



Audio for today's webinar is only available through call-in by phone.

Outreach, Communications and Marketing Webinar

Wednesday, July 10, 2013

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How today's session will work

Online Content

- If you have trouble accessing the online content, the slides are available for download at <http://mnsure.org/hix/newsroom/presentations-webinars/index.jsp>.

Q & A

- At the end of the session, we will take time for live questions and answers. Please submit your questions via the chat feature.

Playback

- Following today's session, the audio and corresponding slide deck will be viewable via youtube.com and also available for download at mnsure.org.

Today's Agenda

- MNsure Overview
- Market Research
- Public Awareness Campaign
- Outreach Strategies
- Q & A



MNsure Overview

What is MNsure?

A new marketplace where Minnesotans can find, compare, choose, and get quality health care coverage that best fits your needs and your budget.

The screenshot shows the MNsure website homepage. At the top left is the MNsure logo, followed by the tagline "Where you choose health coverage". A search bar labeled "Search MNSURE" is on the top right. Below the tagline is a teal navigation bar with links: "how you benefit", "how it will work", "calculate your cost", and "get involved". To the right of this bar are "how do it?" and "share" buttons. The main content area features a large banner with a scenic lake and trees. The banner text reads: "what we are", "a new, one-stop health insurance marketplace where Minnesotans can find and compare health plans, and choose the coverage that fits their needs. Opens October 2013. [How it will work...](#)". To the right of the banner are three stacked teal buttons: "FAQs", "your stories", and "stay informed". Below the banner are three colored buttons: "news" (green), "ask us" (orange), and "video" (red). At the bottom, there are three news snippets: "Governor Dayton Appoints Seven-Member Board to Manage MNSure", "What is MNSure? A new central health insurance", and "Welcome to MNSure".

Why MNsure?



Simple One-Stop Shop

One place to search, select and enroll. Less administration for small employers.

More Choice

Consumer has many plans to pick from and can pick a quality plan that best fits their needs.

