



Charting the Course:
2nd Open Enrollment Period (OEP) Outreach
Summary Overview



DC Health Benefit Exchange Executive Board Meeting
Wednesday, November 12, 2014 – 5:30 pm

Introduction

- During the 2nd OEP, DC Health Link will provide a broad spectrum of opportunities to highlight the benefits of the ACA and health insurance.
- This outreach strategies will consist of:
 - ✓ *Special events and in-person education*
 - ✓ *Earned, paid, social and digital media*
 - ✓ *Outreach and enrollment opportunities*

Overview of 2nd OEP Outreach Plan

Strategic Approach for Outreach



REINFORCE

REINFORCE the DC Health Link Brand

**RAISE
AWARENESS**

RAISE AWARENESS about the values of
DC Health Link

**RENEW
COVERAGE**

RENEW COVERAGE health plans

REINVIGORATE

REINVIGORATE enrollment efforts

Target Audience

DC HEALTH LINK ENROLLMENT NUMBERS

63,523 people enrolled:

15,523	People enrolled in private health plans through the DC Health Link individual and family marketplace
32,962	People were determined eligible for Medicaid coverage through DC Health Link
14,711	People enrolled through the DC Health Link small business marketplace

56% of consumers were uninsured prior to enrolling (as of 11/12/2014)

Campaign Strategies



Campaign Strategies

November 15th Kickoff Event
National Youth Enrollment Day
“Final Push” Activities
MLK, Jr. Day of Service
Valentine’s Day
Super Bowl Sunday
Faith-in-Action Launch
Interfaith Weekends

Special Events

Digital & Social Media

Facebook
Twitter
YouTube
Spotify
Mobile App

Educational Opportunities

Speakers’ Bureau
Back to School
Nights
CVS Events
Civic Organizations/
ANC Meetings
Health Fairs,
Festivals, Expos &
Community Events

Enrollment Opportunities

One-Touch Enrollment
Centers
DCHR Open Enrollment
Congressional
Enrollment
Outreach Events
Young Invincibles Events

Storefront Enrollment Centers

Martin Luther King Jr. Library
Whitman Walker Health Clinic
Unity Healthcare Clinic – Galen St SE
Unity Healthcare Clinic – Minnesota Ave NE
New Bethel Baptist Church Enrollment Center
AME Church 2nd Episcopal District

Paid Media / Advertisement

Metro Ads
Newspaper Ads
Radio Ads
Cable Television

Storefront Enrollment

DC Health Link Enrollment Centers	Operation Dates and Times		Staff Management
Martin Luther King Jr. Memorial Library (Ward 2) 901 G Street, NW	Mon-Thu: Fri-Sat: Sunday:	10:00 am - 7:00 pm 10:00 am - 4:30 pm 1:30 pm - 4:00 pm	Capital City AHEC Planned Parenthood of Greater Washington, DC
New Bethel Baptist Church Enrollment Center (Ward 2) 1739 S St., NW	Mon-Fri: Saturday: Sundays:	9:00 am – 5:00 pm 9:00 am – 1:00 pm By Appointment	New Bethel Baptist Church
Whitman-Walker Health (Ward 1) 1701 14th Street, NW	Mon-Thu: Friday:	8:00 am – 8:00 pm 8:00 am – 6:00 pm	Whitman-Walker Health
Unity Health Care Minnesota Avenue Health (Ward 7) 3924 Minnesota Avenue, NE	Mon-Fri: Sat-Sun:	8:00 am – 10:00 pm 8:00 am – 2:00 pm	Unity Health Care
Unity Health Care Anacostia Health Center (Ward 8) 1500 Galen Street, SE	Mon-Thu: Friday: Saturday:	8:15 am – 8:00 pm 8:15 am – 4:45 pm 8:00 am – 12:00 pm	Unity Health Care
AME Church – Second Episcopal District (Ward 2) 1134 Eleventh Street, NW	Mon-Wed: Thu-Fri:	9:00 am – 6:00 pm 9:00 am – 8:00 pm	AME Church – 2nd District

