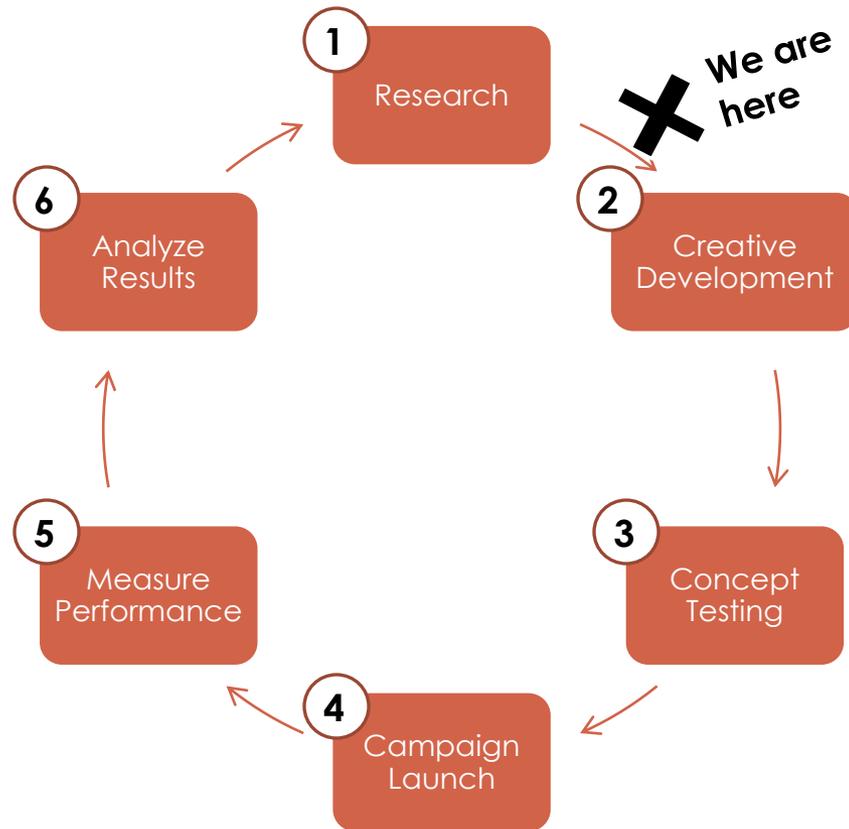


Marketing & Communications | Introduction

- An incredible amount of work has been done to date
- Successful marketing and communication efforts are built on understanding
- We will be focused on building on this solid foundation



Marketing & Communications | Established Process



- There are 6 major steps in the cycle of a complete marketing and communications campaign
- Each step has its own set of actions and deliverables
- The process feeds itself so efforts evolve and adapt over time

Marketing & Communications | Research



- Initial development begins with gathering qualitative input from a diverse group of constituents
- Focus groups, interviews, social listening, secondary research



Deliverables

- Comprehensive report detailing marketplace segmentation, needs of distinct sub-groups
- Insights into key attitudes, opinions and beliefs which will need to be addressed in order to achieve success
- **Major initial research will be completed in July**
- Additional outreach to fill gaps in learning will happen on an ad-hoc basis as need be

Marketing & Communications | Creative Development



- Leverage research findings to develop core elements of communication platform



Deliverables

- Value propositions for marketplace segments
- Overall branding (name, logo, etc)
- Creative concepts and delivery recommendations for communicating to identified segments

Marketing & Communications | Concept Testing



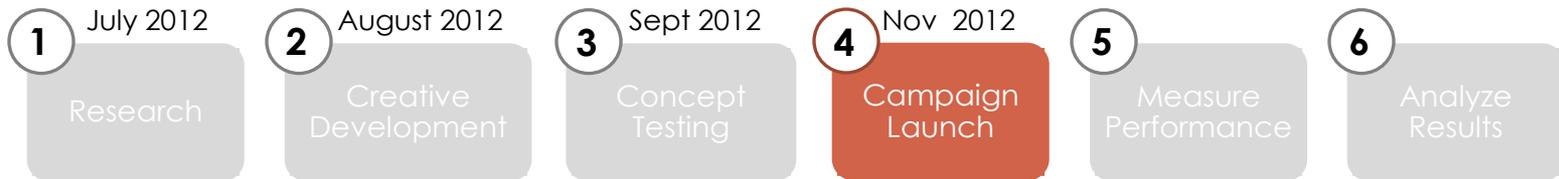
- Take creative, messaging and delivery concepts back to the market to verify direction and obtain feedback



