

State Outreach, Communication and Marketing Activity Environmental Scan

STATE	NAME	LOGO	WEBSITE	RESOURCES
California	Covered California - (Considerations were: Ursa, Eureka, Calvida, Beneficia, Healthifornia, Wellquest)		http://www.healthexchange.ca.gov/Pages/Default.aspx http://www.cahba.com/exchange/covered-california.htm	<ul style="list-style-type: none"> ▪ Statewide Marketing, Outreach and Education Program ▪ Marketing, Outreach & Education and Assisters Program ▪ California Coverage Program Initial Focus Group Research Findings
Colorado	Colorado Health Benefit Exchange (official name) Get Covered CO (unofficial/domain name)		http://www.getcoveredco.org/Index	<ul style="list-style-type: none"> ▪ Consumer Focus Groups Report
Connecticut	<i>Undecided</i> (currently Connecticut Health Insurance Exchange)		http://www.ct.gov/hix/site/default.asp	http://healthreform.kff.org/state-exchange-profiles/connecticut.aspx
Hawaii	Hawaii Health Connector		http://www.hawaiihealthconnector.com/Contact_Us.html	http://healthreform.kff.org/state-exchange-profiles/hawaii.aspx
Illinois	<i>Undecided</i> Illinois Health Benefit Exchange		http://insurance.illinois.gov/hiric/hie.asp	http://healthreform.kff.org/state-exchange-profiles/illinois.aspx
Maryland	Maryland Health Connection		http://www.marylandhealthconnection.gov/	<ul style="list-style-type: none"> ▪ Final Advertising Report ▪ Environmental Scan Report Presentation ▪ Communications Plan Presentation ▪ Branding Presentation ▪ Report: Recommendations for a Successful Maryland Health Benefit Exchange

Massachusetts	Health Connector		https://www.mahealthconnector.org/portal/site/connector	<ul style="list-style-type: none"> ▪ Implementing a Successful Public Education and Marketing Campaign ▪ Resources from the Massachusetts Implementation Experience ▪ Massachusetts Health Reform: A Five Year Progress Report ▪ CommCare Outreach Presentation
Mississippi	One, Mississippi		http://www.mshie.org/index.php http://www.onemississippi.com/index.php	http://healthreform.kff.org/state-exchange-profiles/mississippi.aspx
Nebraska	<i>Undecided</i>		http://www.doi.ne.gov/healthcarereform/exchange/index.htm	http://healthreform.kff.org/state-exchange-profiles/nebraska.aspx Facebook Page: http://www.facebook.com/pages/Nebraska-Department-of-Insurance-Exchange-Planning-Division/104284246313073
Nevada	Possibly: Silver State Health Insurance Exchange		http://exchange.nv.gov/	http://healthreform.kff.org/state-exchange-profiles/nevada.aspx
New York	<i>Undecided</i>		http://www.healthcarereform.ny.gov/	http://healthreform.kff.org/state-exchange-profiles/new-york.aspx
Oregon	Cover Oregon		https://orhix.org/	<ul style="list-style-type: none"> ▪ Oregon Health Insurance Exchange Business Plan ▪ Stakeholder Interviews ▪ Executive Summary and Audience Insight Qualitative Research Report
Pennsylvania	<i>Undecided</i>		http://www.portal.state.pa.us/portal/server.pt/community/health_insurance/9189/federal_health_insurance_reform/713453	http://healthreform.kff.org/state-exchange-profiles/pennsylvania.aspx
Rhode Island	<i>Undecided</i>		http://www.healthcare.ri.gov/exchange/about/	http://healthreform.kff.org/state-exchange-profiles/rhode-island.aspx

Tennessee	None		http://www.tn.gov/nationalhealthreform/exchange.shtml	http://healthreform.kff.org/state-exchange-profiles/tennessee.aspx
Utah	Avenue H		http://www.avenueh.com/	<ul style="list-style-type: none"> ▪ Catagorized Issues from Brain Storming Sessions
Vermont	Vermont Health Connect(<i>transition to Green Mountain Care</i>)		http://hcr.vermont.gov/timeline/exchange	http://healthreform.kff.org/state-exchange-profiles/vermont.aspx
Washington	Washington Health Plan Finder		http://www.hca.wa.gov/hcr/exchange	<ul style="list-style-type: none"> ▪ Branding the Exchange ▪ http://healthreform.kff.org/state-exchange-profiles/washington.aspx
Washington, D.C.	<i>Federal model</i>		http://dhcf.dc.gov/	http://healthreform.kff.org/state-exchange-profiles/washington-dc.aspx
West Virginia	<i>Undecided</i>		http://bewv.wvinsurance.gov/	<ul style="list-style-type: none"> ▪ Communications Plan ▪ http://healthreform.kff.org/state-exchange-profiles/west-virginia.aspx
Enroll America				<ul style="list-style-type: none"> ▪ Branding Research ▪ Public Opinion Polling ▪ Statewide Exchange Marketing and Outreach Plans
<p>States Not Consulted: Alabama, Alaska, Arkansas, Delaware, Florida, Georgia, Idaho, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Michigan, Missouri, Montana, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Virginia, Wisconsin, Wyoming</p>				