

## **Outreach, Communications and Marketing Work Group Meeting Summary**

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*Tuesday, April 10, 2012*

### **In Attendance:**

Sue Abderholden, Andy Cook, Angela Dahl, Kathleen Davis, David Godfrey, Sammy Gueringer, Annie Halland, Jessica Hayssen, Carol Hernandez, Ben Hill, Al Kruse, Liz Kuoppala, Shawn Leighton, Matt Malloy, Patrick O'Leary, Joe Pederson, Benjamin Schierer, Akhmiri Sekhr-Ra, Scott Smith, Stephanie Frost for Donna Zimmerman.

*Audience: Zara Dar – TakeAction; Sara – Medica; Jonathan Watson – MN Community Health Center; Cindy Peterson – U of M Extension; Alicia – Portico Healthnet*

### **Agenda Item #1 – Welcome/Meeting Housekeeping**

Co-chair Sue Abderholden started off the meeting with a welcome and brief overview of the process the work group will follow in conducting meetings. Input from the audience is welcome. However, to ensure that work group members have sufficient time to contribute to the discussion, and to keep the meetings running smoothly, audience input will be welcomed but limited to the conclusion of an agenda topic, before turning to the next agenda item.

### **Agenda Item #2 – 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.

### **Agenda Item #3 – Report on Input from the Advisory Task Force**

Sue Abderholden presented a report from the work group to the Advisory Task Force meeting on March 30. Sue shared with the work group comments the Advisory Task Force had regarding the work of the group:

- 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 Health Care Reform Access work group that contained data on who is uninsured in Minnesota.

### **Agenda Item #4 – Defining Audience Segments for the Exchange**

A good portion of the meeting was spent discussing audience segments for the Exchange. Right now, 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 master chart is still a work in progress. Some work group members offered to work on fleshing out specific sections before the next meeting; Andy Cook on hospitals and Angela Davis on non-profits. All work group members were asked to fill in portions of the chart where they had information to contribute. The information will be collected and compiled by Mary into one document for review at the next group meeting.

#### **Agenda Item #5 – 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.

#### Future Meetings

All are scheduled at 10:00-11:30 am and will take place at the Department of Commerce, Golden Rule Building.

- Tuesday, May 4 (**note the new date**)
- Tuesday, June 5
- Tuesday, July 10

#### Meeting Topics

##### May 2012

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

##### June 2012

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

##### July 2012

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