



Get the facts. Get covered.



3RD OPEN ENROLLMENT PERIOD

Communications, Outreach and Marketing Strategy

DC Health Benefit Exchange Authority

a private/public partnership

Executive Board Meeting

Monday, October 19, 2015

Presented by Linda Wharton Boyd, Ph.D.

Communications, External Affairs & Stakeholder Engagement

Nancy Hicks, Chair of Marketing and Consumer Outreach Committee

OBJECTIVE

- To present an overview of the 3rd Open Enrollment Period Communications, Outreach and Marketing Strategy for informing, educating, and enrolling the remaining hard-to-reach populations in health insurance coverage; and for encouraging existing DC Health Link consumers to renew coverage

THE ACA IS WORKING IN DC

- **Uninsured rate dropped by 20%** (2013-2014 census)
- October 1, 2013 to September 23, 2015 (includes open enrollment and SEPs), **166,789** people have come through DC Health Link:
 - **24,663** people enrolled in private health plans through the DC Health Link individual and family marketplace;
 - **120,739** people determined eligible for Medicaid coverage through DC Health Link; and
 - **21,387** people enrolled through the DC Health Link small business marketplace (includes Congressional enrollment)

OUTREACH MANTRA - REACH RESIDENTS:



Where they **LIVE**



Where they **SHOP**



Where they **PLAY**



Where they **WORK**



Where they **PRAY**

GUIDING PRINCIPLES

- **Stakeholder driven engagement**
- **Sensitivity to ethnic & diverse communities**
- **Leveraging existing partnerships**



THE STRATEGIC APPROACH

1st OEP

a wide-
ranging
grassroots
approach
with an army
of boots-on-
the-ground



2nd OEP

hyperlocal
approach
targeting
consumers
more at the
neighborhood
level



3rd OEP

an intensified
and well-
defined
hyperlocal
approach
aimed at
specific groups



Moving Forward...



Valuable Lessons Learned

- There Are No Silver Bullets to Outreach
- Hyperlocal Approach to Outreach
- “It Takes A Village” - Leveraging Partnerships, Building Relationship & Collaborating with Trusted Voices
- Deadline Driven



The 3rd Open Enrollment Period



CAMPAIGN THEME

**“GETTING TO
ZERO”**



- A citywide call to action for everyone to work together towards the common goal of achieving universal health coverage in the District of Columbia

THE STRATEGIC APPROACH

- **3rd OEP** - a more well-defined hyperlocal approach
- **Targeting specific populations:**
The African-Americans, Hispanics, Asian-Pacific Islanders, LGBTQ and Millennial communities

PRIMARY MESSAGE

- **The Affordable Care Act (ACA) is working in the District of Columbia.** The uninsured rate dropped by 20% (according to the 2013 – 2014 census) making DC Health Link one of the most successful marketplaces in the nation.
- **DC Health Link is working for its customers** by fighting for lower premiums and better coverage, by empowering consumers with tools to make informed decisions about coverage to fit their needs and budgets, and by creating real competition in the private market where, for the first time, insurers have to compete for their business based on price and quality.

SUPPORTING MESSAGES

- **It's time to get covered** – Open enrollment starts **November 1** and ends **January 31**
- **Get free one-on-one help with enrollment**
- **Premium reductions are available**
- **Signing up for coverage is easy!** Call (855.532.5465), Visit DCHealthLink.com, or meet with trained experts

Supporting Messages

- For 2016 coverage, **DC Health Link offers 26 Individual** (2 catastrophic) and **136 Small Group Plans**
- **Insurers include: Aetna** (group only); **CareFirst BlueCross BlueShield; Kaiser Permanente; United HealthCare** (group only)
- **Monthly payments more affordable** - Plans as low as \$150/month
- Accidents happen, medical bills can be expensive, **insurance protects you and your family.**

SHOP MESSAGING

- **Small businesses for the first time have the same **PURCHASING POWER** as big companies .**
- **For the first time small businesses can offer their **EMPLOYEE CHOICE** of insurers and health plans.**
- **For the first time, entrepreneurship can grow and people aren't afraid to pursue their professional dreams because they are tied to health insurance through work.**
- **DC Health Link has 136 small group plans ranging from no to high deductible/HSA compatible plans including PPOs, HMOs, and others regional and nationwide doctor networks from major insurance companies**

