

Study of Alternative Names for the CT HIX

Conducted for
Mintz & Hoke, Inc. and
Connecticut Health Insurance Exchange by
Creative Fuel, llc with C&C Market Research and Boston Field and Focus

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OBJECTIVES

Determine which is the most effective of six potential names for the Connecticut Health Insurance Exchange (CT HIX). Effectiveness being defined as:

1. Fitting a description of what the CT HIX is and does.
2. Having the ability to evoke desired images or attributes.
3. Being unique.
4. Being easy to pronounce and remember.
5. Not evoking negative or contradictory images.

EXECUTIVE SUMMARY

OBJECTIVE 1. Fitting a description of what the CT HIX is and does

- ❑ *Health Connection is by far the best fit. It was seen as the best fit by 45% of the respondents. No other name was seen as 'best fit' by more than 20% of the respondents.*

OBJECTIVE 2. Having the ability to evoke desired images or attributes

- ❑ *Health Connection was significantly more effective than any of the other names tested in terms of creating interest, appeal and the desired perceptions of personal benefit, quality coverage and fair price.*
- ❑ *Creating the perception of fair price is Health Connection's greatest strength.*
- ❑ *Health Connection, Healthy Choice and Health Link are equal in their ability to create the perception that the CT HIX would give people a choice in health care coverage.*
- ❑ *Although Health Connection is the most effective in creating the desired responses, it performs a bit below what would be expected in some aspects for the name that is the best fit. This is a name that will need a descriptor line or other identifying device to create the desired perceptions.*

EXECUTIVE SUMMARY

OBJECTIVE 3. Being unique

- Health Connection and Health Link are the most effective in creating the perception that the CT HIX would offer something new and different.*
- But many of those who saw Health Connection as the best fit do not see it as the name that makes them feel that what the CT HIX offers is something new and different.*

OBJECTIVE 4. Being easy to pronounce and remember

- All of the names were easily and accurately recalled by 90% or more of respondents who selected the name as fitting the description.*
- There were a few instances of minor recall errors. Some recalled Health Connection as Health Connect; a few others recalled Healthy Choice as Health Choice.*

OBJECTIVE 5. Not evoking negative or contradictory images

- None of the names had more than a scattering of misinterpretations or evoked negative images.*
- The most common was that Health Pass was a state welfare program providing free but limited care.*
- Healthy Choice was recognized as a food brand by several respondents.*
- The other common association was that Health Connection was a name for a fitness program or gym.*
- Health Link and Health Portal were sometimes seen as internet-based programs similar to WebMD or health aid shopping sites.*

METHODOLOGY – PARTICIPANTS

Interviews were conducted at three mall intercepting facilities in Connecticut (Enfield, Milford and Stamford). Only Connecticut residents were interviewed. Potential interviewees were intercepted and screened in the mall. The screening criteria required that they:

- Be between the ages of 25 and 64.
- Either not have insurance or being buying insurance themselves as individuals.
- Have household incomes that were between 138% and 400% of the Federal Poverty Level.

- The male/female ratio was 56/44 which was by design.
- The ethnic distribution, also by design, was 50% Caucasian; 25% Black, Asian, or Native American; and 25% Hispanic. Non-English speaking Hispanics were interviewed in Spanish by bilingual interviewers in Stamford.

Qualified respondents were escorted to the interviewing facility where they were interviewed.

Place and Date	# of interviews
Enfield, CT August 27- August 28, 2012	50
Milford, CT August 27- September 1, 2012	50
Stamford, CT August 27- September 1, 2012	58

Note

The study was done in two parts. The first part included 5 alternate names and was conducted with 88 respondents. The second included 6 names, the original five plus one additional, and was conducted with 70 respondents.

METHODOLOGY – INTERVIEW

Respondents were told that the interview was going to be names for a new organization that is going to give residents of Connecticut access to health insurance coverage starting in October 2014. They were then shown and read a description of the Connecticut Health Insurance Exchange (see Appendix page 19).

They were then shown all of the names under consideration, each on a separate page presented in random order, all names presented at the same time. They were asked, “Here are the names that are being considered, which three names do you think best fit this organization?” Their choices were recorded.

They were then asked for each of the three names they selected, “Based on just the name, what descriptive words come to mind, or what associations do you make with this name?” They were then asked for each name, “What negative associations or misinterpretations might people have or make with this name?”

Then they were shown the three names they selected and asked, “Looking at the three names you picked, which is the best in terms of...”

Q8.1 Fitting what this organization is and does?

