

Policy on Measurement and Reporting of Organizational Performance

Background: The Board of Directors expects the Executive Director and MNSure staff to continuously monitor and strive to improve organizational performance, so that MNSure fulfills its purpose of ensuring that every Minnesota resident and small business, regardless of health status, can easily find, choose, and purchase a health insurance product that they value and does not consume a disproportionate share of their income. The Board will be responsible for providing oversight to the performance measurement and improvement process.

Policy: The Executive Director will develop and submit to the Board of Directors a comprehensive program for measuring, reporting, and improving the performance and effectiveness of MNSure. The Executive Director will keep the Board apprised of the performance of MNSure as part of the regular interaction between the Executive Director and the Board.

Procedure:

- 1) **Measurement Categories:** MNSure's performance should be measured in at least the following five measurement categories (the "Measurement Categories"):
 - i) Access and Enrollment
 - ii) Affordability
 - iii) Consumer Assistance
 - iv) Health Plan Management
 - v) Financial Viability
- 2) **Outcomes:** The Executive Director will develop a set of desired outcomes for MNSure's performance for a specific period, which may be a single year or a three-year or longer cycle. The desired outcomes will be submitted to the Board for discussion and approval.
- 3) **Goals:**
 - a) Each year, the Executive Director will develop specific goals that link to the agreed-upon desired outcomes. Prior to the end of each fiscal year, the

Executive Director will submit annual goals to the Board for the coming year. Goals submitted will be specific, measurable, achievable, realistic and time-bound. Whenever possible, goals should be outcome goals rather than process goals.

- b) At the end of each fiscal year, the Executive Director will present to the Board an analysis of the performance of MNsure against its annual goals.

4) *Scorecard:*

- a) By_____, MNsure staff will develop a balanced scorecard that will permit the Board to rapidly assess whether MNsure is on track to meet its performance goals.
- b) The Executive Director will develop 3-5 key data metrics in each of the Measurement Categories.
- c) To the extent possible, the Executive Director should choose metrics that allow MNsure's performance to be evaluated against the performance of other state-run exchanges.
- d) The Executive Director will be accountable for updating the scorecard at least quarterly and providing an updated scorecard to the Board for review.