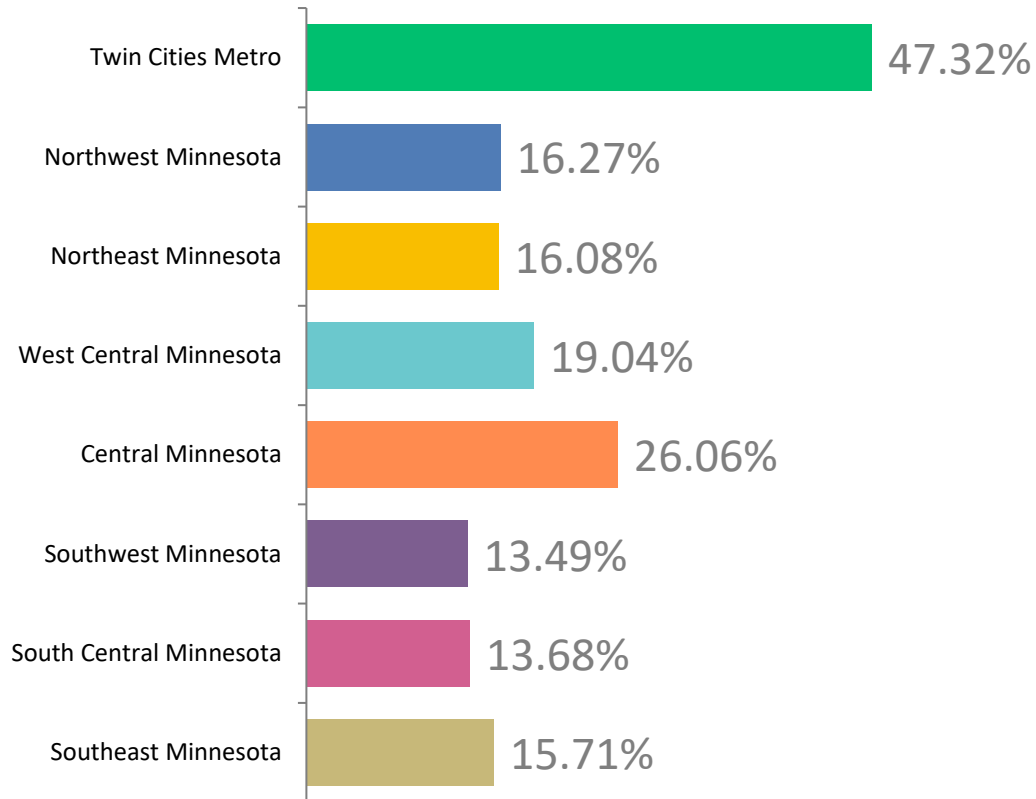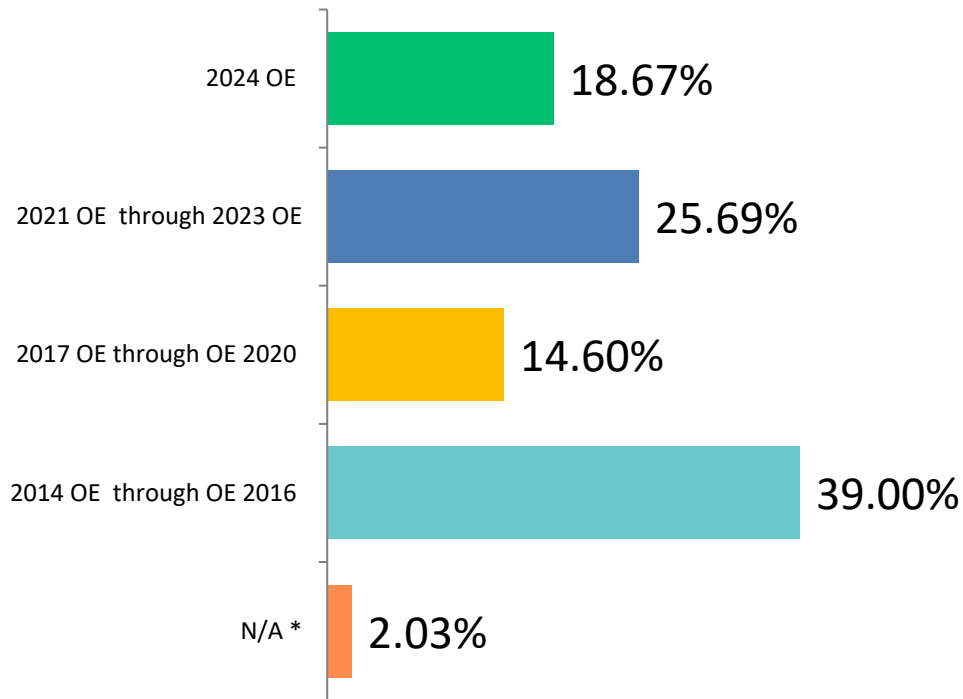# 2024 Open Enrollment Assister Experience Survey

