



Overview: First Open Enrollment Period Media & Outreach Strategy

DC Health Benefit Exchange Authority
Executive Board Meeting
Wednesday, May 14, 2014 – 5:30 pm

**DC HEALTH
LINK**
Get the facts. Get covered.

Core Messaging

Sharing the Essential Message:

- DC Health Link is the District's new online health insurance marketplace that provides individuals, families, and small businesses and their employees with quality, affordable health insurance options
- New marketplace puts consumers in the driver seat
- Allows consumers to compare plans and select coverage that best meets their needs and budgets

Our Outreach Approach

Motto:

“Let’s Reach Them Where They Live, Work, Play, and Pray!”

First Half of the Open Enrollment Period

- Educate, Encourage and Enroll

Second Half of the Open Enrollment Period – Real Estate

- Enrollment, Enrollment, Enrollment!
- Don’t Delay, Enroll Today!
- Beat the Rush, Avoid the Penalty!

Final 30 Day Push

- **Capitalize** – Capitalize on the work we have done
- **Invest** – Invest in the events that yield the most success
- **Continue** – Continue to enroll more residents and small businesses

Initial Outreach Tactics

Early Stages of Outreach:

- Increased awareness of new marketplace through town halls
- Activated grassroots community activities and events
- Created opportunities to connect consumers to DCHL.com
- Informed consumers that financial assistance is available
- Leveraged partnerships with other government agencies, community groups, and faith leaders

Reaching Consumers

- **Advertising/Branding**
- **Partnerships**
- **Faith-Based Outreach**
- **Young Invincible Outreach**
- **Special Enrollment Events & Opportunities**
- **Special Enrollment Period**
- **Earned Media Efforts**

Strategic Approach

- **Focused and hyper-local campaign** including earned media, paid media, and creative placement
- **Omnipresent and sustained campaign** during the open enrollment period
- **Efficient and effective media channels**, maximizing added value opportunities whenever possible
- **Culturally relevant creative** that reaches across diverse ethnic, racial and cultural lines, in multiple languages

Media Campaign Objectives

- **Establish** DC Health Link as a District-based marketplace for the sale of private health insurance.
- **Educate** DC residents and businesses about their rights and responsibilities.
- **Persuade** and motivate the uninsured, underinsured, and small businesses to seek out available coverage options.
- **Drive** prospective enrollees to DC Health Link's resources.



Uninsured Individuals

- 42,000 individuals
 - 67% Male / 33% Female
 - 57.8% African American
 - 20.4% White/Caucasian
 - 10.6% Hispanic

Small Business Owners

- 2-50 full-time employees
 - 15,000 small businesses and start-ups

Key Wards

- Ward 1
- Ward 4
- Ward 5
- Ward 7

Individual Policy Owners

- 22,000 individuals
 - 14.9% between 201% to 300% FPL
 - 13.6% between 301% to 400% FPL
 - 71.5% at least 401% FPL

Advertising and Branding

- **Placement of Ads:**
 - Advertised in local community newspapers
 - Promoted outreach initiatives via social media
 - Promoted digital media through YI campaign
 - PSAs appeared on local radio and cable stations.

