

MNsure's Ability to Attract the Uninsured-Final List to the Board

- 1) Advocate as part of MNsure's legislative agenda that all carriers with enrollment greater than 4,000 members in the individual and small group markets offer coverage through the exchange.
- 2) MNsure's marketing campaign should be year round instead of only during the open enrollment period to increase MNsure awareness and attract those who are eligible for special enrollment.
- 3) On an annual basis, MNsure's marketing campaign should send out letters to small employers (2-100 employees) information on MNsure and free help centers within 30 miles of the employer's main office.