

MNsure Health Industry Advisory Committee

Operating Model & Strategic Focus Areas Survey Results

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Committee Chair

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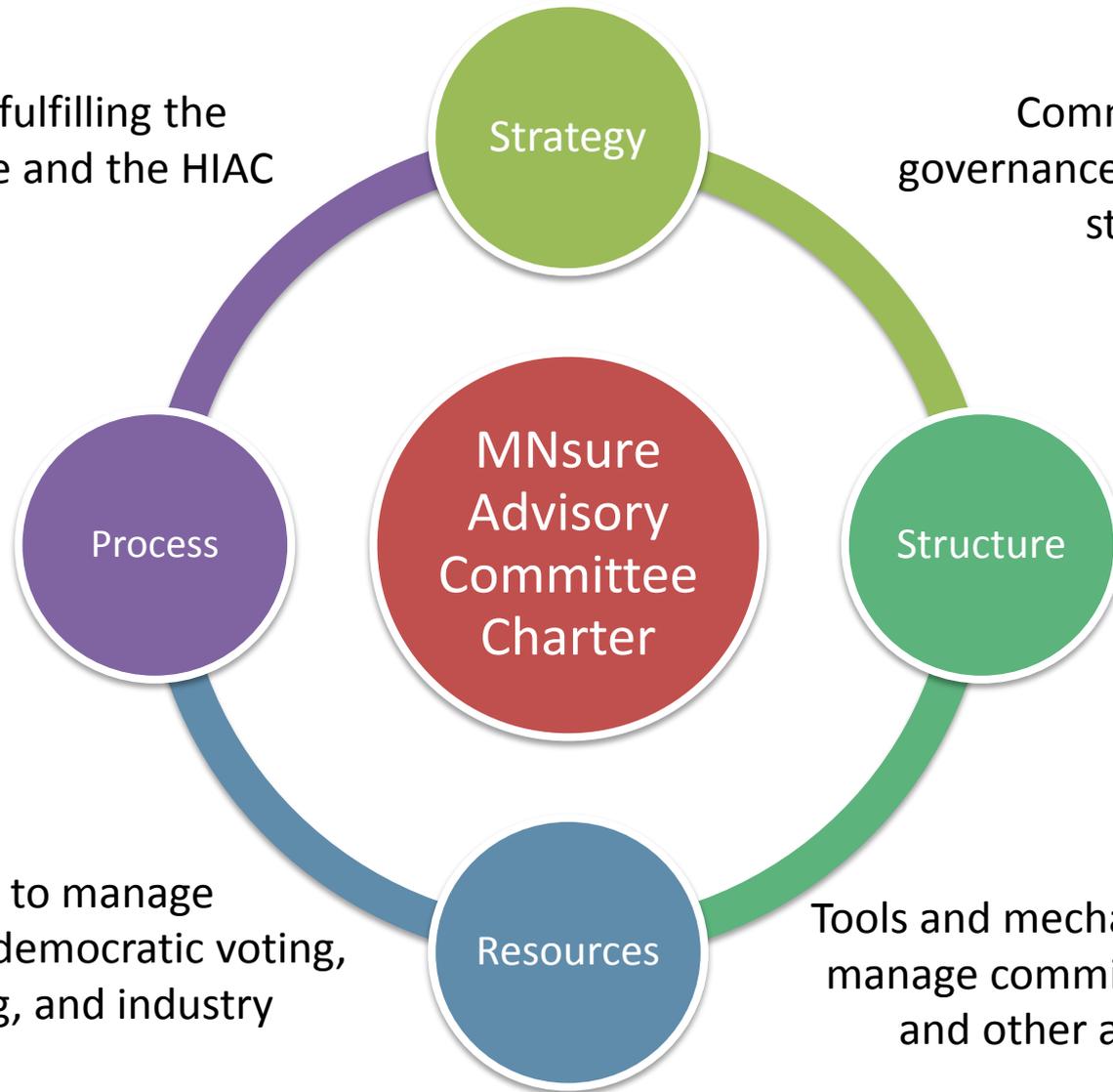
Operation Model Overview (*Domains*)

