

MINNESOTA HEALTH INSURANCE EXCHANGE WORK GROUP REPORT

Outreach, Communications and Marketing

March 30, 2012

Work Group Focus

The purpose of the work group is to provide technical assistance and information on the options related to outreach, marketing, and communication for a Minnesota Health Insurance a Minnesota Health Insurance Exchange. The Advisory Task Force will use this information to inform their recommendations to the Commissioner of Commerce.

Work Group Members

Sue Abderholden, National Alliance on Mental Illness (co-lead)

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Andy Cook, Regions Hospital Foundation

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Annie Halland, Minnesota Public Health Assn

Jessica Hayssen, Minnesota AFL-CIO

Ben Hill, Department of Commerce

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Shawn Leighton, Best Buy

Matt Malloy, Blue Cross Blue Shield

Patrick O'Leary, Citizen's League

Joe Pederson, Lakes and Prairies Community

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Benjamin Schierer, Communicating for America

Akhmiri Sekhr-Ra, Cultural Wellness Center

Scott Smith, Minnesota Department of Health

Peter Sorensen, Sorenson Flexible Benefits

Donna Zimmerman, HealthPartners

Issues for Discussion

The work group has been tasked with providing the Advisory Task Force with information about the following issues:

- What are the audiences for the Exchange?
- What are the barriers to reaching the target audience? How can we overcome them?
- What are the best channels/methods to reach the audience segments?
- What groups or partners should we seek out to help spread the word on the Exchange?

- What messages and visuals will have the most impact on the audience to entice them to purchase health insurance from the Exchange?
- How do we best present information to drive traffic to the Exchange?
- How do we measure the effectiveness of our outreach efforts?

In addition to these issues, the Task Force may refer additional issues to this Work Group for additional assistance and input.

Meeting Update

The work group met for the first time on March 7, 2012 and discussed the following:

- Member introductions
- Overview of Minnesota Health Insurance Exchange
- Overview of Work Group
 - Role
 - Scope
- Discussion of target audience for the Exchange

Exchange target audience:

The work group discussed further defining the audience segments outlined in the 2012 Marketing Plan.

Additional audience segments suggested:

Individuals

Undocumented workers (not eligible for Exchange)
 Rural/greater MN
 Straight to work (18-24)
 Large company employees who work part-time
 Military families

Business

Non-Profits
 Rural/greater MN
 Industry associations

There was also discussion on what are avenues can be used to reach audience segments. Suggestions made:

- | | |
|-----------------------------------|------------------------------------|
| • Counties | • U of M Extension |
| • Libraries | • Minnesota Council of Non-Profits |
| • Head start | • Neighborhood/rural newspapers |
| • Early education programs/groups | • Public utility bills |
| • Child care facilities/programs | • Food shelves/shelters |

Comments and additional suggestions

- When addressing underserved populations, be sure to consider language and cultural differences.
- The group may want to hone in on audience segments where we feel we can have the most impact given that we do have limited resources to achieve our goal, namely time, budget and staffing.

Upcoming Meeting Topics

April 10, 2012

- Continue discussion to further define audience segments
- Discuss and refine market research questions
- Review input from Task Force, identify what changes need to be implemented to work plan and schedule accordingly

May 1, 2012

- Discussion of outreach efforts – help define partner groups, channels, events, etc.
- Brainstorm on partnership opportunities for the Exchange

June 5, 2012

- Presentation of market research results to the Advisory Task Force
- Discuss ways to incorporate market research and prior work group efforts into public relations strategy

July 10, 2012

- TBA