

Charge

MHDO Value Proposition Subcommittee

August 2016

Purpose: The purpose of the subcommittee as defined by the board at the June 2016 retreat is to work with staff to develop a strategic approach to defining and delivering the MHDO's value proposition to employers.

Key areas of focus-Identify strategies to:

1. Define MHDO's value proposition to employers;
2. Position CompareMaine with employers so that is viewed as a valued resource;
3. Raise awareness with the employer community regarding CompareMaine;
4. Secure voluntary claims data submissions from the self-funded ERISA employers;
5. Integrate tools that exist and are being used in other markets into MHDO's new Delivery Model structure;
6. Enhance the content and functionality of CompareMaine based on feedback from employers and consumers.