



Expert Advisory Committee
Healthcentric Advisors
235 Promenade Street, 5th Floor
Providence, RI
April 8, 2014
8:00am – 9:30am
Meeting Minutes

Attendees: Abbe Garcia, Monica Neronha, Elaine Jones, Ted Almon (by phone), Cecelia Pelkey, Ed Wing, Lisa Rocchio, Ken Pariseau, Kathryn Shanley
Staff: Amy Black, Pam Lennon, Olivia Burke

I. Welcome and Introductions

Amy Black, HSRI staff, calls the meeting to order and Expert Advisory Committee members introduce themselves.

II. Feedback from Experts – Enrollment data

Amy Black and Olivia Burke provided an overview of the enrollment numbers. Currently, primary focus is on the customers that need to pick a plan and the customers that need to pay by April 23rd for May 1st coverage. There has been an increase in the younger group enrollment numbers. The committee would like to see numbers grouped into subgroups to get a clear picture regarding previously uninsured, how customer enrolled (internet, phone, walk in, navigator, etc.) and breakdown of who did / did not buy from HSRI. Need to include dental numbers. Committee members also requested an overview of the original goals (individual and SHOP) set and progress on those goals.

Discussion points

- Feedback regarding why individuals are not using HSRI:
 1. Cost
 - a. People that do not qualify for any financial assistance, there is less incentive to use HSRI.
 2. Customer Experience / Trust
 - a. Several members noted the importance of establishing trust with customers
- Feedback regarding why small businesses are not using HSRI:
 1. Process can be complicated

2. Importance of brokers recommending HSRI

- Customer survey – would like to do a survey and will send to committee for feedback. Feedback will need to happen rather quickly to be able to conduct the survey ASAP.
 1. Need to survey for the following:
 - Experience
 - Pre-enrollment
 - Enrollment
 - Post-enrollment
 - Demographics / other detail
 - Gender
 - Employed / Unemployed
 - Age
 - Previously did they have access to insurance
 - Did they choose not to purchase it, why?
 - Were they previously insured? If yes, why did they lose it?
 - SHOP – Have you offered insurance previously?
- Primary Care Doctors – feedback is regarding lack of accessibility for appointments. This creates an increase in urgent care / emergency room visits. Need to focus on increasing workforce.
- Need to shift focus to customers. Customer experience and trust are key in the success of HSRI. Need to proactively focus on improvements, concerns/ issues, proper data needed, retaining customers and marketing new customers.
- SHOP – some employers have deductible plans that are based on calendar year and others on plan year. So employees may be losing their contribution into their deductible

III. Public Comment

Amy Black, HSRI staff, asked if there was any public comment. Hearing none, the meeting was adjourned.