Strategy:

HIAC approach to fulfilling the mission of MNsure and the HIAC charter

Structure:

Committee oversight and governance structure to ensure stability and direction



Process:

Defined processes to manage communications, democratic voting, knowledge sharing, and industry interest

Resources:

Tools and mechanisms to effectively manage committee inputs, outputs and other administrative assets

HIAC Strategy

Reactive & Proactive

- **Reactive Advisory & Decision Support** - Reactive advisors on all levels of strategy, policy and decision making
- **Proactive Advisory & Solution Orientation** - Bringing awareness and solutions to strategic imperatives, retrospective blind spots and prospective improvements

HIAC Structure & Governance

MNsure Board of Directors

Committee Chairs

Strategic Entities
Sub-committee Lead

Strategic Assets
Sub-committee Lead

Committee Members

HIAC Roles & Responsibilities

Clear Expectations & Shared Goals

- Board Liaison
- Committee Members
- Committee Chair
- Committee Vice Chair
- Sub-Committee Leaders
- MNsure Staff

HIAC Resources

Tools for effective administration

- Webpage
- Email
- Survey/Feedback Tools (Google Forms or Qualtrics)
- Document Storage
- Reports
- Issue/Opportunity Tracking Tool
- Other

HIAC Process - 1 of 5

Democratic Voting

- HIAC Vice Chair will administer the vote on all committee actions, recommendations, and procedural changes
- Each committee member will be allowed 1 vote which includes the chair and vice chair
- 51% Majority vote will move an action, recommendation or procedural change forward

HIAC Process - 2 of 5

Democratic Synthesis & Descending Opinions

- Each committee member is permitted to share their opinion or the opinion of their industry within the communication process
- Committee meetings will be used to synthesize and vote on a majority and descending opinion
- Group synthesis will be distributed to the group and the MNsure Board of Directors

HIAC Process - 3 of 5

Knowledge Sharing & Documentation

- Committee members can share or present information regarding their industry perspectives during committee meetings or through the HIAC webpage
- Committee members will provide documentation 48 hours prior to committee meetings
- All documentation will be stored on the MNsure HIAC webpage
- Committee member can leverage other MNsure communications channels to communicate directly with MNsure which includes email, public comments, etc.

HIAC Process – 4 of 5

Board Communication Management & Reporting

- Committee member should provide documentation to the committee chair 1 week prior to Board meetings
- HIAC will provide monthly reporting to the MNsure Board (verbal or written) – **Urgent matters will be immediately provided to the Board via an escalation process**
- Written Board reports will be provided to HIAC members for review 48 hours prior to distributing to the MNsure Board
- All formal communications to the MNsure Board will reference the majority and descending opinions of the committee

HIAC Process – 5 of 5

Issue/Opportunity Tracking

- Committee members and Sub-Committee leads will document and track key industry issues impacting the MNsure mission
- The issue tracking tool will be populated by the submitting committee member
- The HIAC Chair or Vice Chair will communicate new issues to the appropriate MNsure business owner or Board member

Strategic Imperatives

Pulse Survey Results

Strategic Imperatives Definitions 1 - 4

Recommended 2014 Strategic Imperatives

- 1. MNsure IT & Operations Approach:** Focus on building a solid operating model and disciplines for near term success and future sustainability
- 2. Patient/Member Experience:** Focus on the consumer experience by improving the application, eligibility determination, enrollment process, comparison/transparency tools, and overall customer service
- 3. MNsure Growth Strategy & Alignment:** Focus on growth – creating pathways to increase membership, ensure financial sustainability, solidify alignment and optimize business initiatives
- 4. MNsure Partnerships:** Focus on selecting the right partnerships and vendors to maximize the industry and community assets in support of the MNsure mission