Deliverables

- Research report detailing outcome of testing
- Recommendations for any changes or alterations

Marketing & Communications | Campaign Launch



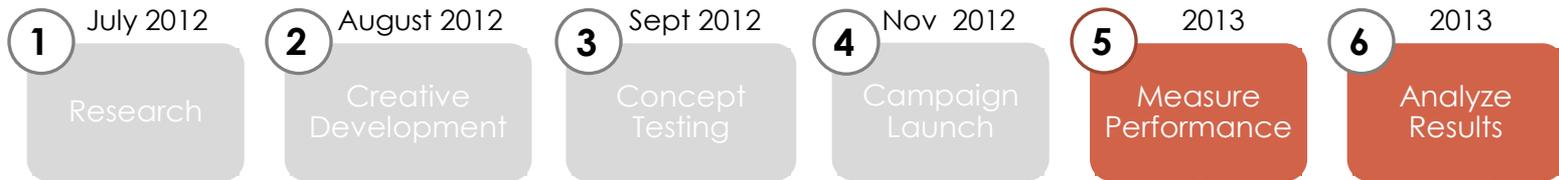
- Refine creative, develop media/communication plan, and launch effort in the marketplace
- Get the right message, to the right individual, at the right time



Deliverables

- Final creative for all segments
- Media plan detailing launch execution
 - While referred to as the “media” plan, this will include information for all execution elements, including community events, partnership activities, etc.

Marketing & Communications | Performance



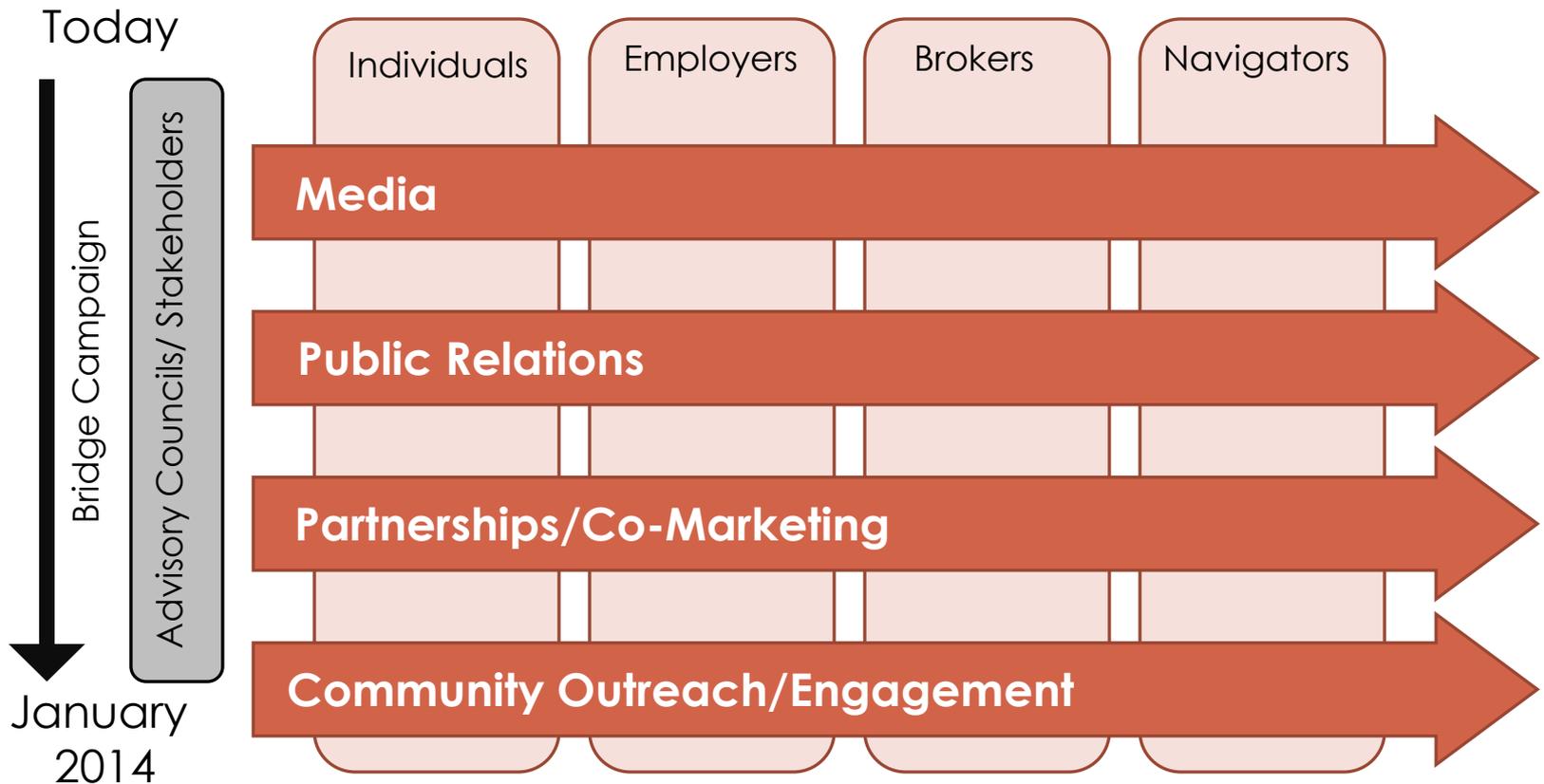
- Closely monitor campaign performance across a diverse spectrum of metrics (web clicks, calls, attendance, enrollment, PR exposure, social media mentions, etc)



