



# Broker Statewide Webinar

**May 8, 2025, 12:00 p.m.**

The webinar is not being recorded, but this PowerPoint will be available on Assister Central

**During the webinar, please use the “chat” feature to submit questions.**





# 2025 Open Enrollment Assister Experience Survey

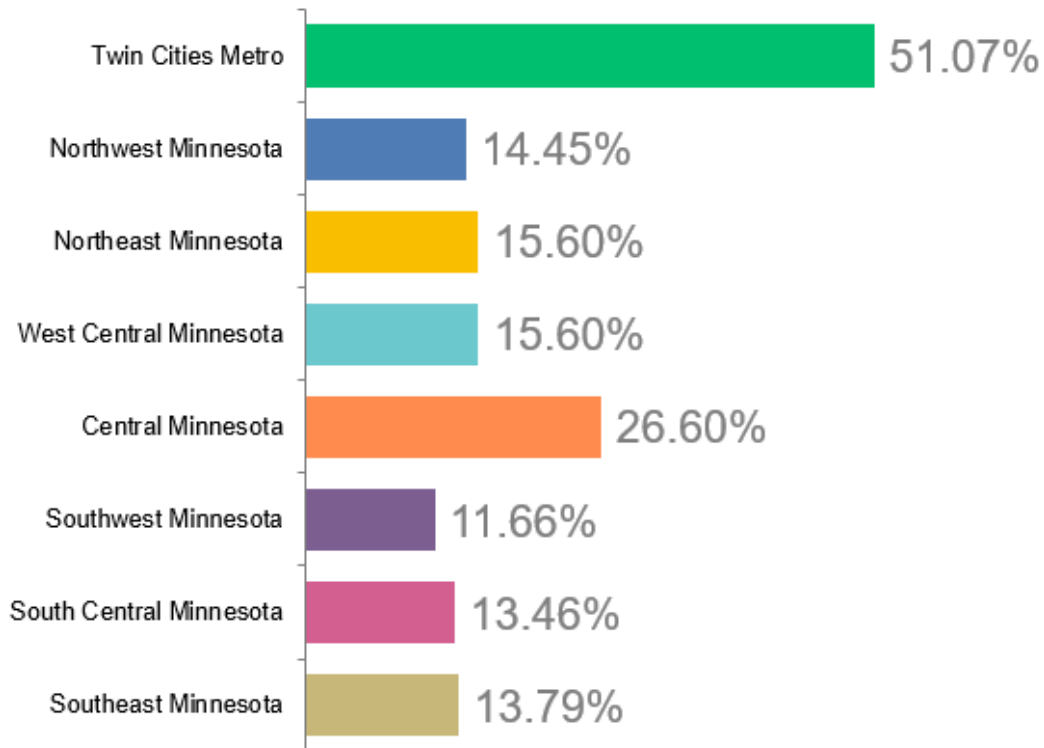


# Who took the survey?

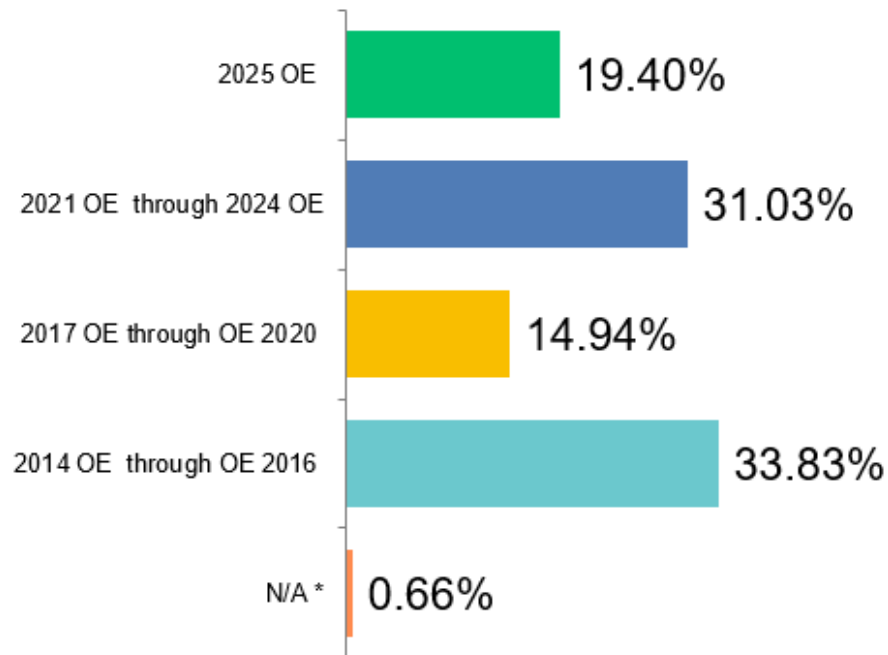
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- 609 responses from all assisters (brokers, navigators and certified application counselors)
  - 256 complete responses from brokers
  - 197 complete responses from navigators and CACs
  - Link to the survey was sent to all currently certified assisters (1,197 brokers and 1,063 navigators/CACs)