Who took the survey?

- 541 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 (1,329 brokers and 1,061 navigators/CACs)

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Where assistance is offered by survey respondents (by region)

Region	Percentage
Twin Cities Metro	47.32%
Northwest Minnesota	16.27%
Northeast Minnesota	16.08%
West Central Minnesota	19.04%
Central Minnesota	26.06%
Southwest Minnesota	13.49%
South Central Minnesota	13.68%
Southeast Minnesota	15.71%

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First open enrollment respondents were certified with MNsure

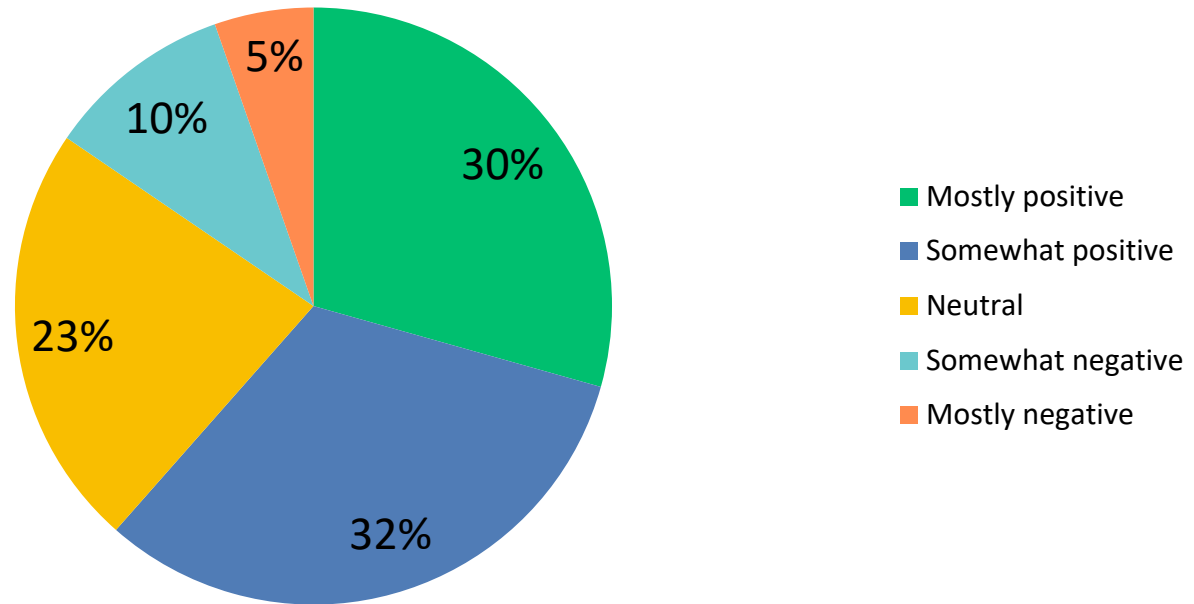| Category	Percentage
2024 OE	18.67%
2021 OE through 2023 OE	25.69%
2017 OE through OE 2020	14.60%
2014 OE through OE 2016	39.00%
N/A *	2.03%

