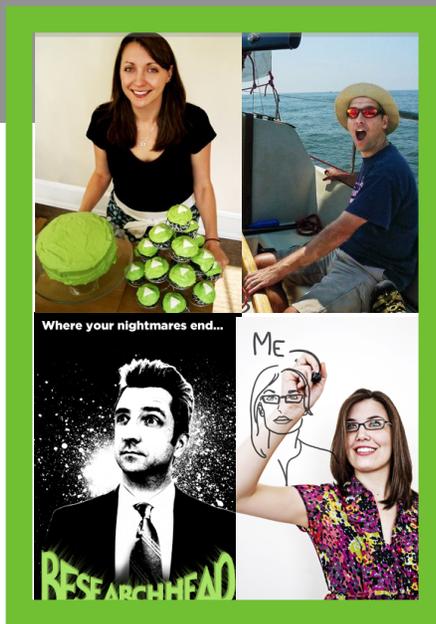


A Quick Introduction to the Market Research Project

Oral Presentation to the
Outreach, Communication & Marketing Work Group
Minnesota Health Insurance Exchange
May 3, 2012

A little about us

A small integrated agency focused on behavior change



N=30



.. with HIX research already underway



Completed to date

- 12 focus groups on branding exchanges in three states*
- 6 Spanish-language focus groups in two states (completed last month)

Underway

- IDIs with marketing and outreach experts in 14 states

Qualitative Planned

- 36 more focus groups with consumers, brokers and small business owners
- 100 more IDIs and usability tests

Quantitative Planned

- 2 surveys of consumers (n=1,800 each)
- 2 surveys of small business owners (n= 300 each)



A few consistent findings

The potential is there: The Health Exchange concept is a popular gem buried underneath a highly politicized health reform debate.

Price is a huge issue – but not everything. And our ability to deliver relief is limited at best.

Brokers are very important channel for small business, and they are understandably anxious and/or upset.

A lot of people are confused by the complicated concepts, technical terms, concepts and even the name (“exchange”).

