



Connecticut's Health Insurance Marketplace

Access Health CT

Marketing and Community Outreach Plan

Introduction

03.06.13

Overview

The primary mission of marketing and outreach is to build awareness of Access Health CT, engage and educate our target audiences, and drive individuals and their families toward enrollment whether

- on their own via the web site
- with the help of Assistors or brokers
- through the call center
- if offered, through their employer

To do so, the plan presents an integrated approach of media and tactics across multiple constituents. It is designed to produce multiple touches that build on themselves to generate qualified leads that produce enrollments at a targeted cost.

Access Health CT Brand Identity

The Access Health CT brand reflects the following characteristics:

- Appealing and interesting
- Representing something new and fresh
- Welcoming
- Demonstrating choice and quality
- Friendly

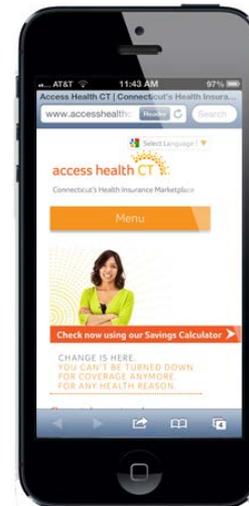
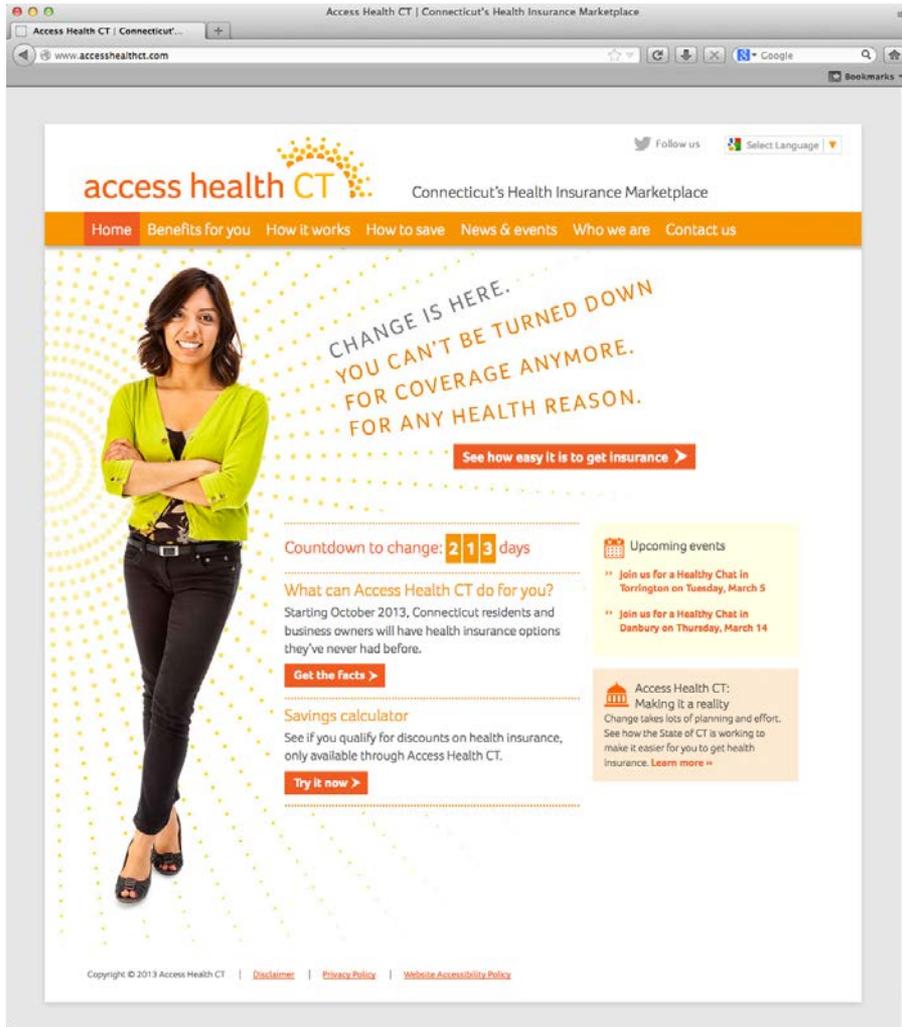