Advertising and Branding

I've Got a Plan Campaign

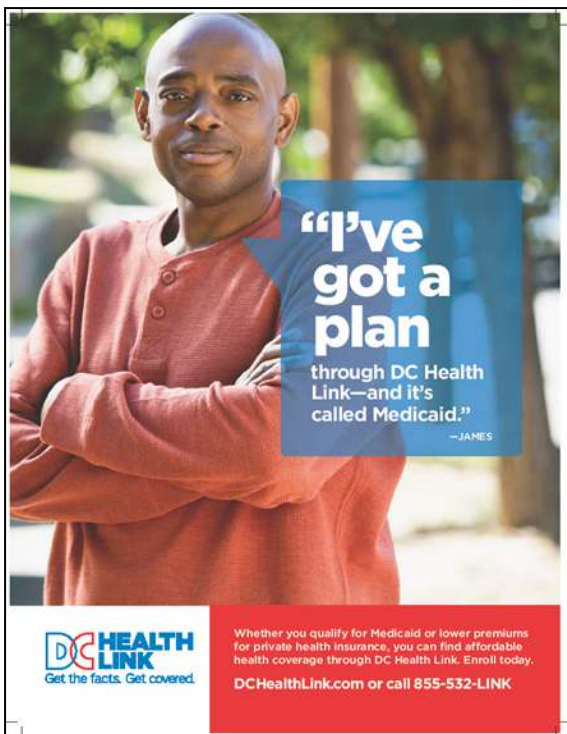


Advertising and Branding

Metro Stations



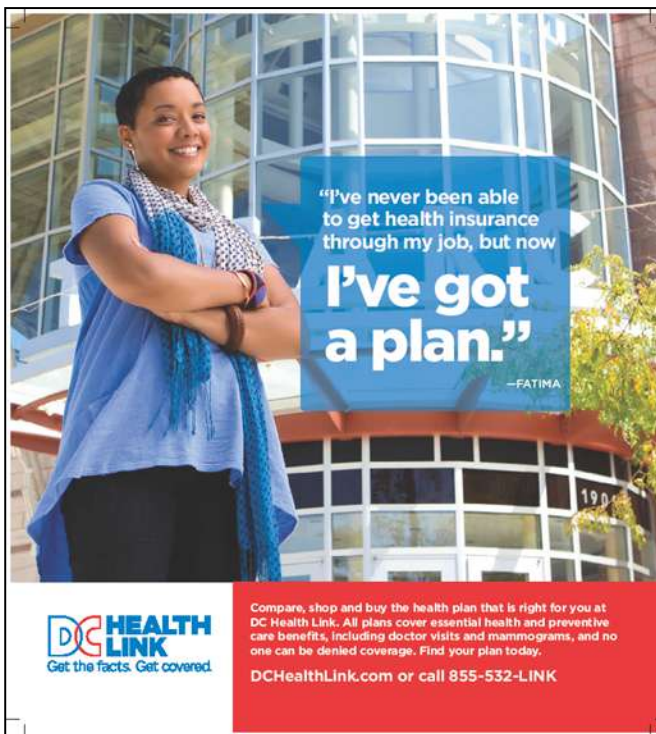
Metro Bus Shelters



"I've got a plan"
through DC Health Link—and it's called Medicaid."
—JAMES

DC HEALTH LINK
Get the facts. Get covered.

Whether you qualify for Medicaid or lower premiums for private health insurance, you can find affordable health coverage through DC Health Link. Enroll today.
DCHealthLink.com or call 855-532-LINK



"I've never been able to get health insurance through my job, but now I've got a plan."
—FATIMA

DC HEALTH LINK
Get the facts. Get covered.

Compare, shop and buy the health plan that is right for you at DC Health Link. All plans cover essential health and preventive care benefits, including doctor visits and mammograms, and no one can be denied coverage. Find your plan today.
DCHealthLink.com or call 855-532-LINK



"Tengo un plan"
por si me enfermo o tengo un accidente—para proteger mi salud y mi cartera."
—RENE

DC HEALTH LINK
Get the facts. Get covered.

Como parte de la ley de salud del Presidente Obama, DC Health Link ofrece planes de salud asequibles para personas que no tienen seguro médico o que lo tienen por su cuenta. No puede ser rechazado por afecciones preexistentes. Encuentre su plan hoy mismo.
DCHealthLink.com o llame al 1-855-532-LINK

Advertising and Branding

Wallscapes



Media Engagement (Traditional & Social)

The Washington Post

Obamacare sneak peek: A first look at the small business exchange in Washington



Second Group of DC Health Link Assistors Now Trained to Help Residents Sign Up for Health Insurance



← 253 retweets and 32 favorites

Partnerships

DC Chamber of Commerce
DELIVERING THE CAPITAL



greaterwashington
hispanic chamber of commerce



dc public library
check it out!



