

# MINNESOTA HEALTH INSURANCE EXCHANGE WORK GROUP REPORT

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## Outreach, Communications and Marketing

April 20, 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.

### 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 second time on April 10, 2012 and discussed the following:

- Welcome/Meeting Housekeeping – the group welcomes input from the audience but only at the conclusion of agenda topics, not during the group discussions.
- Member introductions
- Input from the Advisory Task Force
- Discussion to further define audience segments
- Discussion of market research

### Member Introductions

Members introduced themselves by giving background information on themselves and their company or organization; telling why they wanted to be on the work group; and describing how many folks they know

who would candidates for the Exchange or sharing a story of someone they know without insurance coverage.

### Report on Input from the Advisory Task Force

Sue Abderholden shared comments from the Advisory Task Force had regarding the work of the group at the March 30 meeting:

- A number of Task Force members commented on how critical it is to keep health disparities in mind while formulating an outreach plan for the Exchange.
- The Outreach work group should ensure that the outreach plan addresses reaching the uninsured population.
- The focus of the Outreach work group should be beyond simply ads and traditional marketing.

Sue also shared information from a presentation from MDH given to the Access work group that contained information on who is uninsured in Minnesota.

### Defining Audience Segments for the Exchange

A good portion of the meeting was spent discussing audience segments for the Exchange. The approach is to segment the audience into three major parts: Medical assistance enrollee, small business owner, and individual.

The focus of the discussion was to further define channels within each audience segment that would be effective ways to reach the targeted population. In addition, the group suggested which touchpoints or tactics would be the most methods to employ within the channel.

The discussion centered on the Medical Assistance Enrollee and Small Business Owner audience segments; time ran out before the group could address the Individual audience segment. A couple of examples follow.

For the Medical Assistance Enrollee audience segment, one channel is schools. For that channel, multiple touchpoints exist:

- Social worker
- School nurse
- Homeless liaison
- Teachers
- School board
- Education MN
- MN Association of Special Education
- Association for Home School
- Free/reduced lunch application processors

For the Small Business Owner audience segment, one channel is Chambers of Commerce. For that channel, multiple touchpoints exist:

- MN Chamber of Commerce
- Native American Chamber of Commerce
- League of Minnesota Cities
- Latino Chamber of Commerce

And multiple tactics exist:

- Website
- Newsletter
- Member education
- Annual meeting

The chart is still a work in progress and will be brought to the Advisory Task Force upon completion.

### Discussion of Market Research

Time ran out before this item was reached. Work group members were asked to take the discussion guide and review it for the next meeting.

### **Upcoming Meeting Topics**

May 4, 2012

- Discuss and refine market research questions
- Continue audience segment analysis

June 5, 2012

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

July 10, 2012

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