Connecticut's Health Insurance Marketplace

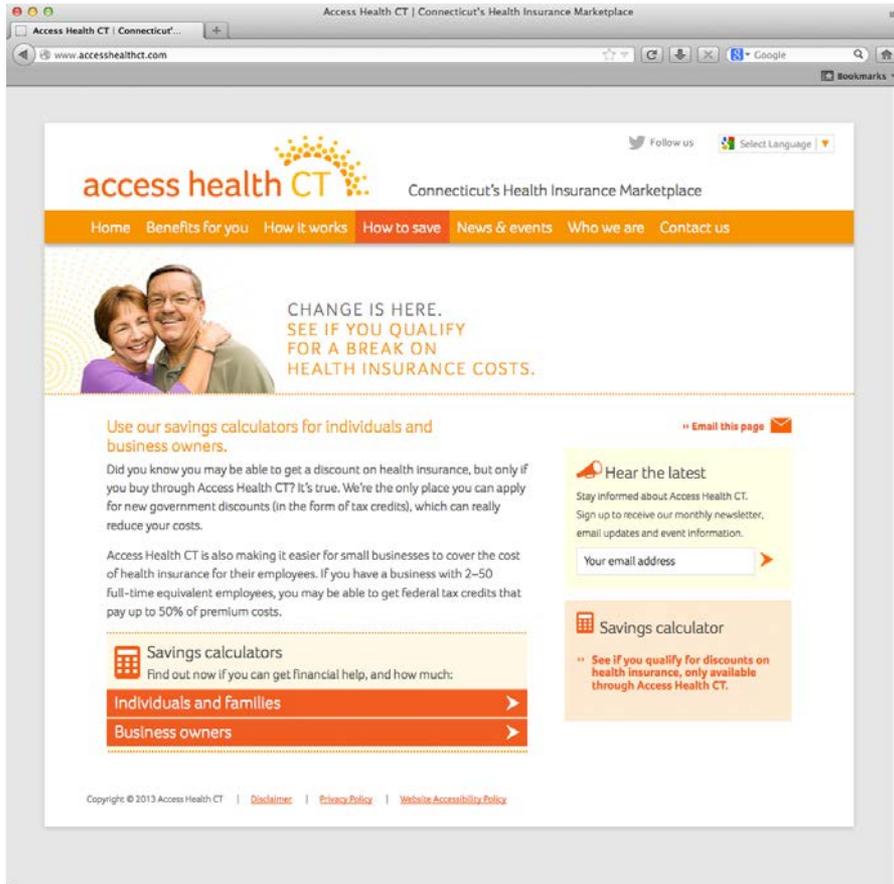
Access Health CT Audiences



Consumer-friendly Site and Mobile



Savings Calculator - Site and Mobile



Savings calculators

Find out now if you can get financial help, and how much:

Individuals and families

Depending on your income, you may be able to get free health insurance (Medicaid) or a discount on a health plan. For example, if you're single and making up to \$44,680, or in a family of four making up to \$92,200, you may qualify for some discounts.

Find out what you could save in 3 easy steps

1. Estimate your family's income for 2014 (before taxes)
2. Tell us your age as of January 2014 (ages 19-64)
3. Enter the number of family members who need insurance (1-8)

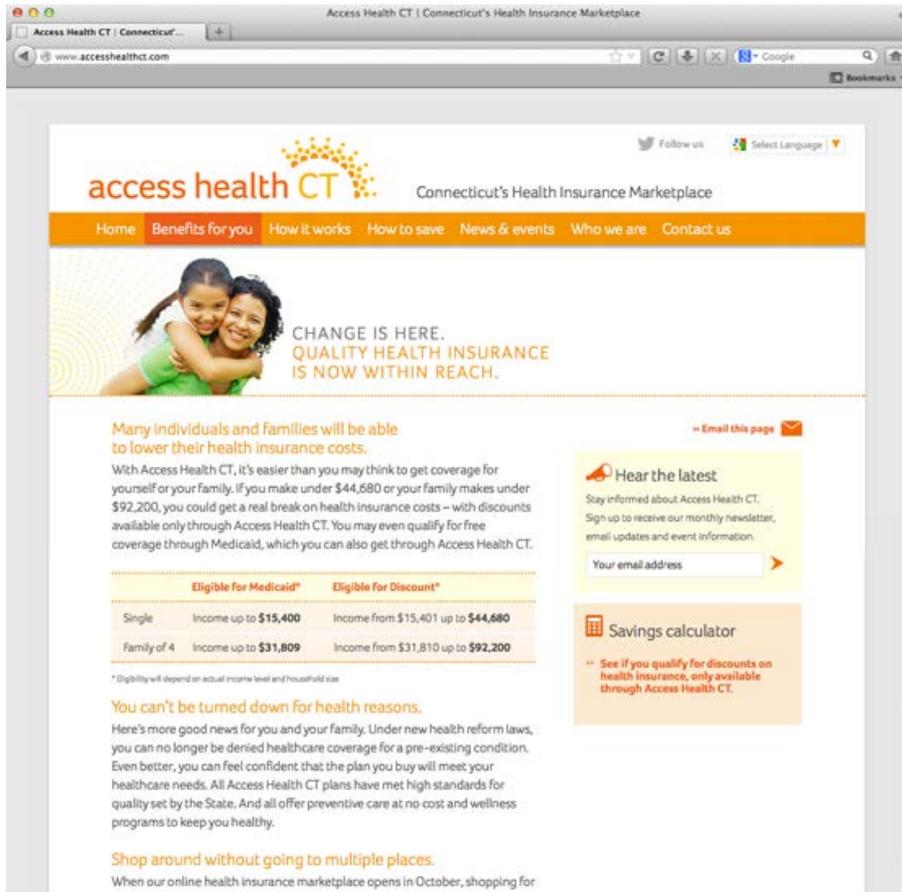
Calculate

Note that results are only an estimate.