Deliverables

- Comprehensive measurement plans
- Dashboards created for distinct tracking needs
 - Performance criteria will be different for different phases of the effort
 - Early education efforts will be measured differently than enrollment focused efforts

Marketing & Communications | Strategy Snapshot



Marketing & Communications | Next Steps



- Strategy overview



- Final research report out



- Creative concepts presented



- Concept testing results



- Media and communication plan

Marketing & Communications | Update

Consumer Outreach & Education Program Development Update

M I N T Z & H O K E

Marketing & Communications | Update

- Market Exploration
- Next Steps
- Bridging Communications

Marketing & Communications | Market Exploration

- Starting in January 2012, Mintz and Hoke began a comprehensive exploration of the internal and external factors impacting the Exchange
- This entailed conducting research in several diverse areas

January

Today



**Report/Policy
Review**



**Media
Monitoring**



Social Listening



**Stakeholder
Research**



**Consumer
Research**

Marketing & Communications | Stakeholder Discussions

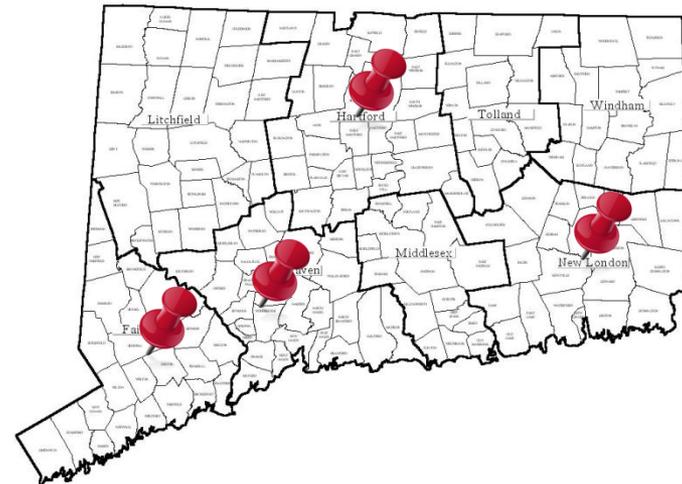
- Understand current perceptions, focus areas and desired message delivery methods.
- Series of in-person dialogue sessions, in-depth personal interviews, discussion webinars.
- Spoke with total of 114 stakeholders across the series.
- While formal stakeholder outreach is complete, we will continue to reach out to individuals as need be to gather additional perspective.

Professional Category	Total Engaged
Consumer Advocates	53
Small Employer Advocates	18
Providers	28
Agent/Brokers	9
Insurers	8
Total	114

Marketing & Communications | Consumer Research

So Far:

- Series of focus groups and interviews conducted in May and June.
- Focus on uninsured consumers, 139-400% FPL, 25-64 years old.
- Total of 115 consumers so far from Fairfield, New Haven, New London, and Hartford counties.



