

Outreach, Communications and Marketing Work Group
Meeting Summary

Tuesday, June 5, 2012

In Attendance:

Sue Abderholden, Carley Barber, Angela Dahl, Kathleen Davis, Lauren Gilchrist, David Godfrey, Sammy Gueringer, Annie Halland, Carol Hernandez, Ben Hill, Al Kruse, Matt Malloy, Patrick O'Leary, Benjamin Schierer, Akhmiri Sekhr-Ra, Mary Sienko, Donna Zimmerman.

Agenda Item – Overview of Massachusetts Health Connector Public Education/Outreach

Mary distributed a presentation obtained from the Massachusetts Health Connector that outlined their public education and outreach campaigns for the launch of the Health Connector and the following 2 year period. Mary then shared highlights from a conversation with Niki Conte, Outreach Director for the Health Connector.

- They employed a number of effective channels: the Advocacy Coalition for broadbased awareness; the Greater Boston Interface Organization; other state agencies; direct mail; and a \$3.5 million advertising buy.
- A number of strong partnerships were developed through their marketing/public relations agency, Weber Shandwick: with the Boston Red Sox; with CVS drug stores; and with a couple of major grocery stores.
- More attention was directed during the launch to the individual exchange than the small business exchange because of the individual mandate. Their marketing strategy for the past couple of years was to readjust and give more weight to the commercial exchange.

Agenda Item – Audience Segments Analysis

- Angie Dahl reported on the progress of the Small Employer team.
- Kathleen Davis and Annie Halland discussed the progress of the Medical Assistance Enrollee team.
- Donna Zimmerman summarized the work of the Individual team.

Agenda Item – Discussion of Outreach Efforts

The group discussed the need for additional discussion of audience segments. The consensus was that teams should move forward and begin prioritizing channels and partner groups.

Agenda Item – Presentation on the Medicaid/Medical Assistance Landscape for 2014

David Godfrey explained the current landscape for Medicaid and medical assistance programs in Minnesota and the impact that the ACA will have come 2014. David handed out a continuum diagram that illustrated the effect on adults under age 65, parents and children aged 19-20, pregnant women and children aged 2-18, and infants to age 2. The diagram will be posted on the Outreach Work Group web page.

Agenda Item – Brainstorm Corporate Partnership Opportunities

The group began generating ideas of possible corporate partnerships. The Minnesota Vikings were mentioned as a good partner who could give broad public coverage throughout the state. It was commented that the team may be especially open to a partnership right now in light of the recent state support for a new stadium.

It was determined that it would be better to revisit the topic and do more in depth brainstorming once we have data from the market research. To that end, additional research will be collected from MDH and DHS on Minnesota's uninsured population and brought to the next meeting for discussion.

Agenda Item – Work Plan Review

The group reviewed the Outreach work plan to assess progress and discuss adjustments. This will be a regular monthly agenda item.

Future Meetings

All are scheduled at 10:00 am-Noon (note the time extension) and will take place at the Department of Commerce, Golden Rule Building.

- Tuesday, July 10
- Tuesday, August 7
- Tuesday, September 11
- Tuesday, October 16

Meeting Topics

July 2012

- Presentation of market research results
- UX Project presentation
- Discuss public education website content
- Discussion of additional demographic research, specifically the uninsured audience
- Work plan check-in

August 2012

- Presentation and discussion of outreach/marketing efforts by other states
- Discuss Exchange messaging in light of market research and public relations work
- Prioritize outreach efforts
- Work plan check-in