



# Board of Directors Meeting

## November 5, 2014

Discussion slides



# Agenda

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- **Welcome and any new business**
- **Consumer story, Jake Sanders (phone)**
- **Public comment**
- **Administrative items**
  - **Approve October 15 meeting minutes**
  - **Work Group updates**
- **CEO report**
- **Conversion update**
- **What consumers can expect for Open Enrollment**
  - **System readiness**
    - **Brian Keane, Deloitte**
    - **Jesse Oman, MNIT**
  - **Operational readiness**
    - **Scott Leitz, Allison O'Toole, and Katie Burns**
- **Wrap up and any new business**
- **Adjourn – next meeting is November 19**

# Consumer story

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- **Jake Sanders, Glenwood (phone)**

# Public comment

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- **Please sign up for public comment at back table**

# Administrative items

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- **Approve October 15 meeting minutes**
- **Work Group updates**

# CEO report

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- **Scott Leitz, CEO**
- **Enrollment as of end of day Tuesday, November 4:**
  - **369,118 total enrollments**
    - 233,194 Medical Assistance
    - 80,111 MinnesotaCare
    - 55,813 QHP

# Conversion update

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- **Commissioner Jesson**

# What consumers can expect for Open Enrollment

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- **System readiness**
  - Brian Keane, Deloitte
  - Jesse Oman, MNIT
- **Operational readiness**
  - Scott Leitz, Allison O'Toole, and Katie Burns, MNsure



# Expectations for Open Enrollment

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**95% of Minnesotans now have health insurance.**

**100% need it.**

# Agenda

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- **When is open enrollment?**
- **Who should take action?**
- **What should consumers do?**
  - **Current enrollees**
  - **New enrollees**
- **New this year**
- **Questions**

# When is Open Enrollment?

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- **November 15, 2014 – February 15, 2015**
  - **Qualified Health Plans (QHP)**
- **Public program enrollment is year-round**
  - **Minnesota Care**
  - **Medical Assistance**

# Who should take action?

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- **Everyone!**
- **Especially those already enrolled in a Qualified Health Plan and want to renew their coverage**
  - **Marketplace changes**
  - **Financial help available to most Minnesotans**
  - **More plans available**

# What should consumers do?

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- **Take some time to shop and compare**
- **Get expert help**
  - **Free in-person and phone help is available in every corner of the state**
- **Gather your documents**
- **Find out if you qualify for financial help**
- **Act now for January 1 coverage**

# Current enrollees

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- **Guaranteed renewability**
  - Even if plan isn't available through MNsure
- **Find a broker or navigator**
- **Gather your documents**

# Current enrollees

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- **When you will hear from us**
  - **Direct mail by November 15**
  - **Emails throughout**
  - **Phone calls and text message reminders**

# New enrollees

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- **Find a broker or navigator**
- **Gather your documents**
- **Shop and compare on MNsure.org**
- **Set up an account**
- **Apply for financial help and get coverage**
- **Act now for January 1 coverage**



# New this year

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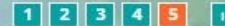
- **More in-person help available**
  - **Thousands of navigators, brokers and grantees across Minnesota**
    - **Trained, connected**
    - **Free**
  - **Enhanced online assister directory**
- **Fully staffed contact center – 1-855-366-7873**
- **Website**



# public health care programs

[MinnesotaCare & Medical Assistance](#) recipients can apply for coverage year-round. Find out if you qualify.

Photo source: Minnesota Tourism



## individuals or families >

Need insurance? Compare plans from Minnesota insurers. See if you qualify for a low-cost or free plan.

## small business & employees >

Discover the new way to shop for health insurance and get the right plan for your business. Employees, find out how to sign up.

## assisters >

Join our Assister Partner Network of navigators, agents/brokers and certified application counselors. Stay updated on the latest Assister information.

### general information

Account creation and application access is available 6 AM – midnight every day.

