



# MINUTES

## HRIC's Consumer Outreach Sub-Committee Meeting

Wednesday, Dec. 15, 2010

3:30 p.m. – 5 p.m.

Here's a brief update from the Dec. 15, meeting which was quite productive as we were able to identify some specific areas we need to tackle.

In talking to some of you, it seems that the flyer we had created was a little broad. It was created mainly for the audience that's insured—which is why people looked happy, and we had the tag line, "Better Health Care For All." Our thinking was that we wanted people to know about the site, and to visit it. And I still believe this is a necessary part of our outreach. As a group, we'll still have to tackle the issue of whether 311 is the number a person without web access should call; if DISB's (202) 727-8000 number will suffice; or whether we may need to create a new hotline number. To assist residents without home-based web access, someone came up with a good idea of having the web info on the home page of the DCPL libraries. We can explore that.

However, we made some tweaks to the flyer, and I'm hoping we might still be able to use it as our goal is to drive people to the website, [www.healthreform.dc.gov](http://www.healthreform.dc.gov). I've attached the newer versions she created based on your input. I hope we can use the general one, the blue one, with the clean lines so we can start. You can print and keep in your offices, and you can mail them out to your constituents.

Also, Commissioner Purcell expressed interest in our doing more aggressive outreach on the high risk pool. The District is still at zero enrollees, and our charge is to provide a layer of information so those most affected by the PCIP will know where, when and how to sign up. I've included a short marketing plan, made up of components I've extracted from the bigger marketing plan. I believe this is one area we should be able to focus on until we get a clearer picture from the new administration.

**I plan to have a brain dump session with my coworkers on Monday, Jan. 10, at 10 am. If you like, feel free to stop by. No obligation. I'll send final ideas by email, as well as next steps.**

We will take most of the components in this brief plan to see which ones we may be able to implement, when, and at what cost. We're trying to keep the cost as minimal as possible, using infrastructure that has already been in place. I'm hoping we might be able to do aggressive outreach between January and early March as I don't think the targeted residents understand

the benefits of PCIP. Any other suggestions, please let me know. We could work on target messaging at the meeting. Bring your ideas with you.

Also, you might be interested in a Washington Post article on the high risk pool.

### **Few Signing up for Health Pools**

*Washington Post (12/28/10) P. A1 Goldstein, Amy*

The Pre-Existing Condition Insurance Plan, the high-risk pools created under the federal health reform law for people whose medical conditions prevent them from obtaining insurance coverage, have not signed on as many people as expected. While federal officials talk about growing pains and the need for more marketing, state-level plan directors say unaffordable premiums and concerns about federal lawsuits and Republican efforts to overturn the law have made consumers hesitant. There also are concerns in a few states that coverage is too costly and that the \$5 billion earmarked by Congress for the high-risk pools may not be enough. Of the 27 states that established their own high-risk pools, 17 have asked the U.S. Department of Health and Human Services for permission to reduce premiums, fix other costs, or change who is eligible.

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**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:** *Michelle Phipps-Evans, Lucy Drafton-Lowery, Tanya Bryant*