Business owners



Benefits for You: Eligibility Site



Access Health CT | Connecticut's Health Insurance Marketplace

access health CT Connecticut's Health Insurance Marketplace

Home Benefits for you How it works How to save News & events Who we are Contact us

CHANGE IS HERE. QUALITY HEALTH INSURANCE IS NOW WITHIN REACH.

Many individuals and families will be able to lower their health insurance costs.

With Access Health CT, it's easier than you may think to get coverage for yourself or your family. If you make under \$44,680 or your family makes under \$92,200, you could get a real break on health insurance costs – with discounts available only through Access Health CT. You may even qualify for free coverage through Medicaid, which you can also get through Access Health CT.

	Eligible for Medicaid*	Eligible for Discount*
Single	Income up to \$15,400	Income from \$15,401 up to \$44,680
Family of 4	Income up to \$31,809	Income from \$31,810 up to \$92,200

* Eligibility will depend on actual income level and household size

You can't be turned down for health reasons.

Here's more good news for you and your family. Under new health reform laws, you can no longer be denied healthcare coverage for a pre-existing condition. Even better, you can feel confident that the plan you buy will meet your healthcare needs. All Access Health CT plans have met high standards for quality set by the State. And all offer preventive care at no cost and wellness programs to keep you healthy.

Shop around without going to multiple places.

When our online health insurance marketplace opens in October, shopping for

» Email this page

Hear the latest

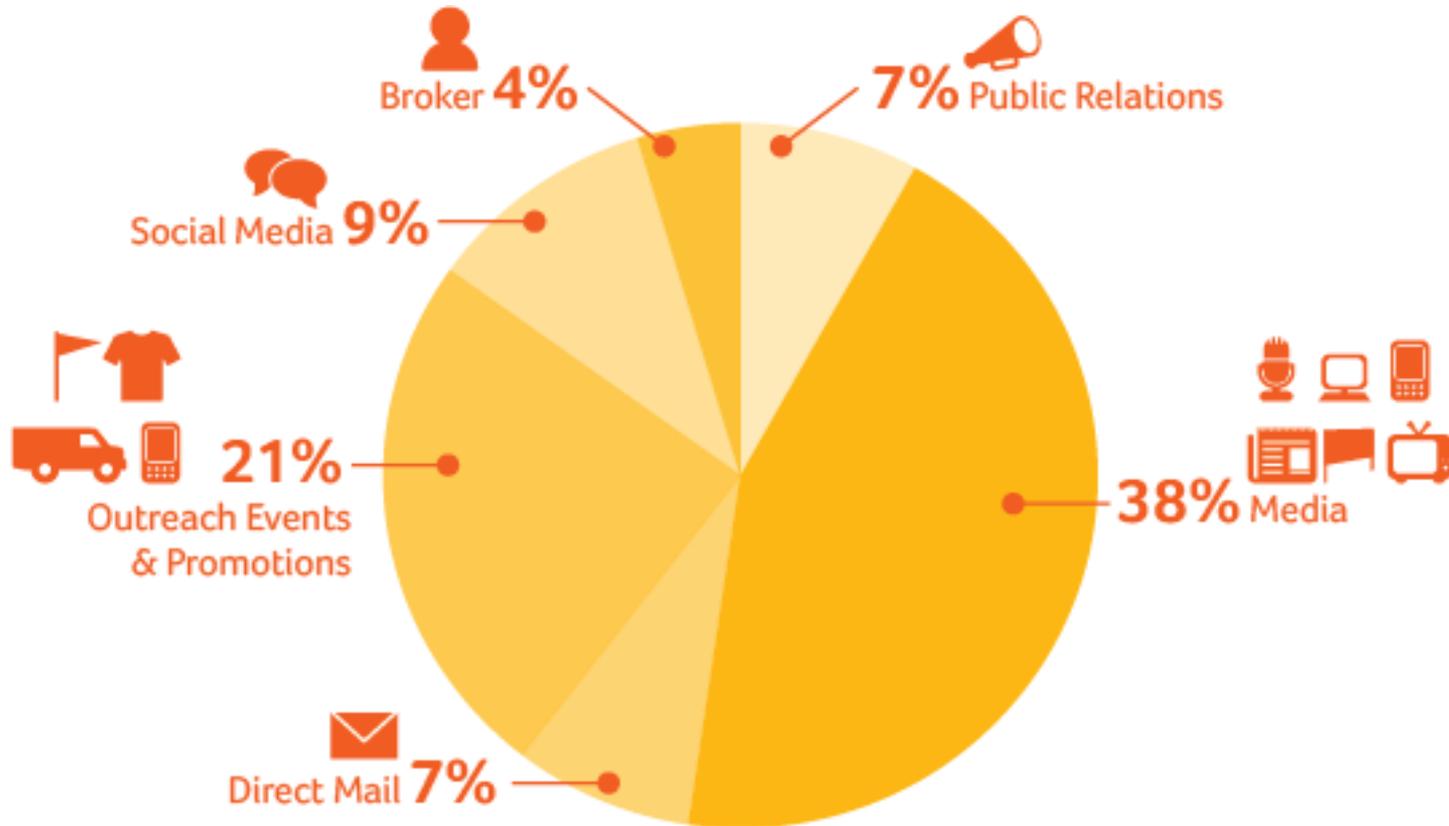
Stay informed about Access Health CT. Sign up to receive our monthly newsletter, email updates and event information.