# Where assistance is offered by survey respondents (by region)

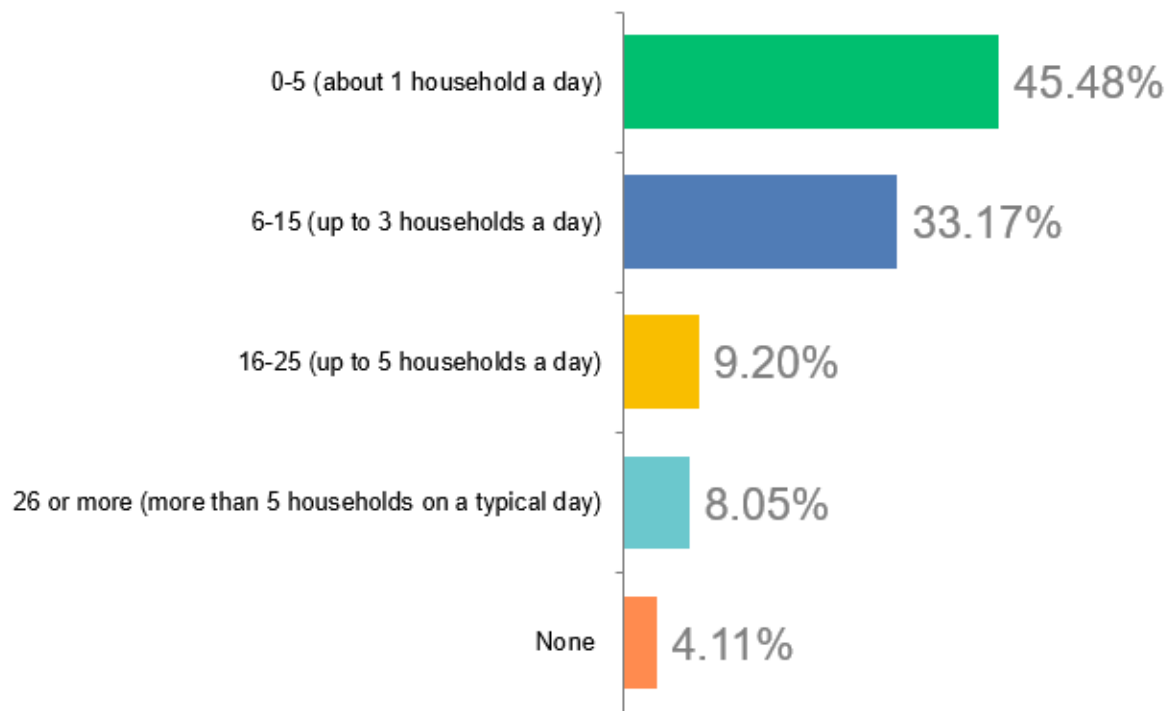


# First open enrollment respondents were certified with MNsure



\*assister certified after the close the most recent open enrollment

# During OE, the number of households assisted with a MNsure application, renewal, life event, or other type of assistance per week