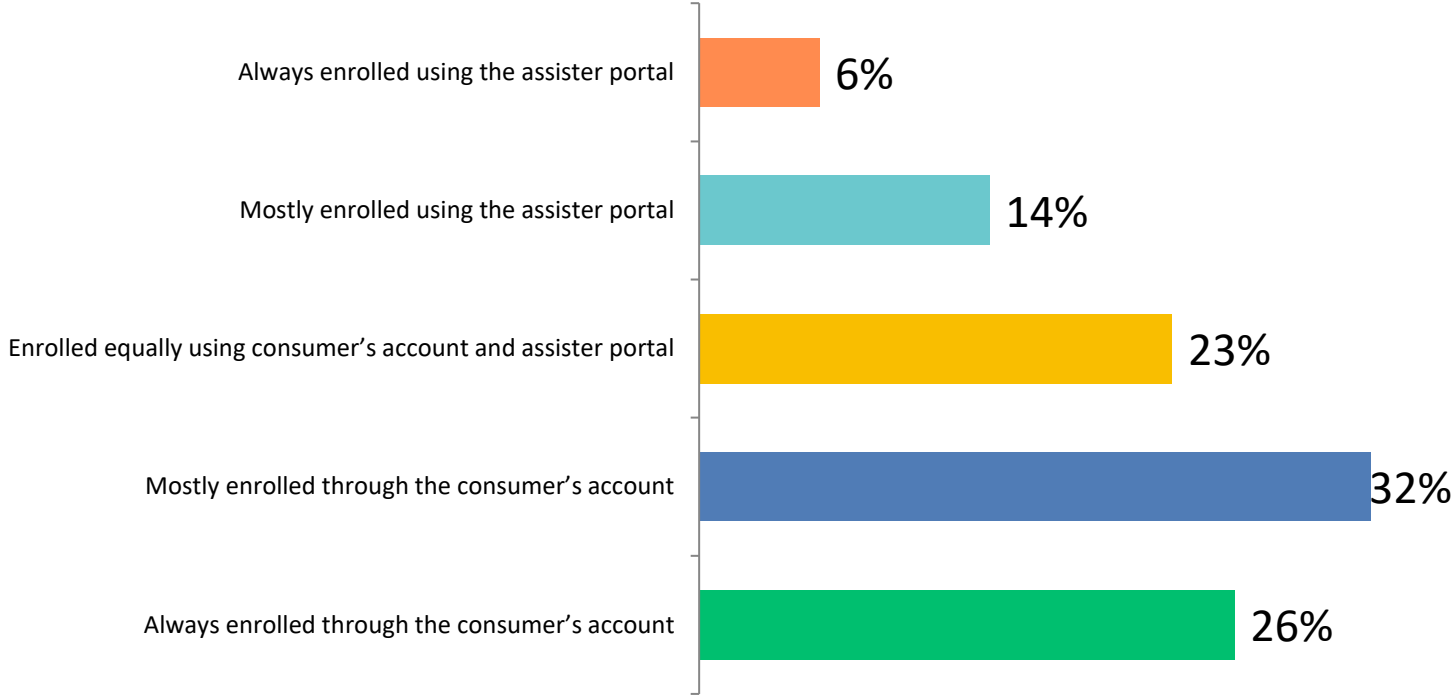*assister certified after the close the most recent open enrollment