Q8.2 Making you interested in what the organization is and does?

Q8.3 Making what the organization is and does appealing to you?

Q8.4 Making you feel there is something in it for you?

Q8.5 Making you feel this organization would provide access to name brand, quality health care coverage?

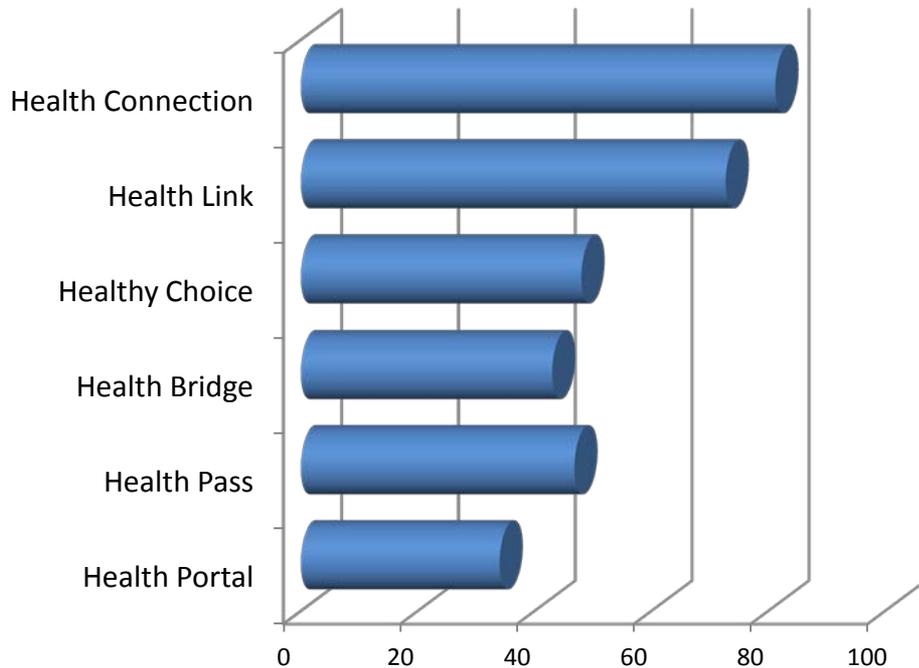
Q8.6 Making you feel this organization would provide health care coverage at a fair price?

Q8.7 Making you feel this organization would give you choice in health care coverage?

Q8.8 Making you feel this organization is offering something new and different?

Finally, after the interview was complete and the names no longer exposed, they were asked “Which name comes to mind first?” and “Which other names do you recall?” This question was designed to determine memorability and accuracy of recall.

FINDINGS - FIT TO CONCEPT



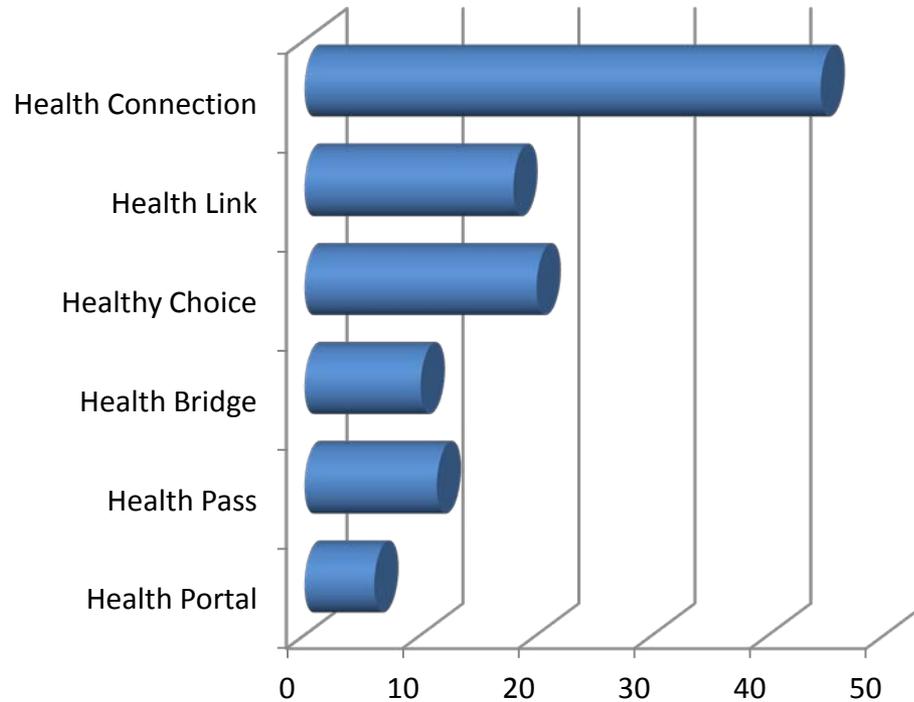
Health Connection and **Health Link** are seen by the most respondents as the names that fit what the CT HIX is and does.

