

My Arkansas Insurance

*More Competitive... More Options...
More Arkansas*

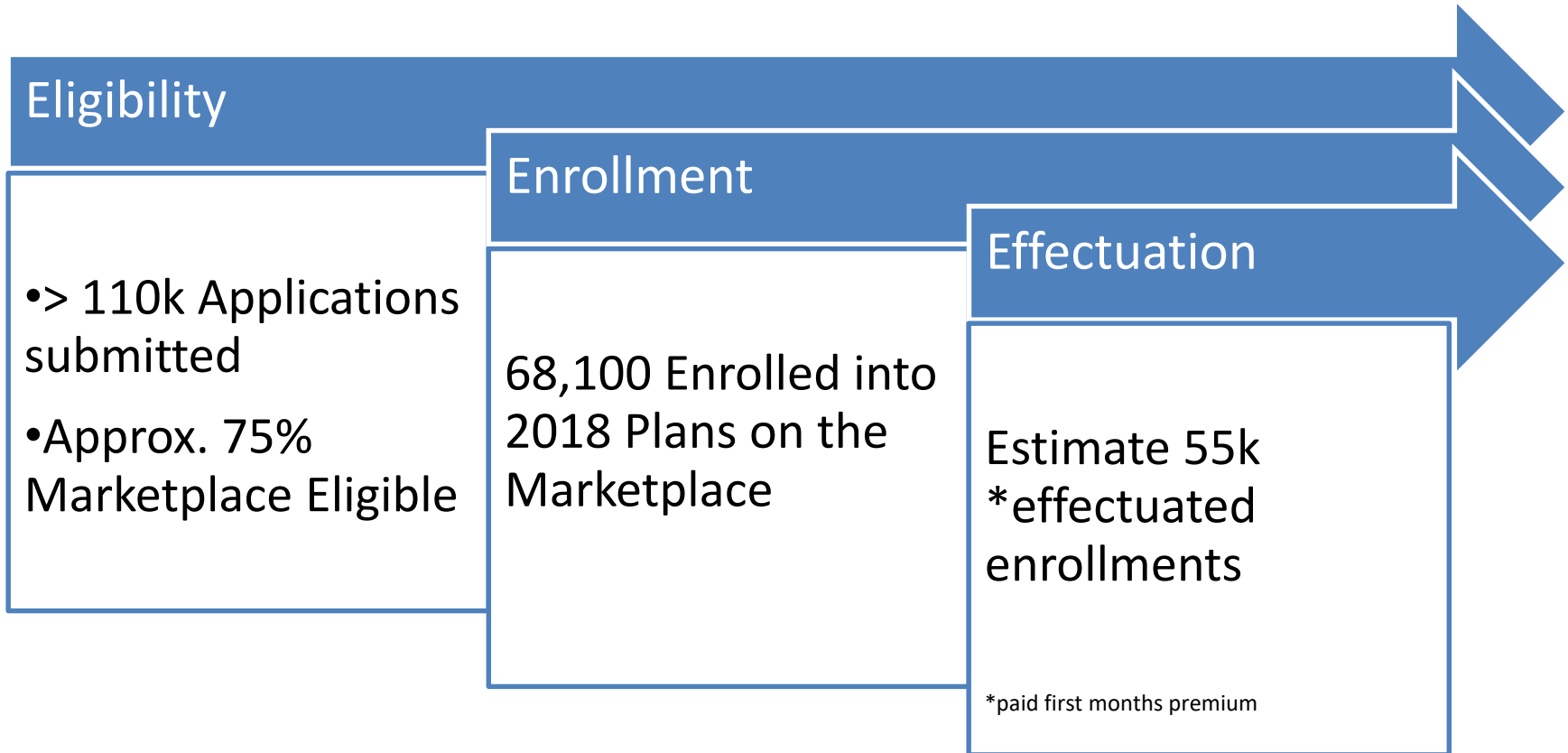
Welcome

Arkansas Health Insurance Marketplace
ALC-AHIM Oversight Subcommittee
May 17, 2018

my Arkansas Insurance 
Official Marketplace for Health Insurance

Marketplace Lifecycle Summary

2018 Open Enrollment



Key Performance Indicators

	2017 Actual	2018 Estimate
1. Average Enrollment Per Month	55,201	55,000
2. Per Member Per Month (PMPM) Average Premium	\$424	\$510
3. Per Member Per Month (PMPM) Revenues	\$12.72	\$15.30

1. Average of monthly member counts
2. Premiums divided by members
3. 3% of average monthly premium

2018 Notable Trends



Improved quality of services – more consumers successfully used the online enrollment process than other channels including the auto enrollment process and the call center.



