
Appendix

Draft Key Messages

The following are key messages for target audiences. They will need to be revised after a brand is established.

Individuals

- The Exchange is a simple and easy online marketplace for buying affordable health insurance in Minnesota.
- The Minnesota Exchange is designed to help consumers find the insurance that is the right fit for them.
- The Minnesota Exchange staff is available to answer questions and guide you through the process.
- The average family can save over \$500 per year by purchasing health insurance through the Exchange.

Small Businesses

- The Exchange is here for all types of businesses and will address your needs individually.
- Your health insurance broker is still an invaluable partner when making decisions about health care for your employees.
- Small businesses can save up to 7.5 percent off premium costs by purchasing health insurance for their employees through the Exchange.
- Small businesses with 50 or fewer employees are eligible for tax credits, to make offering health insurance more affordable.
- Providing health insurance for your employees ensures they are happier, healthier and loyal. This is good for your employees – and your business.
- This is the Minnesota Exchange. Minnesota is taking control of the decisions and the decisions being made are in the best interest of all Minnesotans, including businesses.

Stakeholders

- This is a Minnesota solution. A federal, cookie cutter approach will not work here. We are committed to creating a marketplace that meets our state's needs.
- This is the Minnesota Exchange. Minnesota is taking control of the decisions. The decisions being made are in the best interest of all Minnesotans – consumers and businesses.
- Minnesota is a leader in health care – and we have set forth a plan to be ready to meet our state's needs on time – on October 1, 2013.

Medicaid Enrollees

- The Exchange is a simple and easy online marketplace to help those who are eligible for Medicaid to get the health insurance coverage they need in Minnesota.
- The Exchange provides easy access to guidelines to help you determine if you are eligible for Medicaid.
- Once you determine you are eligible for Medicaid, the Exchange is set up so that you can enroll in the program with ease.
- The Minnesota Exchange staff is available to answer questions and guide you through the process.

Uninsured (See individual messages as well)

- The Exchange is a simple and easy online marketplace for buying affordable health insurance in Minnesota.
- Enrolling in the Exchange will help prevent medical bills from piling up after an unexpected injury or illness.
- Getting health care coverage will be better for your health, your family, your finances, and your future.

Part-time Workers

- The Exchange is a simple and easy online marketplace for buying affordable health insurance in Minnesota.
- The Minnesota Exchange is designed to help all types of Minnesotans, including self-employed and part-time workers, find the insurance that is the right fit for them.
- Just because you aren't working 40 hours a week with an employer doesn't mean you shouldn't have health insurance. You can get coverage and have the peace of mind that comes with knowing your medical bills won't spiral out of control if you have an accident or get injured.
- The Minnesota Exchange staff is available to answer questions and guide you through the process.

Self-employed Worker

- The Exchange is a simple and easy online marketplace for buying affordable health insurance in Minnesota.
- The Minnesota Exchange is designed to help all types of Minnesotans, including self-employed and part-time workers, find the insurance that is the right fit for them.
- You could be eligible for tax credits to help make health care coverage more affordable.
- You deserve the peace of mind that comes with knowing your medical bills won't spiral out of control if you have an accident or get injured.

Young Adults—the “Invincibles”

- You can't stay on your parents insurance forever. Take control of your future. The Exchange is a simple and easy online marketplace for buying affordable health insurance in Minnesota.
- Accidents and injuries happen. When they do, medical costs add up. The Exchange will help you be prepared.
- We're here to help. If you've never signed up for insurance before, the Exchange has a simple format that's easy to navigate. The Minnesota Exchange staff is available to answer questions and guide you through the process.

Underserved Populations

- No two Minnesotans are the same. The Exchange is a simple and easy online marketplace for buying affordable health insurance in Minnesota, and there is a plan that's right for you.
- We're here to help. If you've never signed up for insurance before, the Exchange is easy to navigate. The Exchange staff is available to answer questions and guide you through the process.
- Getting health care coverage will help prevent medical bills from piling up after an unexpected injury or illness and make it possible for you to care for your family.
- Getting covered is better for your health, your family, your finances, and your future.