Percent of respondents indicating each name was one of the three that best 'fits the concept' when exposed to all of the alternatives and a description of what the CT HIX is and does.

We are going to look at names for a new organization that is going to offer health insurance coverage in Connecticut in 2014 (see appendix for description).

Q1 Here are the names that are being considered, which three names do you think best fits this organization?
N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS - BEST FIT TO CONCEPT



Health Connection was seen, by a wide margin, as the name that best fit the description of what the CT HIX is and does.

Percent of respondents indicating each name is 'best fit to concept'

Q2 Looking at the three names you picked which is the best in terms of fitting what this organizations is and does?
N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS - CREATING DESIRED REACTIONS AND EVOKING DESIRED ASSOCIATIONS

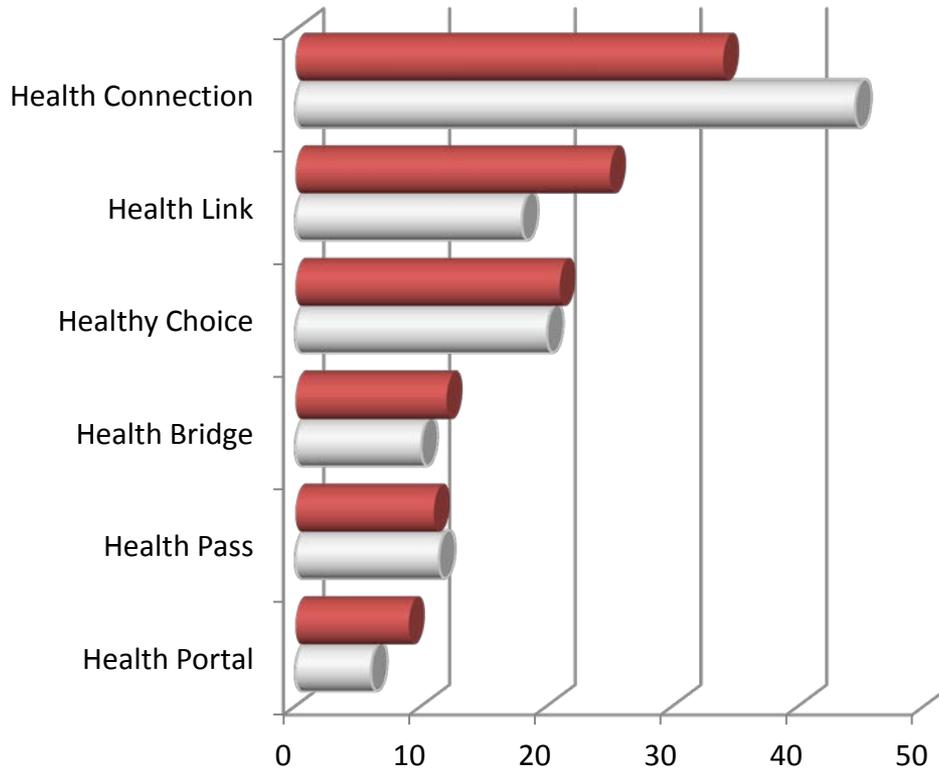
The next six (6) charts show each name's relative effectiveness in creating desired reactions (interest, appeal) and desired associations (personal benefit, quality coverage, choice of plans, fair price, and new & different).

The percent of respondents rating each name best in terms of each characteristic is shown with a red bar. To provide a frame of reference, the percent of respondents rating each name as the best fit to the description is shown with a gray bar.

Comparing the two bars shows where the name is more or less effective in creating the desired reaction or evoking a desired association.

FINDINGS - CREATING INTEREST

FIT TO CONCEPT (IN GRAY) AND BEING BEST IN TERMS OF STATED CHARACTERISTICS (IN RED)



Percent of respondents indicating each name is best in terms of 'creating interest' (red) and 'best fit to concept' (gray).

Health Connection is the most effective in creating interest but it is not the name's strength.

Health Link is somewhat effective in creating interest and has strength in its ability to create interest.