RENEWAL MESSAGING

- DC Health Link Open Enrollment is **NOW** through January 31, 2015
- If you like your current health plan through DC Health Link, **DO NOTHING**. Your plan will be automatically renewed.
- If you want to change your plan, you can do so, but you must select a new plan by December 15, 2015. If you do not change your plan by December 15, 2014, you will be automatically renewed.
- If you are a current Aetna customer, be sure to **select a new plan with another of your choice** by December 15, 2015 in order to avoid a break in coverage
- For more information, visit www.DCHealthLink.com or call 1-855-532.LINK (5465)

Refresh Strategies

Successful tactics in previous open enrollment campaigns:

- **Neighborhood Storefront Enrollment Centers(9)**
- **One Touch Enrollment Events (22)**
- **Faith-Based Engagement**
- **Special Enrollment Events & Campaigns**
- **Strategic Partnerships**
- **Retail Stores**

NEW IN OEP3

CUSTOMIZED COMMUNITY-BASED TACTICS

PUBLIC SUPPORT AND ENGAGEMENT

Each One LINK One Campaign

**An opportunity for the public
to support enrollment efforts**

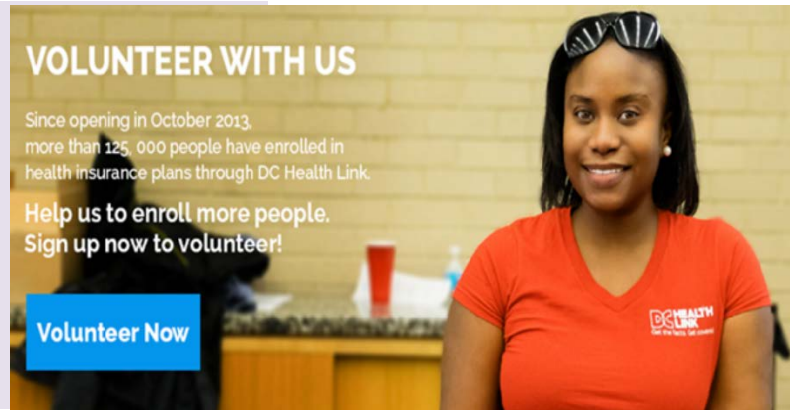


*Everyone knows someone who is uninsured and needs health insurance. Help us to identify the uninsured in your community. Because you care, be the **LINK** to enrolling someone you know, a family member, friend, neighbor or colleague, in affordable quality health insurance through DC Health Link.*

PUBLIC SUPPORT AND ENGAGEMENT

Volunteer Corps

An opportunity for residents, students and other volunteers to assist with reaching the uninsured and support outreach and enrollment efforts



The program includes recruitment, orientation, management, assessment and recognition. Harnessing the power of skilled, motivated volunteers, the volunteer pool is comprised of students, community leaders, residents, faith-based health ministries, and corporate /business professional.

Enhanced Social Media Campaign

Interactive Social Media Campaign

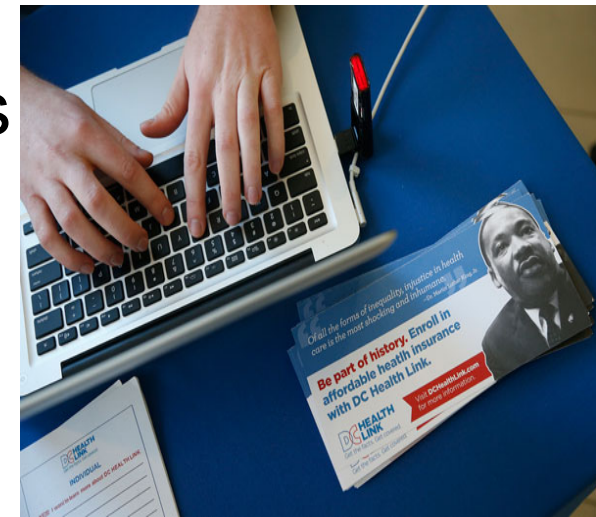
The integration of a robust social media campaign using Email, YouTube, Instagram, Twitter, FB, and Periscope



Mobile and Digital Advertising

Reaching consumers through TXT messaging and through mobile apps such as Candy Crush, Spotify, SnapChat, Next Bus, Fantasy Football, etc.

Digital advertising is less expensive, allows us to target specific consumers, is more engaging, more personalized and has stronger campaign tracking and analytics.