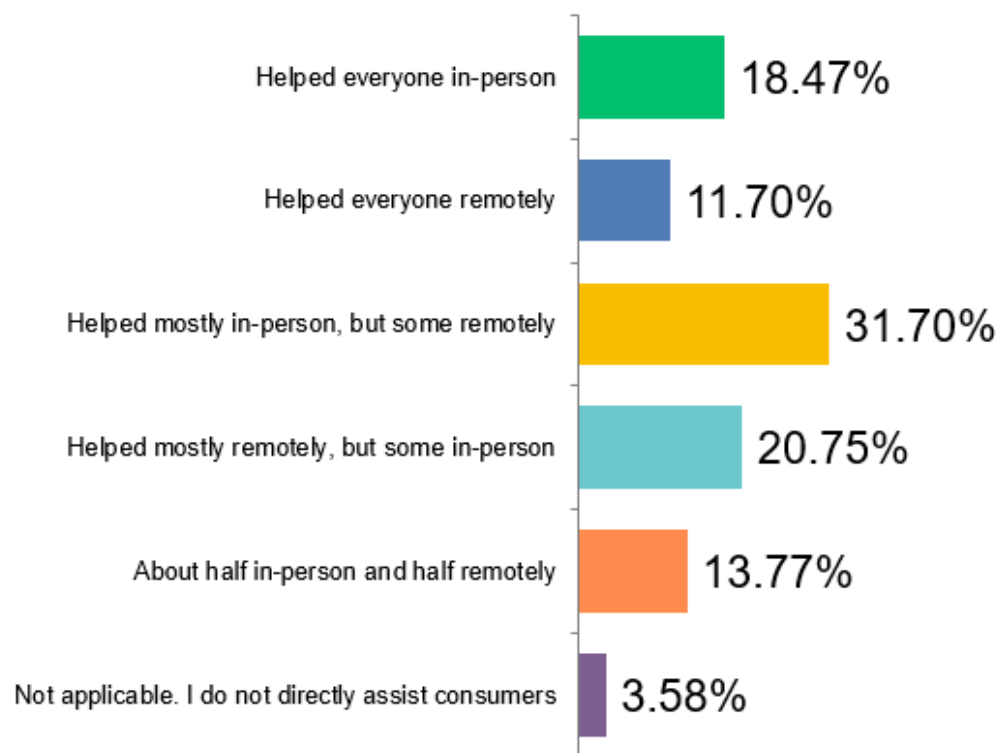
# Planning Questions for Plan Management

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Plan Management included a series of questions about

- Easy Compare plans- over 50% found them useful or somewhat useful
- The number of plans on MNsure- 66% felt the number of medical plans was just about right
- Amount of information displayed during plan shopping- 74% felt the amount of information was just about right
- And a series of open-ended questions on possible improvements to plan shopping