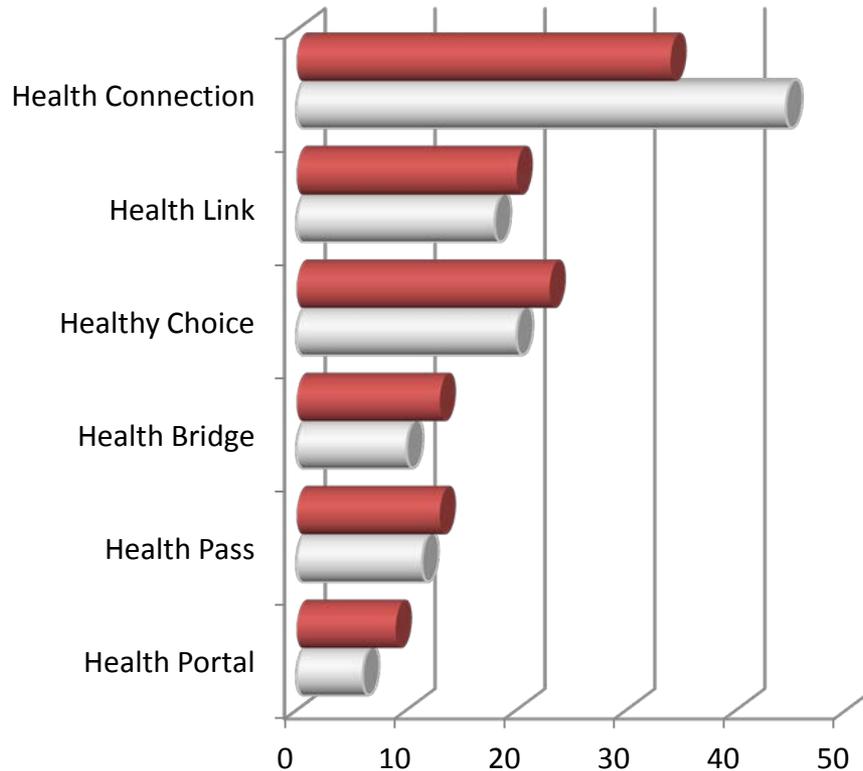
Q8.1. Looking at the three names you picked, which is the best in terms of fitting what this organization is and does?

Q8.2. Looking at the three names you picked, which is the best in terms of creating interest in what the organization is and does?

N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS - CREATING APPEAL

FIT TO CONCEPT (IN GRAY) AND BEING BEST IN TERMS OF STATED CHARACTERISTICS (IN RED)



Percent of respondents indicating each name is best in terms of 'creating appeal' (red) and 'best fit to concept' (gray).

Health Connection is the most effective in creating appeal, but this is not the name's strength.

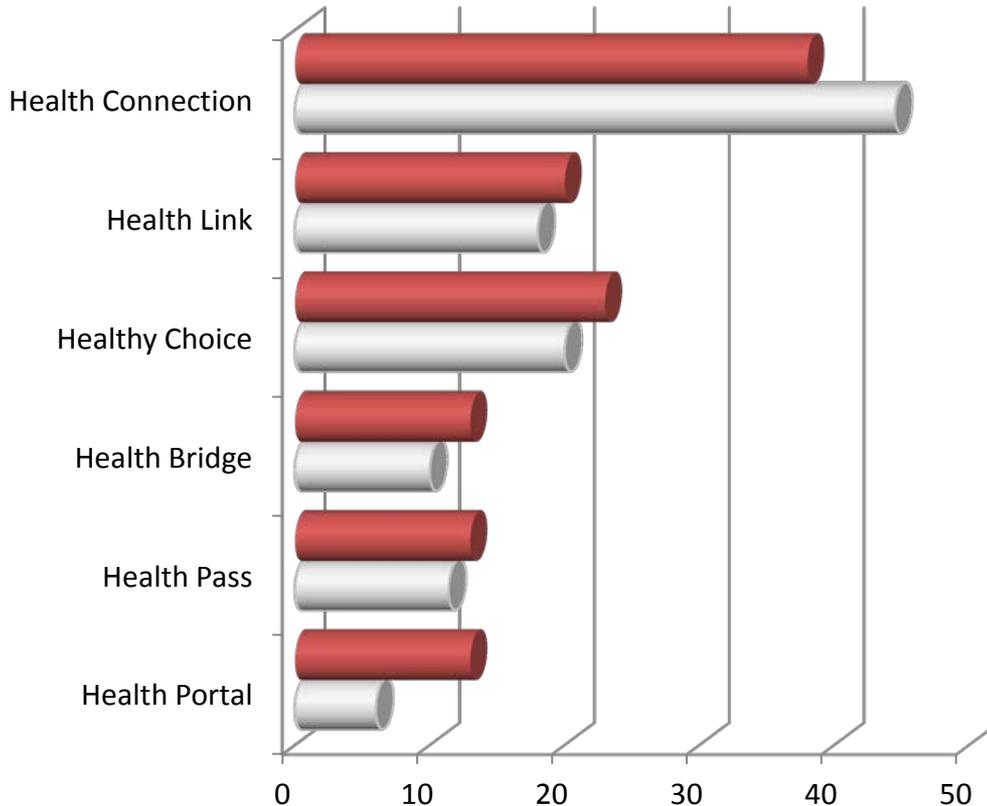
Health Choice, Health Link, Health Pass, and Health Portal all have their strength in their ability to create appeal.

