Marketing & Communications | Update

Consumer Outreach & Education Program Development Update

MINTZ & HOKE

Marketing & Communications | Update

- Market Exploration
- Strategic Development
- Bridging Communications

Marketing & Communications | Market Exploration

- Mintz & Hoke is bringing closure to a comprehensive exploration of internal and external factors impacting the Exchange.
- This entailed conducting research in several diverse areas.

January → July

Report/Policy Review

Media Monitoring

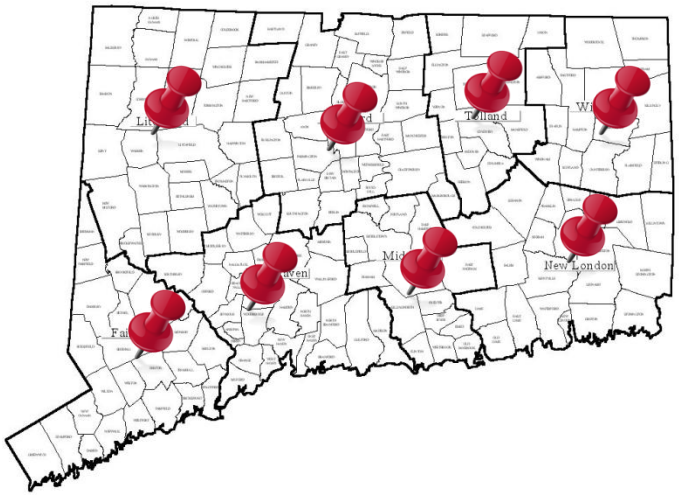
Social Listening

Stakeholder Research

Consumer Research

Marketing & Communications | Consumer Research

- Series of focus groups and interviews conducted in May, June and July.
- Engaged with diverse set of consumers of different insured status, demographics and cultural backgrounds, a total of 149 individuals to date.
- Consumer research to be completed July 31, having spoken to 160 consumers and 24 small employers.



Marketing & Communications | Consumer Research

County	% of CT's Uninsured	Total
Fairfield	35	46
Hartford	17	50
Litchfield	2	2
Middlesex	2	3
New Haven	28	31
New London	10	7
Tolland	4	1
Windham	4	9
Total	100	149

FPL Level	% Eligible for Credit	Total
Less than 139%	0	9
139 - 250%	44	97
250 - 400%	56	40
More than 400%	0	3
Total	100	149

Insured Status	Total
Uninsured	134
Medicaid	7
Employer Plan	8
Total	149

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Gender	% of Uninsured	Total
Female	43	72
Male	57	77
Total	100	149

Age Group	% of Uninsured	Total
25-34	34	62
35-44	27	35
45-54	25	30
55-64	15	21
Total	100	149

Ethnicity	% of Uninsured	Total
African-American	12	35
Caucasian	55	64
Hispanic	25	45
Other	8	3
Total	100	149

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Focus Groups

Date	County	Focus	Total
5/24	New London	FQHC Consumer Board	7
6/6	New Haven	2 sessions: Individuals & Families	18
6/7	Fairfield	2 sessions: Male & Female	17
6/12	Hartford	2 sessions: 25-44 & 45-64	15
7/6	Hartford	All female	7
7/9	Hartford	Single men	5
7/9	Hartford	Mixed group	8
7/10	New Haven	Hispanic dominant	7
7/12	Fairfield	Single men	6
		Total	90

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Interviews

Date	City	Location/Referral Organization	Total
4/30	Enfield	Enfield Square	8
5/21	Bristol	Bristol Hospital	1
5/21-5/25	Hartford	Capital Community College; Hartford Public Library; St. Francis Care; Burr Elementary School; Corner Store	7
5/30	Milford	Connecticut Post Mall	8
6/7	Bridgeport	The Salvation Army	4
6/7	Bridgeport	Optimus Health Care	8
6/8	New Haven	Newhallville Community Resource Center	6
6/12	Danbury	Danbury Public Library	4
6/19	Willimantic	Western Connecticut State University	3
7/9	Hartford/N. Haven	Advocacy for Patients with Chronic Illness	4
7/10	Willimantic	Generations Family Health Center	6
		Total	59

Marketing & Communications | Consumer Research

- 3 Small Employer Focus Groups: July 24 – 25
  - Less than 50 employees.
  - Average wages less than $25,000, or $25,000-50,000.
  - Range of employers who do/don't offer insurance now.

Marketing & Communications | Consumer Research

- While formal qualitative consumer research is complete, we will continue to engage as needed for additional perspective.
  - Asian-American cultural background, working with APAAC.
  - Consumers living with mental illness, facilitated by NAMI-CT.
  - Litchfield County consumers, arranging with the Community Health & Wellness Center in Torrington.
  - Middlesex county consumers, being arranged by a member of Consumer Experience & Outreach Advisory Committee.

Marketing & Communications | Consumer Research

- A full report of consumer research is being analyzed and compiled and will be issued on July 27, with a full report of small employer research to be issued on August 10.
- Research is naturally yielding consumer segments with different perspectives, priorities, and appetites for health insurance.
- Findings are informing development of strategic approach for addressing these audiences.

Marketing & Communications | Strategic Development

- Create overarching value proposition and message platforms tailored to audience segments.
- Develop recommendations for branding elements, including name and logo.
- Assemble initial creative concepts for general and segmented audiences.
- Recommend testing branding and creative concepts among consumers and small employers through a full-scale quantitative study.

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

- Ongoing communications to stakeholder audience are fully underway.
- Website launched and postcard mailed June 29.
- Biweekly emailed activity updates initiated July 19.

www.ct.gov/hix
to sign up for updates.

Marketing & Communications | Bridge Communications

- Launched social media engagement with via Twitter platform. We will use this to:
  - Build relationships with community leaders and media influencers
  - Establish the Exchange as a resource for information and thought-leadership.

follow us on twitter

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