

MNsure Health Industry Advisory Committee July 2020 Recommendations

Background:

The MNsure Health Industry Advisory Committee has held meetings almost every month in 2020 to develop recommendations to present to the MNsure Board of Directors. The discussion has been very thoughtful and brought in experiences of the committee members and the consumers who utilize MNsure. A goal of the committee has been to ensure any committee recommendations to the MNsure board and staff are achievable and in scope. During our discussions, there were items committee members may want to suggest changing, but those items may only be achievable with changes to federal or state law. We wanted to ensure our focus was on what MNsure could do. An overall principle of some of the committee discussion from early on was to identify recommendations to address the uninsured rate and health disparities in Minnesota.

The recommendations below reflect the committee's discussion over recent months and were unanimously approved at our June 2020 meeting. It should be noted that some of these ideas are not new and some ideas have already been implemented by the MNsure board and/or staff. Our purpose for these recommendations is to illustrate key areas of focus that we believe MNsure should explore and/or continue.

Recommendations:

- Identify strategies to reach potential MNsure enrollees who may not have regular access to the internet.
- Continue year-round marketing efforts with a focus on population segments who may be uninsured.
- Continue to utilize and leverage community partnerships to identify strategies to focus on reaching various uninsured populations.
- Identify strategies to enhance outreach to people who may have language barriers to understand what MNsure can provide.
- In the era of COVID-19, MNsure should consider playing a role utilizing its platform to reach out to Minnesotans about the importance of continuing prevention and well care visits.

I look forward to the opportunity to discuss these recommendations in further detail with the board.

Joel Ulland

Chair, Health Industry Advisory Committee