

Outreach, Marketing and Communications Work Group

Proposed Work Plan

March 7th

Introduction of team and co-leaders. Background summary of the Exchange – what’s been done to date. Discuss scope and role of work group. Review of the ACA’s requirements for outreach. Discuss proposed work plan. Discuss meeting schedule. Provide background info on outreach efforts from other states. Begin defining audience segments.

April

Discuss and refine market research questions. Continue discussion to further define audience segments. Review input from Advisory Task Force.

May

Presentation from market research vendor – discussion of market research scope and questions. Continuation of audience segment analysis.

June

Overview of Massachusetts Health Connector campaign. Presentation of Medical Assistance landscape. Report from teams on audience segment analysis. Discussion of outreach efforts – next steps. Brainstorm on partnership opportunities for the Exchange. Work plan check-in.

July

Presentation of market research results. Presentation on the UX project. Discuss public education website content. Discussion of additional demographic research, specifically the uninsured audience.

August

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.

September

Approve outreach calendar. Discuss performance measures and evaluation.