

**Minnesota Health Insurance Exchange
Outreach, Communications and Marketing**

Guiding Principles

Bring Everyone Along: although not everyone in the State is immediately affected by the launch of the exchange, every opinion matters. The campaign's core efforts will focus on enrollment of the key target audiences while opinion leaders, elected officials, media and the general public must also be educated and support cultivated

Pinpoint the Minnesota Audience and Find the Pulse: only by delving deep to discern the personality – values, attitudes, interests – of the target audience, will it be possible to create effective messaging that engages and motivates. Clearly define audience segments; identify both the barriers to reaching them and the barriers that preclude their participation; and craft messaging that offers solutions in synch with the audience personality.

Segment Audiences and Customize Communications: develop marketing and communications tactics based on research and evidence of how different populations can best be reached and encouraged to enroll and retain coverage; ensure materials are cultural and linguistically appropriate

Leverage the Power of Partnerships: maximize education and enrollment by leveraging existing resources, networks and channels; identify opportunities for collaboration and partnerships with common visions and missions

Evaluate and Adjust Campaign Strategies: monitor and modify based on feedback from stakeholders, partners, on-going research, program metrics and national indicators

Collaborate to Ensure Delivery of Consumer Experience: interface with other Exchange Technical Work Groups to develop and provide a seamless consumer experience.

Include Targeted Outreach to Hard-to-Insure Populations: a central goal of health reform and the Exchange is to maximize access to health care and reducing the uninsured rate in Minnesota. The Outreach approach should include strategies to reach the “newly covered” and “covered-but-not-enrolled” populations, engage organizations with culturally-specific expertise, and build partnerships with community organizations that have strong existing relationships with target groups.