2024 Open Enrollment Assister Experience Survey
Who took the survey?

- 541 responses from all assisters (brokers, navigators and certified application counselors)
  - 256 complete responses from brokers
  - 197 complete responses from navigators and CACs
  - Link to the survey was sent to all currently certified assisters (1,329 brokers and 1,061 navigators/CACs)
Where assistance is offered by survey respondents (by region)

- Twin Cities Metro: 47.32%
- Northwest Minnesota: 16.27%
- Northeast Minnesota: 16.08%
- West Central Minnesota: 19.04%
- Central Minnesota: 26.06%
- Southwest Minnesota: 13.49%
- South Central Minnesota: 13.68%
- Southeast Minnesota: 15.71%
First open enrollment respondents were certified with MNsure

*assister certified after the close the most recent open enrollment
During OE, the number of households assisted with a MNsure application, renewal, life event, or other type of assistance per week

- 0-5 (about 1 household a day): 47.87%
- 6-15 (up to 3 households a day): 26.06%
- 16-25 (up to 5 households a day): 12.01%
- 26 or more (more than 5 households on a typical day): 7.39%
- None: 6.65%
Assister Experience with Technology

- Mostly positive: 30%
- Somewhat positive: 10%
- Neutral: 23%
- Somewhat negative: 5%
- Mostly negative: 32%

Legend:
- Mostly positive
- Somewhat positive
- Neutral
- Somewhat negative
- Mostly negative
Used the assister portal versus consumer account to enroll consumers in coverage

- Always enrolled using the assister portal: 6%
- Mostly enrolled using the assister portal: 14%
- Enrolled equally using consumer’s account and assister portal: 23%
- Mostly enrolled through the consumer’s account: 32%
- Always enrolled through the consumer’s account: 26%
Remote assistance and/or in-person assistance

- Helped everyone in-person: 20.17%
- Helped everyone remotely: 9.98%
- Helped mostly in-person, but some remotely: 30.59%
- Helped mostly remotely, but some in-person: 21.69%
- About half in-person and half remotely: 13.02%
- Not applicable. I do not directly assist consumers: 4.56%
Frequency of assister activities during OE

- Create a new account: 83.87%
- Submit a new application: 89.06%
- Shop for qualified health plan: 67.17%
- Renew their coverage: 80.55%
- Report a change: 72.54%
- Submit verfications: 75.17%
- Cancel/term QHP Coverate: 38.20%
Use of QHP shopping and enrollment features

- Provider directory in plan shopping tool: 54.74%
- Prescription drug search in plan shopping tool: 45.47%
- “Pay Now” option to make first month’s premium payment: 43.32%
- Viewing consumer’s enrollment-related notices through your assister portal account: 50.43%
- Did not use any of these features: 28.88%
## Usefulness of QHP shopping and enrollment features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Very useful</th>
<th>Somewhat useful</th>
<th>Not very useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescription drug search</td>
<td>45.63%</td>
<td>37.54%</td>
<td>16.83%</td>
</tr>
<tr>
<td>Provider Directory</td>
<td>45.51%</td>
<td>40.17%</td>
<td>14.33%</td>
</tr>
<tr>
<td>Viewing consumer notices</td>
<td>49.85%</td>
<td>36.47%</td>
<td>13.68%</td>
</tr>
<tr>
<td>“Pay Now’ option</td>
<td>48.92%</td>
<td>38.85%</td>
<td>12.23%</td>
</tr>
</tbody>
</table>
Fall 2023 Assister Assemblies

About 48% of assisters participating in the survey attended an Assister Assembly or accessed the recording afterward and almost all those assisters found the information very helpful or somewhat helpful:

- Very helpful: 37%
- Somewhat helpful: 59%
- Not helpful: 7%
Broker Experience
Broker communications provide relevant and timely information.

- Completely agree: 21.88%
- Agree: 45.70%
- Somewhat agree: 25.78%
- Disagree: 3.52%
- Do not read: 3.12%
Are you aware of and do you attend the MNsure monthly broker calls/webinars?

- Yes, and I usually find the webinars very helpful: 11.72%
- Yes, and the webinars are somewhat helpful: 33.59%
- Yes, and the webinars are not very helpful: 5.47%
- No, I am not aware of these webinars: 25.00%
- No, I am not interested/did not think the webinars would be helpful: 24.22%
Approximately how many consumers did you help to enroll in plans or renew plans through MNsure during the most recent open enrollment?

- 0: 5.51%
- 1-25: 49.21%
- 26-50: 17.32%
- 51-100: 13.78%
- 101-200: 9.06%
- More than 200: 5.12%
# Reasons for off-exchange (not through MNsure) enrollment

<table>
<thead>
<tr>
<th>Reason</th>
<th>Frequently/Sometimes</th>
<th>Rarely/Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier off-exchange</td>
<td>45.28%</td>
<td>54.72%</td>
</tr>
<tr>
<td>Better alternative off-exchange</td>
<td>22.44%</td>
<td>77.56%</td>
</tr>
<tr>
<td>Did not qualify for tax credits</td>
<td>62.60%</td>
<td>37.40%</td>
</tr>
<tr>
<td>Client chose to enroll off-exchange</td>
<td>51.97%</td>
<td>48.03%</td>
</tr>
</tbody>
</table>
Satisfaction with the Broker Service Line

- Very satisfied: 68.50%
- Somewhat satisfied: 18.90%
- Neutral: 11.02%
- Not satisfied: 1.57%
Likely to return for next year based on experience this open enrollment

- More likely: 50.00%
- Neutral: 44.88%
- Less likely: 5.12%
Thank you!

Submit questions via the chat feature, or use #6 to unmute your line and ask a question. Remember to state your name and organization. Use *6 to remute your line when you are done.