Strategic Imperatives Definitions 5 - 8

Recommended 2014 Strategic Imperatives

5. **Healthcare Disparities:** Focus on being a champion, a part of the solution, and key collaborator in bringing stakeholders together to improve healthcare disparities in MN
6. **Meaningful Data:** Focus on creating the data infrastructure to enable MNsure to conduct data analysis and reporting that demonstrates level of success on a broad range of goals and informs ongoing strategy
7. **Outreach:** Focus on initiatives to expand and improve outreach, especially into underserved communities, and eliminate barriers to enrollment
8. **Communications:** Focus on improving MNsure communications with all stakeholders, including consumers, navigators and brokers, providers, carriers and the small business community

Pulse Survey Participation

- **55% Overall Response Rate** - 20 out of 36 possible respondents including Board liaisons (Denominator not reduces for absent or vacant committee members)
- **88% HIAC Response Rate** - 16 out of 18 possible respondents
- **22% CSBAC Response Rate** - 4 out of 18 possible respondents
- **2 HIAC respondents were removed from statistical analysis for late entry** – The pulse survey will be taken semi-annually to gauge important and urgency of key MNsure strategies on a routine basis.

Strategic Focus Areas Count Data

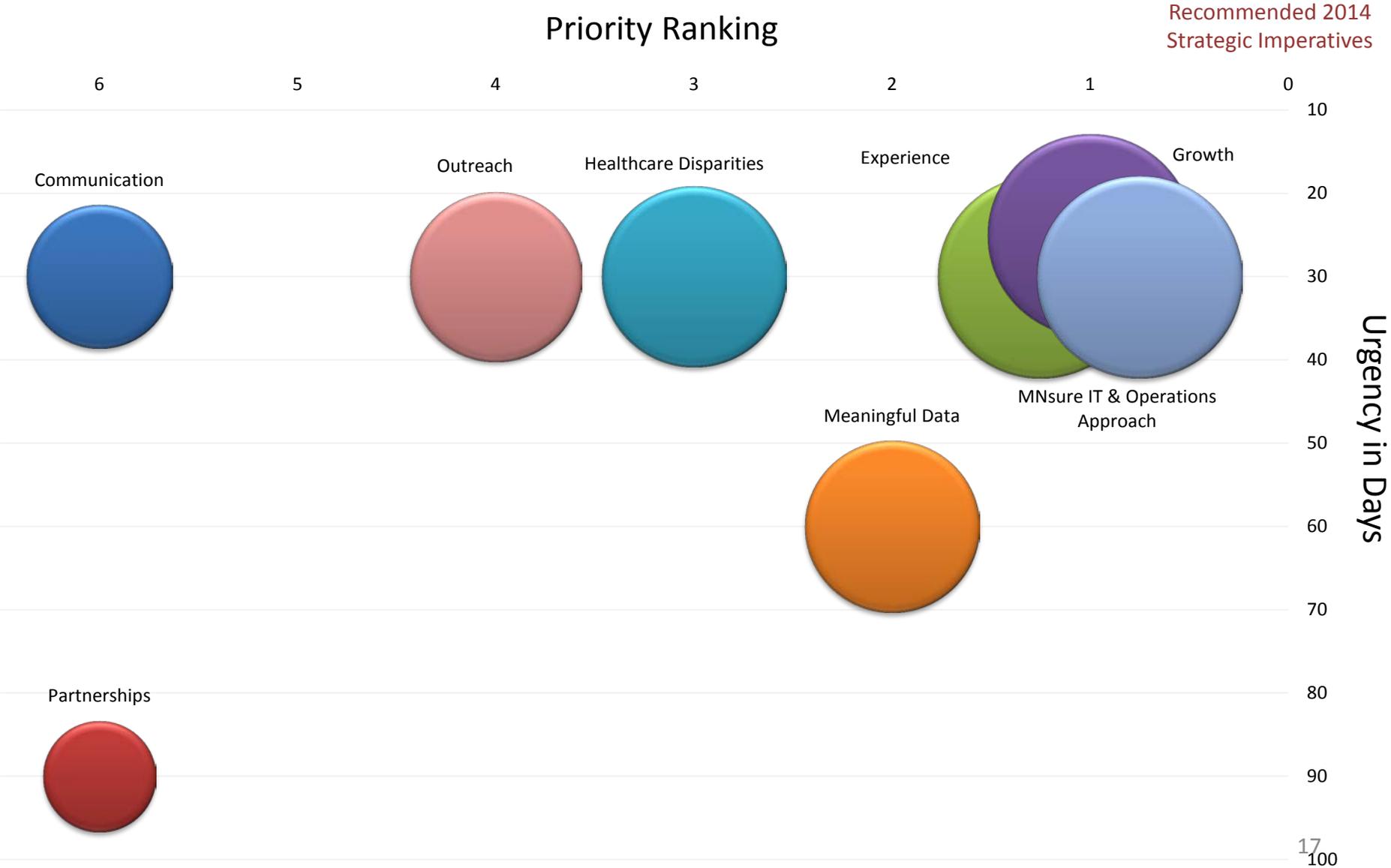
Recommended 2014 Strategic Imperatives

| Count of responses by focus area and priority | | | | | | | | | |