# Remote assistance and/or in-person assistance



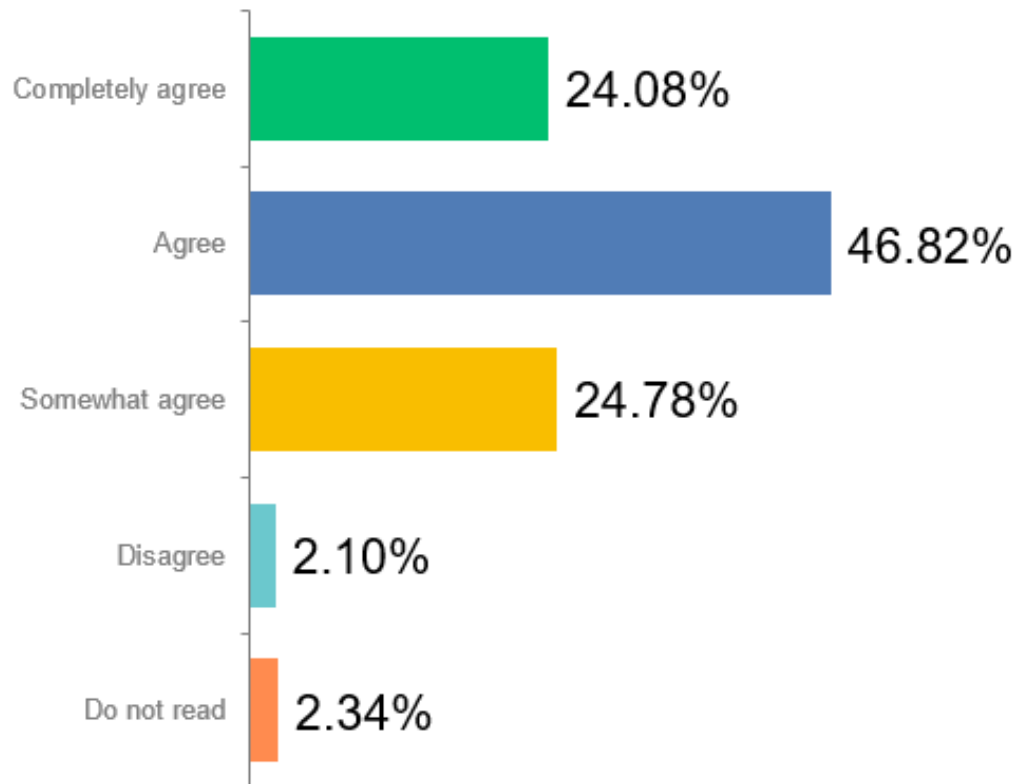




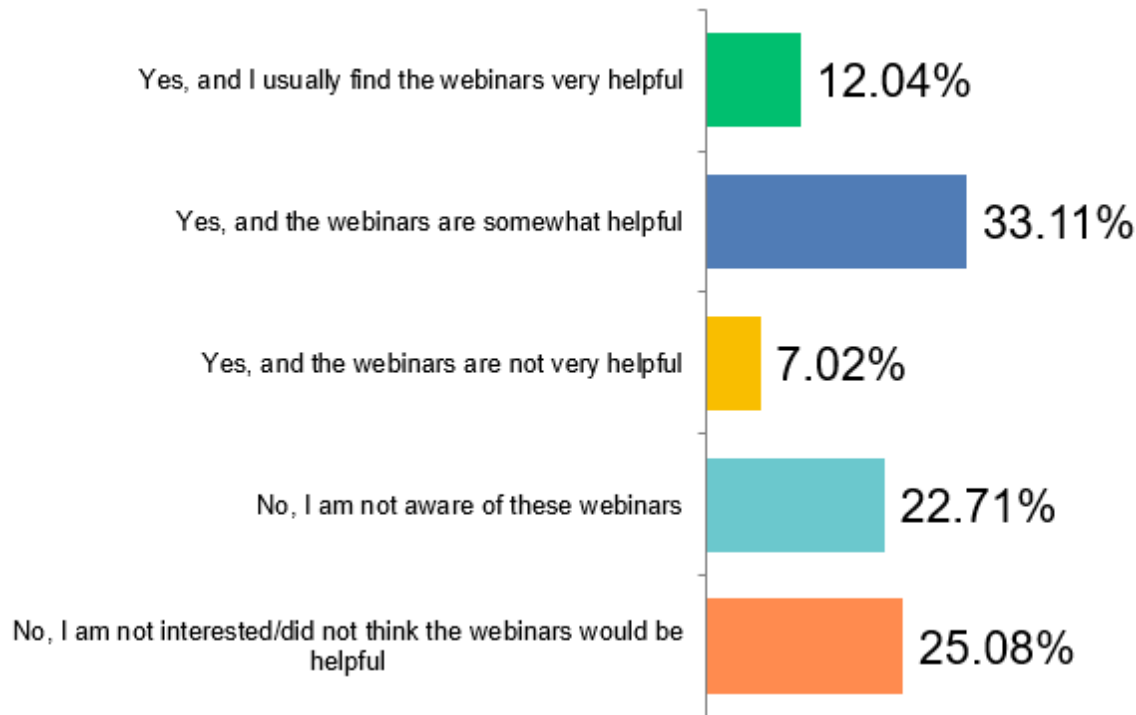
# Broker Experience



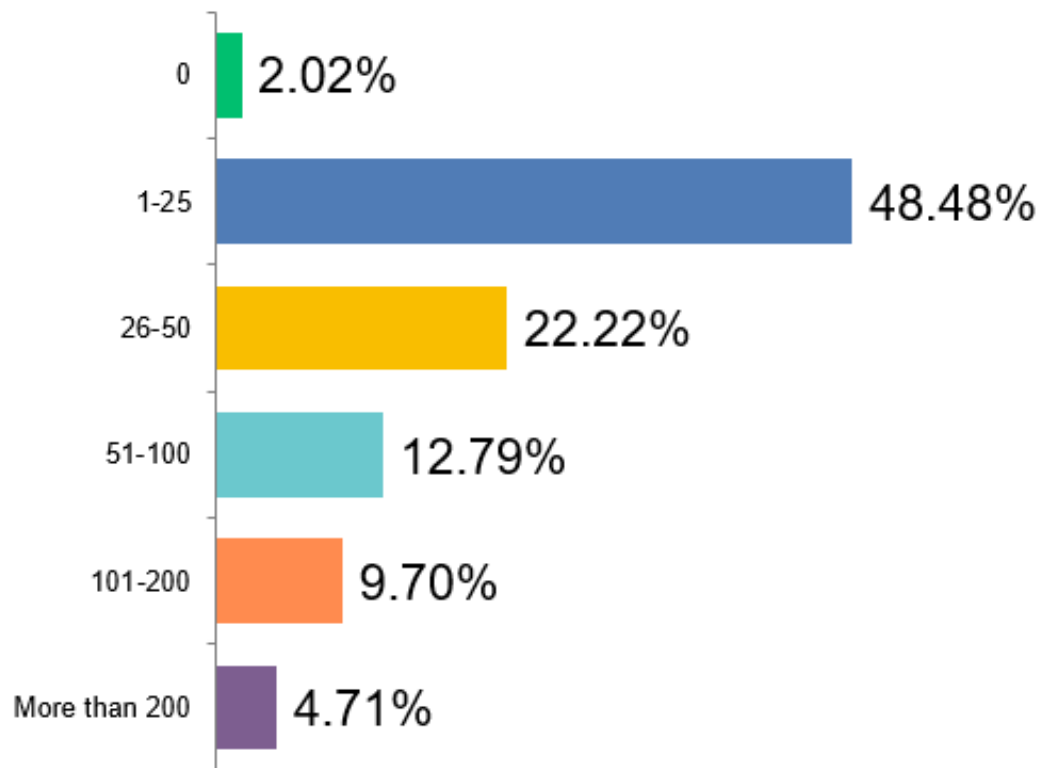
# Broker communications provide relevant and timely information.



