Connecticut Health Insurance Exchange

Consumer Outreach and Education Program Update

April 19, 2012

MINTZ & HOKE

AGENDA

- Bridging Communications Program
- Timeline for Implementation
- Consumer Outreach Progress Report

BRIDGING COMMUNICATIONS PROGRAM

CAMPAIGN OBJECTIVES

- Communicate to stakeholders that real progress is being made on the developing Connecticut Health Insurance Exchange.
- Share broad-based information on the fundamental goals and eventual structure of the Exchange.
- Provide stakeholders an easy gateway to submit input.

TARGET AUDIENCES

- Board members.
- Members of Advisory Committees.
- Consumer and small employer advocates.
- Community leaders.

TARGET AUDIENCES

- Healthcare providers.
- Insurers, agents and brokers.
- Media.
- Any interested party who connects with the program.

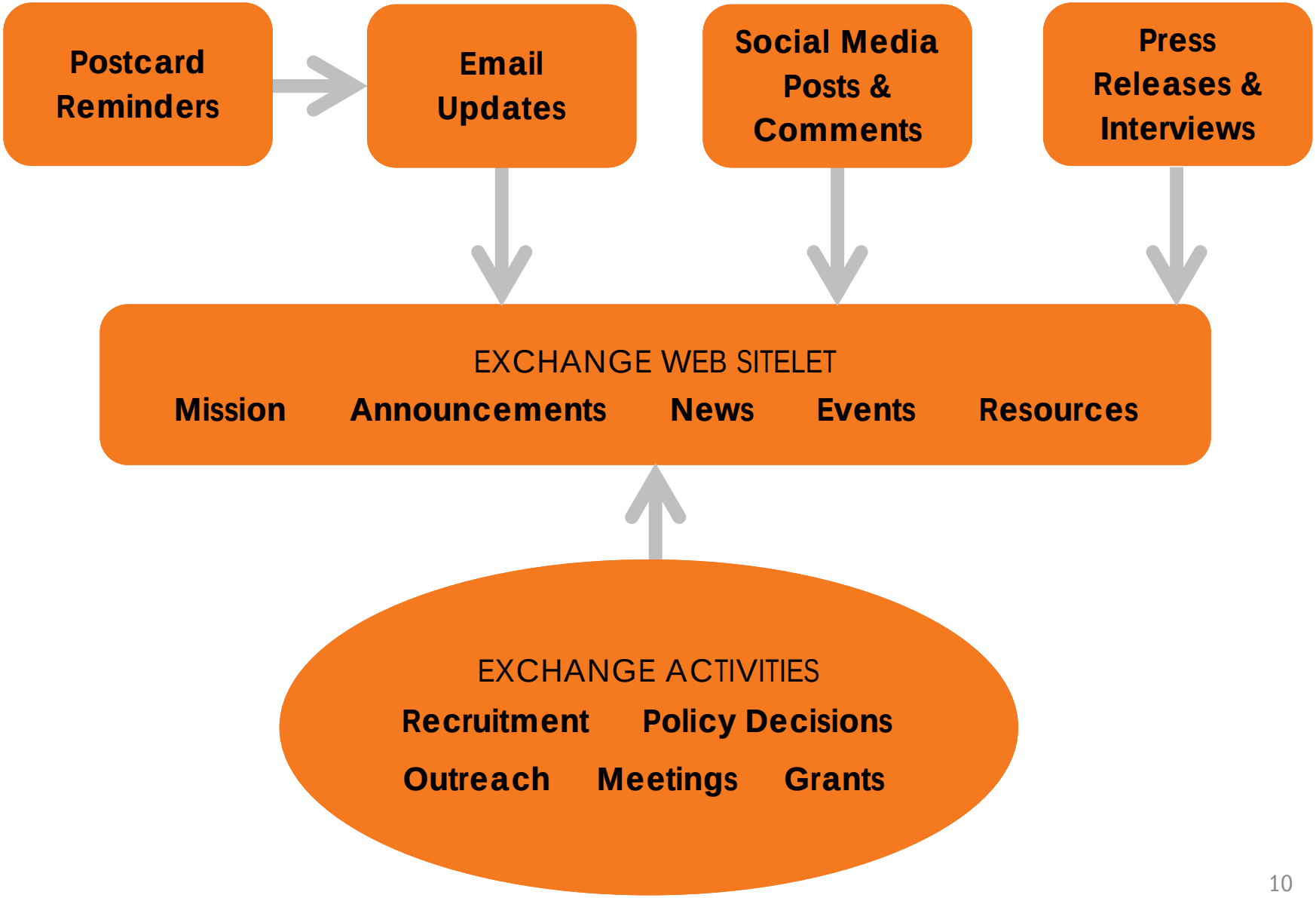
MESSAGING STRATEGY

- Partner with Director of Consumer Marketing.
- Review accomplishments and milestones reached.
- Preview what's to come.
- Explain sequence of events and how they are related.

MESSAGING STRATEGY

- Call out best practices from other state Exchanges.
- Become a resource for educational information.
- Message style:
  - Clear, simple, welcoming and inclusive.
  - Informative, rather than promotional.