|---|-------------------|---------------|--------------|--------|------------|------------------------|-----------------|---------------------------------|----------|
| <i>MNsure priority ranking by number of respondents</i> | Combined Priority | Communication | Partnerships | Growth | Experience | Healthcare Disparities | Meaningful Data | MNsure IT & Operations Approach | Outreach |
| | 1st Priority | 1 | 1 | 4 | 6 | 2 | 1 | 10 | 1 |
| | 2nd Priority | 3 | 1 | 0 | 5 | 1 | 4 | 2 | 3 |
| | 3rd Priority | 4 | 3 | 1 | 2 | 4 | 3 | 1 | 0 |
| | 4th Priority | 1 | 1 | 2 | 3 | 1 | 2 | 2 | 5 |
| | 5th Priority | 2 | 2 | 3 | 2 | 3 | 1 | 0 | 4 |
| | 6th Priority | 5 | 5 | 2 | 0 | 1 | 2 | 1 | 0 |
| | 7th Priority | 0 | 3 | 3 | 0 | 2 | 4 | 0 | 3 |
| | 8th Priority | 2 | 2 | 3 | 0 | 4 | 1 | 2 | 2 |

| Count of responses by focus area and urgency | | | | | | | | | |
|---|------------------|---------------|--------------|--------|------------|------------------------|-----------------|---------------------------------|----------|
| <i>MNsure should act within this timeframe by number of respondents</i> | Combined Urgency | Communication | Partnerships | Growth | Experience | Healthcare Disparities | Meaningful Data | MNsure IT & Operations Approach | Outreach |
| | 30 Days | 6 | 5 | 7 | 10 | 5 | 5 | 15 | 9 |
| | 60 Days | 6 | 2 | 3 | 5 | 4 | 8 | 2 | 3 |
| | 90 Days | 6 | 8 | 6 | 2 | 3 | 3 | 0 | 4 |
| | 180 Days | 0 | 2 | 0 | 0 | 3 | 2 | 0 | 1 |
| | 360 Days | 0 | 1 | 2 | 1 | 3 | 0 | 1 | 1 |

