



Minnesota Health Insurance Exchange Public Relations Plan: December 2012 – December 2013

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Health Insurance Exchange Advisory Task Force

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RESEARCH CONCLUSIONS



- 1. Most uninsured individuals and uninsuring businesses value insurance coverage**
 - Cost, coverage options, and health security
- 2. Entry points for awareness, understanding and engagement will vary among target audiences**
- 3. Language is a mission-critical tool of effective engagement**
- 4. Other states have been effective laboratories for success**
- 5. Two-way engagement will inform efforts to improve trust and operations**



HOW DO WE CHANGE NORMS?

**1.2 Million
Uninsured
in MN**

Initially, focus on:

- Uninsured individuals who believe coverage provides value (66% of uninsured)
- Small business owners who currently do not offer insurance as a benefit
- Individuals insured through a public program

Strategies

1. Reduce barriers to effective decision-making
2. Appeal to consumers' search for security
3. Engage both consumers and those who influence their decisions
4. Deliver and communicate personal benefits, not just a successful process
5. Continued program improvement

Implementation

Approachable web site

Aggressive traditional and social media

Culture of transparency and response

Engage and trust influencers

Two-way communication with stakeholders

Goals and Outcomes

More insured Minnesotans

Satisfied enrollees

Engaged and supportive stakeholders

Public trust in "Minnesota's model"

STRATEGY 1: REDUCE BARRIERS TO EFFECTIVE DECISION MAKING



Opportunity:	Create a culture where individuals and businesses own their decisions about the right coverage
Challenge:	Five Key Overlapping Barriers <ol style="list-style-type: none">1. Cost2. Compatibility3. Understanding choices4. Language5. Uncertainty
Tactics:	<ul style="list-style-type: none">• Approachable web site• Simple, personal call center• Statewide community outreach events• Active engagement of influencers• Aggressive traditional and social media<ul style="list-style-type: none">— <i>LinkedIn webinars</i>— <i>Q&A Days on Twitter</i>• Educational video on website

STRATEGY 2: APPEAL TO CONSUMERS' SEARCH FOR SECURITY



Opportunity:	Provide and communicate outcomes that achieve health and financial security
Challenge:	Security is different for each audience: <ul style="list-style-type: none">• Cost• Cost <u>and</u> coverage• Confidence in future protection• Self vs. dependent/s care• Portability
Tactics:	<ul style="list-style-type: none">• Approachable web site• Simple process to get questions answered• Use multimedia to tell real stories focused on outcomes, not process• LTEs/op-eds from real users• Use expert with health care background for statewide media interviews/earned media

STRATEGY 3: ENGAGE BOTH CONSUMERS' AND THOSE WHO INFLUENCE THEIR DECISIONS



Opportunity:	Actively engage consumers and their influencers in coverage decisions
Challenge:	Getting the attention of audiences that are satisfied with their own coverage
Tactics:	<ul style="list-style-type: none">• Host a variety of in-person and online forums to reach audiences• Engage community groups• Statewide listening tour and recap• Statewide earned media• Create online in person meeting opportunities for consumers with coverage providers• Statewide radio/TV interviews featuring local voices

STRATEGY 4: DELIVER INDIVIDUAL AND SOCIETAL BENEFITS, NOT JUST A SUCCESSFUL PROCESS



Opportunity:	Give everyone a personal stake in the success of the Health Insurance Exchange
Challenge:	This a complicated and bureaucratic government program
Tactics:	<ul style="list-style-type: none">• Use multimedia to share real stories of satisfaction and success• Use earned media to communicate personal and societal benefits• Use social media to create conversation about value of insurance• Statewide speaking opportunities for primary stakeholders and Exchange leadership• Engage individuals, influencers and stakeholders to help tell the story• Editorial Board visits

STRATEGY 5: CONTINUED PROGRAM IMPROVEMENT



Opportunity:	A better program each month based on real-time data
Challenge:	Create mechanisms that encourage effective two-way communication with enrollees and stakeholders
Tactics:	<ul style="list-style-type: none">• Use traditional and social media tools to gather comments, questions• Consistent personal contact with stakeholders to understand and address concerns• Continued connection with other states to learn from them• Multiple communications methods on web site to gather feedback — live chats, email forums, etc.• Continual website updates with feedback and answers to real questions



THE JOURNEY



October 2013
Launch Exchange

September 2013
Pop-up Demos
Statewide Small Business Demos
Legislative Demos

January 2014
Assessment &
Continued
Communication

August 2013
State Fair

July 2013
LinkedIn Webinars
4th of July Parade Circuits

June 2013
Begin Summer Outreach Efforts
Launch Summer Media Plan
Social Ad Campaign

May 2013
Statewide Listening Tour Recap
Post-Session Media
Webinars & Community Group Outreach
Halfway-Point to Launch

March 2013
Statewide Listening Tour
Online Forums & Webinars

February 2013
Begin Influencer Outreach Plan

January 2013
Brand Launch
Video/Web Site launch
Legislative Session Begins
Formalize Stakeholder Engagement Model
Minnesota Chamber Dinner

SIX TOUCHPOINTS THAT SHOULD GUIDE US



- Three key attributes: trust, engagement and transparency
- Consistency in language — web site, materials, staff
- Media: diversify, diversify, diversify
- Influencers can break down emotional barriers, not just inform
- Engaged stakeholders will invest in the Exchange's success
- Develop sequential benchmarks



QUESTIONS?