



MINUTES

HRIC's Consumer Outreach Sub-Committee Meeting

Thursday, Nov. 4, 2010

3:30 p.m. – 5 p.m.

- Introduction of subcommittee members.
- Membership discussed aggressive PPACA consumer outreach activities. Feedback on the marketing plan and the timelines. Some complimented how comprehensive the plan was, and asked about implementation. DISB said it would work on much of the implementation that it could do. On Nov. 4, the health reform website became live, so attendees were to report back on the site, www.healthreform.dc.gov, at a later date.
- One of the things discussed at the Nov. 4 meeting was the creation of working groups within this sub-committee. By creating smaller groups we will be able to focus on particular areas, and report back to the larger group; this will really assist in our having successful outreach efforts.
 - **Among the groups we were looking at were:**
 - Small Business
 - Fundraising/Partnerships
 - Advertising
 - Development of Messaging
 - Limited English Proficient Partnerships
 - Media
 - Grassroots Efforts (includes community, door-to-door outreach)
 - Internet/Social Media/Blog/Website

We may be using a vendor for messaging and creation of art work. However, in the meantime, we will need someone to head it up. If there were any other groups you could think of, please also send them, and we can add them in. If there's a group you would like to work on, please feel free to sign up, for one or more groups. As we mentioned, discussions via conference calls may work.

Also, we've created our yahoo groups, HRIC-ConsumerOutreach@yahoo.com. I encourage you to subscribe at

HRIC-ConsumerOutreach-subscribe@yahoogroups.com. In that way, we can have our discussions without clogging up your inbox too much. Feel free to put the daily digest when you edit your membership. Questions, feel free to ask.

The next meeting would be Dec. 15, 3:30 to 5 p.m.

Consumer Outreach Sub-Committee: *The dissemination of relevant and accurate information into the community regarding legislative and program changes is critical to successful implementation of Federal Health Care Reform. This Sub-Committee will be responsible for developing a strategy for the District to provide information about how reform may affect the various stakeholders, and how they may participate in the implementation process. Additionally, the Sub-Committee is charged with developing a program to assist stakeholders in educating consumers about the future of health care in the District to counter misinformation and provide access to accurate, concise, and comprehensive information from multiple sources and perspectives.*

Chair: *Gennet Purcell, Commissioner, Department of Insurance, Securities and Banking (DISB)*
DISB Staff Support: *Philip Barlow, Michelle Phipps-Evans, Stephen Taylor, Esq., Adam Levi, Esq.*