Priority to Urgency

Majority Count Bubble Diagram

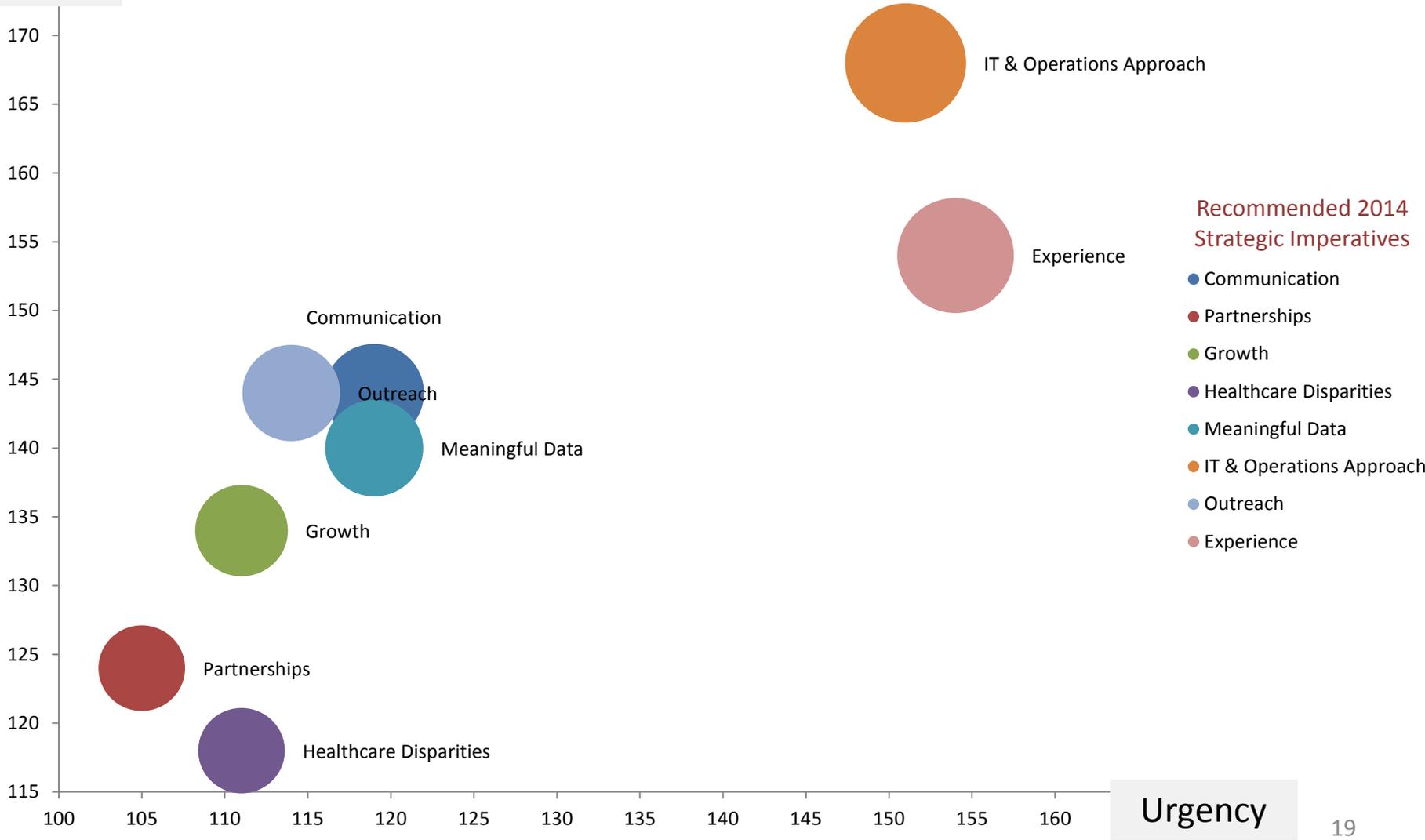


Weighting Logic

- Priority Weighting
 - 1st priority given 10 Points, 2nd = 9 points, 3rd = 8 points ...
- Urgency Weighting
 - 30 days given 10 points, 60 days = 8 points, 90 days = 6 ...

