



Connecticut's Official Health Insurance Marketplace

For Immediate Release

ACCESS HEALTH CT ACTING CEO SAYS RESEARCH REPORT SHOWS "THE HEALTH EXCHANGE PROGRAM IS WORKING"

Enrollment system worked, target populations are signing up, enrollees were satisfied with the enrollment experience and are using their health care coverage

Hartford, Conn. (September 17, 2014) – Access Health CT today released a full research report conducted by The Pert Group that demonstrates “the health exchange program is working,” said Access Health CT (AHCT) acting CEO Jim Wadleigh, “and it’s making Connecticut healthier.”

The two-part telephone survey reached 6,015 enrollees, 3,015 of whom enrolled in a private qualified health care plan (QHP) through the exchange and 3,000 who enrolled in Medicaid.

Key findings of the report include:

- Many enrollees took a “do-it-yourself” approach to enrollment via the website;
- Enrollees reported high rates of satisfaction with the enrollment experience;
- AHCT has been successful in reaching key demographic targets; and,
- A high percentage of people who obtained coverage through the exchange are actually using it.

“As a data-driven organization, obtaining this kind of detailed information about our enrollees is really important,” said Wadleigh. “We’re pleased with the way this program is going, but as we’ve said before, it’s very challenging and there will be bumps in the road. Hearing feedback directly from the consumers we serve enables us to fully evaluate our implementation so far and enhance our outreach and enrollment efforts for the 2015 open enrollment cycle.”

“Of fundamental importance is ensuring improved access to health coverage that is affordable for Connecticut residents,” said Lieutenant Governor Nancy Wyman, chair of the Access Health CT Board. “This research shows that we are connecting with the right audiences, and that the products they buy are meaningful—they are visiting the doctor and getting care. Connecticut’s economy depends on a strong, healthy workforce in order to thrive.”

54 percent of Access Health CT enrollees did not have insurance in the year prior to enrolling through the exchange, and since the launch of the exchange, Connecticut’s uninsured rate has been cut in half. The exchange is also helping close the gap in racial disparities in access to care. 26 percent of private health plan enrollees and 44 percent of Medicaid enrollees are black or Hispanic.

“One of the key takeaways from this research was that Access Health CT was really successful in supporting a “do-it-yourself” enrollment process,” said Chris Barnes, Senior Vice President of Client Development for The Pert Group. “45 percent of QHP enrollees and 40 percent of Medicaid enrollees

enrolled by themselves online. An additional 18 percent of QHP enrollees and 24 percent of Medicaid enrollees enrolled with the assistance of an Access Health CT call center representative. While some individuals did rely on assistance through a broker, enrollment center, or other source, this demonstrates that the systems put in place by Access Health CT worked better than has been reported in other places.”

The research also found that the vast majority of enrollees were satisfied with the enrollment process. 83 percent of QHP enrollees and 91 percent of Medicaid enrollees were satisfied, with six in 10 enrollees reporting they were either very satisfied or extremely satisfied.

To learn more about the research conducted by the PERT Group and view the full report, visit:
<http://bit.ly/AHCTfinalcensus>

About Access Health CT: Access Health CT (AHCT), Connecticut’s official health insurance marketplace, is a quasi-public agency created by the Connecticut legislature in 2011 to satisfy requirements of the federal Affordable Care Act. AHCT’s mission is to increase the number of insured residents in Connecticut, promote health, lower costs, and eliminate health disparities. Connecticut residents and small business owners can compare and enroll in health care coverage and apply for tax credits for individuals through AHCT. AHCT (or the Marketplace) also coordinates eligibility and enrollment with state Medicaid and Children’s Health Insurance Programs. For more information, please visit www.AccessHealthCT.com, like us on Facebook at www.facebook.com/AccessHealthCT and follow us on Twitter @AccessHealthCT.

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