A few consistent findings

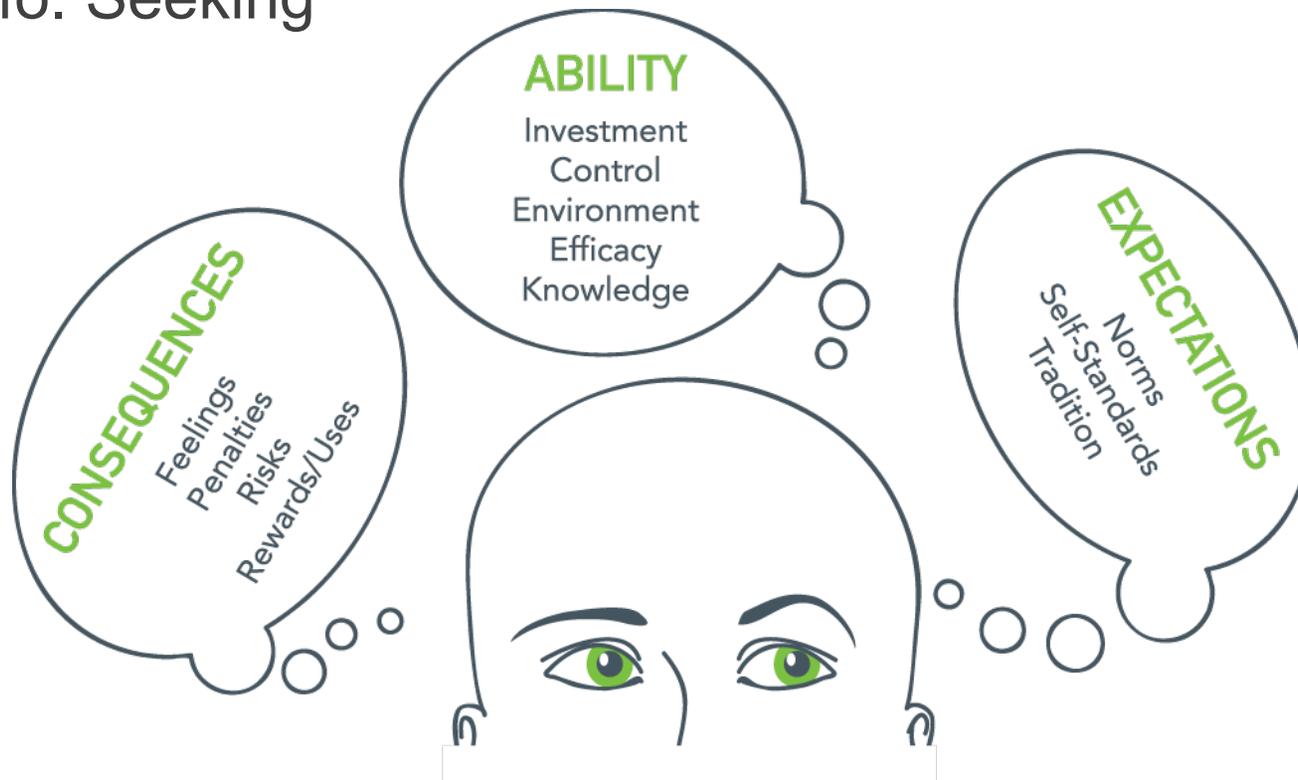


Government involvement plays both ways. Some like; many hate. Some trust; many fear. Key question: How to position the HIX for widest acceptance and trust?



Your objectives ... only broader

- Knowledge
- Expectations
- Use
- Info. Seeking



DELIVER

THE OFFER TO THE AUDIENCE



TARGET AUDIENCE

Interrupt

Create Awareness

What is the target audience "shopping for"?

Frame offer as something the target audience is already seeking. So we can "interrupt" them and pull them into the next stage of the process.

Interact

Drive Consideration

Create consideration platform
Program, project or platform that allows the audience to "interact" with the offer.

Engage

Assist with Action

Help target audience use offer
"Engage" the target audience by helping them use the offer. And leverage the engaged audience to pass the offer onto others.



Your Assignment

How will this help me ...