Weighted Urgency to Priority Bubble Diagram 1

Priority

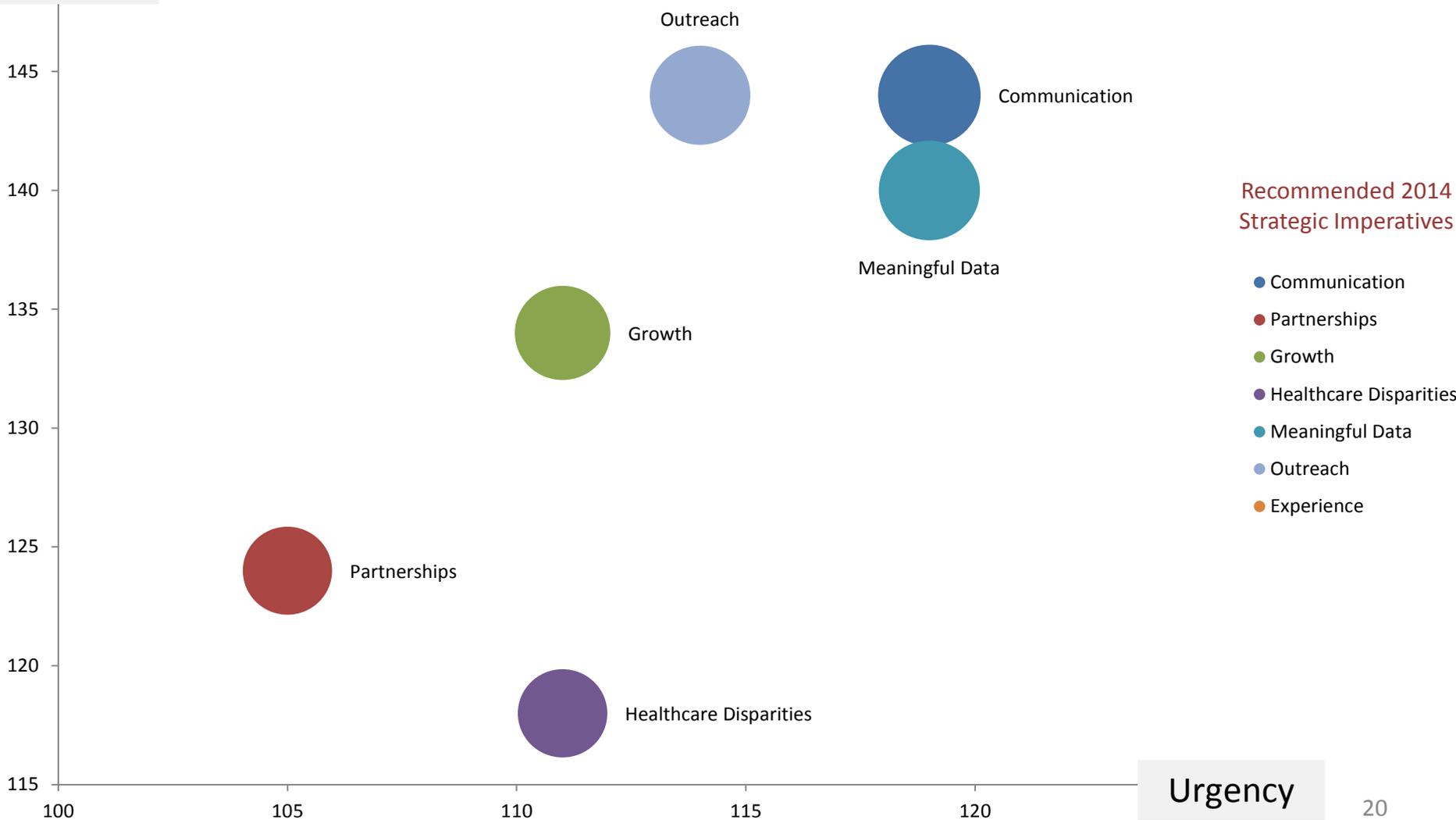


Urgency

Weighted Urgency to Priority Bubble Diagram 2

High Outliers Removed

Priority



