

The Health Industry Advisory Committee is recommending that MNSure adopt industry standard performance metrics for the key processes of MNSure and metrics evaluating the impact of MNSure on the state's population. This will allow the Board to: monitor operations; ~~and~~ ensure that MNSure customers are getting the best possible customer experience and assess whether MNSure is providing insurance coverage to targeted state populations.

We believe this is an important business imperative because starting in 2015 MNSure must be self-sustaining. For MNSure to accomplish its mission and to be self-sustaining it must provide industry standard performance on its key processes or it will not be able to attract enough membership to be financially viable. Today MNSure's private enrollment is approximately 55,000 members compared to an average 2014 budgeted enrollment of 88,000. Attached is an example (this would be the document Ghita passed out) of proposed process metrics, this example is focused on enrollment measures and is meant to illustrate the types of measures commonly used by health plans, but is not an exhaustive list. There are also other key metrics that should also be considered if the Board is interested in adopting this recommendation.

We also believe that MNSure evaluate metrics to assess it's mission, namely ***To ensure all Minnesotans have the security of health insurance.*** ~~Attached is an example (this would be the document Ghita passed out) of proposed metrics, this example is focused on enrollment measures and is meant to illustrate the types of measures commonly used by health plans, but is not an exhaustive list. There are also other key metrics that should also be considered if the Board is interested in adopting this recommendation.~~ These measures would assess the impact of

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MNsure on health coverage for Minnesotans. Specific examples could include: numbers of previously uninsured Minnesotans securing coverage through MNsure, MNsure enrollees by race/ethnicity and in certain regions of the state; Brokers/Navigators by county; and consumer satisfaction surveys. (A more comprehensive list of additional population measures is attached.)

The Health Industry Advisory Committee is prepared to assist the Board and MNsure staff in the development of industry standard performance metrics.