An Integrated Communications Program


Postcard Reminders
Email Updates
Social Media Posts & Comments
Press Releases & Interviews
EXCHANGE WEB SITELET
Mission
Announcements
News
Events
Resources
EXCHANGE ACTIVITIES
Recruitment
Policy Decisions
Outreach
Meetings
Grants

EMAIL UPDATES

Send out brief emails highlighting latest activity, key events and commentary linking to a web sitelet for additional information.

- **Frequency:** Biweekly.
- **Format:** Simple, straightforward and educational.
- **Sample Content:**
  - Current Exchange events.
  - In the news.
  - Did you know?

LAUNCH WEB SITELET

Serves as a resource for people to access information specific to the progress of the program.

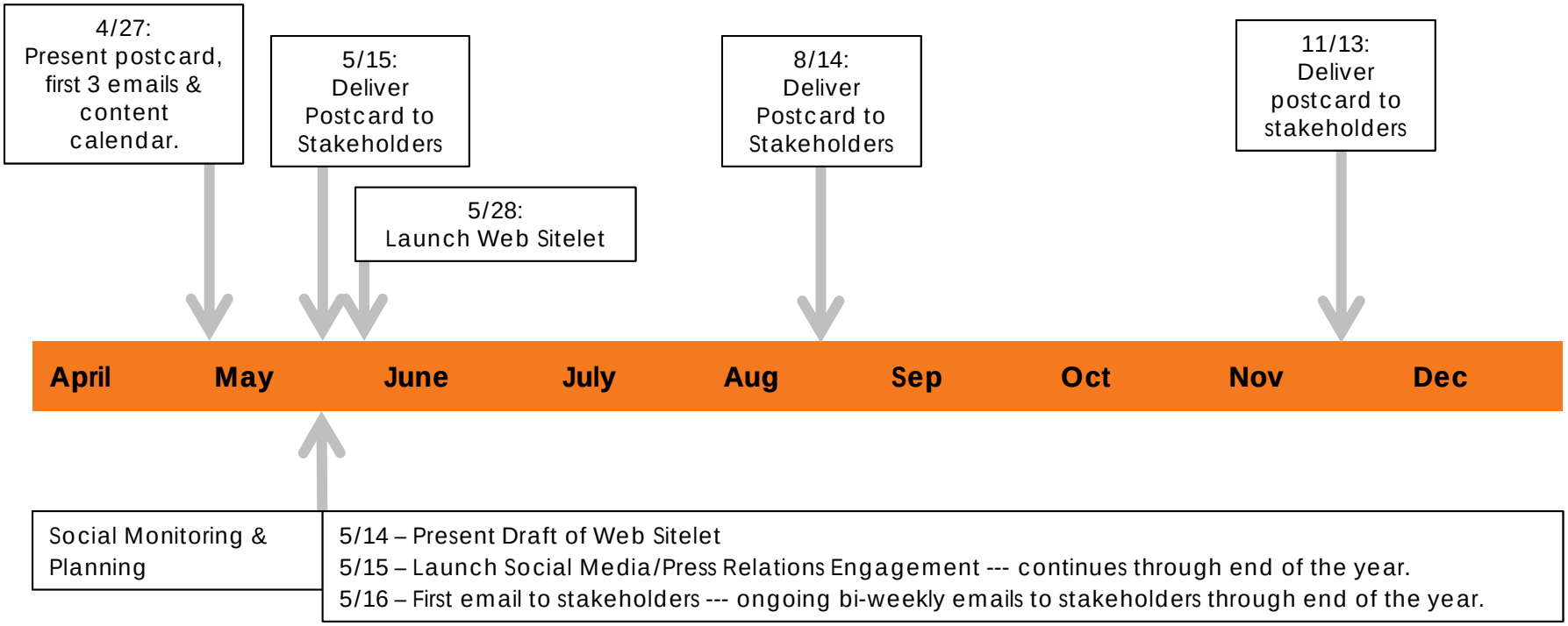
- Provides updates, information and links to other important websites.
- Encourages collection of contact information from visitors.
- **Key Content:**
  - Mission Statement.
  - News.
  - Progress Report.
  - Resource Library.

SOCIAL MEDIA/PRESS RELATIONS

Multi-step approach that builds press relationships and establishes a social media (e.g. Facebook, Twitter) presence for the Exchange.

- **Step One:**
  - Monitor the current buzz and chatter.
  - Identify active reporters/bloggers/posters.
- **Step Two:**
  - Launch engagement with the press and on social media platforms.

TIMELINE FOR IMPLEMENTATION



CONSUMER OUTREACH PROGRESS REPORT

PROGRESS REPORT

- Reported key findings from initial stakeholder discussions and available research.
- Revised discussion guides for stakeholder webinar forums to be scheduled for early May.
- Engaged with research consultant and established protocols for primary consumer research.
- Engaged with multicultural research/communications partner to facilitate engagement with diverse cultural groups.

PROGRESS REPORT

- Engaged with Consumer Experience and Outreach Advisory Committee, in-depth work session being scheduled.
- Partnering with Federally Qualified Health Centers for direct consumer engagement.
- Developing network of community leaders.
- Developing test materials to be shared with consumers and small employers in primary research process.

MILESTONES BY END OF MAY

- Bridging communications program fully launched and underway.
- Audience mapping complete.
- Stakeholder webinar forums complete.
- Primary consumer research fully engaged.
- Consumer Experience and Outreach Advisory Committee in-depth work sessions underway.