



Overview of Make a Plan Application and Mobile Campaign

Make a Plan or MAP refers to MNSure’s new mobile application and database. However, it also reflects a broader “make a plan” philosophy. We know that if people are compelled to articulate a clear “plan” to take an action, like enrolling in healthcare, they’re much more likely to follow through with that action.

The Make a Plan application and database provides a centralized, convenient, and consistent way to track consumers and ensure that they’re connected with the assistance they need. Every consumer entered into the application will be stored in a database available to both assisters and MNSure’s outreach team.

MNSure’s mobile campaign was built, and is continually being refined, with the knowledge that in order to prompt someone to actively seek coverage through MNSure, it takes more than one simple reminder. In fact, research has demonstrated that between five and nine unique “touches” or contacts are required to spur behavioral change. The mobile campaign is poised to offer those “touches” or friendly reminders via text.

Frequently Asked Questions

What do general texts to consumers typically say?

Texts vary depending on how the consumer opted in to the mobile campaign, what data they’ve provided, and other factors. Each new text a given consumer receives is unique.

If an assister signs them up for MAP, they might receive:

Hi, Laura! Thanks for making a plan. Ready to enroll w/MNSure? Then, do it: <http://bit.ly/1HbITlm>. Reply STOP to quit, HELP for info. Msg&DataRatesMayApply

If they opt-in by texting “enroll” to 30644, they’ll receive texts like:

Thanks for connecting with MNSure! Before we get started, please reply with your name and ZIP. Reply STOP to quit, HELP for info. Msg&DataRatesMayApply

Laura Laursen 55901

Thanks, Laura! When do you plan to enroll? Reply with:

- A) December
- B) January

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Thanks, Laura! Making the right choice is important. Give us a call at 1-855-366-7873 or find an event near you <http://bit.ly/1Hbltlm>

If they’ve signed up for an event via the online calendar, they’ll receive something like:

Event RSVP: MNSure Enrollment Event. Date: 12/11/2014 12:00-16:00 Details: <http://goo.gl/U8yIH1>

Texts are constantly being written and refined by the outreach team, but they’ll always say something about MNSure and either collect consumer information or direct the consumer to the assister directory and/or the events calendar.

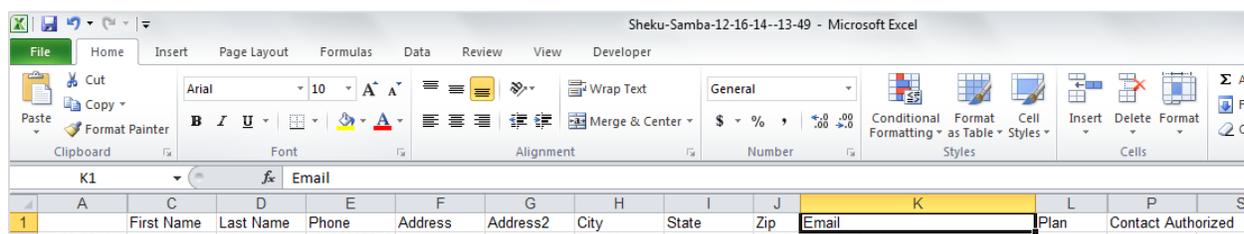
How often are texts sent?

This again depends on how the consumer is interacting with the mobile campaign—if we get a response from them, we’ll follow up with a text right away. However, if we don’t hear anything back via text we’ll usually send texts on a weekly basis with increasing frequency as deadlines approach.

If I sign someone up through MAP, how will I be reconnected with that consumer?

The primary way you’ll be reconnected with a consumer is through a regular report your regional field organizer will email you detailing the individuals you’ve signed up along with information you collected about them.

The report will be in an Excel document and formatted like this:



The screenshot shows a Microsoft Excel spreadsheet titled "Sheku-Samba-12-16-14--13-49 - Microsoft Excel". The ribbon includes File, Home, Insert, Page Layout, Formulas, Data, Review, View, and Developer. The Home tab is active, showing options for Clipboard, Font, Alignment, Number, Styles, and Cells. The spreadsheet has columns labeled A through S. Column K is highlighted in yellow and contains the text "Email". The first row of data (row 1) has headers: "First Name", "Last Name", "Phone", "Address", "Address2", "City", "State", "Zip", "Email", "Plan", and "Contact Authorized".