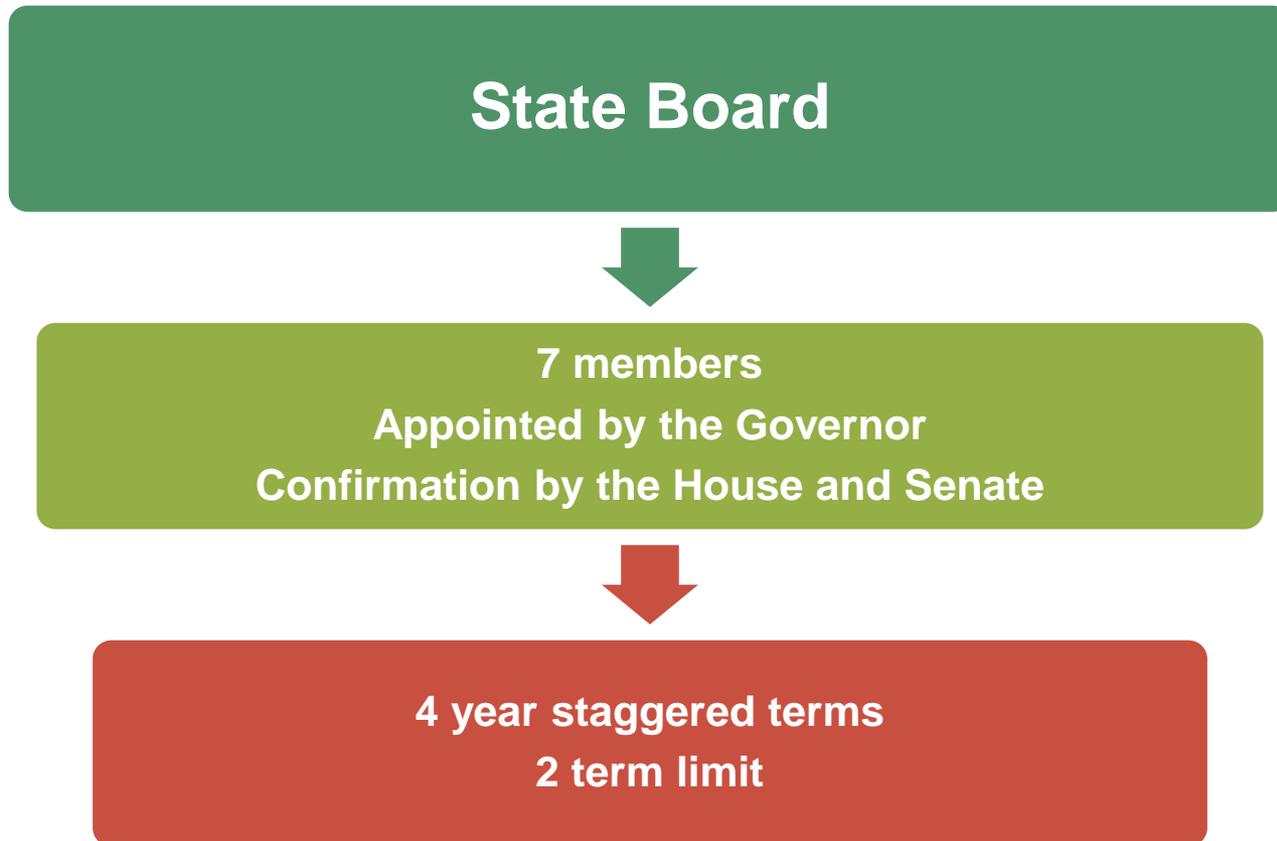
Lower Costs

Financial assistance and greater market incentives for competition on quality & cost.

Quality Ratings

Consumers can find easy to use, comparable information on plans and providers

MNsure Governance



MNsure Board of Directors



- **Thompson Aderinkomi, Founder and CEO, RetraceHealth**

Representing the interests of individual consumers eligible for individual market coverage. Term ends 2015.



- **Peter Benner, Independent Consultant**

Representing the areas of health administration, health care finance, health plan purchasing, and health care delivery systems. Term ends 2017.



- **Brian Beutner, Independent Business Advisor**

Representing small employers. Term ends 2015.



- **Kathryn Duevel, MD**

Representing the areas of public health, health disparities, public health care programs, and the uninsured. Term ends 2016.

MNsure Board of Directors



- **Tom Forsythe, Vice President Global Communications, General Mills**
Representing the area of health policy issues related to the small group and individual markets. Term ends 2016.



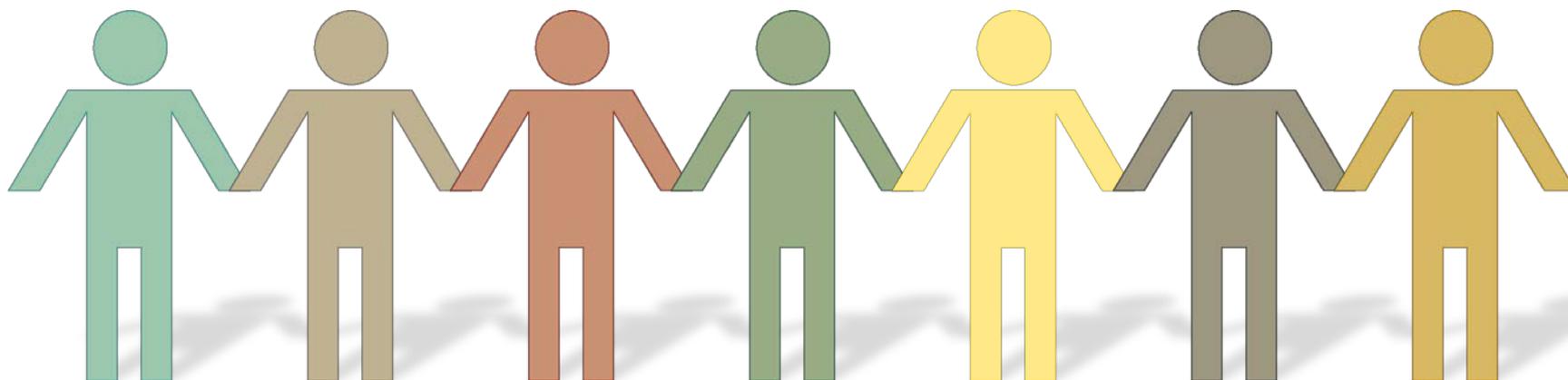
- **Lucinda Jesson, Commissioner of the Minnesota Department of Human Services (DHS)**



- **Phil Norrgard, Director of Human Services, Fond du Lac Band of Lake Superior Chippewa**
Representing individual consumers eligible for public health care program coverage. Term ends 2017.