One Touch Enrollment Events

Carlos Rosario International Public Charter School

1100 Harvard Street, NW

Wednesday, November 19, 2014

5:00 pm – 9:00 pm

Saturday, November 22, 2014

9:00 am – 12:00 pm

Thursday, December 11, 2014

5:00 pm – 9:00 pm

Saturday, December 13, 2014

9:00 am – 12:00 pm

Thursday, January 8, 2015

5:00 pm – 9:00 pm

Thursday, January 15, 2015

5:00 pm – 9:00 pm

Saturday, January 17, 2015

9:00 am – 12:00 pm

Saturday, January 31, 2015

9:00 am – 12:00 pm

Thursday, February 5, 2015

5:00 pm – 9:00 pm

Saturday, February 7, 2015

9:00 am – 12:00 pm

Thursday, February 12, 2015

5:00 pm – 9:00 pm

Saturday, February 14, 2015

9:00 am – 12:00 pm

Important Dates

NOVEMBER 15, 2014

Open Enrollment begins.
Apply for, keep, or change your coverage.

DECEMBER 15, 2014

Enroll by the 15th if you want new coverage that begins on January 1, 2015.

(RENEWALS) If your plan is changing or you want to change plans, enroll by the 15th to avoid a lapse in coverage.

DECEMBER 31, 2014

Coverage ends for 2014 plans. Coverage for 2015 plans can start as soon as January 1st.

FEBRUARY 15, 2015

This is the last day you can apply for 2015 coverage before the end of Open Enrollment.

Campaign Collaterals

Individuals & Families	Small Businesses	Renewals	All Consumers
<ul style="list-style-type: none">• CVS Rack Card• Tri-fold Brochure• Palm Cards• Enrollment Checklist• FAQs One-Pager• Enrollment Cards• FAQ Cards• Storefront / One-Touch Enrollment Flyers	<ul style="list-style-type: none">• Rack Card• Post Card• Enrollment Checklist• Employer Mandate One-Pager• Enrollment Cards	<ul style="list-style-type: none">• Post Cards• Renewals Timeline One-Pager	<ul style="list-style-type: none">• Event Flyers advertising upcoming enrollment opportunities

Campaign Collaterals – CVS Rack Card



Get the facts. Get covered.

Choose a health plan that works for you.





Shop. Compare. Enroll.

DC Health Link is the District's online health insurance marketplace where you can shop for the health insurance that best meets your needs and budget.

OPEN ENROLLMENT

NOV. 15, 2014 - FEB. 15, 2015

DCHealthLink.com

1-855-532-5465 TTY/TDD 711-1-532-5465


SHOP at DC Health Link if you:

- Are uninsured
- Buy your own health insurance
- Work part-time and don't qualify for insurance through your job

COVERAGE INCLUDES:

- Private health insurance
- Financial help to lower your costs for private health insurance
- Medicaid


COMPARE health plans side-by-side from participating insurers.

aetna CareFirst  KAISER PERMANENTE

ENROLL with trained experts who are available **at no cost** on the phone, online and in-person.


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iTunes & Google Play



Get the facts. Get covered.

DCHealthLink.com
1-855-532-5465



DC HEALTH LINK
Get the facts. Get covered.

Campaign Message Themes

Week of November 9th	<i>Open Enrollment is coming (focus and launch)</i>
Week of November 16th	<i>Enrollment has Begun!</i>
Week of November 23th	<i>“Thankful for Coverage”, “Great Deals Here” , “Faith in Action”</i>
Week of December 7th	<i>“Give the Gift of Healthcare” and “Get Covered by December 15th”</i>
Week of December 14th	<i>“Give the Gift of Healthcare” and “Faith-based “ themes</i>
Week of December 21^d	<i>“Give the Gift of Healthcare Final Push” and “Faith-based” themes</i>
Week of December 28th	<i>“Health and Wellness / New Year’s Resolution” Theme</i>

Campaign Message Themes

Week of January 4th	<i>“Health and Wellness / New Year’s Resolutions” and “Women / Moms”</i>
Week of January 11th	<i>Latino Community & January 15th Deadline Reminders</i>
Week of January 18th	<i>African-American Community (MLK, Jr. Day of Service)</i>
Week of January 25th	<i>Young Invincibles (National Youth Enrollment Day)</i>
Week of February 1st	<i>“Valentine’s Day “ theme & “Enrollment Deadline” theme</i>
Week of February 8th	<i>“Deadline Focus” theme & “Strong Final Push” theme (Don’t Delay, Enroll Today!)</i>

