

Outreach, Marketing and Communications Work Group

Work Plan

March 2012

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 2012

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

May 2012

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

June 2012

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 2012

Presentation of market research results. Presentation on the UX project.

August – Team meetings

Discussion of additional demographic research, specifically the uninsured audience. Discussion of audience profiles.

September 2012

Discussion and approval of guiding principles. Final discussion and approval of audience profiles. Presentation and discussion of outreach/marketing efforts by other states.

October 2012

Review other state websites. Discuss content for a Minnesota public education website. Discuss outreach channels and event calendar. Exchange development update.

November 2012

Review and discuss communications and social media strategic plan. Branding exercise. Update on Blueprint Certification Application.

March 2013

Brand development update. Review and discuss exchange messaging proposed by Himle plan. Outreach grants discussion. Work plan check-in.

April 2013

Prioritize and approve outreach event calendar. Discuss corporate partnerships and member connections. Discuss performance measures and evaluation.

May 2013

Review launch campaign and advertising concepts. Work plan check-in. Discuss performance measures and evaluation. Work plan check-in.

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