Your email address

Savings calculator

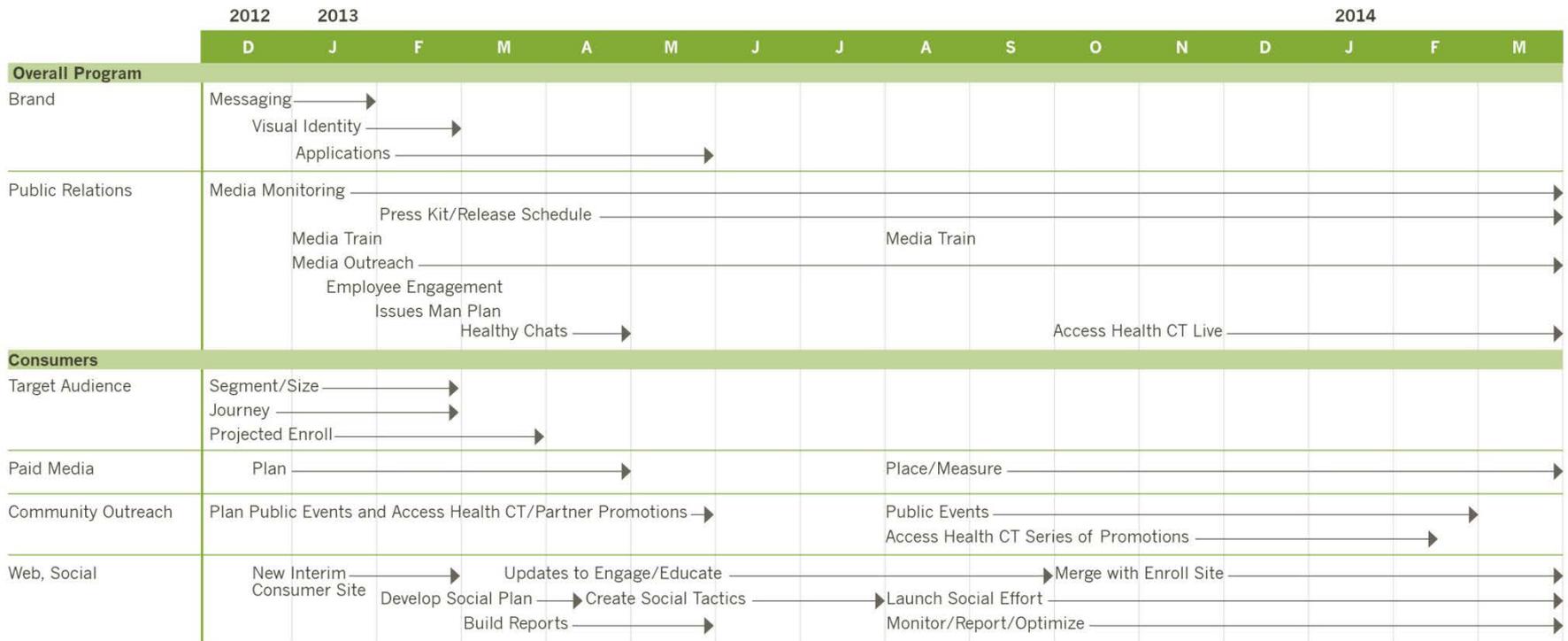
» See if you qualify for discounts on health insurance, only available through Access Health CT.

Educate, Engage, Enroll Tactical Components



Timeline

The following presents a timeline of all elements of the plan addressing all constituents



Timeline



Change is here

access health CT 