2nd OEP Special Events

Special Dates to Remember

“All Hands On Deck” Special Events

DC HBX is asking all HBX employees & contractors to attend, staff & help advertise the following special events:

- ✓ **November 15th Citywide Kickoff Event**
- ✓ **November 21st - 23rd Faith-in-Action Kickoff Weekend**
- ✓ **January 29th National Youth Enrollment Day**

November 15th Kickoff



Martin Luther King Jr. Memorial Library
901 G St NW
Washington, DC 20001

Saturday, November 15, 2014
11am – 3pm
Program will begin at 12pm

Event will feature:

- ✓ Small business enrollment assistance
- ✓ Individuals & families enrollment assistance
- ✓ One-Touch Enrollment
- ✓ Free Health Screenings
- ✓ Free Health & Fitness Workshops
- ✓ Entertainment

Everyone is encouraged to invite their network to attend & participate in the kickoff of the 2nd OEP! Flyers will be provided, along with templates for email blasts.

November 15th Kickoff Advertisement



AFFORDABLE HEALTH INSURANCE IS AVAILABLE

Enroll or Renew Today!

Join us at the
**DC Health Link
2nd Information Day & Enrollment Fair**

SATURDAY, NOVEMBER 15, 2014
11:00 AM – 3:00 PM
MARTIN LUTHER KING LIBRARY
901 G STREET, NW



FEATURING:

- Trained experts for one-on-one enrollment and renewal support
- Licensed insurance brokers to help choose coverage
- Free health screenings
- Zumba classes and Yoga demonstrations
- Kids' Korner - Moonbounce, Storytelling, Arts & Crafts and more
- Entertainment
- Door prizes
- Live broadcast
- Special guests
- Other surprises

FOR MORE INFO and ENROLLMENT CHECKLIST
VISIT www.DCHealthLink.com
CALL 855.532-LINK (5465)

DOWNLOAD
DC Health Link Mobile App
@ iTunes or GooglePlay



FOLLOW US ON TWITTER
@DCHealthLink

Open Enrollment: November 15, 2014 – February 15, 2015

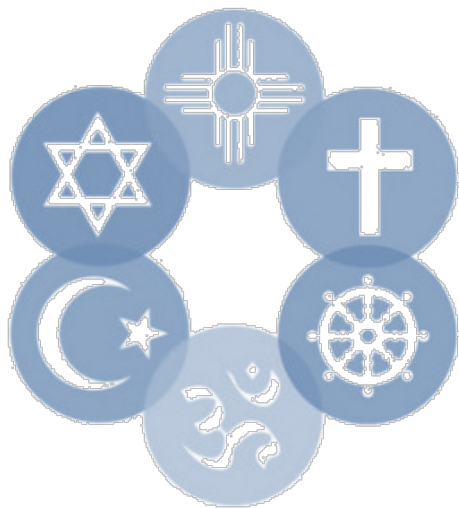
DC HEALTHLINK 2ND INFORMATION DAY AND ENROLLMENT FAIR

November 15, 2014 @ 11AM-3PM
Martin Luther King Library
901 G Street, NW

[Learn More](#)



Faith-In-Action Weekend



DC Health Link Faith in Action Weekend

November 21 – 23, 2014

DC Health Link Interfaith Friday & Saturday

Friday, November 21 – 22nd

- DC Health Link will participate in services across the District to encourage consumers to enroll.

DC Health Link Interfaith Sunday & DC Health Link Faith In Action Kick-Off Event (in partnership with Enroll America & the White House)

Sunday, November 23rd

Featuring Howard University Gospel Concert, Renowned Saxophonist Brian Lenair and other guest artists, White House guests and more

- Welcome Reception, Enrollment, FREE Health Screening - 2pm
- Inspirational Program - 4pm

Faith-in-Action Weekend Advertisement



Shop. Compare. Enroll.

