



CONSUMER ENROLLMENT BEHAVIOR FOLLOW-UP

FOLLOW UP QUESTIONS FROM LAST BOARD MEETING (11/20)

Plans with Fewest Enrollments

- Out of the 124 plans offered on the exchange in 2019, 13 of those plans had about 100 enrollments. These plans ranged from less than 10 enrollments to just over 100.
- These 13 low enrollment plans account for about **10%** of plans on the Exchange.
- These plans are clustered in rural areas and have been on the Exchange as far back as 2016.
- ***Does this mean there too many plan options on the exchange?***

Low Enrollment Plans – At a Glance

- These low enrollment plans have been on the exchange for years.
- Out of the 13 low enrollment plans: 3 plans date back to 2016, 2 of which are continued into 2020.
- These low enrollment plans are almost exclusively silver and gold plans with the exception of 1 bronze plan.
- 8 of the 13 plans were introduced in plan year 2019.
- ***Are the people enrolling in these plans actually getting the best plan?***

Low Enrollment Benefit Comparisons

Plan Name	2019 Enrollment	Emergency Room	Generic Drugs	Outpatient Mental Health	Preferred Brand Drugs	Prenatal Postnatal Care	Preventative Care	Primary Care Physician	Specialist	Urgent Care
Lowest plan 1	8	\$150.00	\$0.00	20%	\$250.00	20%	\$0.00	\$0.00	20%	\$75.00
Lowest plan 2	11	\$600.00	\$15.00	\$35.00	\$50.00	\$0.00	\$0.00	\$0.00	\$70.00	\$60.00
Lowest plan 3	13	\$500.00	\$10.00	30%	\$40.00	30%	\$0.00	\$30.00	\$60.00	\$100.00
Lowest plan 4	22	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lowest plan 5	23	60%	\$0.00	17%	\$188.00	17%	\$0.00	\$0.00	17%	\$61.00
Lowest plan 6	36	\$500.00	\$10.00	30%	\$40.00	30%	\$0.00	\$30.00	\$60.00	\$100.00
Lowest plan 7	46	\$500.00	\$15.00	\$35.00	\$50.00	40%	\$0.00	\$35.00	\$70.00	\$60.00
Lowest plan 8	55	10%	\$30.00	10%	\$50.00	10%	\$0.00	10%	10%	10%
Lowest plan 9	57	35%	\$0.00	20%	\$250.00	20%	\$0.00	\$0.00	20%	\$75.00
Lowest plan 10	74	\$150.00	\$20.00	\$15.00	\$70.00	10%	\$0.00	\$15.00	\$25.00	\$75.00
Lowest plan 11	74	\$500.00	\$15.00	\$15.00	\$50.00	20%	\$0.00	\$15.00	\$50.00	\$50.00
Lowest plan 12	99	10.5%	\$0.00	16.25%	16.25%	16.25%	\$0.00	\$0.00	16.25%	\$56.25
Lowest plan 13	117	\$181.25	\$27.50	\$23.75	\$72.50	18%	\$0.00	\$23.75	\$47.50	\$90.00

Can we align plan display so customers can make easier comparisons?