Expanded Agent/Broker activities – over 1,000 Exchange Producers sold Marketplace plans in Arkansas and more than 70 were new Exchange Producers in 2018.



Stabilized share of premium – APTC increased in conjunction with rate increases while the consumer share of premiums decreased or remained flat.

2017 - 2018 Transitions

Description	Result
Federal Grant closed out	Operations are entirely funded by AHIM
Financial Reporting under State Requirements	Overlap in Calendar Year and Fiscal Year Reports
AHIM absorbed the 2018 Technology Fee increase	Adjustment of planned expenditures

2017 - 2018 Adjustments

Description	Annual Savings
Replaced SHOP Platform with Direct Enrollment model	\$1,759,422
Increased in-house Consumer Support	\$150,000
Data-driven approach to Outreach and Education	\$212,037

2018 Plan Year—Q1 Revenue

	Gross Revenue	Technology Fee	Net Revenue
Predicted	\$2,926,114	\$1,978,314	\$947,800
Actual	\$2,825,161	\$1,589,095	\$1,236,066

Statement of Operations

JAN – MARCH 2018

	TOTAL
REVENUE	
• Cash Received	\$2,010,750
• Consumed Credit	\$814,411
TOTAL REVENUE	\$2,825,161
Expenditures	
• Technology Fee	\$1,589,095
• Contracts	\$765,662
• Facilities	\$42,970
• Governance	\$1,200
• Personnel	\$286,423
• Supplies & Equipment	\$3,032
TOTAL EXPENDITURES	\$2,688,382
NET OPERATING CONTRIBUTION	<u>\$136,779</u>

Revenue shown is on a cash basis and does not reflect revenue sources other than the 3% user fee.

FISCAL Year 2019 Projections

Contracts	\$1,229,000
Facilities	\$203,000
Governance	\$12,000
Personnel	\$1,596,000
Supplies & Equipment	\$47,000
TOTAL	\$3,087,000

- Calendar Year 2017 Actual Spend: \$3,530,475

www.MyARinsurance.com

The screenshot shows the homepage of My Arkansas Insurance. At the top, there is a browser address bar with the URL 'myarinsurance.com'. Below the browser bar is a blue navigation bar with a 'CONTACT' button, social media icons for Twitter, Facebook, Instagram, LinkedIn, and YouTube, a language dropdown set to 'Español', and a search icon. The main header features the 'my Arkansas Insurance' logo with the tagline 'Official Marketplace for Health Insurance' and a navigation menu with links for 'Home', 'Training', 'About', 'News', 'Events', 'Contact', and 'Glossary'. Below the header, there are links for 'Arkansas SHOP', 'Individuals', 'Find Help', 'Resources', and 'Request a Speaker'. The main content area is split into two sections. The left section has a dark background with white text that reads 'LOOKING FOR HEALTH INSURANCE?' and '2018 Open Enrollment is over, but you may still have coverage options. Click below for information.' Below this text is an orange button with the text 'LEARN MORE →'. The right section features a photograph of a smiling woman with glasses and long brown hair, wearing a blue long-sleeved shirt and a white apron, standing in a greenhouse or nursery filled with various plants and flowers.

2018-2019 Marketing & Outreach

Phase 1 (Summer) Initiative

- **Use Market Trends to Uncover Opportunities**
 - Target AHIM's Outreach
 - Focus on Geographic Trends
 - Conduct Meaningful Research to Refine AHIM's Message
 - Strengthen Relationships and Enhance AHIM's Value with Agents/Brokers, Community/Civic Organizations, and Professional Associations
- **Phase 1 Budget :**
 - \$80,000

Thank You