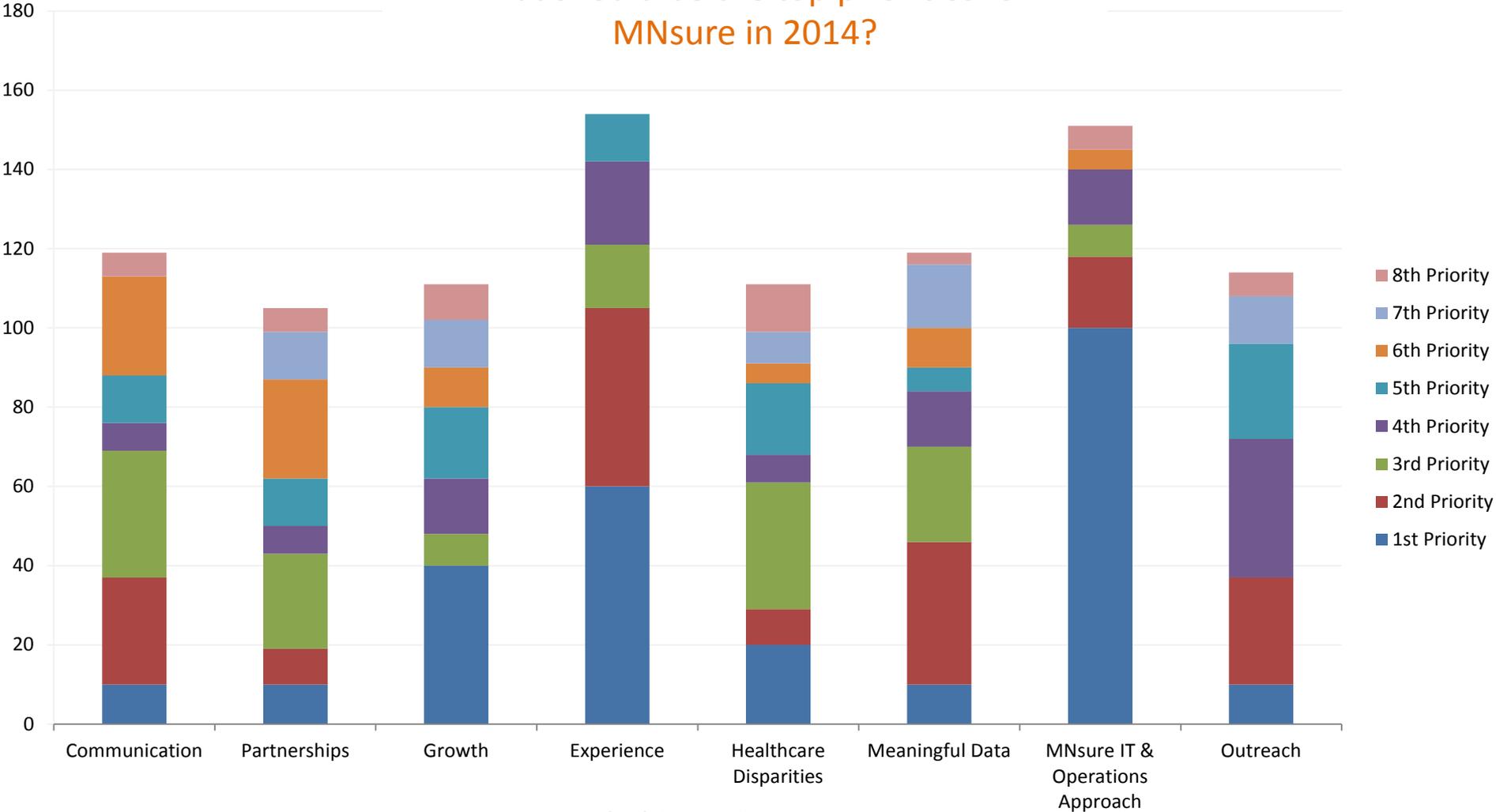
Recommended 2014 Strategic Imperatives

- Communication
- Partnerships
- Growth
- Healthcare Disparities
- Meaningful Data
- Outreach
- Experience