Marketing & Communications | Consumer Research

Date	County	City	Format	Minimum Participants	Recruitment	Notes
5/3	Hartford County	Enfield	Interviews	8	Mall Intercept	Enfield Square
Week of 5/21	Hartford County	Hartford	Interviews	2	Direct Referrals from Advocates	Bristol Hospital (Hispanic & African-American focus)
Week of 5/21	Hartford County	Hartford	Interviews	2	Direct Referrals from Advocates	Capital Community College (invincible focus)
Week of 5/21	Hartford County	Hartford	Interviews	2	Direct Referrals from Advocates	Hartford Public Library (Hispanic & African-American focus)
Week of 5/21	Hartford County	Hartford	Interviews	2	Direct Referrals from Advocates	St. Francis Care (Hispanic & African-American focus)
5/24	New London County	Norwich	Focus Group	7	FQHC Consumer Board	United Community & Family Services
5/30	New Haven County	Milford	Interviews	8	Mall Intercept	Connecticut Post Mall
6/6	New Haven County	North Haven	Focus Groups	18	Research Facility (2 week period)	2 sessions with 7-8 participants each
6/7	Fairfield County	Bridgeport	Interviews	4	Intercepts	The Salvation Army (multi-cultural focus)
6/7	Fairfield County	Stamford	Focus Groups	17	Research Facility (2 week period)	2 sessions with 7-8 participants each
6/8	New Haven County	New Haven	Interviews	4	Intercepts	Newhallville Community Resource Center (African-American focus)
6/12	New Haven County	Ansonia	Interviews	4	Intercepts	Howard Tinney Community Center (multi-cultural focus)
6/12	Hartford County	Farmington	Focus Groups	15	Research Facility (2 week period)	2 sessions with 7-8 participants each
6/13	New Haven County	New Haven	Interviews	7	Intercepts	Walk of Faith Food Bank (multi-cultural focus)
6/14	Fairfield County	Danbury	Interviews	8	Intercepts	Centro Hispano (Hispanic focus)
6/19	New Haven County	Waterbury	Interviews	7	Intercepts	NOW, Inc. (multi-cultural focus)
6/27	New Haven County	New Haven	Interviews	4	Public Gathering Intercepts	Cornell Scott Hill Health Center Health Fest 2012 Event

Marketing & Communications | Consumer Research

Upcoming:

- Consumer research to be complete on July 11, having spoken to over 120 consumers.
- Focusing on remaining counties, consumers living with illness and consumers representing diverse cultural groups.
- Represent consumers living below 139% FPL and above 400% FPL.
- Perform round of research with small employers. Different mindsets, different insights.

Marketing & Communications | Preliminary Direction

- A full report will be issued once primary research is complete
 - However, consistent themes, attitudes and perceptions are starting to emerge
-

- Important groups with distinct communications challenges:
 - People with dependents who are acutely aware their family needs insurance.
But, they don't believe it's affordable.
 - Single men who don't believe they need it, and don't want insurance.

Marketing & Communications | Preliminary Direction

- Significant commonality in audience response to value propositions, but nuances exist across cultural groups.
- Establishing the appropriate written and visual approach will be vital to outreach credibility.
- We've identified many descriptors that could alienate, repel or create resentment:
 - Legal obligation
 - Financial assistance
 - Making it easy
 - Industry terminology



Marketing & Communications | Preliminary Direction

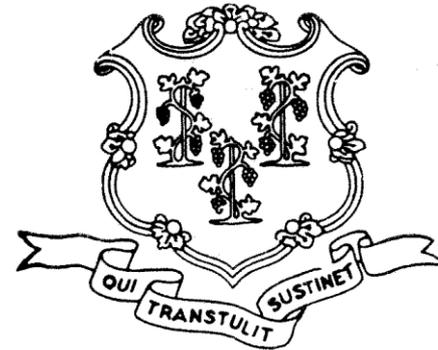
- Media noise has created many misconceptions. There is a need to distance the program from “too good to be true” rhetoric.
- Everything starts with **affordability**. It suggests opportunity, access and choice.
But, it must be quickly made tangible and meaningful to all audiences.
- Everybody responds positively to the idea that significant changes mean that something new is available. Initial cautious enthusiasm quickly gives way to skepticism.

Marketing & Communications | Preliminary Direction

- People want the State of Connecticut involved.

But, the role is to oversee and provide funding, not manage the program.

- Current naming convention creates confusion and skepticism.
- People want the coverage private plans provide. We must avoid perception that private plans are compromised if provided through the State.