Who will MNsure serve?

Over 1 million Minnesotans by 2016



**Individual Consumers –
300,000**

**Small Businesses and
Employees – 150,000**

**Medical Assistance/
MNCare – 880,000**

Benefits of MNsure for Individuals



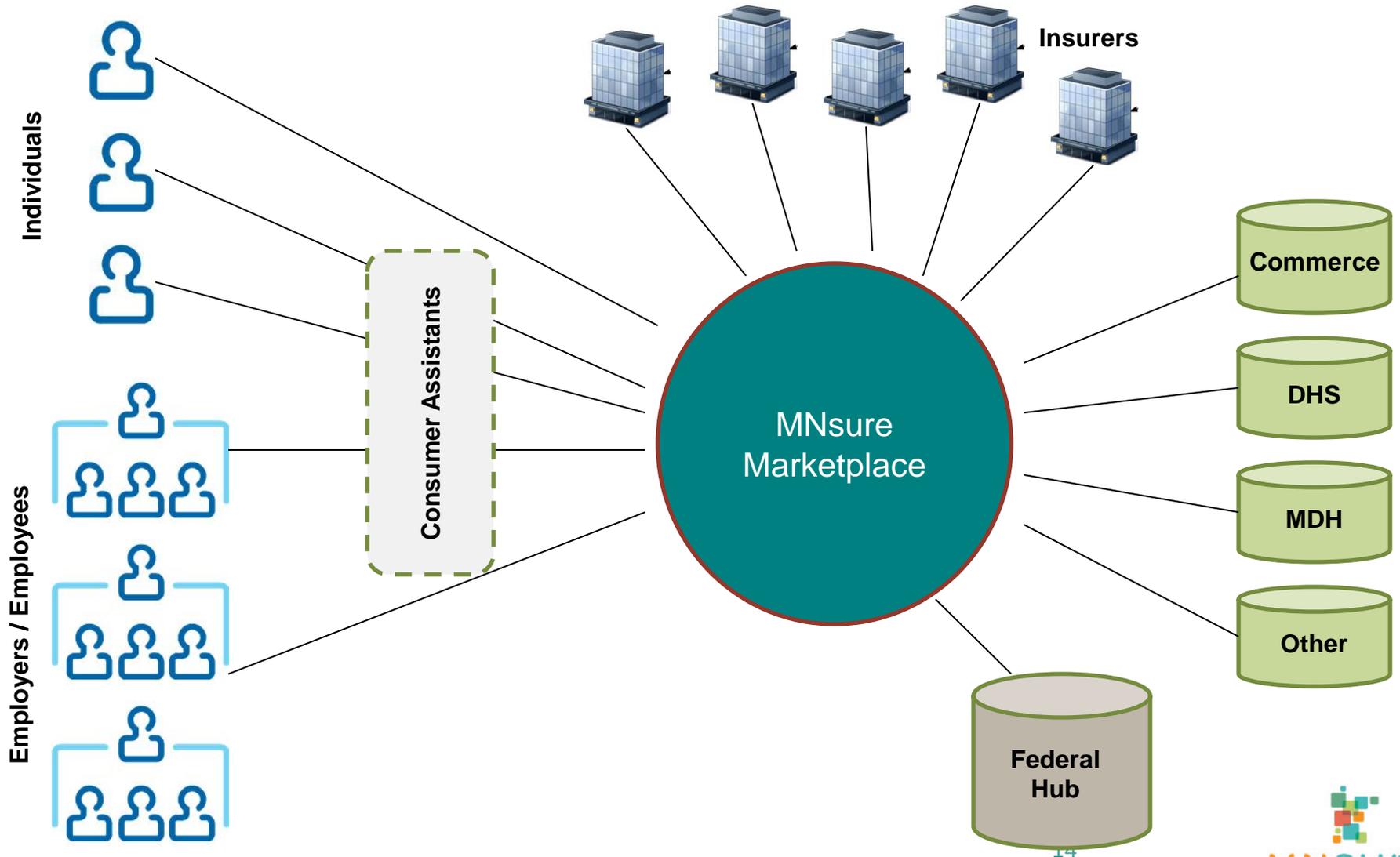
Additional Benefits for Employers



When can you enroll?