Q8.1. Looking at the three names you picked, which is the best in terms of fitting what this organization is and does?

Q8.3 Looking at the three names you picked, which is the best in terms of making what the organization is and does appealing to you?
N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS - CREATING PERCEPTION OF PERSONAL BENEFIT

FIT TO CONCEPT (IN GRAY) AND BEING BEST IN TERMS OF STATED CHARACTERISTICS (IN RED)



Percent of respondents indicating each name is best in terms of 'creating perception of personal benefit' (red) and 'best fit to concept' (gray).

Health Connection is the most effective in creating perception of personal benefit, but it is not the name's strength.

Health Link and Health Pass both have some strength in their ability to make people feel there is a potential personal benefit to them in what the CT HIX is and does.

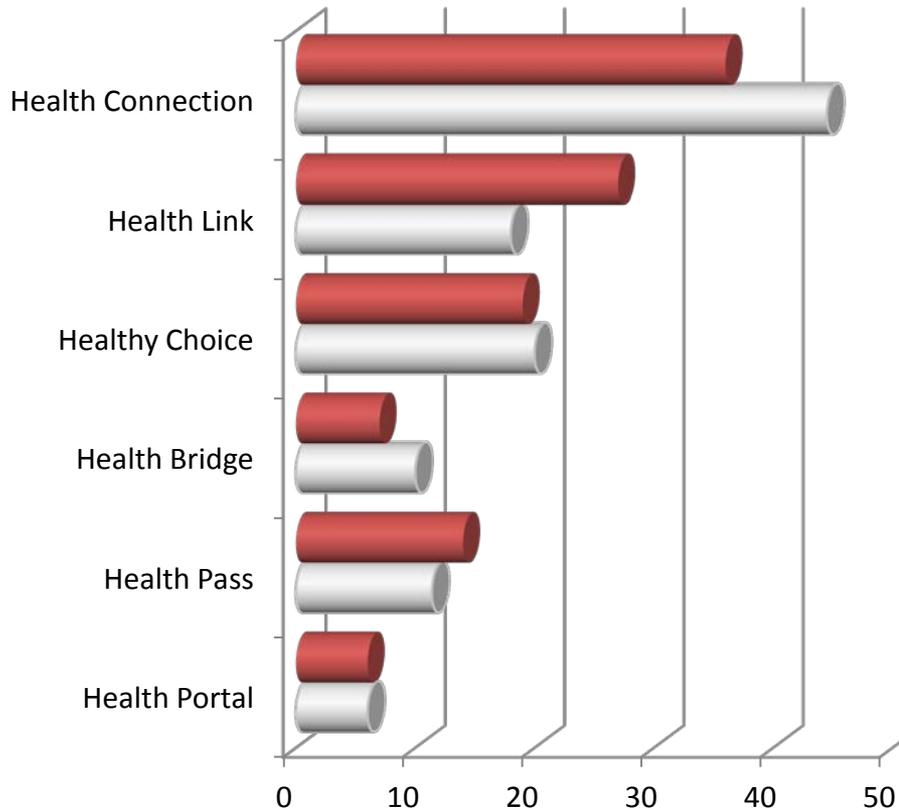
Q8.1. Looking at the three names you picked, which is the best in terms of fitting what this organization is and does?

Q8.4. Looking at the three names you picked, which is the best in terms of making you feel there is something in it for you?

N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS – CREATING QUALITY IMAGE

FIT TO CONCEPT (IN GRAY) AND BEING BEST IN TERMS OF STATED CHARACTERISTICS (IN RED)



Percent of respondents indicating each name is best in terms of 'creating quality image' (red) and 'best fit to concept' (gray).

