Outreach and Education

STATUS AND PATH FORWARD

Gallatin Public Affairs

Agenda

- Status of initial contract workscope (ends 8/16/13)
- Recommended 8/17/13 – 4/15/14 workscope
  - Scope
  - Timeline
  - Budget
- Performance and Budget Oversight

Status – initial workscope

- Initial **research**, **key message development**, and **branding workshop** complete
- **Name, logo and tagline** developed
- Initial **website developed, website launch** event planning underway
- **Media response** process in place, **earned media** outreach underway
- **Plan** and **budget input** for Phase 1 Grant Application developed
- **Paid media** recommendations developed
- IHIE **Communications Plan prepared**, reviewed favorably by HHS/CCIIO

Recommended 8/13-4/14 Workscope

- Implement the plan submitted to CCIIO
  - Finish the “Building the Infrastructure” phase
  - Execute the “Bringing the Exchange to Life & Driving Enrollment” phase
  - Work to the plan, but remain flexible and use research results and awareness/enrollment numbers to inform adjustments to the plan

Key Communications Plan Elements

- Program Management and Strategy, including HHS/CCIIO Interface Support
- Market Research
- Branding/Key Message Development
- Website Development & Management
- Paid Media
- Earned Media
- Social/Digital Media
- Community Outreach

Project Management, Strategic Planning and HHS/CCIIO Interface Support

- Project management
  - Milestone tracking and reporting
  - Project budget tracking and reporting
  - Subcontractor management and oversight
  - Regular management meetings
  - IHIE BOD and subcommittee meetings
- Strategic planning
- HHS/CCIIO Interface Support
  - Grant applications and reporting
  - Filling information requests
  - Meeting support

Market Research

- Immediately pre-open enrollment – 400 statewide/200 oversample to test most effective message delivery channels, refine paid and social media approaches, provide baseline to measure changes in awareness and attitudes

- During open enrollment:
  - November – focus groups with uninsured to test perceptions and messaging, functionality and ease of Exchange website
  - January – 400 statewide and 300 on-line website users to determine changes in awareness and attitudes, refine messaging and paid/social media approached

- Post-open enrollment – 400 statewide to determine changes in awareness and attitudes

Branding/Key Message Development

- Pre-open enrollment – Name/logo/tagline to be made public at website rollout planned for next week

- Post-open enrollment – plan is to shift brand positioning over time from "how we do it" – the functionality of the exchange – to "what we do"
  - Our image will be defined as a helpful resource, built in Idaho for Idahoans.
  - We will communicate the positive experiences of people who have benefited (healthier families, cost savings)

- Research results will inform adjustments to key messages thru initial open enrollment period

Website

- Pre-open enrollment:
  - “Front door” site under construction, content developed, rights to images secured
  - Public launch planned for next week

- Post-website launch
  - Build out additional features (e.g. Consumer Connector/Broker Locator, calls to action)
  - Post videos/testimonials
  - Create social overlays to allow sharing across social platforms
  - Administer site – monthly reporting, content update, troubleshooting

Paid Media

- Research shows word-of-mouth will be key initiator
- Goal is to spark interest and raise awareness in order to motivate shopping on the IHIE
- Open enrollment advertising plan includes:
  - TV (broadcast and cable)
  - Radio
  - Print
  - Digital
  - Outdoor
  - Direct Mail
- Allocations to shift over initial open enrollment period

Paid Media (cont'd)

- Initial strategy based on research findings about **"Pathway to Purchase"**
  - *Awareness*: Learn about the existence of the exchange and what it does which is best done through friends and family and secondarily by doctors and non-profits.
  - *Understanding*: Research on the plans, costs, and available assistance which will be done primarily online and secondarily through brokers
  - *Purchase*: Consumers purchase the plan of their choosing done through brokers and online

Paid Media (cont'd)

