, cost, quality, accessibility
Policy Measures - Scope / Market Health / Simplification	**Business Model** - Growth Strategy / Financial Self Sustainability / Marketing Effectiveness / IT Delivery & Execution / Structure / Staff

MNsure Health Industry Advisory Committee Meeting Highlights

DRAFT List of critical success factors

What is the MNsure definitions of success?

– CSFs Critical Success Factors

- Operational Measures

  a. What is the definition of enrollment? Is it setting up an account, coverage?
     - If I check the final coverage system – its shows as active, completed, accurate, and the first payment has been made to the QHPs.
     - Having their ID card in had so when they go to the doctor.
     - Eliminating enrollment errors impacting members in queue
     - How many applications are initiated versus the number that are completed.
     - Six-Sigma enrollment error rate to below 2% and 98%+ easily.
       o Transactional Metrics
       o QHP data communication
     - Process measures and outcome measures
     - Process measures – Accurate website metrics.
     - Benchmark MNsure's operational metrics against the industry and medicare / Medicaid standards but offer improvement metrics from the year over year performance.
     - Number of people that shop the site versus convert – Conversion ratios

- Stakeholder Experience (Fluid consumer experience – Streamlined & Seamless)
     - Impact Reporting – A balanced scorecard that demonstrates MNsure's impact on the collective whole of the MN healthcare eco-system / Net promoter score for industry and consumers
       o Example - Consumer Enrollment Experience Score
       o Example – Consumer Payment Experience Score
     - Automation vs Manual Process Excellence
       o Examination and identification of the manual workarounds to prepare industry partners for open enrollment

- Business Model Measures
  a. Growth, Business & Population Mix
       o Increase enrollment of the young and health
       o Growth of MNsure
       o Financial Sustainability Metrics
       o Marketing and Outreach Effectiveness Metrics
       o Staff, Structure, Compliance, and Culture Metrics
       o Execution Metrics – IT Vendors delivery and milestones

- Outcome Measures
    a. How do we measure if we are protecting people from financial ruin?
    b. Medical Exposure for Minnesotans.
    c. Impact on Rural Minnesota
    d. Impact on Disparities
    e. Revisit the general goals and objectives for MNsure and examine our progress against that
    f. Outcomes investigation.

- Policy Measures
    - Identify and enact new policies to enable the enrollment of consumers by health plans, brokers, navigators, and other industry partners.
    - Identify policies that will reduce or increase the scope of MNsure to better serve Minnesotans
    - Enacting policies that will positively impact the healthcare marketplace and the overall health of the industry
    - Enacting policies that will simplify the complexity of MNsure and ease the process of acquiring and utilizing healthcare services

- Communication Measures
    a. Improve the communication messaging within the MNsure tools
    b. Improve communication of manual workarounds and process breakdowns
    c. Improve the communication of data delays and service outages
    d. Improve the notice and communication of updates, fixes, and solutions

NEXT STEPS – What we need from the committee members?

Health Industry Advisory Committee Deep Dives

- **Goal:** Create a deep list of MNsure critical success factors and definitions of success.

- **Request:** Please review this list and add to each category based on your industries perspective.

    a. Provide your list on the HIAC google site or email them to the committee Chair or Vice Chair for posting.

- **Next Meeting:** We will compile our collective definitions and success factors then aggregate them into a set of recommendations for MNsure.