



**Health Industry Advisory  
Committee - November 2014  
Board Report**

*November 18, 2014*

## MNSure Health Industry Advisory Committee

*Providing guidance from the health industry on critical success metrics within MNSure's operational domains.*

Guidance

### Purpose:

This recommendation offers directional guidance into MNSure's operational measures of success. The Health Industry Advisory Committee does not intend to prescribe MNSure's measures of success, but to provide awareness into normalized industry standards for customer focused metrics and operational benchmarks.

### Recommendation:

The Health Industry Advisory Committee recommends that MNSure adopt standard industry performance metrics for key processes, as well as other metrics that evaluate the impact of MNSure on the state's population. We believe action on this recommendation is a critical business imperative that is central to the goal of attracting sufficient satisfied customers to ensure MNSure's financial viability.

By way of illustration, today's private enrollment in MNSure is approximately 55,000 members compared to an average 2014 budgeted enrollment of 88,000. Standard industry performance metrics will allow the Board to monitor operations and make corrections or adjustments as needed to ensure that MNSure users are getting the best possible customer experience, and assess whether MNSure is fulfilling its mission of providing insurance coverage to targeted state populations.

Attached is an example of a proposed set of process metrics which is meant to illustrate the types of measures commonly used by health plans. The proposed metrics are not an exhaustive list.

We also believe that MNSure should evaluate additional metrics to assess its mission, namely **To ensure all Minnesotans have the security of health insurance.** These measures would assess the impact of 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.

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

### Attachment:

Success Metrics Guidance Tool:

*The benchmarks represented in this tool are illustrative, based upon health industry payer standards, and may not reflect the operational aspirations of MNSure, its business model, or customer requirements.)*



MNSure Health Industry Advisory Committee - Success Metrics Guidance Tool

(The below benchmarks are illustrative and based on payer standards and may not reflect the operational aspirations of MNSure, its business model, or customer requirements)

Type of measure	Transaction type	Program	Description	Frequency	Measure	Goal	Population	Expected action
<b>Separate rates for New applicants, Renewing applicants, Change in circumstances</b>								
Timeliness	Overall, Paper, Electronic	Commercial, Public Programs	Percent complete in # business days of members completing enrollment (all methods) to being sent to health plan for commercial plans	Daily, weekly, monthly	% by # business days	Example: 90% in 2 business days, 95% in 7 business days, 99% in 30 days	All transactions for all commercial members	Daily report to issuers if threshold exceeded. Weekly report to issuer on CAP, improvements, and expected completion. Monthly report to health plans, overall and specific to issuer.
<b>Separate rates for New applicants, Renewing applicants, Change in circumstances</b>								
Accuracy	Overall, Paper, Electronic	Commercial, Public Programs	Percent of accurate and complete enrollment records sent to health plans for commercial plans	Monthly, quarterly, annually	%	Example: 98%	Statistically valid sample of paper/online transactions for commercial plans	Monthly, quarterly, and annually report to health plans, overall and specific to issuer. If threshold is not met, complete root cause analysis and identify specific corrections to prevent the error in the future.
<b>New, renew, change in circumstances with specific questions for each experience</b>								
Customer Satisfaction	Overall, Paper, Electronic	Commercial, Public Programs	Average satisfaction based on survey results of commercial enrollees.	Quarterly, annually	Average (scale 1-5)	Example: 3.5	Statistically valid sample of paper/online transactions for commercial plans	Quarterly and annually report to health plans, overall and specific to issuer. If threshold is not met, complete root cause analysis and identify specific corrections to prevent the error in the future.
		County Workers	Average satisfaction based on survey results of public program enrollees. Also may want to consider customer satisfaction survey of county workers.	Quarterly, annually	Average (scale 1-5)	Example: 3.5	Statistically valid sample of paper/online transactions for public programs plans	