Note that the consumers included in these regular reports will still be communicated with via the mobile campaign (the program outlined in this document).

How often will my MAP signup reports come?

This depends on what's helpful for you. Once you've started signing people up through MAP, connect with your regional grassroots organizer to set up a regular schedule—this could be anywhere from once a day to once a week.

How should I follow up with people I've signed up through MAP?

You should follow up with consumers signed up through MAP just like you would any other consumer who's requested additional help or information. In this sense, a MAP signup is much like a paper signup—you just don't have to worry about losing the paper!

The mobile campaign is intended to compliment your existing communication and make sure no consumers fall through the cracks.

Can consumers receive personal text messages from the mobile campaign?

Though each text is sent to a specific group of people, individual consumers cannot receive unique, personal messages. Similarly, texts to MAP signups won't tell consumers what assister organization helped them opt in. This means that unique, personal follow-up with consumers would still need to come from you, an assister.

Will MAP send reminder texts and when?

MAP will send one reminder text upon receiving an RSVP for an event with the event details and a link to the event page (as seen above). It will not, however, send a reminder text one day out, for example (we're currently working to see if this is possible).

Will MAP continue past open-enrollment?

It is the hope of the outreach team that this tool will be available past open-enrollment. Discussions are currently underway between MNSure, the tech vendor, and the outreach team as to whether it will continue—we'll let you know as soon as we find out. That being said, any data you collect using the MAP app will be retained and made available after open-enrollment.

Will MAP send texts in languages other than English?

Currently only texts in English are being sent. However, we're currently working to determine whether texts in other languages can be made available.

Example Path to Enrollment

Every opt-in path is different and texts are always changing, but this will give you some idea of what a path to enrollment via the mobile campaign might look like.

1) MAP Signup: Laura was in a rush when she stopped by a pharmacy week event, so she only had time to give her name, address, and cell number when she spoke with an assister and signed up through Make a Plan (MAP).

2) Text Conversation: Since Laura authorized contact with MAP, she started receiving texts from MNsure immediately.

Hi, Laura! Thanks for making a plan. Ready to enroll w/MNsure? Then, do it: <http://bit.ly/1HbITlm>. Reply STOP to quit, HELP for info. Msg&DataRatesMayApply

And three days later:

Hi Laura! January's MNsure enrollment deadline is only 9 days away - don't wait. Find an enrollment opportunity near you before 12/15 <http://bit.ly/1HbITlm>

hey i need some help
enrolling

3) RSVP for an Event: Since Laura texted “help” to the mobile campaign,* a member of the grassroots team followed up with her and helped her RSVP for an enrollment event at the Rochester Public Library on Thursday, December 11 (she might have also clicked the link in the second text and RSVPed for an event there).

**Note: if she'd texted something other than help, the system manager would have still noted the atypical response and scheduled a follow-up call.*

4) Reminder Text for Event: Laura immediately received a reminder text confirming that she's RSVPed for the Rochester enrollment event.

Event RSVP: MNsure Enrollment Event. Date: 12/11/2014
10:00-12:00 Details: <http://goo.gl/U8yIH1>

5) Enrollment: Laura attended the event on December 11 and got help enrolling through MNsure!

6) Confirmation: Since we wanted to make sure Laura found insurance, we sent a confirmation text.*

***Note:** the “confirmation text” isn’t prompted by RSVPing for an event—it’s instead linked to when Laura initially “made a plan.” Since she said she’s planning to enroll in December (see above examples), Laura would likely have received this after the December deadline.

Hey Laura! Were you able to find insurance and have you received your insurance card? Text A) for yes; B) for not yet.

A thanks

Great – we’re glad to hear it! Thanks for enrolling through MNsure.

Laura will now be taken out of the mobile campaign and won’t receive any more text messages from MNsure.