

Outreach, Communications and Marketing Work Group
Meeting Summary

Tuesday, October 16, 2012

In Attendance: Sue Abderholden, Carley Barber, Angela Dahl, Pam Daniels, Kathleen Davis, Mitchell Davis, Jr., Annie Halland, Shawn Leighton, Matt Malloy, Mary Sienko, Stephanie Frost for Donna Zimmerman

Agenda Item – HIX Update

The group was updated on the recent awarding of a \$42.5 million federal grant and the LAC process that will allow the exchange to access the funds. Information was shared on the recent move of the exchange from Commerce to MMB. The move does not affect the staffing structure of the exchange but more so the reporting structure. MMB Commissioner Jim Schowalter now chairs the Health Insurance Exchange Advisory Task Force. An update on the Blueprint Certification Application process was also given to explain the timeline and application format for the November 16 submission deadline.

Agenda Item – Review of Public Education/Outreach Websites

Sites from Maryland, Oregon, Utah and Colorado were reviewed. Some of the features that folks liked:

- Maryland’s “if you need help today”
- Colorado’s tax credit calculator
- Oregon’s use of Google translator
- Oregon’s Glossary of Terms

It was noted that Oregon’s site had an individual consumer focus and it was difficult to read the white text on a light blue background.

Agenda Item – Discussion of Content for Minnesota Public Education Website

The group reviewed a draft overview of suggested content architecture. As the Minnesota site is constructed, considerations that should be followed include:

- Focus on the “need to have,” not the nice to have. Less clutter will make it easier to use.
- Keep it consumer focused.
- Make sure it is accessible to all consumers, both in language and for people with disabilities, plus any tribal sensitivities not considered in the past.
- Orient the site towards two purposes: educating people and offering a place to get health insurance.
- Include benefits of the exchange on the site because we all inherently resist change.
- Even if Minnesotans don’t purchase their insurance through the exchange, there is helpful information on the site (quality ratings).

Features to incorporate:

- Calculator
- Glossary
- Ask if they need help now
- Engage viewers through asking questions, telling their story, etc.
- “Open for business in October 2013”
- Interactive public comments and testimonials (viewable as they are posted)
- Allow health insurance companies to get information on how well they are doing
- Basic overview of what ACA brings to the table for the state and how we will benefit from implementing.

Agenda Item – Outreach Channels, Events and Timeline

A summary of outreach channels from the audience segment team discussions was distributed. The group reviewed it to be sure no channels were missing – a number of gaps were identified and filled. All agreed that organizations that are more likely to perform navigator functions should be involved earlier. The information from this document will be incorporated into the Outreach Work Group report to the Advisory Task Force on December 6.

Agenda Item – Work Plan Review

All of the work the group has performed over the past 6 months will be collected in a comprehensive report and presented to the Advisory Task Force at their meeting on December 6. A draft of the report will be circulated to work group members in advance for their review and comment.

Future Meetings

All will take place at the Department of Commerce, Golden Rule Building.

- November – TBD
- December 11

Meeting Topics

November

- Review and discuss communications and social media strategic plan
- Branding exercise
- Update on Blueprint Certification Application

December

- Discuss Exchange messaging in light of market research and public relations work
- Discuss performance measures and evaluation
- Work plan check-in