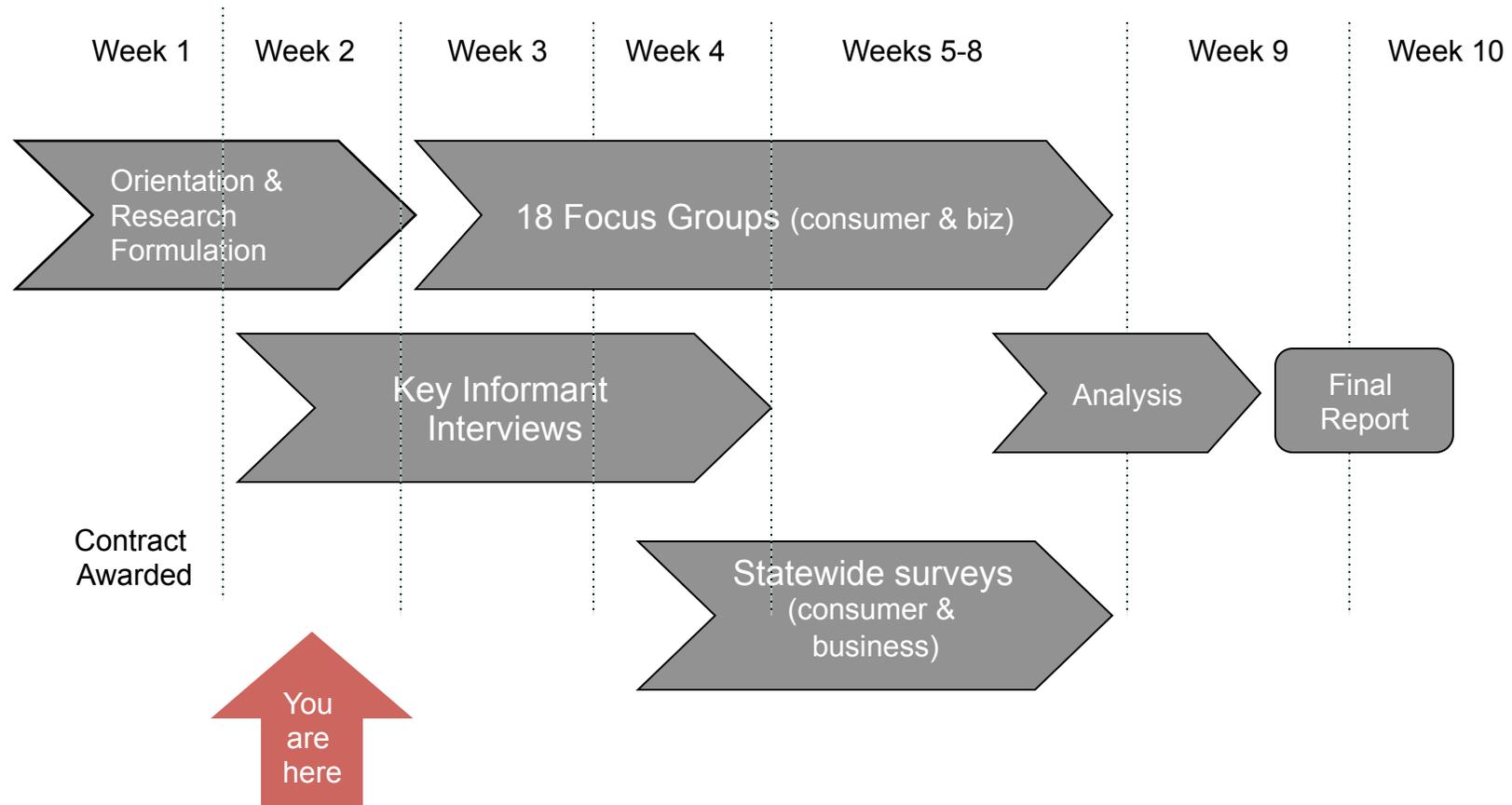
Create relevant and effective outreach



Build a useful and valued product



The Timeline



Mechanics of approach



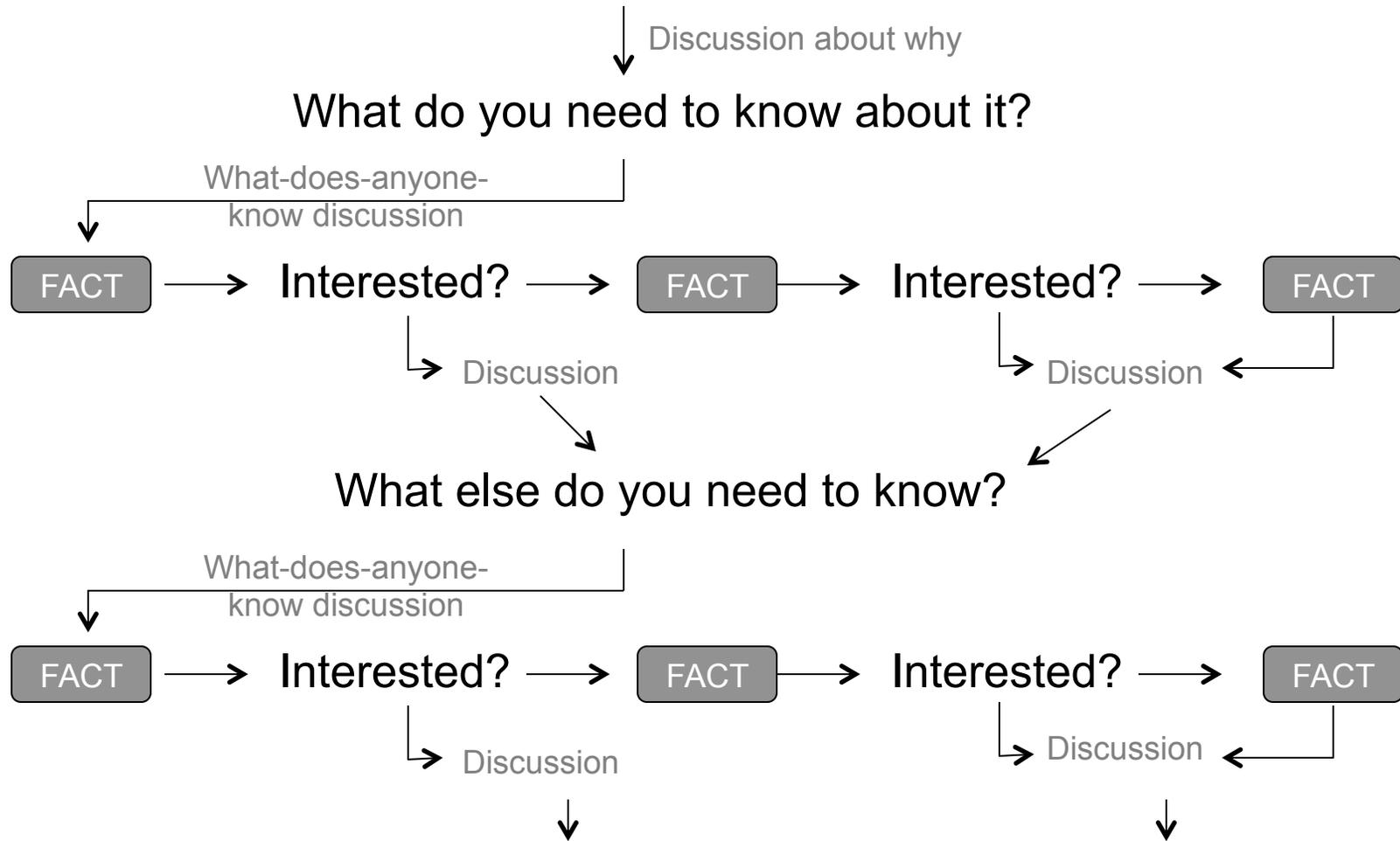
- 10-12 Expert IDIs
- 18 focus groups
 - Small business (2-9 employees)
 - Small business (10-50 employees)
 - Lower-income uninsured
 - Higher-income uninsured
 - Hispanic uninsured (Spanish)
 - Non-group (low-income)
 - Non-group (higher-income)
- Statewide consumer survey
 - N=800
 - 15-minute survey
- Small business survey
 - N=250
 - 10-minute survey



