



Second Open Enrollment Period Evaluation & Debriefing Summit

KEY FINDINGS & RECOMMENDATIONS



Presentation Before DC Health Benefit Exchange Executive Board Meeting
Monday, June 8, 2015 - 5:30 p.m.

One Team, One Dream

DC Health Link's hyper-local approach has always been and will continue to be focused on ***reaching people where they live, work, shop, play and pray*** and to equip District residents with the information and resources they need to make informed decisions about their health insurance.



“Because I was able to get affordable health coverage, I had the flexibility to leave my job and pursue my career goals.”

-ALKA
EDUCATION CONSULTANT



Summit Objectives

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The Summit objectives were to:

- ✓ **Assess** the 2nd Open Enrollment Period outreach efforts and examine how those efforts impacted the community and ultimately helped people to get covered.
- ✓ **Evaluate** the communication and coordination during the 2nd Open Enrollment Period, and determine if the campaign met its goals and objectives.
- ✓ **Discuss** in detail what worked, what could be improved, and what strategies should be deployed during the next open enrollment period.
- ✓ **Engage** in open conversations about what was observed in the District in terms of specific strategies used to inform, educate and enroll consumers.

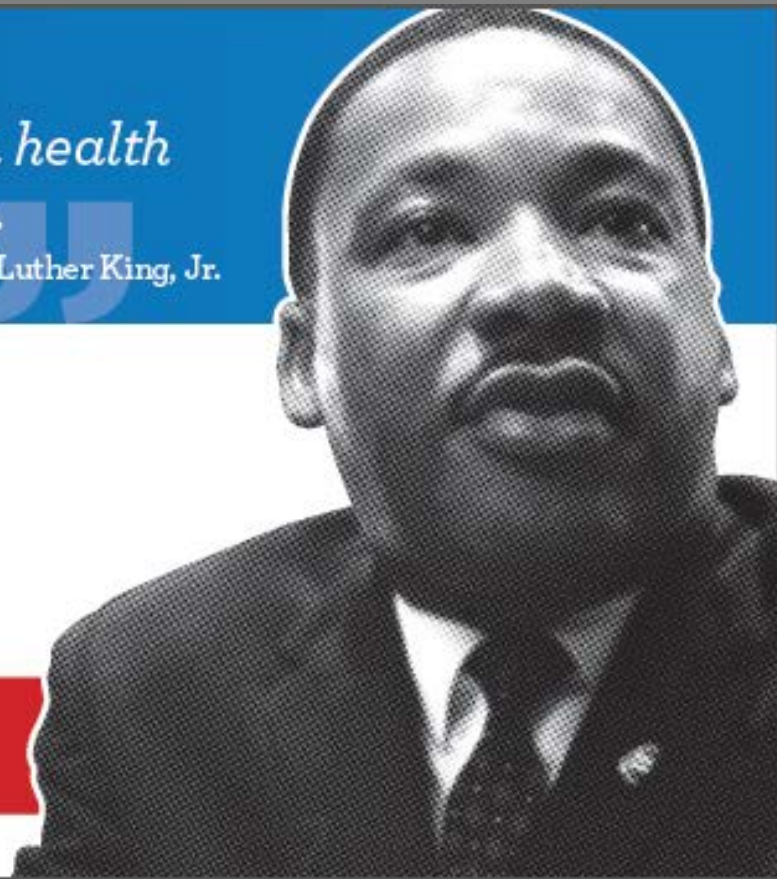
Of all the forms of inequality, injustice in health care is the most shocking and inhumane.

—Dr. Martin Luther King, Jr.

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affordable health insurance
with DC Health Link.**



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for more information.



Summit Methodology

Methodology

- Convened representatives from every group that was involved with the 2nd Open Enrollment Period.
- Developed an all-inclusive agenda that provided attendees with the opportunity to discuss the 2nd Open Enrollment Period through large and small group sessions.
- Crafted specific questions for the large and small group sessions to evaluate 2nd Open Enrollment Period strategies.
- Organized small group discussions, which were led by group facilitators.
- Encouraged group feedback during the group discussions to garner additional thoughts/considerations.
- Disseminated an evaluation form to gather additional insights about the 2nd Open Enrollment Period and feedback about the Summit.

Key Takeaways & Lessons Learned

The assessment was centered around specific elements of the outreach plan:

- **Strategic Messaging**
- **Special Events and Outreach Activities**
- **Storefronts & One-Touch Enrollment Centers**
- **Targeted Outreach**
 - Faith-based communities
 - Hispanics /Latinos
 - African-Americans
 - LGBT
 - Young Adults
 - Ward 6
- **Social Media / Digital Communications**
- **Media Relations/Advertisement**
- **Partnerships**
- **Collateral / Publications**



“For almost two years I went without coverage. Once DC Health Link came along, I knew I had to take ownership of my health and get covered.”