- Initial open enrollment runs October 1, 2013 through March 31, 2014
- Annual open enrollment periods after that run October through December
- Special enrollment periods available in certain circumstances during the year
- Members of federally-recognized tribes may enroll or change plan designations one time per month
- Small employers can enroll/renew throughout the year at one time of their choosing
- Individuals may apply and be eligible for Medicaid throughout the year

How will MNsure work?



Plan Levels of Coverage

Levels of Coverage	Plan Pays on Average	Enrollees Pay on Average* (in addition to the monthly plan premium)
Bronze	60 %	40 %
Silver	70 %	30 %
Gold	80 %	20 %
Platinum	90 %	10 %

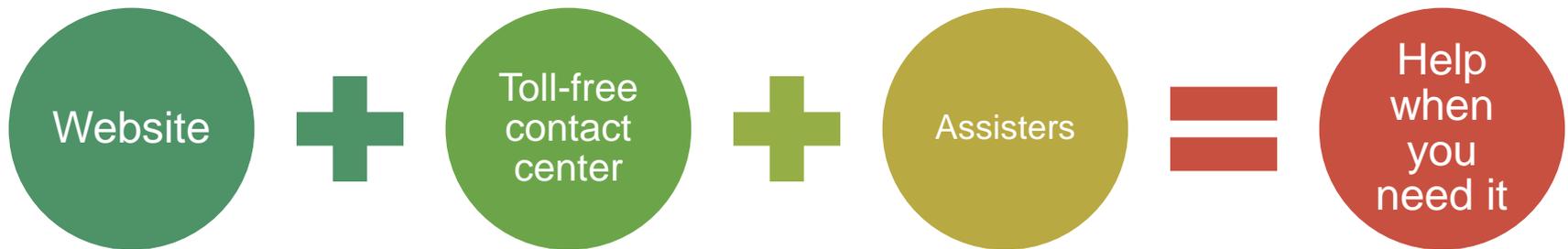
The User Experience

Design a user experience that is responsive to people's different needs, desires and expectations.

 <p>Passenger Get it done for me</p> <p>How they want to engage: Hands-off</p> <p>How they want to feel: Unburdened</p> <p>What they're willing to give up: Control for convenience</p>	 <p>Apprentice Hold my hand</p> <p>How they want to engage: Hands-on</p> <p>How they want to feel: Like they're doing the right thing and making appropriate decisions</p> <p>What they're willing to give up: Speed, convenience, and flexibility</p>	 <p>Manager Keep me posted</p> <p>How they want to engage: Only when needed for oversight and approval</p> <p>How they want to feel: Confident and well represented; that their time is used effectively</p> <p>What they're willing to give up: A certain degree of control over the process</p>	 <p>Engineer Get out of my way</p> <p>How they want to engage: Detail by detail</p> <p>How they want to feel: Equipped to make decisions and changes when necessary</p> <p>What they're willing to give up: Very little</p>	 <p>Assister How can I best help you?</p> <p>How they want to engage: Meet consumers where they are</p> <p>How they want to feel: Like they're providing a valuable service</p> <p>What they're willing to give up: Many of the easier cases</p>
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ENROLL 2014 **UX** WELCOME TO COVERAGE

Consumer Assister Network



Upcoming Activities

July:
Grant proposals
for Assisters and
Outreach due

August:
Assister training
begins; MNsure
at State Fair

September:
Contact Center
opens; system
testing

**October 2013 –
March 2014:**
Open Enrollment



Market Research

Market Research

Key Informant Interviews

Statewide

Multiple Stakeholders

- Consumer advocacy
 - Health plans
 - Small business
- Brokers / Agents
- Industry experts
- Multicultural / Tribal reps