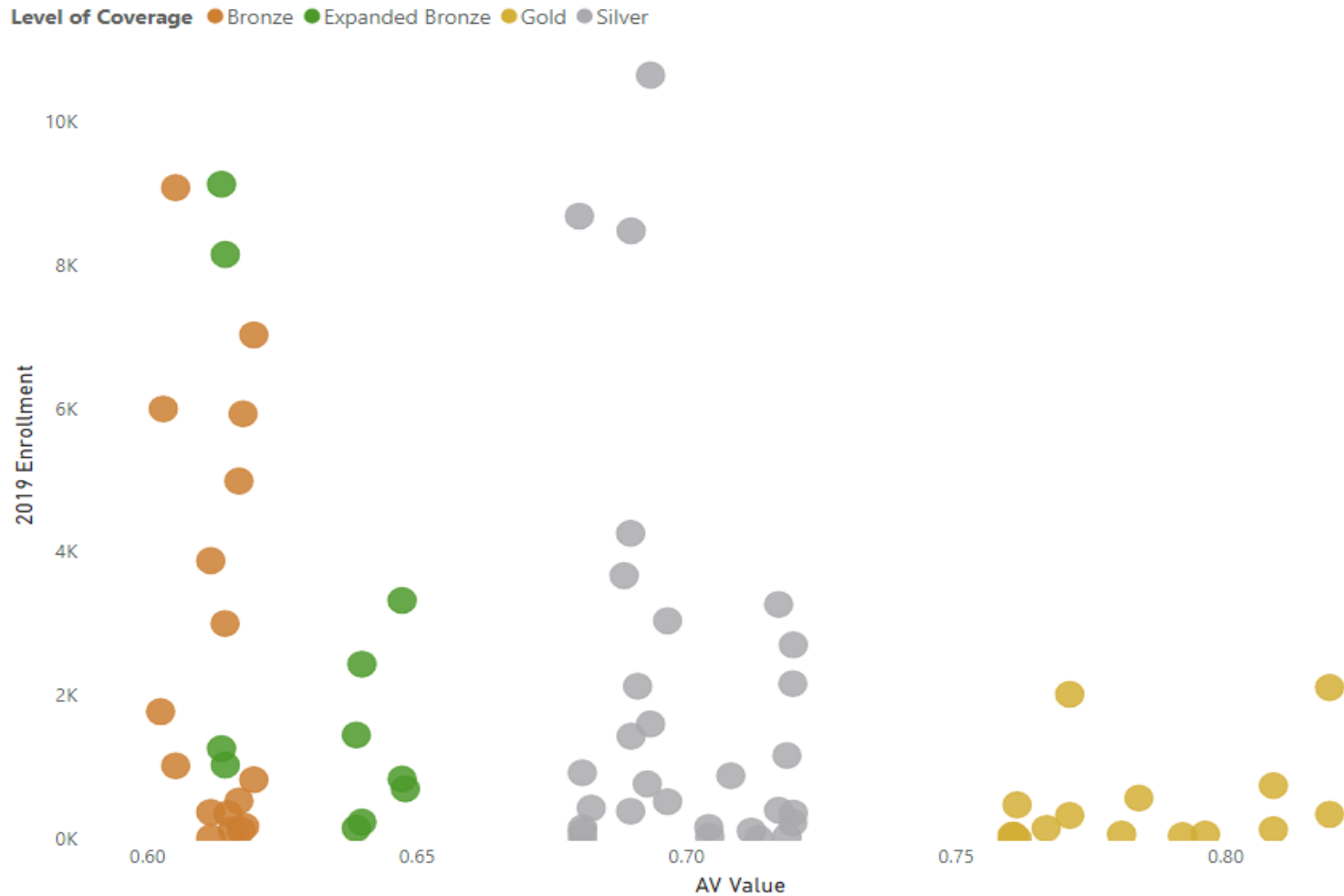


Expanded Bronze and Colorado

- These plans are offered on a nationwide basis and are offered in 44 States.
- Expanded Bronze plans are very popular in the Rural western slope of the State.
- Expanded Bronze has higher premiums and better cost sharing.
- ***Is Expanded Bronze a viable option for customers? Does it provide the needed value?***

AV Value Ranges between Metal Levels and Enrollments

Ranges: Bronze: 60-62 AV - Expanded Bronze: 62-65 AV - Silver: 68-74 AV - Gold: 76-81 AV

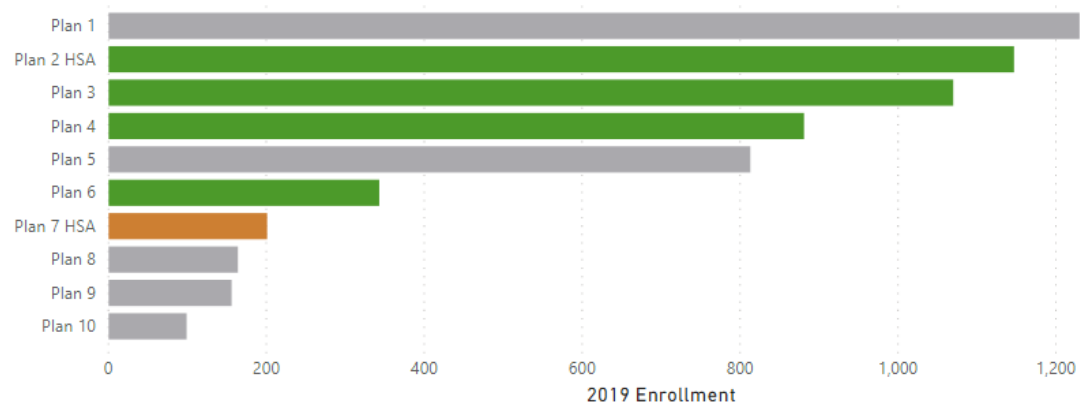


Comparing Rural Areas of Colorado (Rating Areas 8 and 9)

- Across the state in rural Rating Areas, Expanded Bronze became one of the most popular plan types.
- In comparing plan offerings in both Rating Areas, both had significantly higher offerings of Expanded Bronze than regular bronze plans. In Rating area 8 – 26 more plans in Rating Area 9- there are 49 more plans.