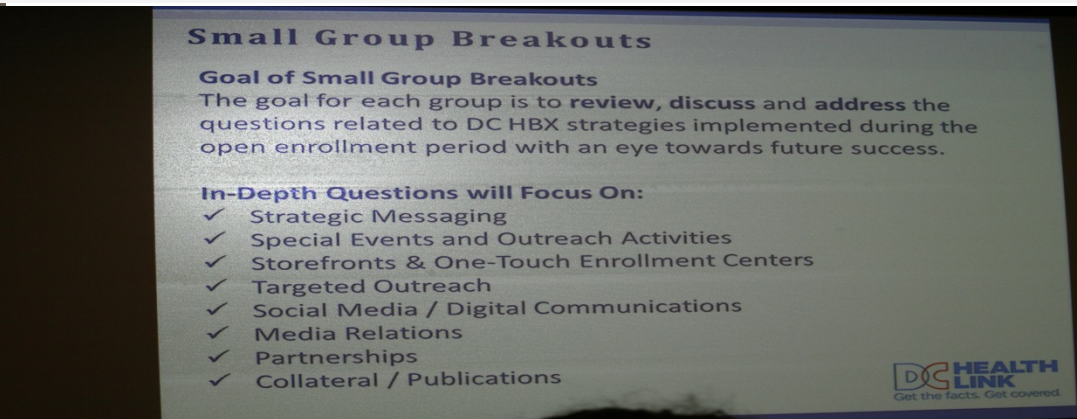
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COMMUNITY OUTREACH
CONSULTANT



Key Takeaways & Lessons Learned



Comments: Outreach Campaign Elements



Participants were divided in small groups to discuss various elements of the outreach campaign. From the discussion key findings and recommended enhancements were identified.



Strategic Messaging

Some of the key findings and recommended enhancements included:

- **DC Health Link effectively communicated to consumers the available resources offered.**
 - Continue to underscore how consumers can easily find enrollment assistance and include this information in all communication materials.
 - Better communicate the tax penalty so everyone is fully aware of what it means and how it could impact them.
 - Leverage Enroll America's tax penalty calculator, which was a great tool that allowed consumers to see how much they would owe if they decided not to enroll.

Special Events & Outreach Activities

Some of the key findings and recommended enhancements include:

- The approach to meeting people where they live, work, shop, play, and pray was a huge success.
- Outreach to the faith-based and Latino communities was critically important.
 - Consider developing a toolkit for all outreach events (e.g., template materials for earned media, social media, fliers and collateral, etc.).
 - Revisit old outreach ideas and build upon them to make them better.
Examples –Connect mobile van to offer Wi-Fi access for enrollment.

Storefronts & One-Touch Enrollment

Some of the key findings and recommended enhancements include:

- One-Touch Enrollment events were hugely successful.
- Storefronts played a key role with enrolling consumers and offered alternative stationary sites.
 - Consider more One Touch Enrollment events.
 - Consider having bi-lingual assisters and Medicaid case workers at all enrollment events.

Targeted Outreach

Some of the key findings and recommended enhancements include:

- DC Health Link 's special emphasis on targeted audiences was well received.
 - Consider developing collateral materials in a variety of languages reflecting the diverse makeup of the District.
 - Make sure there are tailored messages for the different audiences.



Social Media / Digital Communications

Some of the key findings and recommended enhancements include:

DC Health Link was a part of the social media landscape, which allowed greater branding opportunities and responses to consumer concerns.

- Continue leveraging digital/social channels to more heavily promote local events.
- Engage in additional social media outlets such as Instagram, Google hangouts, Twitter chats, YouTube testimonials, mobile phone chats, targeted digital advertisements and email blasts.
- Consider having case managers respond to issues on Twitter.
- Consider ways to include greater student involvement (Georgetown students tweeted, followed and supported in their lab coats).
- Consider developing Web banners in multiple languages.

Media Relations

Some of the key findings and recommended enhancements include:

- **DC Health Link was very good at getting media coverage for many of its special events. Media promotions surrounding events were effective.**
 - Work on further communicating small victories to reporters with whom DC Health Link has established relationships.
 - Continue leveraging small businesses and faith-based groups for additional earned media opportunities.

Partnerships

Some of the key findings and recommended enhancements include:

- **DC Health Link increased the number and variety of partners during the 2nd OEP.** *Example:* More community groups and neighborhood businesses.
- **Business partnerships were strengthened through regularly scheduled meetings, greater collaboration and information sharing.**
- **Business partners extended their outreach beyond their own membership network to the individual and family market.**

Collateral / Publications

Some of the key findings and recommended enhancements:

- The rack cards and fliers were some of the most useful materials when communicating directly with consumers.
 - Consider developing templates for collateral materials that can be updated by the partners and used as needed.
 - Align messaging on the DC Health Link website with corresponding collateral materials for greater consistency.
 - Simplify marketplace terminology for consumers.

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for their employees
and their budgets.**



DC Brau, DC Health Link Users



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Recommendations for the 3rd OEP



Summary of Recommended Enhancements for 3rd OEP

Enhancements for future engagement opportunities will focus on:

- **Reaching everyone who needs health insurance** - Further refine how it will target the “really hard-to-reach populations” in the District – who have not yet enrolled - with multifaceted outreach channels.
- **Connecting people with information - Content is a Creative Connector!**
Tailor more of the messaging to reach specific audiences.
- **Ensuring the messages meet the people - Messaging Matters!**
Use appropriate channels to reach specific consumers; develop more rack cards; push out more content via social/digital channels; develop a more robust social media campaign designed to reach residents within specific communities and Wards; proactively work with trusted media to obtain positive media coverage.

Summary of Recommended Enhancements for 3rd OEP

- **Leveraging community partners - There's Power in Partnerships!**

Equip community partners with easy-to-use digital toolkits (including suggested social media messages) so they can customize their own materials and easily use the materials in a meaningful way.

Continue to mobilize community partners and harness their resources to reach more people during the 3rd Open Enrollment Period.

Thank you!

A Note of Appreciation

DC Health Link would not be where it is today without the support of its partners, community groups and all those who participated in the Second Open Enrollment Period Summit.

DC Health Link extends a heartfelt thanks everyone for their stewardship and commitment to enrolling every person in Washington, DC, who needs quality, affordable, health insurance.