CVS
pharmacy



RAMW

RESTAURANT ASSOCIATION
METROPOLITAN WASHINGTON



DC Mayor's Office on Asian
and Pacific Islander Affairs

DC Public Libraries:

- 26 Libraries in the District
- DCHL leveraged many DCPL locations for outreach and education

Featured Library Locations: Enrollment Centers

- Martin Luther King Jr. Library
 - Enrollment fair
 - Dedicated IPA assistance
 - Received national and location media attention
- Deanwood Library
 - Dedicated IPA assistance
 - Great location for residents in Ward 7

Partnerships

Greater Washington Hispanic Chamber of Commerce:

- Connected DCHL to Spanish-speaking community
- Served as essential and trusted spokespersons in the Hispanic community
- Provided bilingual support
- Helped facilitate One Touch Enrollment support

Office on Asian Pacific Islander Affairs:

- Provided essential access to various cultures and religious groups
 - Muslim Temples, Sikh Gurdwara, Jewish Synagogues and Chinese Churches
 - Conducted door knocks to small business community

DC Chamber of Commerce and Restaurant Association Metropolitan Washington:

- Provided social media support and promotion via the Web
- Served as effective spokespersons

Partnerships

D.C. United:

- Title sponsor night/tailgate booths
- Kick-off event support

CVS:

- 30 stores hosting enrollment events
- Assistants onsite to help consumers
- Brochures in multiple languages
- Free onsite health screenings

Leading Outreach Initiatives

Faith Based Outreach

“From the Pulpit to the Pews: Faith In Action”

- Outreach Enrollment Events - “Sounds of Faith” and Faith in Action Sunday
- Interfaith Weekends
- National Faith Weekend of Action – March 22-23 (White House Initiative)
- Faith Based Tool Kits; Street Teams
- Faith Based Enrollment Centers

From the Pulpit to the Pews: Artful Sounds of Faith Gospel Concert

- Union Temple Baptist Church
- Featured major gospel recording artists (John P. Kee & Brittney Wright) HU Gospel Choir, liturgical dancers...etc.
- Nationally renown gospel choirs
- Dr. Akhter provided opening remarks
- Dr. Calvin Snowden (President, NFLPA) “enrollment push”
- Dr. Chris Riley and Falasha Culpepper “enrollment push”
- Over 500 people attendee
- Enrolled more than 100 residents

From the Pulpit to the Pews: Faith in Action Appreciation Sunday at Nineteenth Street Baptist Church

- **Worship Service:**
 - Featured Speakers - White House and DCHBX officials
 - Howard University Gospel Choir
- **Small Business Sunday:**
 - Partnered with the U.S. Small Business Administration and U.S. Chamber of Commerce for Small Business Sunday event
- **Enrollment:**
 - Over 300 people attended
 - Enrollment for individuals and small businesses - over 45 consumers enrolled

National Youth Enrollment Day:

Saturday, February 15, 2014

- Nationally recognized event geared toward energizing and encouraging youth to enroll in health coverage.
- DC Health Link hosted multiple enrollment events in support of National Youth Enrollment Day.
- Certified DC Health Link assisters and licensed health insurance brokers were onsite at each location to offer support with the application, health insurance plan selection and enrollment process.

National Youth Enrollment Day Events:

- DC Health Link at Union Market
- Mt Jezreel Baptist Church
- Congresswoman Norton Tax and Information Fair
- DC Health Link on Ice
- Calling All Artists
- Brown Memorial AME Church and Enroll America

Samples of Nationally Recognized Events:

- Air Jordan Sneaker Releases
- Late Night Denny's
- Fact Mob
- Pillow Talks
- Bars
- Tip Off: March Madness Happy Hour

Young Invincible Outreach

- **March Madness Outreach Event:**

- Sports Bars and Wing Spots
- High School Basketball Tournaments

- **Laundromat Weekends:**

While young residents washed clothes and waited for them to dry, DCHL provided enrollment assistance with The DC Connect Mobile Unit, which was equipped with seven hi-speed Wi-Fi stations.