Qualitative Focus Groups

Statewide

18 groups

99 participants

6 cities

- Bemidji
- Duluth
- Marshall
- Rochester
- St. Cloud
- Twin Cities

Quantitative Surveys

Statewide

797 Consumer

250 Small Employer

Key Findings

Top Things to Know

- People don't like today's experience
- Seeking insurance is a journey
- The Norm Affect
- People want more than medical payments
- Brokers are key for the small employer
- People like competition and fit

Agent / Broker Research

Concerns

- Show value
- Stability
- Survival

Opportunity

- Can compare multiple plans
- Simpler way to select plans
- Helps insure hard-to-reach groups
- Avenue for brokers to do business in new markets
- Can offer multiple networks to employees of small employers

Messaging

Choice

Value

Peace of mind





Public Awareness Campaign

Campaign Objectives

1. **Awareness & education** amongst all Minnesotans
2. **Activation – compel and propel** individuals and small business owners to MNsure to shop, compare and ultimately, obtain health insurance



Campaign Strategy



ACTIONABLE INSIGHT: MNsure is the sure way to choose health insurance.

Three Distinct Audiences



- General Population/Consumer
1. Young, Healthy & Confident
 2. Healthy but Concerned
 3. Sick & Seeking Help



- Populations with Disparities
1. American Indian
 2. Hispanic
 3. African American
 4. Hmong
 5. Somali



Small Business Owners &
Insurance Brokers



Campaign Plan

Mass/Paid Media

- Radio
- TV
- Billboards/transit
- Newspapers
- Digital / online
- Industry publications

Social/Personal Media

- Facebook
- Twitter
- LinkedIn
- YouTube
- Pinterest
- E-mail messages

Campaign Plan

Earned Media (PR)

- News Releases
- PSAs
- Face-to-face briefings
- Opinion Pieces
- Letters to the editor
- Special sections / editorial calendars
- Story placements
- Blog
- Online newsroom
- Video vignettes
- Virtual press conference
- TV/Radio appearances

Campaign Plan

Targeted Media

- Presentations
- Speaking engagements
- Outreach events
- Town Halls
- Webinars
- Direct mail

Grassroots Outreach

Corporate Partnerships



Outreach Strategies

Community Outreach

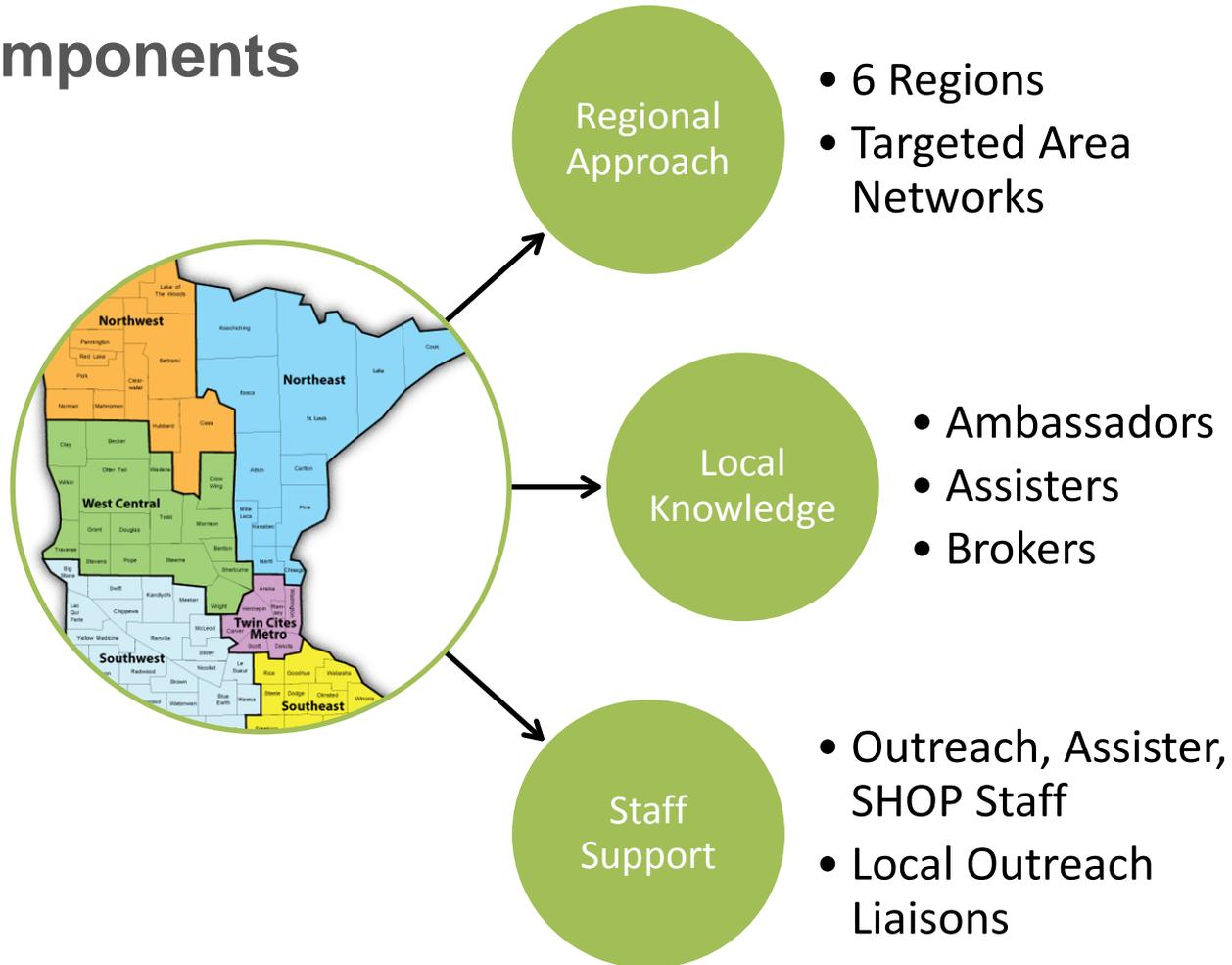
- Regional Approach
 - Northwest
 - Northeast
 - West Central
 - Twin Cities Metro
 - Southwest
 - Southeast



