

Consumer & Small Employer Advisory Committee (CSEAC)

Health Industry Advisory Committee (HIAC)

MNsure Board of Directors

February 15, 2017

CSEAC & HIAC Recent Activity

CSEAC

- Welcomed 5 new members
- Discussed enrollment caps and possible ramifications
- Presentations on MNsure and the ACA in 2017
- Discussions on SHOP
- Discussions on health literacy and communication

HIAC

- Welcomed 4 new members
- Reviewed and discussed MNsure enrollment and operations dashboard
- MNsure operational feedback
- Evaluation of MNsure relative to statutory authority/intent.

2017 Advisory Committee Focus

CSEAC

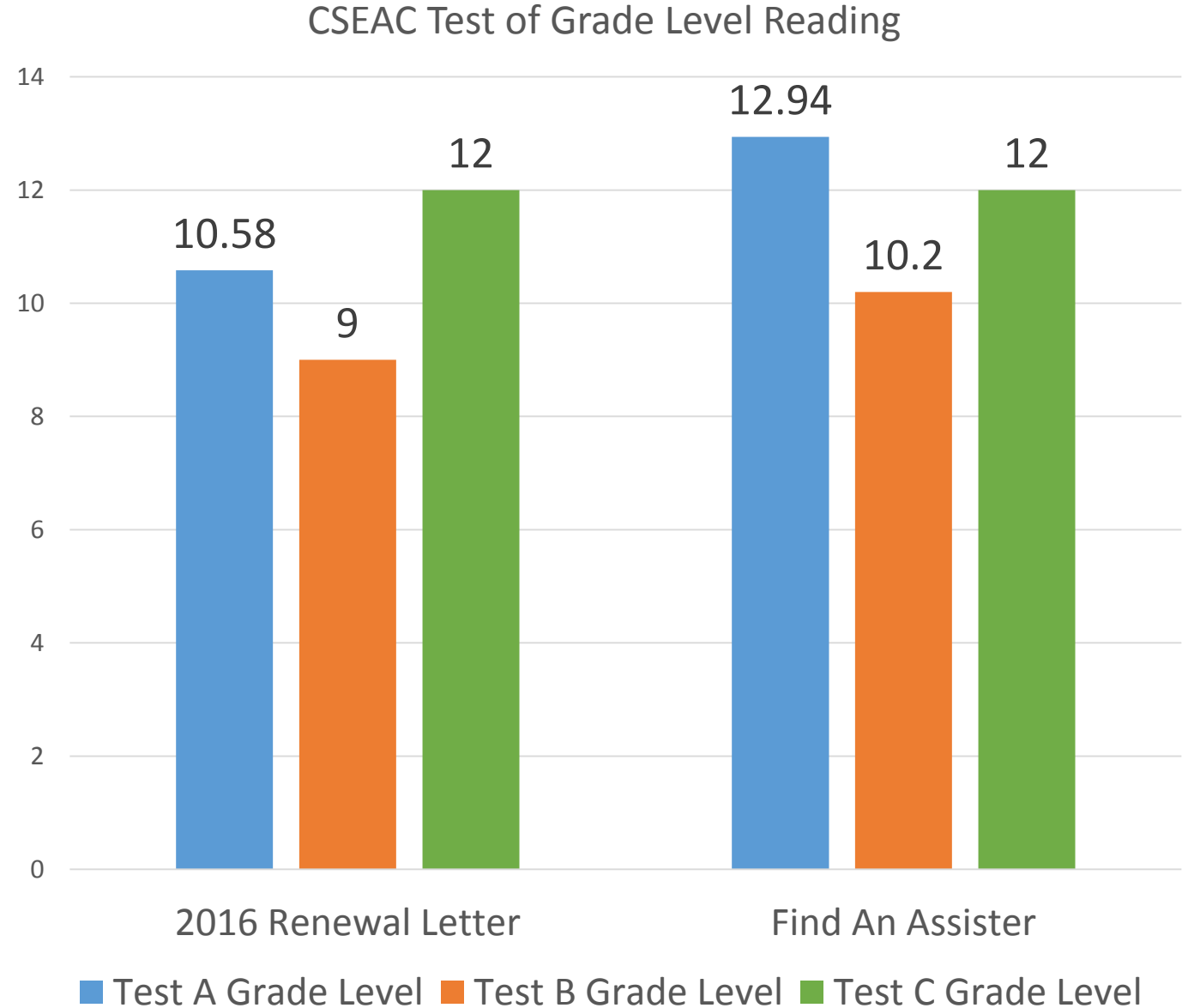
1. Understanding recent legislative changes of Senate File 1 (now law) and its effects on MNsure
2. Recommendations for future public relations of MNsure (e.g., SHOP)

HIAC

1. Strategies to enhance MNsure.org's functionality for assisters
 - WORK: Early 2017
 - RECOMMENDATION: Summer 2017
2. Strategies to reform/stabilize the individual health insurance market
 - WORK: Post 2017 MN Legislative Session
 - RECOMENDATION: October 2017

Health Literacy

- Health Literacy is defined as “the degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions.” (Institute of Medicine of the National Academies)
- CSEAC evaluated two MNSure communications and “scored” the reading level at which they were written.



Health Literacy Action Steps

1. **Adopt health literacy practices at MNsure so that it becomes a culture shift within the organization**
 - Identify, inventory and review all communications
 - Update communications to 8th grade reading level
 - Use of short sentences/paragraphs
 - Use headings/bullet for reader ease
 - No full justification paragraphs
 - Liberal use of white space
2. **Promote the use of graphics and visual images – including cultural image reflecting diversity of population**
 - Images assist consumer during enrollment process
3. **Participate in the Minnesota Action Plan to Improve Health Literacy**
 - Plan has been developed and approved by the MN Health Literacy Project

Recommendations

CSEAC

- MNsure adopt the entire report titled “Consumer & Small Employer Advisory Health Literacy & Communication Recommendation.”

HIAC

- MNsure adopt the three action steps outlined in the CSEAC recommendation

Other Issues

- Both CSEAC and HIAC stand at the ready for topics on which the MNsure board seeks input
- HIAC Feedback (December 2016 and January 2017 meetings)
 - “Customer Service Dashboard” metrics – compare statistics (e.g., average speed of answer” to industry norms.
 - “Customer Service Dashboard” metrics – compare consumer statistics versus assister resource center (RAC) statistics
 - Assisters waiting on hold for 2+ hours in some cases