

Marketplace Debriefing 3.0 Topics/Questions

- 1. Please describe your overall experience with Marketplace enrollment/outreach efforts.**
- 2. Think about the consumer's experience with the Marketplace enrollment.**
 - a. What policy changes would you recommend to enhance the consumer's experience? (NOTE: Policy refers to guidelines/ rules/ strategies/ procedures).
 - b. What operational changes would you recommend to enhance the consumer's experience? (NOTE: Operations refers to method of actions/ tactics; working order of the functionality of tools/ websites/ applications).
- 3. Think about the assister's experience with the Marketplace enrollment.**
 - a. What policy changes would you recommend to enhance the assister's experience? (NOTE: Policy refers to guidelines/ rules/ strategies/ procedures).
 - b. What operational changes would you recommend to enhance the assister's experience? (NOTE: Operations refers to method of actions/ tactics; working order of the functionality of tools/ websites/ applications).
- 4. What was most helpful in your education and outreach efforts?**
- 5. What were the challenges or barriers to education/enrollment?**
- 6. What partnerships were the most effective with education/enrollment?**
 - a. What activities did you do together?
 - b. What resources/tools were the most helpful?
 - c. How often did you meet with them? Face to face? Phone calls? Emails?

- 7. Did you do outreach to special groups and populations? If so, what tactics did you utilize to reach out to them?**
 - a. What worked?
 - b. What did not work?
- 8. What are your recommendations/suggestions in planning for the next enrollment period?**
- 9. Facing an uncertain political future and inconclusive level of support for ACA during the next administration, please consider contingency outreach and marketing plans that may possibly be based on lesser funding. If, for instance, staffing and funding were to be cut over the next few years, how would that impact your plans and projections for sustainability?**
- 10. Given the issues surrounding unscrupulous activities to lure consumers to agents and brokers outside of the Health Insurance Marketplace, what steps/measures do you believe should be taken to increase consumer protections?**