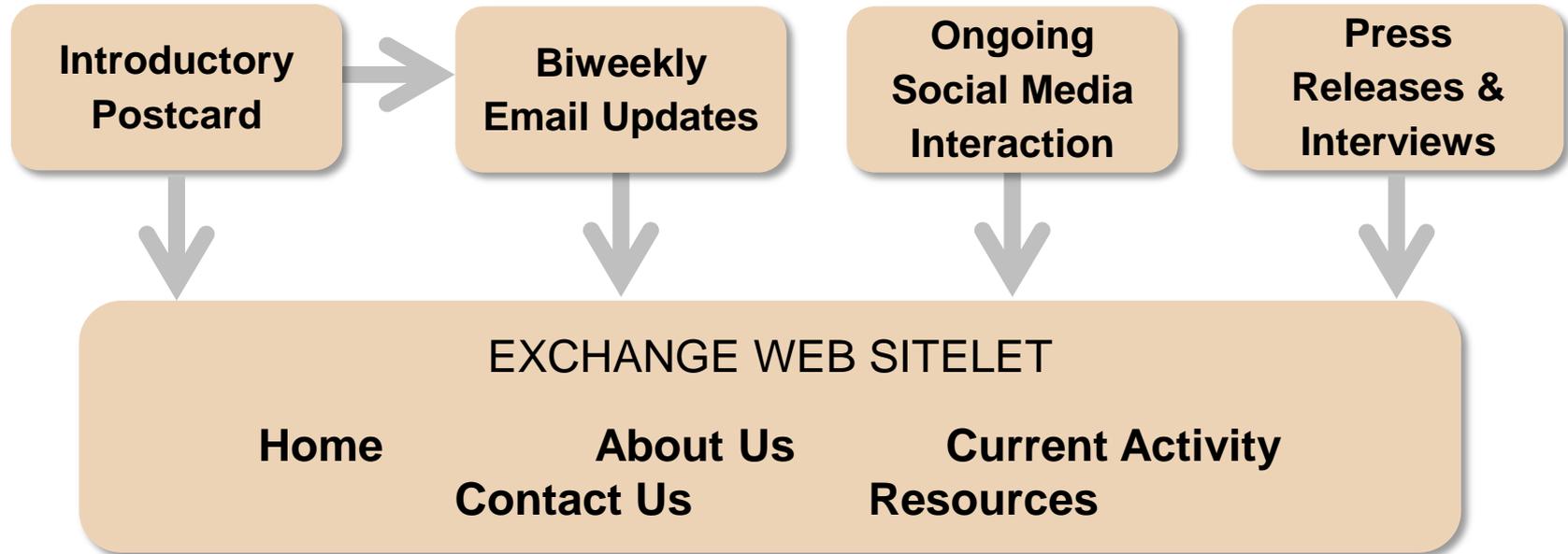
Marketing & Communications | Preliminary Direction

- Findings so far suggest an important message hierarchy.
- Outreach will need to quickly educate and drive to a fulfillment resource to find out more.
- The role of informed, well equipped community leaders will be vital to credibility and enrollment.

Marketing & Communications | Next Steps

1. Target audience identification and mapping.
2. Recommended value proposition based on research.
3. Name, logo, and descriptor concept recommendations.
4. Creative concepts for outreach materials.
5. Outreach communications and media plan.

Marketing & Communications | Bridge Communications



THE CT HEALTH INSURANCE EXCHANGE

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See upcoming meetings, consumer outreach activities, key milestones and more

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Stay informed about Connecticut's health reform implementation. View latest news and updates. Sign up to receive updates by email

What is the CT Health Insurance Exchange?

The Connecticut Health Insurance Exchange is an innovative and highly competitive marketplace that supports health reform efforts at the state and national level. Its purpose is to increase the number of insured CT residents, improve health care quality, lower costs and reduce health disparities while providing an exceptional consumer experience.

Increase Access >

Improve Affordability >

Simplify Shopping >

Support Small Business >



CT Health Insurance Exchange eUpdates are coming your way.

As work on the CT Health Insurance Exchange progresses, we're reaching out to interested parties and stakeholders in a variety of ways. Starting with an eNewsletter designed to:

- Keep you updated on all that's going on – including committee activity and organizational development
- Let you quickly see past and upcoming events
- Be easily shared or forwarded to colleagues, constituents and friends

It's the first phase of a dynamic outreach program with more to come. For an in-depth look at everything relating to the CT Health Insurance Exchange, visit ct.gov/hix.

MAKE ROOM
IN YOUR INBOX.



Reply



Reply All



Forward



Print



Delete

THE CT HEALTH INSURANCE EXCHANGE ACTIVITY UPDATE

JUNE 15, 2012

Hello. Thank you for reviewing our first CT Health Insurance Exchange Activity Update summarizing recent progress and activities as well as upcoming meetings. This bi-weekly email will also be posted to our website. For more information on the Connecticut Health Insurance Exchange, [please visit our website](#).



STATE OF CONNECTICUT

News & Updates

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