Health Connection is the most effective in creating the perception that the CT HIX would provide access to quality health care coverage, but it is not the name's strength.

Health Link has its strength in its ability to create the desired quality image.

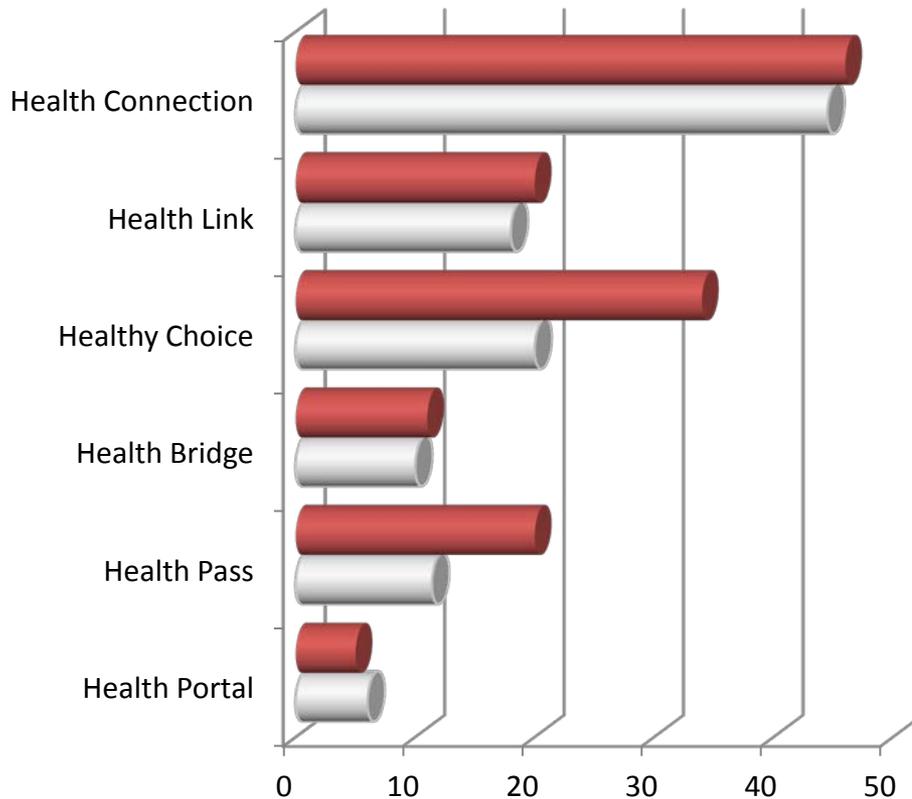
Q8.1. Looking at the three names you picked, which is the best in terms of fitting what this organization is and does?

Q8.5 Looking at the three names you picked, which is the best in terms of making you feel this organization would provide access to name brand, quality health care coverage?

N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS – CREATING FAIR PRICE IMAGE

FIT TO CONCEPT (IN GRAY) AND BEING BEST IN TERMS OF STATED CHARACTERISTICS (IN RED)



Percent of respondents indicating each name is best in terms of 'creating perception of fair price' (red) and 'best fit to concept' (gray).

Health Connection is the most effective in creating the perception of fair pricing. This is the name's strength.

Healthy Choice and Health Pass also have strength in their ability to create the desired fair price image.