Urgency

Weighted Priority Distribution

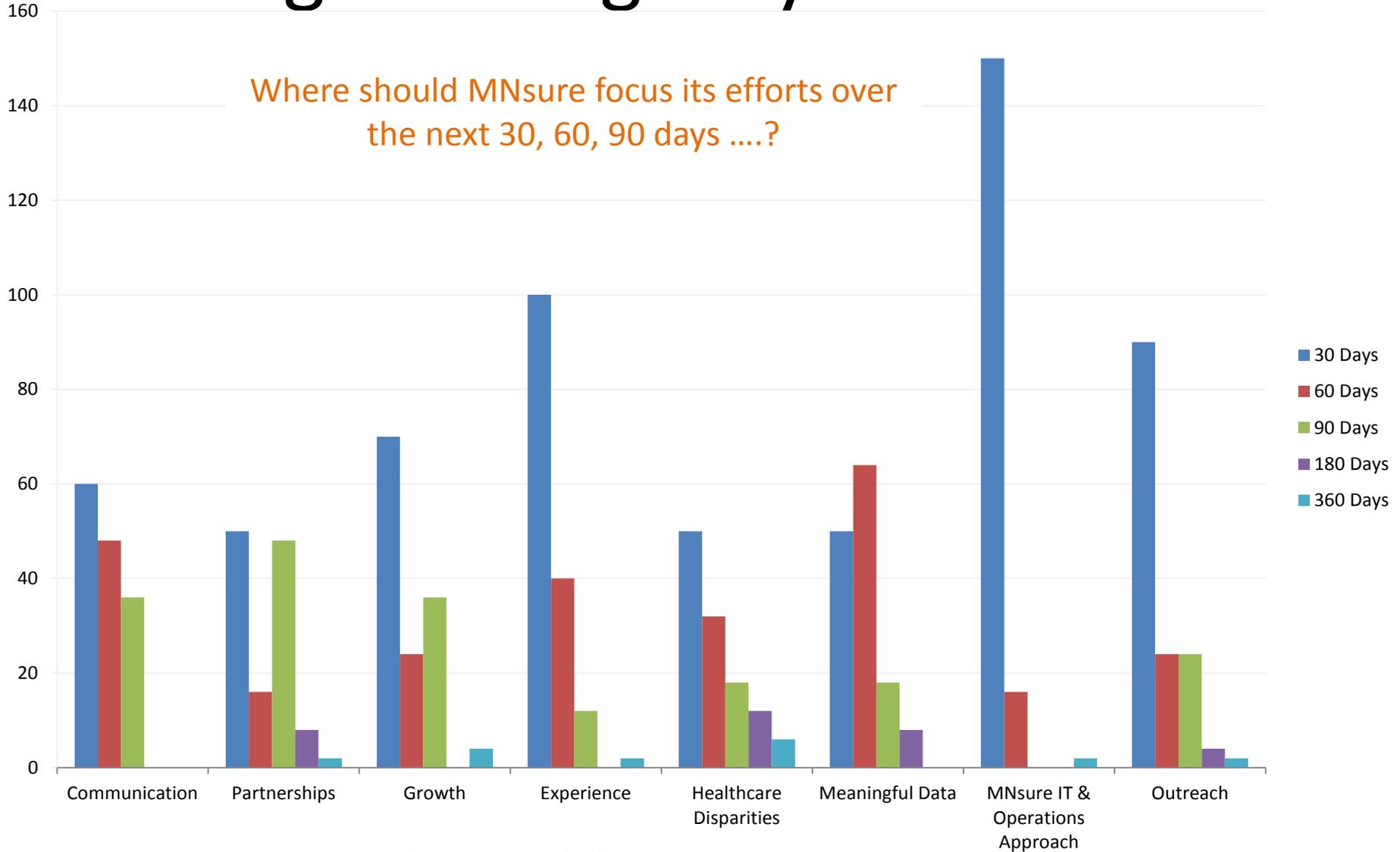
What should be the top priorities for MNsure in 2014?



Recommended 2014 Strategic Imperatives

Weighted Urgency Distribution

Where should MNsure focus its efforts over the next 30, 60, 90 days?



Recommended 2014 Strategic Imperatives

Strategic Planning - Alignment - Measurement

- **Strategic Planning & Alignment:**

- The HIAC would recommend the shared planning and development of a MNsure strategic plan to support the mission of MNsure and highlight the eight identified strategic imperatives.
 - Aligning MNsure and all its vendors, partners and Board to the same strategic imperatives will optimize our resources, structure, coordination, and scope.

- **Measurement of Strategic Alignment:**

- The HIAC would like to recommend the exploration of a method to measure this alignment to provide actionable insights for improvement.
 - Measuring strategic alignment is critical to the mission of MNsure, its customers and the broader stakeholder community.

END