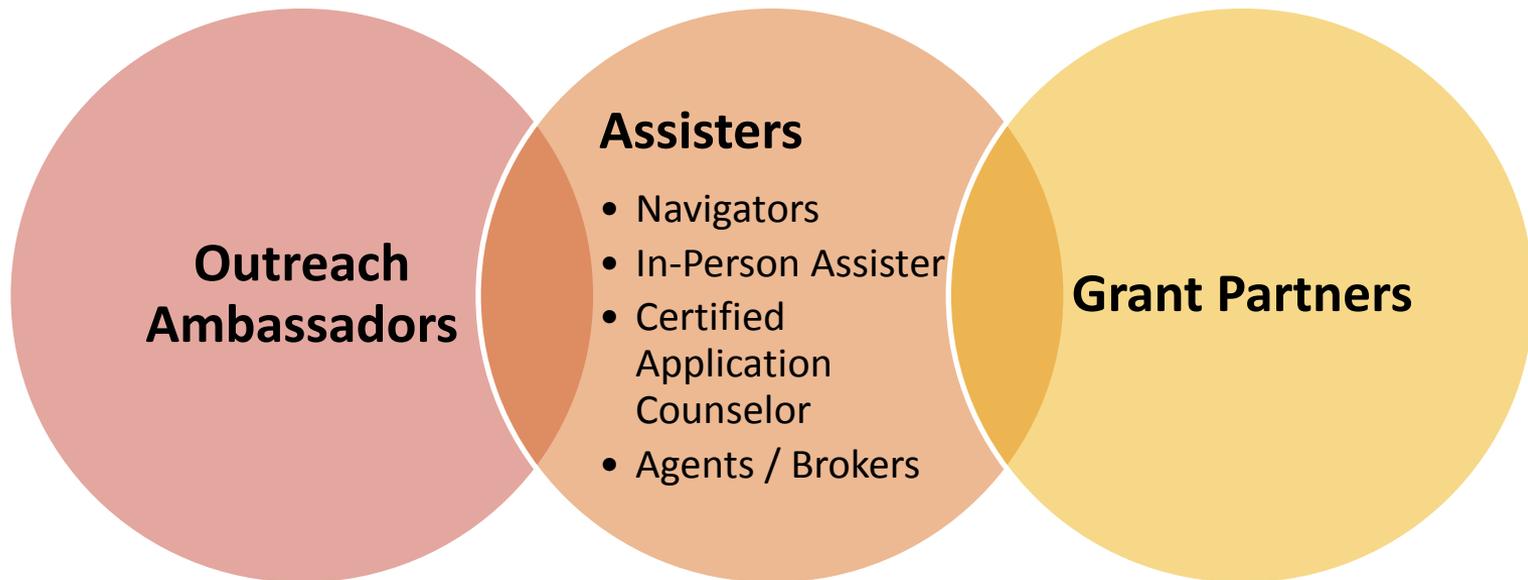
Map is representative of potential regions and not illustrative of areas that have been already designated.