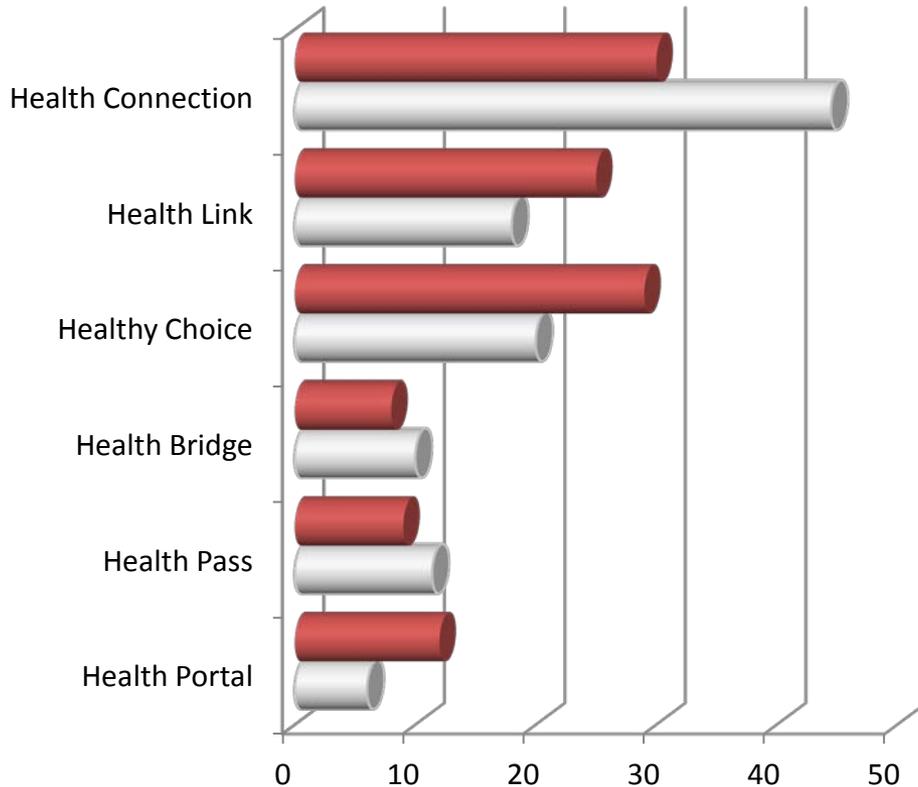
Q8.1. Looking at the three names you picked, which is the best in terms of fitting what this organization is and does?

Q8.5 Looking at the three names you picked, which is the best in terms of making you feel this organization would health care coverage at a fair price?

N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS – CREATING PERCEPTION OF CHOICE IN HEALTH CARE COVERAGE

FIT TO CONCEPT (IN GRAY) AND BEING BEST IN TERMS OF STATED CHARACTERISTICS (IN RED)



Percent of respondents indicating each name is best in terms of 'creating interest (red) and 'best fit to concept (gray).

Health Connection, Healthy Choice and Health Link are almost equally effective in creating the perception that the CT HIX would provide access to quality health care coverage.

This attribute is the strength of Healthy Choice and Health Link, but not the strength of Health Connection.

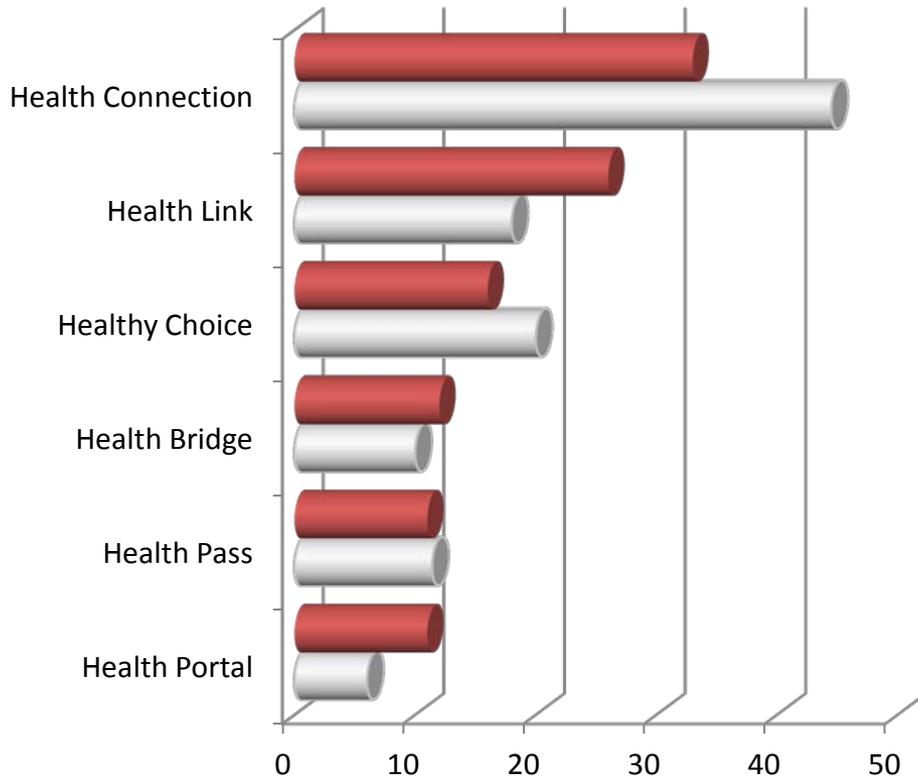
Q8.1. Looking at the three names you picked, which is the best in terms of fitting what this organization is and does?

Q8.7 Looking at the three names you picked, which is the best in terms of making you feel this organization would give you choice in healthcare coverage?