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

Category	Percentage
0-5 (about 1 household a day)	47.87%
6-15 (up to 3 households a day)	26.06%
16-25 (up to 5 households a day)	12.01%
26 or more (more than 5 households on a typical day)	7.39%
None	6.65%
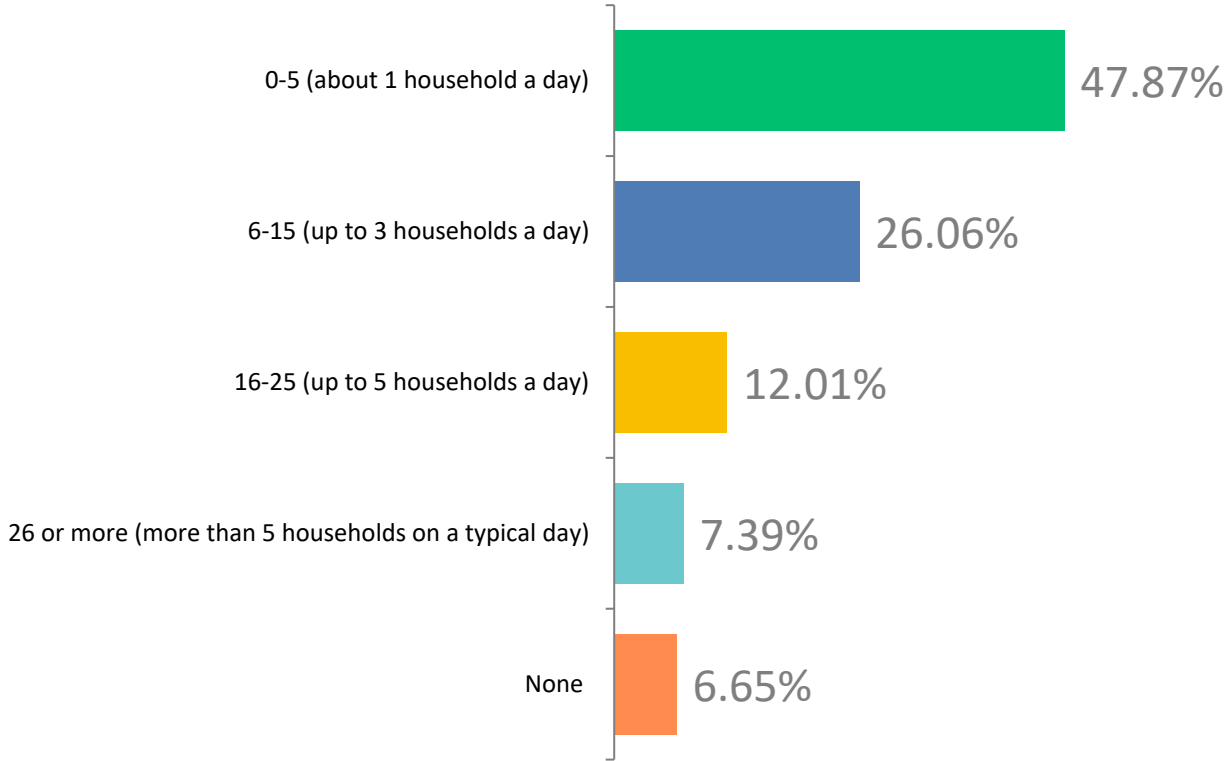
Assister Experience with Technology

- Mostly positive
- Somewhat positive
- Neutral
- Somewhat negative
- Mostly negative

Used the assister portal versus consumer account to enroll consumers in coverage

Always enrolled using the assister portal — 6%

Mostly enrolled using the assister portal — 14%

Enrolled equally using consumer's account and assister portal — 23%

Mostly enrolled through the consumer's account — 32%

Always enrolled through the consumer's account — 26%

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Remote assistance and/or in-person assistance

Category	Percentage
Helped everyone in-person	20.17%
Helped everyone remotely	9.98%
Helped mostly in-person, but some remotely	30.59%
Helped mostly remotely, but some in-person	21.69%
About half in-person and half remotely	13.02%
Not applicable. I do not directly assist consumers	4.56%

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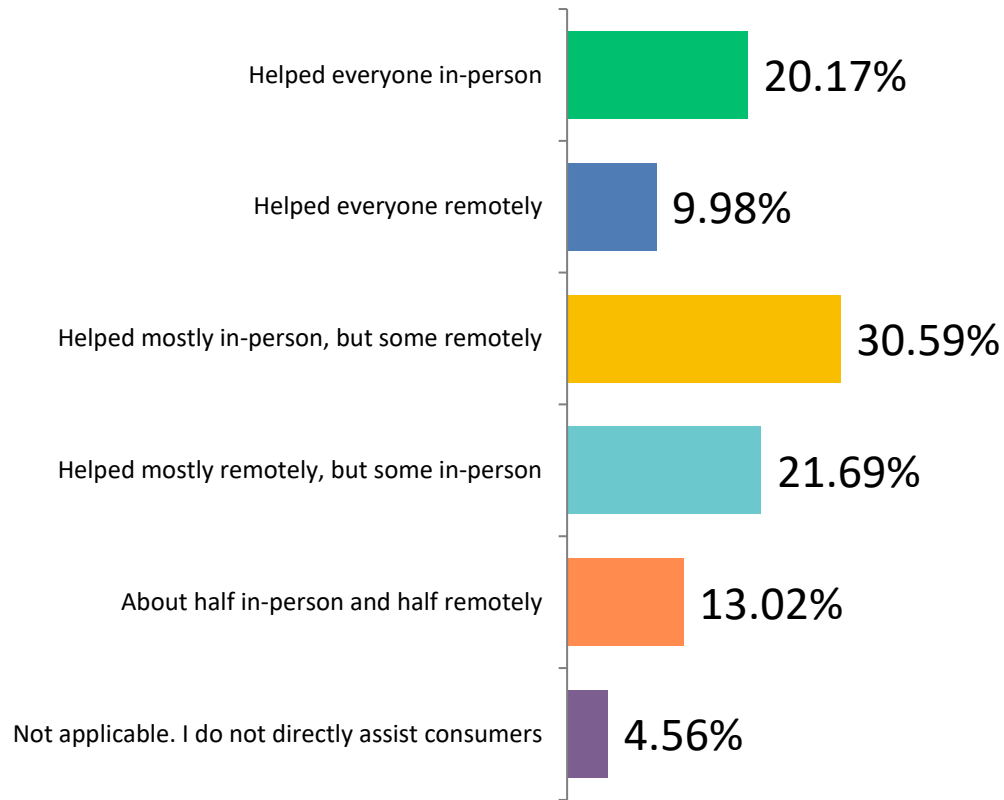
Frequency of assister activities during OE

