



2017 Broker Enrollment Center Initiative

May 10, 2016

The webinar will begin at 2 p.m. Please call in for audio. All participant phone lines will be muted during the webinar. Please use the webinar chat feature to submit questions.

Conference number: 1-888-742-5095

Conference code: 129 328 498 9

How today's session will work



Online Content

If you have trouble accessing the online content, it is also available for download at <http://www.mnsure.org/brokers/resources/education.jsp>

Q & A

After the presentation, we will take time for questions from participants. Please submit your questions via the chat feature so we can track all questions.

Follow-up

This session is not being recorded, but answers will be written up and posted on Broker One Stop on or before May 23, 2016.

Solicitation for Partnership Proposals/SPP Timeline



Broker Enrollment Center Initiative/BECI Snapshot

- Contract time period: July 1, 2016 through June 30, 2017
 - Open enrollment is November 1, 2016 through January 31, 2017
- Matching funds \$2,500 - \$10,000
 - Doubles agency advertising/marketing dollars
 - \$2,500 match becomes \$5,000 for advertising
 - \$10,000 match becomes \$20,000 for advertising
 - Once agreed these amounts are fixed
- MNsure commitment
 - MNsure referrals
 - Prominent website exposure
 - Broker Support Team service

Broker Enrollment Center Initiative/BECI Snapshot / Continued

- Agency Characteristics
 - MA, MinnesotaCare and QHP support
 - Provide consumers expanded opportunities to enroll
 - Year-round service
 - Supportive of MNsure's outreach and enrollment goals
 - Open the agency office to navigators
 - Partnership objectives to the region
- MNsure Advertising Support
 - Creative costs and template development
 - Media buy
 - Branded materials
 - Digital positioning campaign

Broker Enrollment Center Initiative/BECI Advertising/Marketing Campaign

- Advertising agency will be tasked with:
 - Creative design and content production
 - Media buys statewide
 - Digital campaign placement/build
 - Facebook campaign
 - MNsure marketing collateral
 - Tall sandwich board sign for entryway
 - Poster board style signage

BECI Goal: Expand Support Statewide

- Goals
 - Establish the best possible network of consumer support
 - Select a partner in each available region
 - Develop regional networks of navigator support
 - Use marketing to reach the uninsured and promote this innovative “no wrong door” service
 - Commitment to coordinate with MNsure marketing, communications, and outreach efforts

Background: Other MNsure Assisters



- MNsure's Consumer Assistance Program is made up of multiple types of assisters. In addition to brokers, navigators and certified application counselors help consumers enroll into coverage via mnsure.org.
 - Navigator – Organizations, usually community nonprofits, contracted with MNsure to help any consumer who comes through their doors. They're listed on the MNsure directory, are often expert at enrolling consumers into public programs, and receive a one-time payment for successful enrollments. Serving as a navigator is rarely their full-time job, as they wear many hats at their organizations.
 - Certified Application Counselor (CAC) – Organizations, usually health care providers, contracted with MNsure to help their clients enroll. They aren't publicly listed as a resource, and do not get reimbursed for any enrollments. Many times they partner with MNsure to serve only their clients, but sometimes they seek to serve their larger community.

BECI: Working with MNsure Assisters

- In order to provide the most exemplary customer service to Minnesotans seeking health insurance coverage, MNsure assisters are encouraged to partner and collaborate to meet the enrollment needs of their communities. Possible forms of partnerships between brokers, navigators and CACs include but are not limited to:
 - Formal referral relationships with navigators and CACs
 - Recruiting navigators to office out of insurance agency storefront
 - Consumer enrollment events hosted at community locations, both in your service area and in underserved areas
 - Hosting networking events for assisters

BECl: Key requirements

Competitive proposals will have:

- An established geographic area of service within the proposed region
- Ability to offer year-round enrollment assistance in that geographic area
- Licensed insurance professional(s) in good standing with the State of Minnesota
- A willingness to collaborate with navigators also assisting consumers in same geographic region
- Commitment to coordinate with MNsure marketing, communications, and outreach efforts

