

Outreach, Communications and Marketing Work Group
Meeting Summary

Tuesday, July 10, 2012

In Attendance: Sue Abderholden, Carley Barber, Andy Cook, Angela Dahl, Mitchell Davis, Jr., Lauren Gilchrest, David Godfrey, Liz Kuoppala, Matt Mulloy, Joe Pederson, Ben Schierer, Mary Sienko, Donna Zimmerman

Commerce: Sam Burgin, Peter Frank, Kyle Olson, Matt Swanson

Agenda Item – Presentation of Preliminary Market Research Results

Peter Mitchell of Salter Mitchell presented the preliminary results of the public education and outreach market research. The research is based on a three step process: key informant interviews, qualitative focus groups, and quantitative phone surveys.

While data is still being collected, some definite trends have emerged.

- People are looking for information on the Exchange now.
- Two main issues are cost and trust.
- Brokers will be the key to effectively reach small businesses.

Work group members requested additional information in the final report on the following areas:

- Barriers and benefits segmented by geography (Twin Cities compared to Greater Minnesota; urban compared to rural).
- Barriers and benefits segmented by age, with a closer look at the 55-64 age grouping.
- An analysis looking at why those who qualify for Medicaid remain uninsured.

The presentation is available on the Outreach Work Group [web page](#).

Agenda Item – Presentation of Enroll UX project

Pete Frank, IT Director for the Health Insurance Exchange, presented an overview of the Enroll UX 2014 project. The Enroll UX 2014 project is a public/private partnership of a number of organizations and 11+ states across the country, with a two-fold goal:

- Develop a 1st class user experience (UX) design for health insurance exchanges operated by state and federal governments.
- Design the UX based on an understanding of consumer needs and refine through user testing.

The project contracted with IDEO, a world-renowned, innovation firm in California. The presentation walked through the project; from initial research, to design process strategies, to the prototype deliverable. Pete concluded with a demo of the prototype, which illustrated the resulting templates for information placement (colors, fonts, content location) and navigation flow (the way of guiding the user through the purchasing process). As one of the participating states, Minnesota intends to utilize the UX templates in the design and development of the exchange IT infrastructure.

The presentation is posted on the Outreach Work Group [web page](#).

Agenda Item -- Discussion of Guiding Principles

At the suggestion of Sue, discussion of the guiding principles was forwarded to the next work group meeting to allow for full member participation.

Agenda Item – Distribution of additional demographic research

Mary distributed a summary document of additional sources of demographic research for the three audience segments. The document will be a helpful resource to inform discussions at the next team meetings.

Agenda Item – Audience Segments Analysis Team updates

Tabled due to the early departure of members.

Future Meetings

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

- ~~Tuesday, August 7~~ (meeting cancelled)
- Tuesday, September 11
- Tuesday, October 16

Meeting Topics

August 2012

- Discussion and approval of guiding principles
- Presentation and discussion of outreach/marketing efforts by other states
- Discussion of additional demographic research, specifically the uninsured audience

September 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