Activity	Percentage
Create a new account	83.87%
Submit a new application	89.06%
Shop for qualified health plan	67.17%
Renew their coverage	80.55%
Report a change	72.54%
Submit verfications	75.17%
Cancel/term QHP Coverate	38.20%

Use of QHP shopping and enrollment features

Feature	Percentage
Provider directory in plan shopping tool	54.74%
Prescription drug search in plan shopping tool	45.47%
"Pay Now" option to make first month's premium payment	43.32%
Viewing consumer's enrollment-related notices through your assister portal account	50.43%
Did not use any of these features	28.88%

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Usefulness of QHP shopping and enrollment features

	Very useful	Somewhat useful	Not very useful
Prescription drug search	45.63%	37.54%	16.83%
Provider Directory	45.51%	40.17%	14.33%
Viewing consumer notices	49.85%	36.47%	13.68%
"Pay Now' option	48.92%	38.85%	12.23%

Fall 2023 Assister Assemblies

About 48% of assisters participating in the survey attended an Assister Assembly or accessed the recording afterward and almost all those assisters found the information very helpful or somewhat helpful:
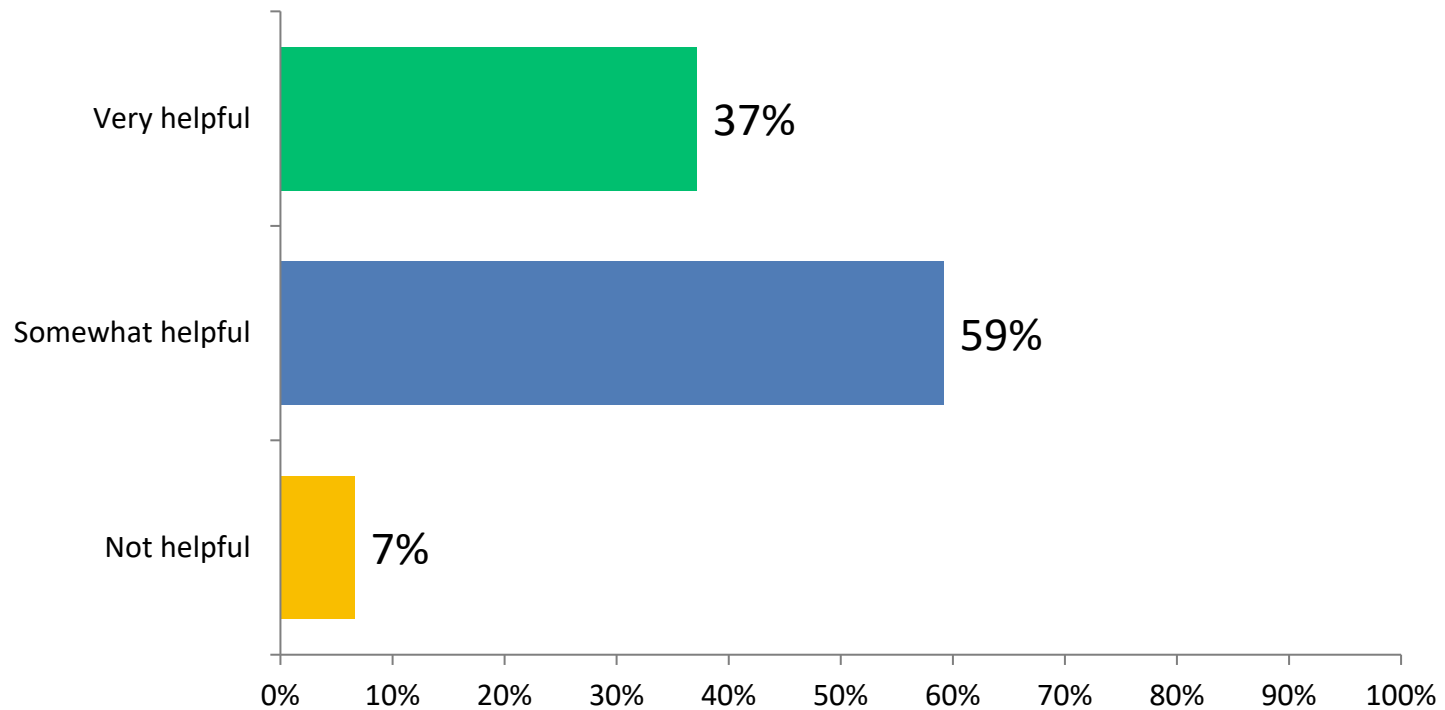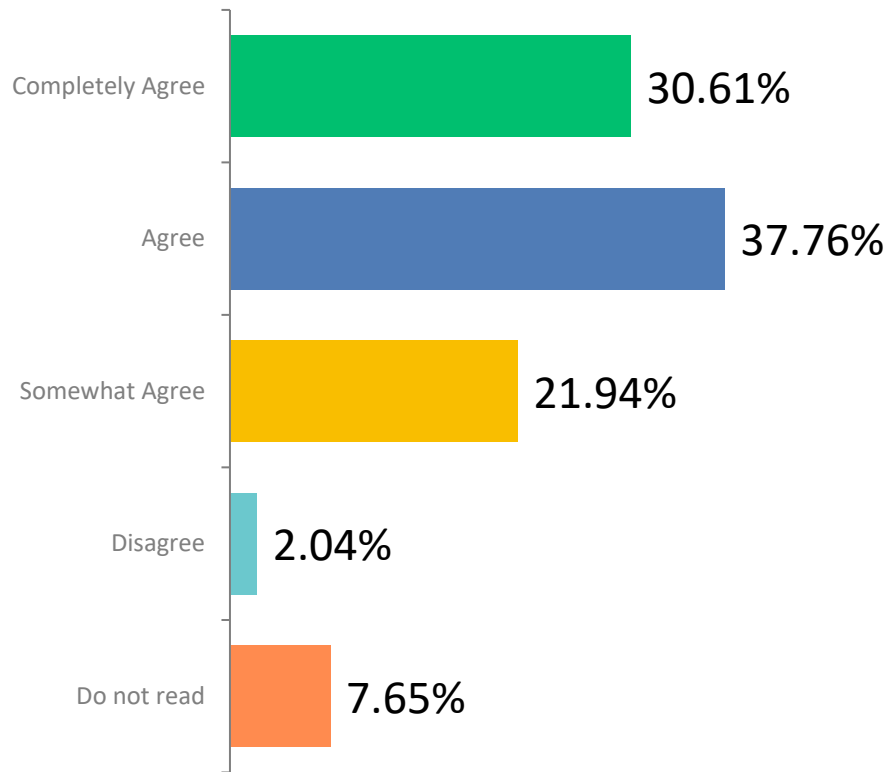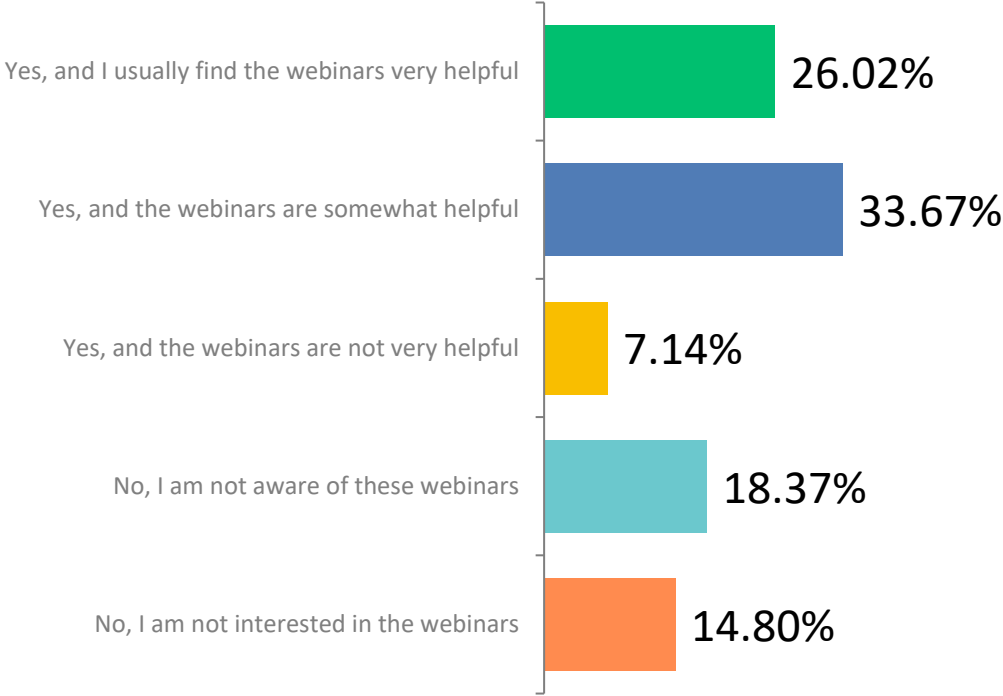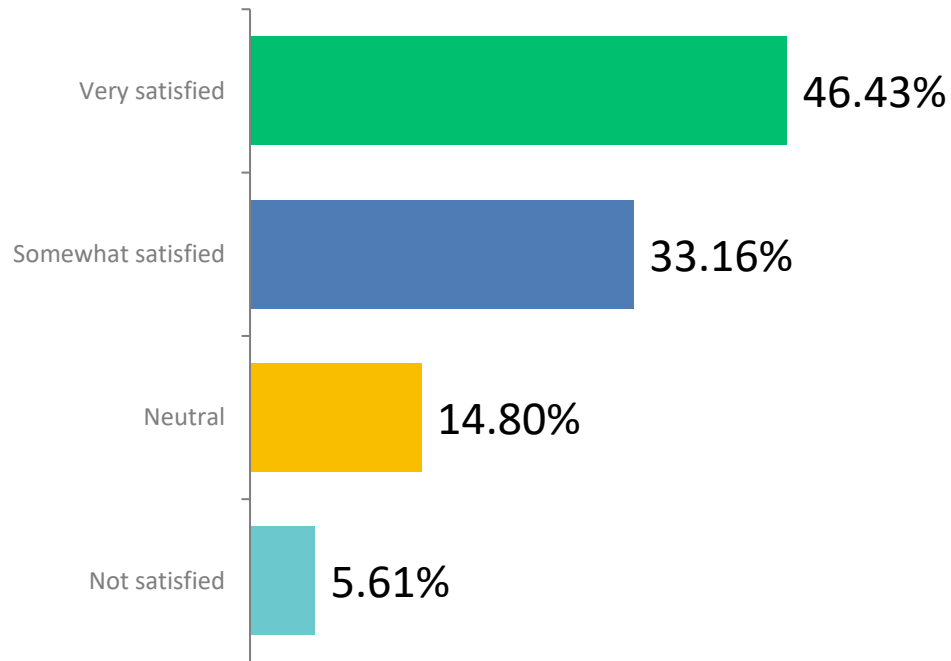
Navigator Experience

Navigator communication provides relevant and timely information.

Completely Agree	30.61%
Agree	37.76%
Somewhat Agree	21.94%
Disagree	2.04%
Do not read	7.65%

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

Yes, and I usually find the webinars very helpful	26.02%
Yes, and the webinars are somewhat helpful	33.67%
Yes, and the webinars are not very helpful	7.14%
No, I am not aware of these webinars	18.37%
No, I am not interested in the webinars	14.80%

Satisfaction with the Assister Resource Center

- Very satisfied — 46.43%
- Somewhat satisfied — 33.16%
- Neutral — 14.80%
- Not satisfied — 5.61%

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Thank you!

Submit questions via the chat feature, or
Use #6 to unmute your line and ask a question.
Remember to state your name and organization.
Use *6 to remute your line when you are done.