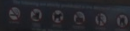
Get the facts. Get covered.

Affordable Health Insurance
Deadline: February 15th • DCHealthLink.com

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EVALUATING OUTDOOR

Affordable Health Insurance
Deadline: February 15th
DCHealthLink.com



Special Campaigns

Events Geared Toward Earned Media

- **Shape Up - Sign Up** - partnership with Washington health clubs to promote enrollment and healthy lifestyles



Special Campaigns

Events Geared Toward Earned Media

“Backpack Attach” – partnership with DC Public and Charter Schools to send information home to parents via backpacks

*And they shall
lead the way....*



SHOP OUTREACH

- **Special Enrollment Events -**
- **Membership Inreach**
- **Educational Seminars/Webinars**
- **Social Media**
- **Media Buys**
- **DC Health Link's 1st Business Partner Expo (April 2016)**
- **[Small Business Testimonials](#)**

RENEWAL OUTREACH

- **Post Card Reminders**
- **Phone Banking**
- **Email Blasts**
- **Direct Mail**
- **Txt Messaging**

Culturally Diverse Outreach Materials

- **Refresh I&F and SHOP Brochures, Checklists, Rack Cards, Website, etc.**
- **Add more culturally diverse & linguistically appropriate educational/outreach materials and images**
- **Translate materials - Spanish, Korean, Chinese, Vietnamese, Amharic**
- **Include more diverse images – Spanish, Asian Americans, LGBTQ, etc.**

Reinforcement Tactics

- **Metro Train and Bus Ads**
- **Earned Media /Media Buys - Radio and Community Newspapers**
- **Promotional & Collateral - Reinforce the brand and messaging, provide critical information to new enrollees, grab the attention of each target audience**
- **Strategic Partnerships**
- **Movie Screenings – Hunger Games & Star Wars**

Reinforcement Tactics

- **Mobile Apps**
- **24 Hour Marathon**
- **Testimonials Vignettes Bank – “*My Cover Story*”**
- **From the Pulpit to the Pews**
- **Advertisement Influencer**
- **Video/Infographics**



“My Cover Story”



“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

Segmented Audiences

- **African Americans (Men)** – Barber/Beauty Shops
- **Hispanics** – Enrollment Days at Embassies
- **Asian Americans and Pacific Islanders /Native Americans**– Leadership Forum; Event with Gabriela DC; Partnership Events with OAPIA
- **Millennials** – National Youth Enrollment Day and #Bornin86 Campaign; Enroll at the Bowls – College Football Championships; Mobile apps
- **LGBT Community** – LGBT Enrollment Events; Health Fair & Awareness Days
- **Women** – Women’s Health Symposium - Why the Affordable Care Act Matters for Women

Weekly Timeline – November 2015

- **Week of October 26 - Countdown to Enrollment Focus and Launch**
- **Week of November 1 - Open Enrollment Begins – Kickoff at MLK Library – 2 pm**
- **Week of November 9 -Women’s Week of Action**
- **Week of November 16 – Asian Pacific Islander/Native American Week of Action**
- **Week of November 23 - Thankful for Coverage**

Weekly Timeline - December 2015

- **Week of November 30** - Give the Gift of Health Care and Re-Enrollment Themes
- **Week of December 7** - LGBT Week of Action, Re-Enrollment and Enrollment Deadline Push
- **Week of December 14** - Deadline Push for Coverage Beginning January 1
- **Week of December 21** - Give the Gift of Health Care and Faith
- **Week of December 28** - Health and Wellness/New Year's Resolutions

Weekly Timeline - January 2016

- **Week of January 4** - Health and Wellness/ New Year's Resolutions Focus (*Shape-Up, Sign-Up*)
- **Week of January 11** - Latino Week of Action
- **Week of January 18** - African- American Week of Action, Young Invincibles/Millennial Week of Action
- **Week of January 25** - Deadline Focus and Strong Final Push

“My Cover Story”



“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.”

