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

Committee Members

Strategic Entities
Sub-committee Lead

Strategic Assets
Sub-committee Lead
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.
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
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.
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

<table>
<thead>
<tr>
<th>Combined Priority</th>
<th>Communication</th>
<th>Partnerships</th>
<th>Growth</th>
<th>Experience</th>
<th>Healthcare Disparities</th>
<th>Meaningful Data</th>
<th>MNsure IT &amp; Operations Approach</th>
<th>Outreach</th>
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**MNsure priority ranking by number of respondents**

### Count of responses by focus area and urgency

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<th>Combined Urgency</th>
<th>Communication</th>
<th>Partnerships</th>
<th>Growth</th>
<th>Experience</th>
<th>Healthcare Disparities</th>
<th>Meaningful Data</th>
<th>MNsure IT &amp; Operations Approach</th>
<th>Outreach</th>
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**MNsure should act within this timeframe by number of respondents**
Priority to Urgency

Majority Count Bubble Diagram

Priority Ranking

Communication
Outreach
Healthcare Disparities
Experience
Growth
Meaningful Data
MNsure IT & Operations Approach
Partnerships

Recommended 2014 Strategic Imperatives

Urgency in Days

Draft
Weighting Logic

• Priority Weighting
  – 1\textsuperscript{st} priority given 10 Points, 2\textsuperscript{nd} = 9 points, 3\textsuperscript{rd} = 8 points ...

• Urgency Weighting
  – 30 days given 10 points, 60 days = 8 points, 90 days = 6 ...
Weighted Urgency to Priority Bubble Diagram 2

High Outliers Removed

Recommended 2014 Strategic Imperatives

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

Priority

Urgency
What should be the top priorities for MNsure in 2014?

Recommended 2014 Strategic Imperatives

- Communication
- Partnerships
- Growth
- Experience
- Healthcare Disparities
- Meaningful Data
- MNsure IT & Operations Approach
- Outreach
Where should MNsure focus its efforts over the next 30, 60, 90 days ....?
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