

Outreach, Communications and Marketing Work Group

*Tuesday, July 10, 2012
Golden Rule Building, Summit Conference Room, 5th Floor
10:00 am – Noon*

AGENDA

- i. Welcome / Introductions
- ii. Presentation of Market Research results – Peter Mitchell, Salter Mitchell
- iii. Presentation of Enroll UX project – Pete Frank, Minnesota Health Insurance Exchange
- iv. Discussion of guiding principles
- v. Distribution/discussion of additional demographic research
 - a. Medical Assistance
 - b. Individual – uninsured
 - c. Small Business
- vi. Audience Segments Analysis Team updates
- vii. Future meetings
 - Tuesday, August 7, 10:00 am – Noon
 - Tuesday, September 11, 10:00 am – Noon
 - Tuesday, October 16, 10:00 am – Noon