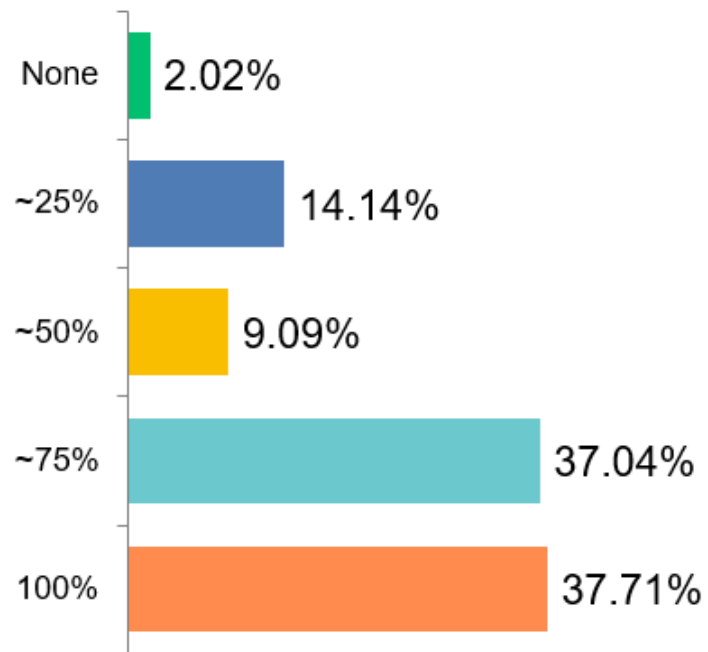
# Are you aware of and do you attend the MNsure monthly broker calls/webinars?



## Approximately how many consumers did you help to enroll in plans or renew plans through MNsure during the most recent open enrollment?