Community Outreach

Key Components



Partnering Opportunities



Outreach Ambassadors

- **Statewide Coverage** – MNsure is fostering a *network* of Ambassadors throughout Minnesota
- **Communities** – Outreach Ambassadors are trusted in the community
- **Partner Expertise** – Outreach Ambassadors use their organizational expertise to reach their communities
- **Referrals** – Ambassadors refer consumers to the Consumer Assister *Network*

Community Outreach

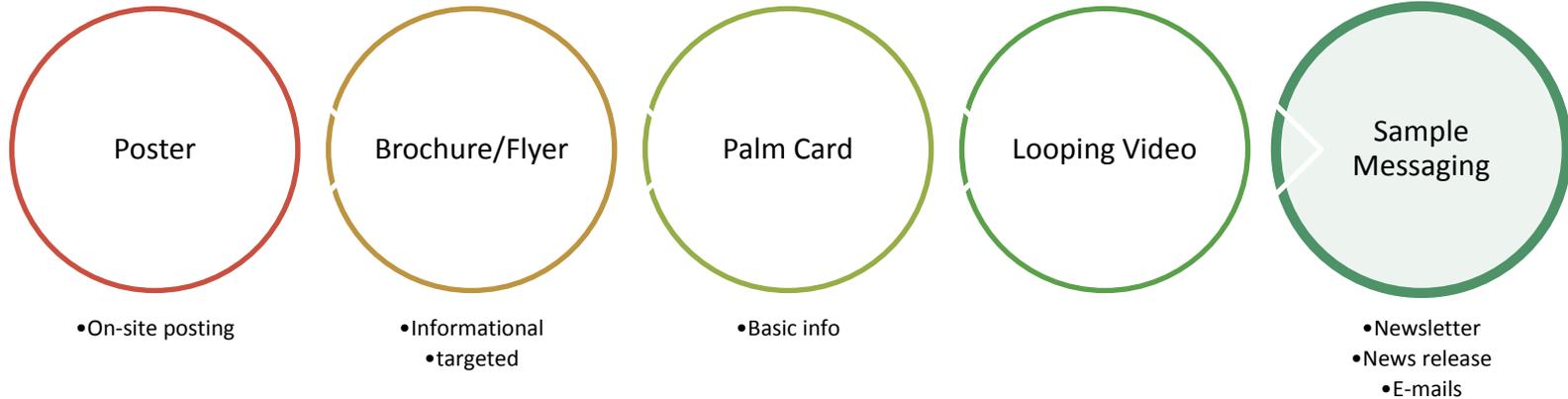
- Local Knowledge
 - Community Knows Best
 - Expertise, Experience, Results
- **Ambassadors – Non-Contracted Partners**
 - Churches, Schools, Nonprofit Organizations, Community Centers, Businesses
- **Assisters – Contracted Partners**
 - Navigators, In-Person-Assisters
 - Certified Application Counselors
 - Brokers

Local Presence

To create brand and marketplace awareness through

- Distribution of Education Materials and Communications
 - Brochures, flyers, messages
- Community events
 - Fairs, festivals, cultural gatherings
- Professional events
 - Conferences
 - Public meetings and convenings

Outreach Toolkit



Outreach collateral will be available in multiple languages
English ■ Hmong ■ Somali ■ Spanish



Q & A



Have more questions?

E-mail:

publicfeedback@mnsure.org