N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS – CREATING PERCEPTION OF OFFERING SOMETHING NEW AND DIFFERENT

FIT TO CONCEPT (IN GRAY) AND BEING BEST IN TERMS OF STATED CHARACTERISTICS (IN RED)



Percent of respondents indicating each name is best in terms of 'creating perception of new and different' (red) and 'best fit to concept' (gray).

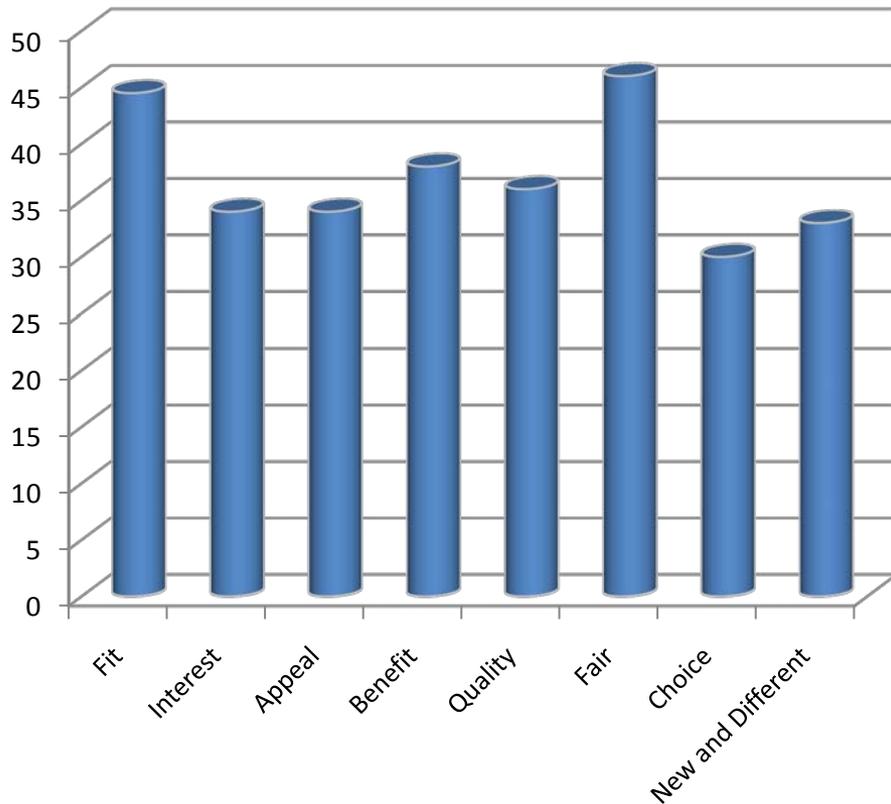
Health Connection and **Health Link** are the most effective in creating the perception that the CT HIX would offer something new and different. This is a strength of Health Link but not a strength of Health Connection.

Q8.1 Looking at the three names you picked, which is the best in terms of fitting what this organization is and does?

Q8.7 Looking at the three names you picked, which is the best in terms of making you feel this organization is offering something new and different?

N = 158 for Health Connection, Health Link, Health Bridge, Health Pass and Health Portal. N = 70 for Healthy Choice.

FINDINGS - HEALTH CONNECTIONS - CREATING DESIRED IMAGE



The data presented in the previous eight (8) charts show that **Health Connection** is the most effective of the six names studied in creating every desired response or desired perception.

The name's greatest strength is in creating perception of providing health care coverage at a fair price.

N = 158 for Health Connection

APPENDIX – DESCRIPTION OF WHAT THE CT HIX IS AND DOES

This is the statement that was shown and read to participants in this study before they were exposed to the names.

This is an on-line marketplace that will make quality health care insurance significantly more affordable for people who don't have, or are paying too much for, healthcare insurance now.

- It will make lower 'group rates' available to people who could only buy higher priced individual plans.
- It is being created to help self-employed workers, part-time workers, unemployed workers and workers who are employed by companies that don't offer affordable healthcare coverage.
- The top rated insurance companies (Anthem Blue Cross/Blue Shield, United Healthcare, Aetna, Cigna and ConnectiCare) with large networks of doctors and hospitals will all participate.
- You will be able to choose from different plans from competing insurance companies so you will be able to find a plan that fits your budget and your needs.
- You will be able to shop for plans online or with the help of an expert advisor.
- Through this marketplace, middle class individuals and families like yours will be able to get assistance from the Federal government that will help further reduce the cost of premiums and co-pays.