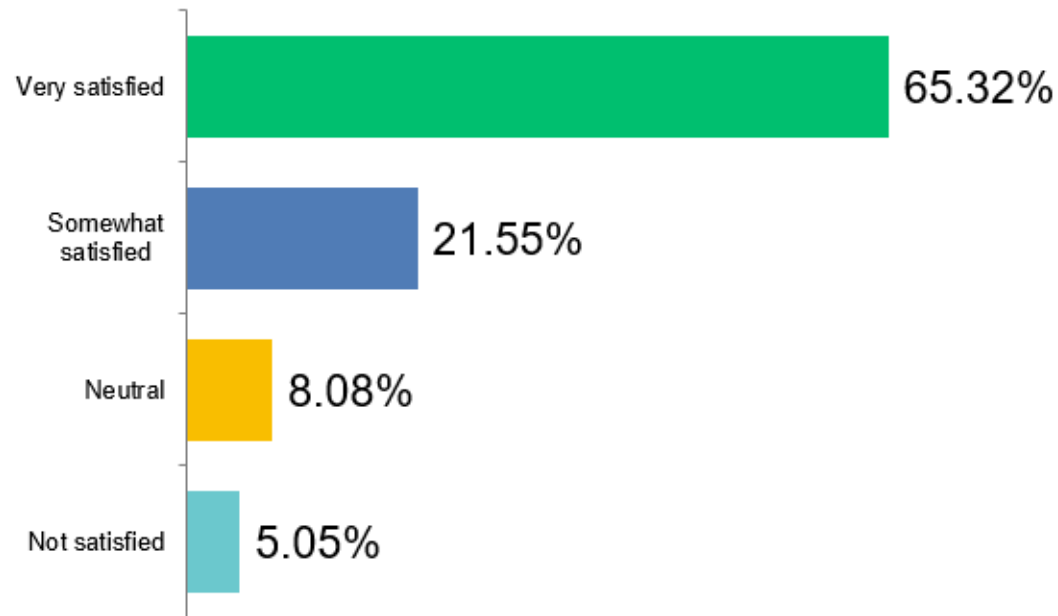
# Percentage of on-exchange enrollments



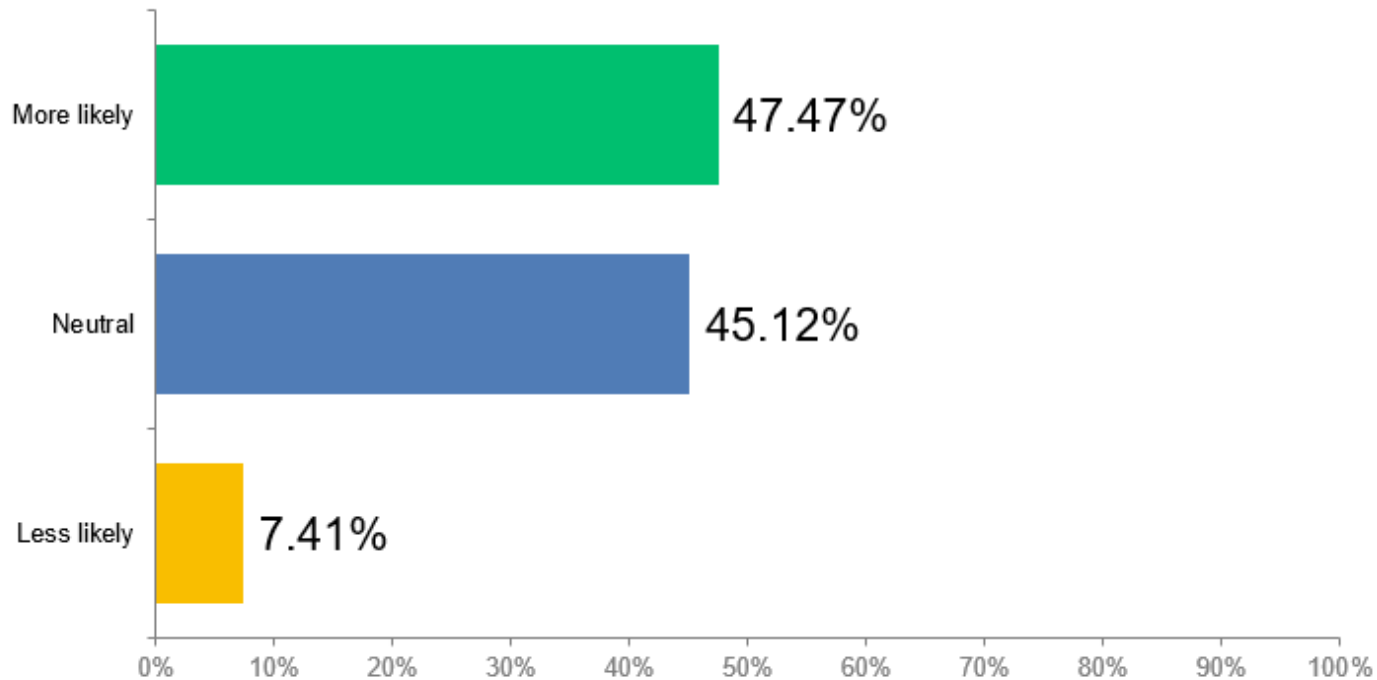
# Reasons for off-exchange (not through MNsure) enrollment

	Frequently/Sometimes
Easier off-exchange	48.49%
Better alternative off-exchange	18.85%
Did not qualify for tax credits	65.99%
Client chose to enroll off-exchange	51.85%

# Satisfaction with the Broker Service Line



## Likely to return for next year based on experience this open enrollment







# Thank You for Attending!

*Please submit any questions via chat.*