**Contact Center Line: 1-855-366-7873**  
Hours: 8 AM - 6 PM, Monday - Friday

### medical assistance (ma) or minnesotacare

Current MA and MinnesotaCare enrollees will receive instructions on how to enroll in MNSure as part of your renewal process. [Not sure if you have MA or MinnesotaCare?](#)

### more about mnsure

- [Board of Directors](#)
- [News Releases](#)
- [RFPs and Contracts](#)

### open enrollment and special enrollment

- [Open Enrollment](#) starts 11/15/2014.
- You may still qualify for 2014 [Special Enrollment](#).
- Year-round enrollment is for [SHOP, MA, MinnesotaCare](#) and [American Indian households](#).

### Find free help nearby

- [Assisters](#) in your community

### forms directory

- [Find paper forms here](#)

### help using the marketplace


- [Marketplace Tips](#)



sign in

[Individuals & Families](#) | [Small Business & Employees](#) | [Get Help](#)

[FAQ](#) | [Learn More](#) | [News & Events](#)



### Open Enrollment

Individuals & Families

Nov. 15, 2014 to  
Feb. 15, 2015

[Get Ready Now](#)

### Quick Links

- [Financial assistance](#)
- [Forms directory](#)
- [2014 Special Enrollment](#)
- [Marketplace tips](#)
- [SHOP renewals](#)

 [Enrollment events in your area](#)

 [Frequently Asked Questions](#)

 [Find help near you: Assister Directory](#)

### Your Stories

Minnesotans share how they got quality health coverage through MNSure.



### MNSure Minute

MNSure Minute: Paul



### Stay Informed

Keep up with the latest developments and information about MNSure.

Sign up for MNSure eNews  
your email here

[subscribe](#)

#### More about MNSure

[Board Meetings](#)

[Contracts and RFPs](#)

#### About the ACA

Learn more about Health Care Reform and the Affordable Care Act.

#### System Notices

The MNSure Marketplace is available from **6 a.m. to midnight every day.**

[See scheduled down times and other system notices.](#)

# individuals or families

Home » Individuals & Families

## Individuals & Families

- American Indians
- Enrollment Information
- FAQ
- Find an Assister
- Individual Mandate
- Plan Costs & Financial Assistance
- Plans & Networks
- Ways to Get Help

### Important Dates

NOV 15, 2014 - FEB 15, 2015  
Open Enrollment

## One-Stop Shopping for Health Coverage

### Open Enrollment starts November 15, 2014 and ends February 15, 2015

The MNsure marketplace is where Minnesotans can find, compare, choose, and get [complete health coverage](#) that best fits their needs and budget. MNsure is the one place to find out if you qualify for a [low-cost or free plan](#).

Whether you currently buy health insurance on your own, or you are uninsured, you can use MNsure.

### Enroll Now

Find step-by-step instructions on how to enroll by clicking on one of the options below.

New Coverage

Renew Coverage

Special Enrollment

### Find Help Near You

Get free face-to-face assistance with enrollment. [Find an assister](#) (navigator, broker or agent) in your community. They can guide you through each step of your application.

- **Navigators** are individuals from trusted organizations trained to provide free face-to-face application and enrollment assistance.
- **Agents and brokers** are trained and licensed professionals offering free face-to-face enrollment assistance and advice to help you select a plan.

Find an assister  
near you!



### More Enrollment Resources

#### Ways to Get Help

Find help near you.

#### Financial Assistance

See if you qualify for financial assistance.

#### Marketplace Tips

Recommended browsers.

Tips for using MNsure Marketplace.

# New this year

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- **More targeted and coordinated**
  - **Uninsured, re-enrollees, Millennials**
- **Designed to motivate consumer to enroll**
  - **TV, radio, digital, out-of-home**
  - **More robust grassroots outreach**
- **Utilizes technology in new ways**
  - **Make a Plan app**
  - **Texting campaign - Text ENROLL to 30644**

# Questions

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**Questions?**

# Wrap up and any new business

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# Adjourn

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## Next meeting date:

**November 19, 2014 • 1:00 pm**  
**81 East 7<sup>th</sup> Street, St. Paul, MN**  
**1<sup>st</sup> floor atrium**