

Connecticut Health Insurance Exchange Consumer Outreach Forum Consumer Advocacy Group Discussion Guide

Session Introduction:

The following set of questions provides a glimpse of the insight and information that we'll be seeking out in learning what is truly important across your constituent groups as it relates to needs, expectations and desires for the Exchange. The discussion is not limited to only these questions. Forum discussions are dynamic and allow for Mintz & Hoke strategic influences to probe on specific points and subjects that occur throughout the session. The Forum discussion allows Mintz & Hoke to reach out to a wide range of audiences as one of the initial key steps in a series of audience engagements geared toward helping set the framework of the Exchange development.

Consumer Perception:

What are your constituents' current attitudes toward the healthcare industry? How do they feel about their ability to access healthcare? What is affecting their attitudes?

What or who helps facilitate them getting healthcare? What are the obstacles that currently prevent them from getting healthcare?

What is the awareness of your constituents about the forthcoming changes in healthcare insurance? How is it perceived that it will affect them?

What kinds of questions will your constituents have about how that affects them?

What is the current level of awareness of healthcare exchanges? What impact does it have on them individually?

Understanding the Effect:

Describe how the Exchange can affect the lives of your group members.

As they start to hear more about the Exchange, what do you think their main concerns will be? What is the upside? What is the downside risk?

Focusing the Message:

What elements of the Exchange do you think could cause the most confusion or apprehension?

What is the most important information the Exchange needs to make available to consumers?

What tone or personality do you think the Exchange should use in their messaging?

Vision/Approach for Outreach:

What is the best way to communicate about the Exchange to your constituents? What language do they speak? How do they travel? Are there places where they congregate?

As we consider ways to publicize the Exchange, how do we reach them beyond traditional media?

Who or what are your constituents' trusted source(s) for information? What is the best way to leverage these sources to reach this audience? What role should ambassadors play in communicating the Exchange?

How can we make it easier for your group members to understand the Exchange and feel more comfortable with it?

What do you need to enable you to help your constituents better understand the Exchange (i.e. communications, tools, education materials, etc)?

What can we do to help how the Exchange impacts your constituents in a positive manner?

Describe what you would consider to be a successful outreach effort. What are the key elements that must be a part of the introductory outreach efforts?