- **DC Health Link Mobile App 1.0:**
 - The app is an on-the-go educational tool to provide consumers with information about DC Health Link on iPhone and Android mobile devices
 - Targeted toward Young Invincibles

- **Features of Mobile App Includes:**

- **DISCOUNT CALCULATOR** - A Web redirect to a mobile version of DCHL's calculator that currently exists on the website (<https://dchealthlink.com/calculator>)
- **FIND EVENTS** - A searchable list view of DCHL events open to the public. This list is based on the events on the website
- **GET HELP** - A landing screen that provides several ways to learn more about DCHL which include finding experts, reading FAQs, getting DCHL contact information and watching DCHL videos
- **SHARE THE LINK** - A social media feature that allows the user to share with friends and family on Twitter, Facebook or email that s/he has downloaded the app

Special Events

Tax Filing Partnership

- DCHL tax partnership initiative is a collaboration with tax preparation organizations to enroll residents and small business in health plans with onsite information enrollment stations at tax preparation locations throughout the community
- The onsite stations will be staffed by DCHL certified IPAs and licensed health insurance brokers who will provide information, answer questions, and offer enrollment assistance
- There were 11 tax filing locations throughout the city



One Touch Enrollment Center:

The Process:

- DC Health Link “**1 Touch**” enrollment provides for a smoother and more customer-friendly one-stop-shop enrollment experience featuring enrollment support, identity proofing, Medicaid eligibility determinations and case work management, if necessary.
- Partner agencies included the DC Department of Human Services and the DC Department of Health Care Finance
- Carlos Rosario Public Charter School:
 - Over 200 attendees
 - Most successful 1 Touch Location

Special Enrollment Period

- ***March 31 – April, 30, 2014***
- Special Enrollment Locations:
 - Union Temple Baptist Church
 - Martin Luther King Jr. Library
 - Dorothy I. Height/Benny Library
 - 1 Touch Enrollment Center – Carlos Rosario
 - Wal-Mart
 - Good morning Coffee 7-Eleven

Community Outreach

- Robust community outreach campaign, targeting the Young and Healthy demographic (18-34 years of age).
- Activated on more than 1,200 DC Health Link outreach event in advance, during and after (to support the enrollment extension) the six-month open enrollment period.

Event Types/Categories		Events Held
1	ANC/Ward Meetings	28
2	Community/Civic/Neighborhood Events	12
3	Conferences/Panels/Forums	20
4	CVS Events	57
5	Educational/School/Info Sessions	62
6	Enrollment	358
7	Faith-Based	255
8	Festivals, Expos, Fairs, Run/Walk	29
9	Health/Medical	12
10	Library	97
11	One Touch Center	11
12	Small Business Events	104
13	Speaker Requests	54
14	Tax Partnerships	73
15	Town halls/Summits	29
16	Young Invincibles	44
Total Events		1245

Results: Major Success



More than 44,000 people enrolled through DC Health Link, *exceeding* the initial goal.



OCTOBER 1, 2013 - APRIL 30, 2014

DC HEALTHLINK ENROLLMENT NUMBERS

More than **44,000** enrolled:

11,106

People enrolled in private health plans through the DC Health Link individual and family marketplace

20,497

People were determined eligible for Medicaid coverage through DC Health Link

13,230

People enrolled through the DC Health Link small business marketplace

Results: Cohesive Campaign

- Earned Media
 - More than 900,000,000 media impressions
 - More than 78% of the coverage was positive or neutral
- Paid Media
 - Paid digital delivered a total of 4,991,704 impressions, generated 358,347 complete views, and 7,694 total clicks.
- Social Media
 - More than 7,500 tweets referenced DC Health Link, DC Exchange or #EnrollDC
 - Nearly 2,000 YouTube views
- Events and Outreach
 - Activated more than 1,200 DC events around the District³³

Best Practices

Advisory teams were convened to help develop new and innovative ways to reach and enroll consumers in health insurance through DCHealthLink.com.

- **Advisory Teams:**
 - IPA Advisory
 - Young Invincible
 - Faith-Based
 - Ward 7
- **Go to where consumers are**
- **Targeted outreach in the second half of the enrollment period**
- **Creative and innovative outreach enrollment events**

Lessons Learned

- Enrollment is not a sprint but a marathon
- Because you build it does not mean they will come
- Simple messaging
- Deadline motivates people
- Be more culturally sensitive with communication images and messages
- Rely more on internal resources
- Outside expertise is not necessarily the best way to go

Questions



A blue-tinted photograph of a city street, likely in Washington D.C., showing a row of multi-story brick row houses. Several cars are parked along the street, and a white van is visible on the left. The text "Thank you!" is overlaid in large white letters in the center of the image.

Thank you!