

**Outreach, Communications and Marketing Work Group  
Meeting Summary**

---

*Wednesday, March 7, 2012*

**Agenda Item #1 – Overview of the Minnesota Health Insurance Exchange**

(presentation posted online at <http://mn.gov/commerce/insurance/topics/medical/exchange/Technical-Work-Groups/outreach-work-group.jsp>)

- What is an Exchange?
- Why an Exchange?
- How will it work?
- Projected Audience
- Timeline
- Planning
  - Key Issues
  - Advisory Task Force
  - Technical Work Groups
- What's been done to date
  - Grant funding
  - Technical infrastructure
  - ATF recommendations
  - Health Disparities

**Agenda Item #2 – Overview of the Outreach, Communications and Marketing Work Group**

Role

The purpose of the Work Group is to provide technical assistance and information on the options related to outreach, marketing, and communication for a Minnesota Health Insurance a Minnesota Health Insurance Exchange. The Advisory Task Force will use this information to inform their recommendations to the Commissioner of Commerce.

Scope

The Work Group has been tasked with providing the Advisory Task Force with information about the following issues:

- What are the audiences for the Exchange?
- What are the barriers to reaching the target audience? How can we overcome them?
- What are the best channels/methods to reach the audience segments?
- What groups or partners should we seek out to help spread the word on the Exchange?
- What messages and visuals will have the most impact on the audience to entice them to purchase health insurance from the Exchange?
- How do we best present information to drive traffic to the Exchange?
- How do we measure the effectiveness of our outreach efforts?

In addition to these issues, the Task Force may refer additional issues to this Work Group for additional assistance and input.

### **Agenda Item #3 – Discussion of the target audience for the Exchange**

The work group discussed further defining the audience segments outlined in the 2012 Marketing Plan.

#### Additional audience segments suggested:

##### Individuals

Undocumented workers (not eligible for Exchange)  
Rural/greater MN  
Straight to work (18-24)  
Large company employees who work part-time  
Military families

##### Business

Non-Profits  
Rural/greater MN  
Industry associations

There was also discussion on what are avenues can be used to reach audience segments. Suggestions made:

- Counties
- Libraries
- Head start
- Early education programs/groups
- Child care facilities/programs
- U of M Extension
- Minnesota Council of Non-Profits
- Neighborhood/rural newspapers
- Public utility bills
- Food shelves/shelters

#### Comments and additional suggestions

- When addressing underserved populations, be sure to consider language and cultural differences.
- The group may want to hone in on audience segments where we feel we can have the most impact given that we do have limited resources to achieve our goal, namely time, budget and staffing.

### **Next Steps**

#### Future Meetings

All are scheduled at 10:00-11:30 am and will take place at the Department of Commerce, Golden Rule Building

Tuesday, April 10

Tuesday, June 5

Tuesday, May 1

Tuesday, July 10

#### Meeting Topics

##### April 2012

- Continue discussion to further define audience segments
- Discuss and refine market research questions
- Review input from Task Force, identify what changes need to be implemented to work plan and schedule accordingly

##### May 2012

- Discussion of outreach efforts – help define partner groups, channels, events, etc.
- Brainstorm on partnership opportunities for the Exchange

##### June 2012

- Presentation of market research results to the Advisory Task Force
- Discuss ways to incorporate market research and prior work group efforts into public relations strategy