



Grassroots Outreach—Innovation, Creativity and Connectedness

With the help of MNSure assisters across the state, and utilizing new and innovative tools and strategies, MNSure's Grassroots Outreach team reached thousands of uninsured Minnesotans. In just a few months, our team of grassroots organizers focused on building relationships with assisters, helping organize enrollment and outreach events across the state, creating new partnerships with allied organizations and connecting directly with Minnesota's uninsured population to ensure they have the help they need to successfully enroll in MNSure.

Starting in October, the grassroots outreach team focused on connecting with assisters across the state to help them achieve their outreach and enrollment goals. Understanding that networking and connecting with other MNSure assisters was a top priority for navigators, brokers, grantees, CACs and the counties, our team held 12 networking events across the states. This allowed assisters to start this year's open enrollment period with stronger relationships across regions and communities.

Working with navigators and brokers across the state, the grassroots outreach team focused on helping MNSure assisters achieve success this open enrollment period. Our team worked with navigators, brokers and CACs to support over 2,300 outreach and enrollment events statewide. We scouted locations, created promotional materials, bought ads, utilized social media and leveraged new partnerships to drive Minnesotans who needed health coverage to the right place to find it.

In addition to working with MNSure's established partners, the outreach team sought to build relationships with organizations and employers across Minnesota to reach the hard-to-serve uninsured Minnesotans. We created relationships with organizations like Churches United in Moorhead to leverage their outreach efforts in NW Minnesota. We also worked with long-term care employers, subsidized housing organizations, food shelves, workforce centers and libraries—just to name a few.

Placing a premium on creativity and innovation, the grassroots outreach team brought on a team of canvassers to work in the community. Going to malls, grocery stores, subsidized housing communities, Laundromats, small businesses and transit hubs, the canvass team sought to find Minnesotans where they live, work and play. In just six weeks, they held over 12,000 conversations with Minnesotans, with 14 percent indicating they are uninsured and 78 percent of those providing their contact information to MNSure for subsequent follow up.

The outreach team also leveraged new technology and innovative communications strategies to ensure that Minnesotans who needed health care had the support they need to successfully enroll in MNsure. The outreach team maximized the enrollment events around the state while executing targeted outreach actions centered on collecting consumer records through MNsure's mobile Make a Plan application. This new app allowed organizations and assisters to easily collect a consumer's information for proper follow up. With the help of assisters, nearly 2,000 consumers in the mobile campaign joined our texting campaign with over 50 percent actively engaged in a conversation with MNsure. Further, our texting campaign was tri-lingual, with conversations in English, Somali and Spanish.

However, our communication with Minnesotans didn't stop with texting. Through a robust follow-up call program along with a sophisticated and coordinated communication framework, uninsured Minnesotans were better connected with enrollment resources than ever before. In January and February, the grassroots outreach team made over 10,000 follow up calls to Minnesotans across the state. With our focus on the consumer experience, our call program was conducted in English, Somali, Spanish and Hmong—utilizing our diverse team from communities across Minnesota. All told, nearly 1,000 of the over 3,000 consumer leads self-identified as *enrolled* since coming in contact with the grassroots outreach team. Assister partnerships and participation represented the bedrock upon which the outreach program was built and the conduit through which this forward-thinking approach to serving Minnesotans was made possible.