- WORDNA
COMMUNITY OUTREACH
CONSULTANT

SUCCESS IN THE DISTRICT

- **DC Health Link Business Partners**
- **DC Health Link Assisters**
- **DC Health Link Navigator & Certified Application Counselors**
- **DC Health Link Certified Brokers**
- **DC Government Agencies**
- **Faith-based Community**

BUSINESS PARTNERS



greater**washington**
hispanic chamber of commerce



RAMW

RESTAURANT ASSOCIATION
METROPOLITAN WASHINGTON

DC Chamber of Commerce
DELIVERING THE CAPITAL



Small Business Testimonials

Small Business Testimonials

<https://youtu.be/3rS5PTDg17E>

TO LEARN MORE:



- Visit us at **www.DCHealthLink.com**
- Like us on **Facebook: DC Health Link**
- Follow us on twitter **@DCHealthLink**
- Download our Mobile App at **iTunes and Google Play**

QUESTIONS



Thank you!!!





DC HEALTH LINK IN-PERSON CONSUMER ASSISTANCE PROGRAMS
DC Health Benefit Exchange Authority
Executive Board Meeting
Monday October 19, 2015

OVERVIEW

- **Enrollment Lessons Learned & OEP3 Focus**
- **DC Health Link Assister Program**
- **DC Health Link Navigator Program**
- **DC Health Link Certified Application Counselor Program**

SECTION I:

**ENROLLMENT LESSONS
LEARNED & OEP3 FOCUS**

DC Health Link

- Nationally recognized for OEP1 & 2 DC Health Link Assister Program best practices
- DC consumers faced many of the same challenges as consumers in other locations across the country
- Collaborations to share information with other Exchanges and partners

OEP3

- **105** trained experts available to provide in-person assistance (Assisters, Navigators, CACs)
- Build on OEP1 & 2 gains
- Uninsured and hard to reach target populations: low uninsured rate in DC means remaining uninsured are especially hard to reach
- Assister & Navigator focus on new enrollees (currently uninsured)
- Keep enrolled consumers insured via referrals to ESA, DCHL Contact Center, and CACs

OEP3

- Continuing successful OEP1 & 2 activities (Enrollment Centers; One Touch events)
- DCHBX supportive of affinity groups; targeted outreach
- Health insurance literacy
- Capacity building for sustainability
- Focused on enrollment and sharing our DC Health Link stories
- Assister participation in DC Health Link enrollment events (collaboration; co-branded materials)

SECTION I:
**DC HEALTH LINK ASSISTER
PROGRAM**

In-Person Assister Training

- Training is a critical component of the DC Health Link Assister Program. Assister training was developed by Families USA, and Whitman-Walker Health serves as the in-person training lead. Trainers also include the DC Health Benefit Exchange Authority and the Institute for Public Health Innovation, as well as guest lecturers such as the DC Department of Health Care Finance as needs arise. Assister training includes important topics such as confidentiality and privacy & security.
- **Onboarding**: The initial certification process to become a Certified DC Health Link Assister included over 30 hours of an in-person 5-day training course that featured daily modular tests and a final comprehensive exam.
- **Recertification**: In October of each year, Assisters are required to complete an in-person mandatory training and examination in order to be recertified for the upcoming open enrollment period.

In-Person Assister Training

- **Continuing Education**: Assisters meet for a mandatory, half-day DC Health Link Monthly Continuing Education Meeting that features skills building and networking, as well as a chance for Assisters to share their experiences in the field. Additional training opportunities include but are not limited to: DC Health Link issue-specific policy webinars; DC Health Link In-Person IT/Tech Support Office Hours; DC Health Link IT/Tech Systems Training & Trained Expert Resource Guide; DC Health Link Speakers' Bureau Training; and DC Health Link Outreach Advisory Group.
- **Resources**: Assisters are supported via a weekly *DC Health Link Assister News* newsletter publication which includes updates and guidance, weekly Assister program manager meetings, electronic grant management tools, a DC Health Link Assisters' Resource Guide, and other job aids and resources.

Assister Grant Administration

- The Institute for Public Health Innovation (IPHI) as grant administrator, in partnership with the DC Health Benefit Exchange Authority in its funder role, ensures compliance with grant requirements and performance metrics including reporting, invoicing, and achievement of work plan goals.
- Corrective actions are taken as necessary in order to help ensure grantee and program success.

In-Person Assisters

- At present, 35 Assisters have been certified as trained experts to help consumers in OEP3.

