



Power of culture



ConnectorCare Card to Culture

IMPLEMENTATION GUIDE

About the Program

A partnership with the [Massachusetts Health Connector](#), ConnectorCare Card to Culture makes the power of culture accessible to a wider range of Massachusetts's residents. Arts, humanities, and science organizations that participate in this voluntary program offer free or discounted admission to ConnectorCare card holders, with training, communications, and policy support from the Mass Cultural Council. Part of the [CultureRx Initiative](#).

Setting a Discount

Eligible discounts are:

- For regular admission, during all normal operating hours, or for every regular season performance, to be used at any time.
- Available to the family or individual adult holding a ConnectorCare health insurance card.
- Offered through the regular admissions process, or redeemable in the same manner that other discounts at the organization are. (To the best of an organization's ability.)
- If an organization is offering a discount to EBT or WIC cardholders through [EBT Card to Culture](#), they should extend the same discount to ConnectorCare cardholders.

Organizations decide on the extent of the discount for themselves – the admission price, if any, and the number of people that the discount extends to per card. Special performances or exhibits may be exempt from the discount – if there is an extra fee or upcharge, organizations are not obligated to offer a discounted rate. Organizations may limit the number of spots available for discounted admissions, if there is limited capacity for a class or performance.

Recommendations:

- Review the list of EBT Card to Culture discounts for examples and assistance on setting your own: <https://www.mass.gov/info-details/ebt-card-to-culture-organizations>
 - Consider and specify the number of people allowed in with the discount, per card or per household.
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Daily Operations

Requirements:

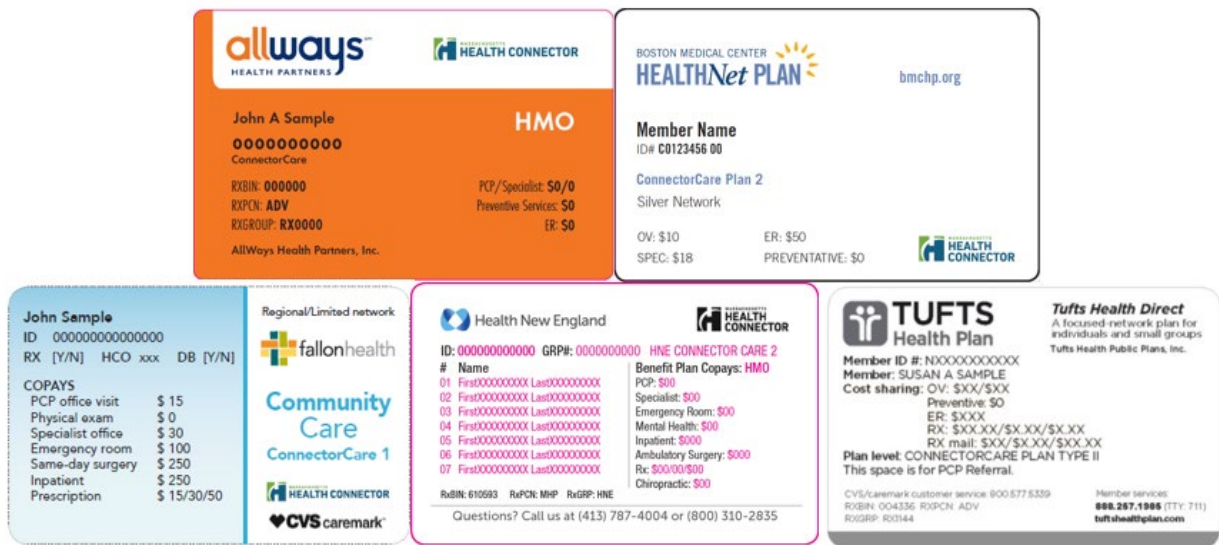
- Visitors use their ConnectorCare health insurance card only to identify they are eligible for your Card to Culture discount. If your organization requires payment, it should be collected in the regular methods that your institution uses (cash, credit card).
- The discount must be offered through your regular admissions process, or redeemable in the same way other discounts at your organization are. (To the best of an organization's ability.)

Recommendations:

- It is a good idea to have some visual notice of the ConnectorCare Card to Culture discount at the point of sale, be it on your website, or in line at the admissions desk.
 - There should be information about the program visible for your sales and admission staff, so they are reminded about the program when patrons ask if they are eligible for any discounts.
 - Whenever a visitor asks what the cost of admission is, your staff should *always* include "and [___] for families with ConnectorCare health insurance plans."
 - In cases of suspicions of fraud, please follow your own organization's policies. All cases of returns or refunds should follow your organization's policies.
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ConnectorCare Cards

There are five (5) different versions of ConnectorCare cards – one for each of the participating health insurance companies. **Look for the label "ConnectorCare,"** rather than just the Health Connector logo. Not all health insurance plans administered through the Health Connector system are eligible.



A close-up view of each card, and where to find the “ConnectorCare” designation, can be found at the end of this guide.

Training

Requirements:

- Organizations in the ConnectorCare Card to Culture program must train their box office or admissions staff to make the transaction and entry process as smooth as possible. There should be little to no difference in how ConnectorCare cardholders are treated relative to other visitors.

