

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

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*Tuesday, September 11, 2012*

**In Attendance:** Sue Abderholden, Carley Barber, Andy Cook, Angela Dahl, Kathleen Davis, Liz Kuoppala, Shawn Leighton, Ben Schierer, Mary Sienko, Donna Zimmerman

**Agenda Item – Discussion of Guiding Principles**

The group discussed all seven principles in depth. Additions and changes were made and the document was circulated to the group post meeting for a final review. The principles will be included in the work group report to the Advisory Task Force for their December meeting.

**Agenda Item – Discussion of Audience Segment Profiles**

All three profiles – Medical assistance, Individual/Uninsured and Small Business – were closely reviewed. Additional demographic data will be sought for the small business profile to more clearly outline the potential customer from businesses sized at less than 50 employees. An introduction to frame the material will be added to the content and all of the information will be included in the group report to the Advisory Task Force at their December meeting.

**Agenda Item – State Fair Report**

An overview was given of the exchange's participation in the HealthFair 11 as an exhibitor at the Minnesota State Fair.

**Agenda Item – Outreach, Education, Branding Efforts by Other States**

A list of links to new outreach, education and branding materials from California, Maryland, Washington and Enroll America was distributed. This document is a supplement to previously shared links or copies of planning materials from states across the country.

**Agenda Item – HIX Update**

The timeline for the IT infrastructure construct was handed out. The group then reviewed the area of the certification application blueprint for outreach and education. Recent work from the Navigators and Agents/Brokers, and the Small Employers and Employees Work Group was also reviewed.

**Agenda Item – Public Education and Outreach Website**

A brief look was taken at the newly launched website for the Colorado Health Benefit Exchange. Members were asked to look closer at this and other state websites to trigger ideas for Minnesota's revamping of the exchange website.

Future Meetings

All will take place at the Department of Commerce, Golden Rule Building.

- November – TBD
- December – TBD

Meeting Topics

November

- Branding exercise

## December

- Discuss Exchange messaging in light of market research and public relations work
- Discuss performance measures and evaluation
- Work plan check-in