Broker Enrollment Centers Initiative

Bringing it all together

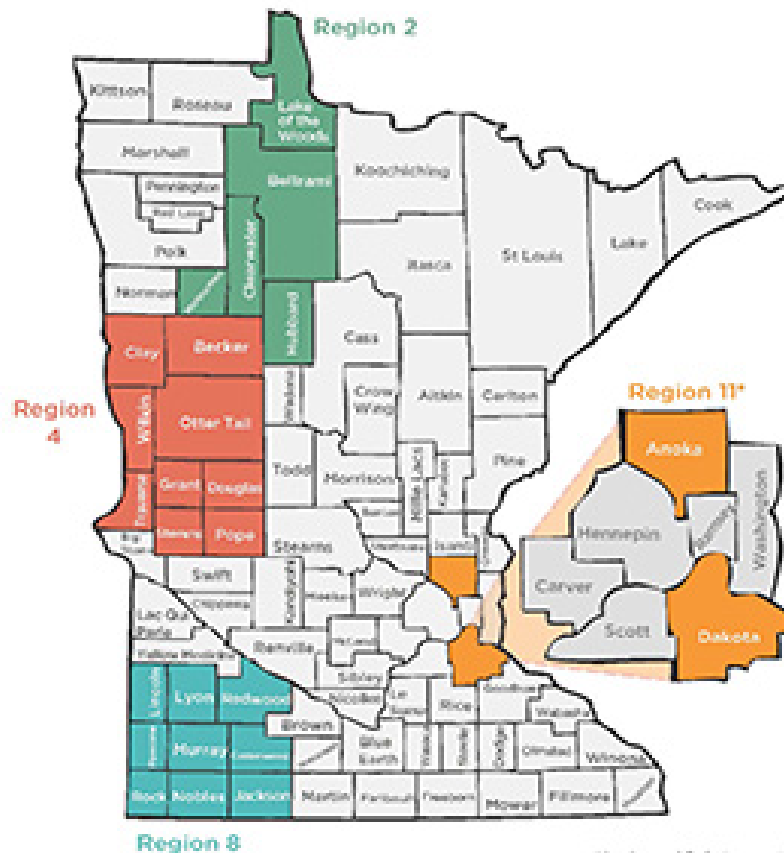


- Our strategic vision for 2017:
 - Build on experienced organizations to develop a strategic network of industry experts
 - Increase the number of MNsure enrolled consumers qualifying for QHPs
 - Lower the number of uninsured in Minnesota
 - Elevate consumer confidence
 - Build a regional network of partners
 - Create the foundation for future success rooted in assister collaboration

Available Regions



Available Broker Enrollment Center Regions



*Anoka and Dakota counties are available in region 11



Proposal requirements

- Responses to questions
 - Fillable PDF
 - Utilize given space
 - Respond to all questions
- Provide event ideas for your geographic market
 - Ideas for number of events
 - Locations
 - Navigator support
- Signed/Executed General Requirements
- Deadline for submitting Solicitation for Partnership Proposals:
 - Time: 12:00 p.m. (Noon)
 - Date: May 27, 2016
 - Email to: bob.davy@state.mn.us

Evaluation and selection

Stage 1 Evaluation of proposals and interviews based upon completeness, compliance and eligibility

Stage 2 Evaluation of proposals by review committee, based on merit

Stage 3 Review of fiscal compliance and contract negotiations

Proposal submission process

- Electronic submission
 - Email to: bob.davy@state.mn.us
 - Subject line: SPP Proposal
 - Double check that you have answered each question in the fillable PDF
 - Attach document with attachments as one pdf
 - Send by: 12:00 p.m. May 27, 2016

Critical dates

SPP released	Monday, May 2
Applicant webinar	Today, May 10
Deadline for submitting questions	Friday, May 19, 4:00 pm CST
MNsure will post responses to questions	By May 23, 4:00 pm CST
All proposals due – no exceptions	Friday, May 27, 12:00 pm CST

Wrapping up

- More information available at Broker One Stop
- MNsure will not be held responsible for oral responses made during the webinar. Oral responses will be written and posted on the website.
- Please send any additional questions to bob.davy@state.mn.us
by Friday, May 19, 4:00 pm CST

Questions & Answers...

- Please submit your questions using the chat feature