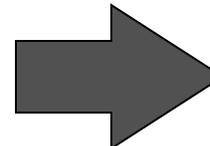
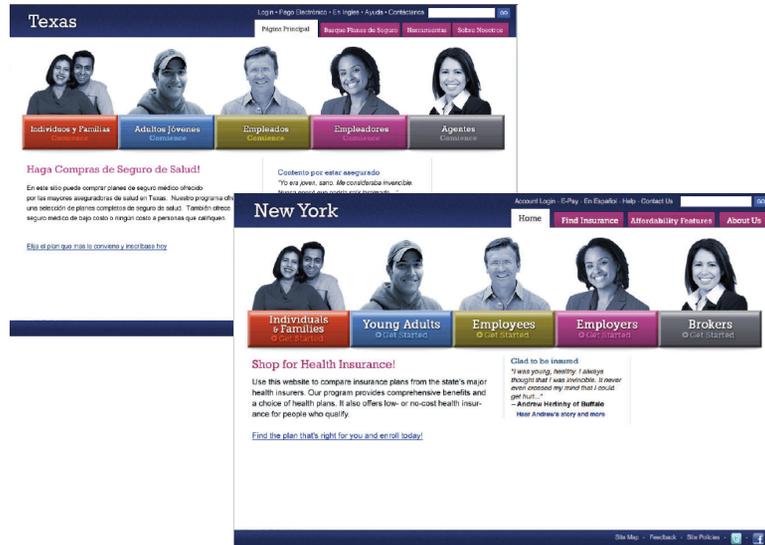
- Identify each segment's (actual or potential) **health insurance shopping objective**.
 - Embedded in this is the audience's values, awareness (knowledge) and expectations.
- **Identify a frame** that's relevant to the audience's objective
- **Identify product attributes and messages** relevant and motivating to each segment
- **Identify opportunities** for marketing and communication (circumstances, channels, etc.)

Qualitative Approach Ideas

A new health insurance marketplace is being created. Interested?



Qualitative Approach Ideas



Create stimuli within different frames

Explore audience response



Four Key Team Members



Peter Mitchell



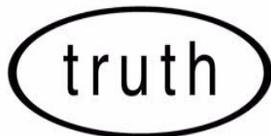
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Questions ... and suggestions.

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