Assister Grantee Timeline: 2-15-16

- **AME Second District RED**
- **Leadership Council for Healthy Communities**
- **The Young Invincibles**

Assister Grantee Timeline: 6-30-16

- **Community of Hope**
- **La Clinica del Pueblo**
- **Mary's Center for Maternal and Child Care**
- **Unity Health Care**
- **Whitman-Walker Health**

SECTION II:
**DC HEALTH LINK NAVIGATOR
PROGRAM**

DC Health Link Navigator Program

- DC Primary Care Association (DCPCA) served as the District's navigator since the fall of 2013.
- In 2015, the DC Health Benefit Exchange Authority issued a Request for Application (RFA) solicitation in order to award grants to qualified applicants to serve as DC Health Link's navigator entities.
- We are transitioning many of the tools, best practices, and lessons learned from the federally-funded DC Health Link Assister Program to be used in the District-funded DC Health Link Navigator Program as we seek to grow and sustain the Navigator Program.

Navigators

- At present, 5 Navigators have been certified as trained experts to help consumers in OEP3.
- *Please note that both AME and WWH plan to shift their Assister teams to the Navigator Program post-OEP3, allowing for up to 15 Navigators.*

Navigator Grantee Timeline: 9-30-16 (4 Option Years)

- **AME Second District RED**
- **DC Primary Care Association**
- **Whitman-Walker Health**

SECTION II:

DC HEALTH LINK CERTIFIED APPLICATION COUNSELOR (CAC) PROGRAM

What is a CAC?

- CAC stands for Certified Application Counselor.
- CACs are staff and volunteers of CAC Designated Organizations who provide in-person assistance to District residents applying for individual and family health coverage through DC Health Link.
- CACs receive the same training and access as DC Health Link Assisters. CAC Designated Organizations certify staff and volunteers who meet CAC requirements and complete training. Such individuals are currently going through the full CAC certification process.

CAC Training

- The DC Health Link Certified Application Counselor program training is modeled after the DC Health Link Assister program training and consists of a 15-hour online course with quizzes and a certification exam.
- The online courses include the same course topics as the in-person training provided to Assisters. The online training is available for CACs.

CAC Hospital Based Presumptive Eligibility (HBPE)

- The District of Columbia is implementing Section 2202 of the Patient Protection and Affordable Care Act to allow Qualified Hospitals to conduct presumptive eligibility determinations in accordance with Department of Health Care Finance (DHCF) established policies and procedures.
- Hospitals currently enrolled as DC Medicaid providers can begin the process to become DC Qualified Hospitals for the purpose of conducting presumptive eligibility determinations.
- In order to become a Qualified Hospital, among other requirements, a hospital must become a DC Health Link Certified Application Counselor (CAC) Designated Organization with the DC Health Benefit Exchange Authority. Once such designation is granted, hospital staff identified to become CACs will complete the CAC Hospital Based Presumptive Eligibility training module (DHCF is expected to have full system functionality for the HPBE training module in late 2015/early 2016).
- Upon successful completion of all requirements, the Qualified Hospitals' individuals will be certified as CACs.

CACs

At present, **65**
Assisters have
been certified as
trained
experts to help
consumers in OEP3.



CAC Designated Organizations: Assister Program

- To date, **20 organizations** (including 4 hospitals) have become DC Health Link Certified Application Counselor (CAC) Designated Organizations.
- Of the 20 CAC Designated Organizations, some have CACs in training, are not active right now, or are shifting CAC resources to the grant-funded Assister Program for OEP3.

CAC Designated Organizations: Assister Program

- **Calvary Healthcare**
- **DC CARE Consortium**
- **Elaine Ellis Center (DCPCA)**
- **Family and Medical Counseling Service (DCPCA)**
- **La Clinica del Pueblo**
- **Mary's Center**
- **SHIRE**
- **Unity Health Care**
- **Us Helping Us**
- **Whitman-Walker Health**
- **MBI Health Services LLC**

CAC Designated Organizations: Hospitals

- George Washington University Hospital
- Howard University Hospital
- Providence Hospital
- Sibley Memorial Hospital

CAC Designated Organizations

- DECO
- Green Door
- Georgetown HOYA Clinic
- Psychiatric Institute of Washington
- ROI Eligibility Services LLC

CAC Recruitment & Program Building

- Open Application Timeline – Rolling Basis
- Goal for Assister grantees to become CAC Designated Organizations
- CAC Program promotional materials
- Upload Assister training materials to CAC online training portal
- Promote CAC Program to potential partners
- Survey/get feedback from current CAC Designated Organizations
- Invite CAC Designated Organizations to engage in DC Health Link outreach and enrollment events (volunteer “give back days,” etc.)

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