



## Health Educated, Inc.

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### A Note from the CEO on the Health Educated, Inc. – 2015 Benefit Corporation Report

Health Educated, Inc. completed its first year as a Connecticut Benefit Corporation on June 30, 2016. This was the first year that Health Educated, Inc. operated as a health insurance agency specifically focused on helping Connecticut residents navigate the state-based insurance exchange in CT with obtaining or maintaining health insurance coverage through the exchange for themselves and their families, including assisting people with enrolling into or renewing into the Husky health insurance programs, the state Medicaid programs. The company was Certified in the State of CT as a Minority Business Enterprise (MBE) and Small Business Enterprise (SBE) in 2014 and 2015; however, the company has not yet certified in 2016.

The company raised capital in 2015; converted to a CT Benefit Corporation; and began operating on a Workforce Development model focused on recruiting, training, licensing, creating and maintaining a network of local community-based agents throughout CT, primarily within the urban centers, where the need for assistance is the greatest. The company's workforce peaked at seventeen (17) Community-Based Agents (CBAs) during the 2015-2016 open enrollment period. The workforce was comprised primarily of women and multicultural and multilingual people from diverse backgrounds, including people from different countries, and spoke over 12 languages. Unfortunately, due to unforeseen circumstances, primarily lack of support from the state-based health insurance exchange in CT; we have had to lay off all the CBAs, between the end of February and the end of April.

We encountered issues that were a direct result of the company partnering with the state-based health insurance exchange in CT; and became disheartened, as an organization. We can not detail specific issues due to privacy reasons; but would welcome a conversation directly with their Board of Directors to discuss the issues. For background purposes, we were selected as a vendor to support 4 of 5 Community Enrollment Partner (CEP) sites, at our own expense, as our CBAs were our W-2 employees. We also supported the New Britain Enrollment Center; maintained 2 of our own locations; and maintained a regular presence in the Bridgeport School District, from November 2015 through April 2016, and invited the exchange to participate; but they chose not to participate.

One issue we encountered was how the CEP sites were managed and our staff were treated, which we feel was inappropriate, from an HR perspective. Their management team seemed to lack employee management skills and a sense of cultural sensitivity, which is surprising for what should have been welcoming and inclusive work environments. We were required to remove several of our CBAs from working at the sites, based on verbal requests of the management team. We put an end to requests for removing CBAs, by stating that they needed to provide proof of their complaints, or we would pull all CBAs from all sites. After our response, we were no longer asked for any additional support; however, the CEP site work environment did improve for our CBAs. Another issue we encountered was the loss of commissions for almost half of the clients we enrolled at the CEP sites, under their supervision, and reported to them on a daily basis. They conducted a partial audit, after 2 months of requests, which showed we were not assigned to many client accounts, and that some had been transferred to other agents. They responded by stating that it wasn't their issue; and that they would not resolve it. The underlying issue is that the exchange has sole authority to authorize commission payments, not the insurance companies. However, it appears that, starting in 2017, there will be no commissions, making this a moot point.

Sincerely,

Antonio Paulo Pinto  
President & CEO