Recommendations:

- Inclusive customer service practices universal, regardless of which cards your organization accepts as part of the Card to Culture program. You may find this training webinar from the EBT Card to Culture program helpful: <https://www.youtube.com/watch?v=kAL317fRwI8>
- You may incorporate information about the Card to Culture program into your regular staff training activities; you do not need to run a separate training specifically for this program.
- Your staff should be knowledgeable about the particular discount and policies at your organization, and the Card to Culture program as a whole.

Tracking

Requirements:

- Participating organizations must keep track of the *total number of people* admitted with ConnectorCare cards, and report that number to the Mass Cultural Council twice in the first year:
 1. Interim report: June 1, 2020
 2. Final report: January 15, 2021
- Organizations will need to track ConnectorCare admissions *separately* from EBT and WIC discounted admissions, if also participating in **EBT Card to Culture**.

Recommendations:

- When possible, you should also track the number of seniors, adults, and children attending with the ConnectorCare discount.
 - If you collect other information on visitors, such as their zip code or email address, feel free to do so for visitors using the ConnectorCare Card to Culture discount. Treat them as you'd treat any other patron.
 - Jot down any feedback you hear from staff, or visitors! Mass Cultural Council would love to hear stories and testimonials about what access to your organization has meant to your community.
 - Please take note of repeat patrons, where there may be an opportunity for deeper engagement.
 - Tracking visitation on a monthly basis is not required, but may be good data to use in future grant applications or solicitations. Ex. "In the first six months of offering the discount, visitation increased by 30%."
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Promoting your ConnectorCare discount

Mass Cultural Council and the Massachusetts Health Connector will provide promotion for participating organizations via:

- Listing on Massachusetts Health Connector's website
- Promotion at the Health Connector walk-in center nearest you
 - 4 centers: Boston, Brockton, Springfield, Worcester
 - Walk-in Centers see 80k people walking through a year
 - Via paper fliers, and digital bulletin board

- Ability to share your own course catalogues, production posters, and other marketing materials at each location
- Emails to Connector Care recipients in your region, specifically featuring your organization
- All press releases and materials put out by the Mass Cultural Council and Health Connector about the program

Note: Organizations that sign-up for the ConnectorCare program before October 31, 2019 will have special promotional opportunities during the Health Connector's open enrollment period (November 1, 2019 - January 23, 2020).

Requirements:

- Participating organizations must consent to having their discount and visitation information on the Massachusetts Health Connector's website, and in their printed materials.
 - People receiving health insurance through a ConnectorCare plan will be able to see the discounts that will be available to them on the Massachusetts Health Connector's website after November 1, 2019.
- Organizations must offer the discount from January 1, 2020 – December 31, 2020, and honor the discount as it is listed on the Health Connector's website.

Recommendations:

- There should be information about the ConnectorCare Card to Culture program and your discount on your website, and wherever else you regularly advertise discounts (i.e. in season announcements; in class and workshop listings). All Card to Culture discounts should be listed separately from each other.
- Be sure the discount matches what is listed on the Massachusetts Health Connector's website for your organization. Articulate any additional policies around the discount, such as restrictions about certain events or exhibits, and cancellation policies.
- Reference the "ConnectorCare Card to Culture" program, the Mass Cultural Council and the Massachusetts Health Connector, and link back to the full list of participating organizations when it becomes available (after November 1, 2019).

You are welcome to use this standardized language:

- "ConnectorCare Card to Culture is a collaboration between the **Mass Cultural Council** and the **Massachusetts Health Connector**, part of the **CultureRx Initiative**.
Offer includes: *[[your discount here]]*"

ConnectorCare Cards

1.


Health New England


MASSACHUSETTS HEALTH CONNECTOR


ID: 000000000000 GRP#: 0000000000 **HNE CONNECTOR CARE 2**


#	Name	Benefit Plan Copays: HMO
01	FirstXXXXXXXXX LastXXXXXXXXX	PCP: \$00
02	FirstXXXXXXXXX LastXXXXXXXXX	Specialist: \$00
03	FirstXXXXXXXXX LastXXXXXXXXX	Emergency Room: \$00
04	FirstXXXXXXXXX LastXXXXXXXXX	Mental Health: \$00
05	FirstXXXXXXXXX LastXXXXXXXXX	Inpatient: \$000
06	FirstXXXXXXXXX LastXXXXXXXXX	Ambulatory Surgery: \$000
07	FirstXXXXXXXXX LastXXXXXXXXX	Rx: \$00/00/\$00
		Chiropractic: \$00

RxBIN: 610593 RxCN: MHP RxGRP: HNE

Questions? Call us at (413) 787-4004 or (800) 310-2835

2.


allways
HEALTH PARTNERS


MASSACHUSETTS HEALTH CONNECTOR

John A Sample **HMO**

000000000000
ConnectorCare

RXBIN: 000000 PCP/Specialist: \$0/0
 RXPCN: ADV Preventive Services: \$0
 RXGROUP: RX0000 ER: \$0

AllWays Health Partners, Inc.

3.

John Sample


ID 0000000000000000

RX [Y/N] HCO xxx DB [Y/N]

COPAYS


PCP office visit	\$ 15
Physical exam	\$ 0
Specialist office	\$ 30
Emergency room	\$ 100
Same-day surgery	\$ 250
Inpatient	\$ 250
Prescription	\$ 15/30/50

Regional/Limited network




Community Care

ConnectorCare 1



MASSACHUSETTS HEALTH CONNECTOR



CVS caremark



4.



5.