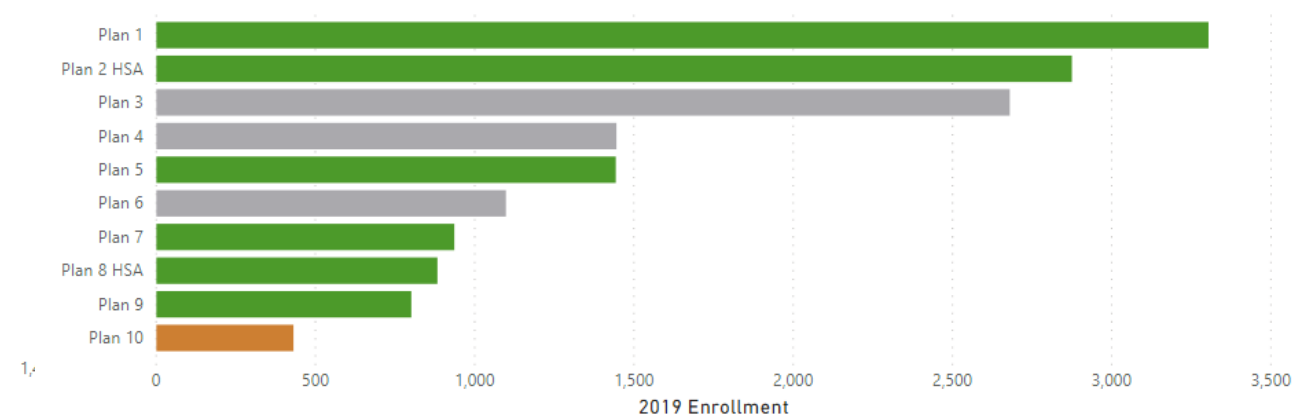
Rating Area 8

Metal Level ● Bronze ● Silver ● Expanded Bronze



Rating Area 9

Metal Level ● Bronze ● Silver ● Expanded Bronze



PLAN DESIGN VS PLAN DISPLAY

Plan Design Vs Plan Display

- Where should C4 focus its efforts - should it be plan design or plan display?
- Can we advocate for more flexibility in what we display and how we display it?
- Would introducing a new statewide plan design have an impact on current plans offered on the exchange?
- ***How do we want the customer to leave us? How can we ensure that the customer has made the best decision available to them and ensure maximum confidence in the plan selection process?***

Plan Display Background

Hero J, et al. Decision-Making Experiences of Consumers Choosing Individual-Market Health Insurance Plans. *Health Affairs*, July 2019. This study was a descriptive comparison of the decision-making processes and shopping experiences of consumers in two states who purchased a health insurance plan from the same large insurer in 2017, either through the federal Marketplaces or off Marketplace.

- Those who selected plans through the Marketplaces reported less difficulty finding the best or most affordable plan than did those enrolling off Marketplace.
- Families with chronic conditions reported to the study a better experience on-Marketplace than off-marketplace.
- Respondents with low health insurance literacy reported poor experiences in enrolling both through the Marketplaces and off-Marketplace.
 - **Health Literacy** -the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

Plan Display Background

Audrey Taylor E, et al. Consumer Decision making in the Health Care Marketplace. RAND, 2016. Researchers reviewed literature on health insurance choice to understand how consumers make decisions and the extent to which confusion, lack of information, and other factors can hinder decision-making.

Insights from the analysis:

- Consumers are likely to make “sub optimal” choices when faced with complex, confusing information that they can’t understand
- Order in which sites display choices heavily influences consumer behavior
- Consumers are vulnerable to framing biases (how choices are described)
- Consumers have minimal health literacy and numeracy – emphasize premiums over everything else, tend to view price as proxy for quality.
- Simplifying plan information would go a long way