

Outreach, Communications and Marketing Work Group

Tuesday, June 5, 2012

10:00 – 11:30 am

AGENDA

- i. Welcome / Introductions
- ii. Overview of Massachusetts Health Connector Public Education/Outreach
- iii. Audience Segments Analysis
 - a. Medical Assistance team report
 - b. Individual team report
 - c. Small Business team report
- iv. Discussion of outreach efforts
 - a. Ready to prioritize partner groups, channels?
- v. Medicaid/Medical Assistance landscape for 2014 – David Godfrey, Minnesota Department of Human Services
- vi. Brainstorm corporate partnership opportunities for the Exchange
- vii. Future meetings
 - Tuesday, July 10, 10:00 am – Noon *(note extended time)*
 - Tuesday, August 7, 10:00 am – Noon
 - Tuesday, September 11, 10:00 am – Noon
 - Tuesday, October 16, 10:00 am – Noon