



Overview of Outreach Efforts BUSINESS PARTNERSHIP PROGRAM



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

Overall Strategies

- **INREACH /OUTREACH**
- **WEBSITE ENGAGEMENT**
- **SOCIAL MEDIA**
- **EDUCATION & ENROLLMENT SESSIONS**
- **SPECIAL EVENTS**
- **ADVERTISEMENT**
- **MEDIA RELATIONS /EARNED MEDIA**
- **PARTNERSHIPS WITH OTHER BUSINESS/COMMUNITY GROUPS**

Year 2 Highlights: DC Chamber of Commerce

- **28 outreach events**
- **562 small businesses reached**
- **37 businesses referred to brokers/DC Health Link**
- **3,332 individuals reached**
- **11 businesses participated in focus group research to inform outreach efforts**

DC Chamber of Commerce
DELIVERING THE CAPITAL



(As reported by DCCC)

Year 2 Highlights:

Greater Washington Hispanic Chamber of Commerce

- 56 educational and enrollment events
- 25 Chamber events
- 671 small businesses reached
- 90 businesses referred to brokers/DC Health Link
- 3,723 individuals reached
- 4 Latin American Consulates partnered for enrollment events



(As reported by GWHCC)

Year 2 Highlights:

Restaurant Association Metropolitan Washington

- 25 enrollment events
- 300 small businesses reached
- 125 businesses referred to brokers/DC Health Link
- 1178 individuals reached
- 22 attendees at “Healthy Business Roundtable Breakfast ” for restaurants and other small businesses.



(As reported by RAMW)

Outreach to Other Business Groups

DC Chamber of Commerce

- Capitol Hill Chamber of Commerce
- DC Building Industry Association
- Business Improvement Districts (BIDS),
- Marshal Heights Community Development
- Columbia Heights Community Development,
- Anacostia Economic Development Corporation



Greater Washington Hispanic Chamber of Commerce

- The Latino Economic Development Corporation
- DC Hispanic Bar Association
- DC Contractors Association
- Hispanic Medical Association
- DC Hispanic Dental Association
- Mount Pleasant Business Association



Restaurant Association Metropolitan Washington

- Washington Area Concierge Association
- American Institute of Wine & Food
- Women Chefs & Restaurateurs
- Mess Hall
- Union Kitchen
- operation:eatery
- Business Improvement Districts (BIDs)
- U Street Neighborhood Association
- Penn Quarter Neighborhood Association



Key Findings and Recommendations

Thank You!

**WE LOOK FORWARD TO CONTINUING
OUR VALUABLE PARTNERSHIPS
IN YEAR 3**