FAITH IN ACTION WEEKEND

**Let's Celebrate
The Affordable Care Act
2nd Open Enrollment Period**
SUNDAY, NOVEMBER 23, 2014

**2:00PM – ENROLLMENT & HEALTH FAIR
WELCOME RECEPTION**
**4:00PM – SERVICE OF PRAISE AND
GOSPEL CONCERT**

**NINETEENTH STREET BAPTIST CHURCH
4606 16TH STREET, NW
WASHINGTON, DC 20011**
Reverend Derrick Harkins, Senior Pastor



FEATURED ARTISTS:

- The Howard University Gospel Choir
- Brian Lenair, Saxophonist and More

Event Information: Michele Fennelly 202-234-9400

Open Enrollment: November 15, 2014 – February 15, 2015



Don't miss this exciting afternoon as the faith-based community celebrates the Affordable Care Act 2nd Open Enrollment Period with a **Special Gospel Concert and Service**. DC Health Link will be onsite with Assistors, brokers, and other experts to answer questions, and provide information about health insurance coverage and financial assistance. Enrollment and renewal support will also be available.

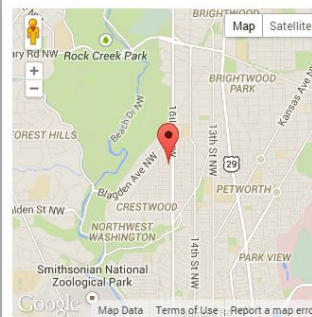
- Special White House Guests
- Gospel Entertainment
- Health Insurance Enrollment
- Health Ministries
- Free Health Screenings
- Giveaways and More

**FOR MORE INFO and
ENROLLMENT CHECKLIST**

Visit www.DCHealthLink.com
Call 855.532.LINK (5465)

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DC Health Link Mobile App
for iPhone and Android

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DC Health Link in Collaboration with
Enroll America – "Faith in Action"
Sunday

Nov 23, 2:00pm to 6:00pm
Nineteenth Street Baptist Church
4606 16th Street, NW

[Add to Calendar](#)

- 2:00 pm – 4:00 pm – Welcome Reception, Enrollment, FREE Health Screenings and more
- 4:00 pm – 6:00 pm – Gospel Program and Service of Celebration

Details: Don't miss this exciting spirit-filled afternoon to celebrate the kickoff of the Affordable Care Act 2nd Open Enrollment Period and the DC faith community's initiative, Faith in Action, designed to actively engage the faith community in the campaign to reach and enroll District residents and small businesses in affordable health insurance plans. Attendees will enjoy a special worship service featuring the sounds of Howard University Gospel Choir, saxophonist Brian Lenair and others artists. White House guests will be present along with local faith leaders. Prior to the service, refreshments will be served, FREE health screenings will take place and Assistors will be available to enroll residents in affordable health insurance plans, answer questions, and provide information about financial support.

For more information and to get a copy of the enrollment checklist visit, DCHealthLink.com, call 1.855.532.LINK (5465); download the DC Health Link Mobile App for iPhone and GooglePlay, and follow us on TWITTER @DCHealthLink. Event contact: Michele Fennelly - mfennelly@telcomdc.com, (301) 257-7409.



Get the facts. Get covered.

National Youth Enrollment Day

National Youth Enrollment Day January 29, 2015.

DCHBX will partner with the Young Invincibles and the White House to host a citywide event on January 29, 2015 targeting the young adults between the ages of 18 – 32. The goal of the event is to encourage young people to enroll on DC Health Link.

DCHBX will provide additional information soon.

2nd Open Enrollment Season Kick-Off Enrollment Fair Staff Sign-Up Sheet



District residents, small business owners and their employees can **SHOP, COMPARE** and **Enroll** in health insurance plans that best meet their needs and budgets. Trained experts will be onsite to assist with enrollment and answer your questions.

[illegible]

DC HEALTH LINK
Get the facts. Get covered.



Questions or Concerns?

Contact Information

Dr. Linda Wharton Boyd

Director, Communications and External Affairs

linda.wharton-boyd@dc.gov

Phone: 202-741-5201

Thank You!!!

To learn more:
Visit us at DCHealthLink.com

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1-855-532-5465

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