- TV, radio, print and outdoor will be used to raise awareness of the program
- Digital media will move users along the path to purchase, via select search ads, and display ads that appear on the sites and social networks that our target audiences frequent
- Ad spend allocation will prioritize broader awareness in 2013, then shift to stronger, more targeted online calls-to-action through Q1 2014

Paid Media - Allocations

Paid Media Component	Projected Allocation	Reach
TV – broadcast	25-30%	~4,000 GRPs
TV – cable	10-15%	~1100 GRPs
Radio	15-20%	~2000 GRPs
Print	10-15%	Dailies & weeklies – total ~330,000 circulation
Digital	20-25%	2,500 to 2.5M clicks and impressions
Outdoor	5-10%	265 DEC
Direct Mail	5-10%	All households

Earned Media

- Tell the story of the IHIE through the eyes of:
  - A wide range of state residents
  - Small business owners and employees
  - Community organizations
  - Exchange Board spokespeople

- Key steps:
  - Pre-open enrollment - outreach to reporters on status of the Exchange, how it will work, and how it will benefit Idaho
    - Daily and weekly print (incl. Tribal, Hispanic, University publications)
    - Radio
    - TV
    - On-line

  - During open enrollment:
    - Identify expert voices and story opportunities in each market
    - Train and assist expert spokespeople

Social/Digital Media

- An effective means to reach younger audiences who may be more likely to be uninsured
- Allows us to capitalize on the “news of the day” and connect messages to seasonality and other buzz-worthy trends
- Pre-open enrollment – Establish social media channels (Facebook, Twitter)
- During open enrollment:
  - Generate and distribute content frequently through multiple social networks to build an active audience
    - Social display ad
    - Site demo animation/video
    - 3 consumer testimonial videos
  - Use social media to connect Idahoans to the website, and encourage them to share with friends and family

Community Outreach

- Before and during open enrollment period:
  - Provide outreach materials and other support as required to assist Consumer Connectors
  - Complement the Consumer Connector program by engaging Idahoans in their communities and at local events
    - Tribal Outreach
    - Reaching Idahoans through Influencers, Tribal Leadership, Civic & Community Organizations:
      - Agricultural, Trade and Industry Groups
      - Civic, Community and Faith-based organizations
        - » Hispanic Outreach
    - Reaching Idahoans Directly at Local Events:
      - County Fairs, Rodeos and Quilt Shows

Projected Fees and Expenses
August 17, 2013 - April 15, 2014

Key Plan Element	Projected Fees & Expenses
Project Management & Strategy	$425,000
HHS/CCIIO Interface Support	$100,000
Market Research	$175,000
Branding/Key Message Development	$175,000
Website Dev. & Mgmt. (incl. randomizer)	$200,000
Paid Media – production	$350,000
Paid Media – advertising	$3,200,000
Earned Media	$150,000
Social/Digital Media	$175,000
Community Outreach	$300,000
Other (travel, printing, postage, event fees, translation services)	$450,000
TOTAL	$5,700,000

Comparison with Other States

- Colorado
  - Estimated $15 million
  - 5.188 million people (~$2.81 per person)
- Oregon
  - Estimated $10 million
  - 3.899 million people (~2.56 per person)
- New Mexico
  - Estimated between $6.6 million and $7.7 million
  - 2.086 million people (~$3.16 to ~$3.69 per person)
- Idaho
  - Estimated $5.7 million
  - 1.59 million people (~$3.56 per Idahoan)
  - Includes website development & maintenance
  - Also includes a greater degree of awareness-raising

Performance and Budget Oversight

- Weekly milestone tracking and reporting
- Monthly project budget tracking and reporting and BOD updates
- Assessment against performance measures
  - Exchange name recognition
  - Awareness of and attitudes toward the Exchange
  - Measuring interest in using the Exchange
  - Digital reach measures:
    - Unique Monthly Website Visitors
    - New Monthly Facebook Likes
    - New Monthly Twitter Followers