



4th OPEN ENROLLMENT PERIOD

Communications, Outreach, and Marketing

DC Health Benefit Exchange Authority

Executive Board Meeting

Wednesday, October 19, 2016

Presented by Linda Wharton-Boyd, Ph.D.
Communications, External Affairs, Stakeholder Engagement
Nancy Hicks, Chair of Marketing and Consumer Outreach Committee





TODAY'S PRESENTATION

- Overview of IVL Open Enrollment Period 4 Outreach and Marketing Strategy - ***“Getting to Zero”***
- Overview of SHOP Branding Campaign - ***“Affordable Choices”***

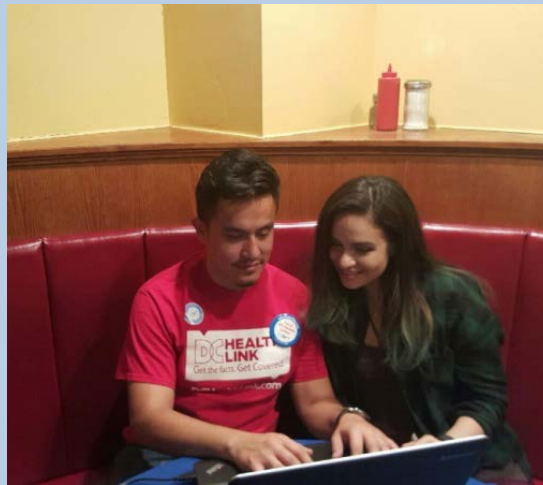


OBJECTIVES – “Getting to Zero”

- To reach, educate, and enroll the remaining 3.7 % hard-to-reach uninsured in quality affordable health insurance coverage
- To encourage existing customers to renew coverage through DC Health Link



Individuals & Families (IVL) Outreach





The IVL Outreach Approach

- Intensive-Hyperlocal
- Diversity Focused
- Millennial Engaged



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DC HEALTH LINK
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TARGET AUDIENCES

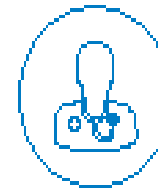
- **General Outreach** - The Remaining Uninsured
- **Focused Outreach**
 - Millennials
 - African Americans / AAPI
 - Latinos/ Hispanics



IVL Outreach Messaging

- **We empower our customers with tools to make informed decisions.**
- **We fight for lower premiums and better coverage for our customers.**
- **We have created real competition by the private market, where for the first time insurers have to compete for your business based on price and quality.**
- **Our #1 priority is to make sure that everyone who wants coverage, has it.**

CONSUMER SUPPORT TOOLS at DCHealthlink.com



**DC HEALTHLINK
DOCTOR DIRECTORY**
Find out which plans include your doctor or find a doctor.



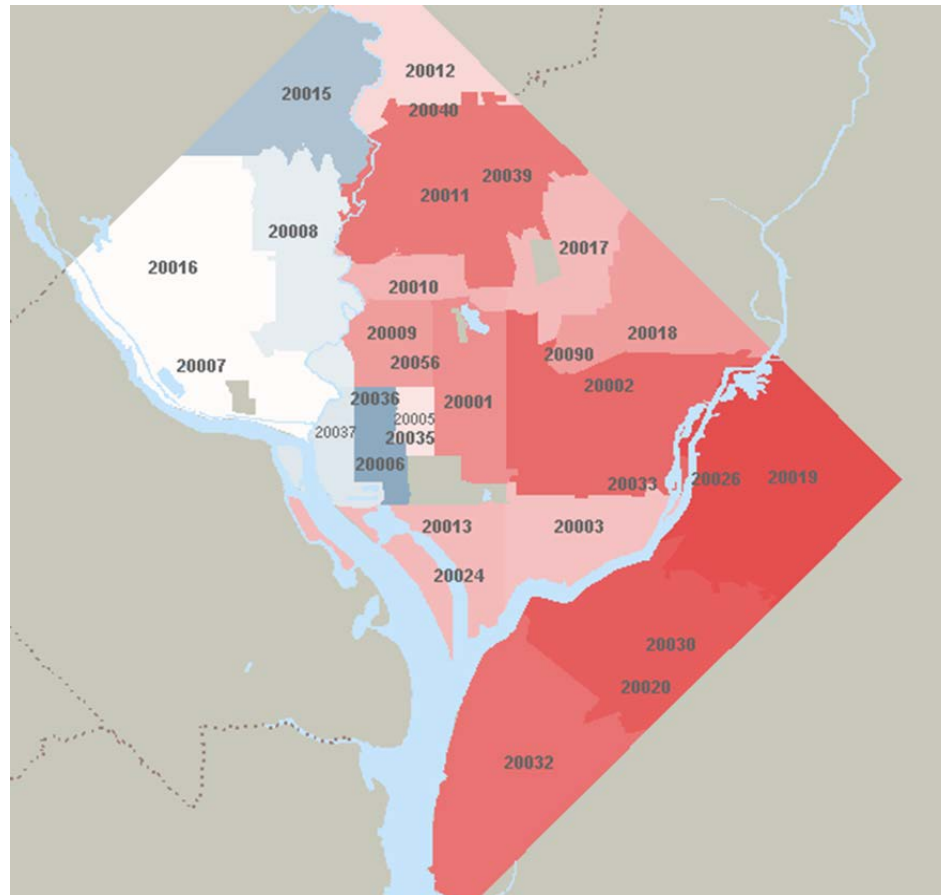
**DC HEALTHLINK
DRUG DIRECTORY**
Find out which plans cover your prescription drugs.



**DC HEALTHLINK
PLAN MATCH**
Find the right plan that meets your needs and budget.



DC'S REMAINING UNINSURED





Open Enrollment Begins Nov. 1

- **Opening the Market - 12:01 am**
 - An All 8-Ward Health Insurance “**Care-A-Van**”
 - Tuesday, Nov. 1 (Start - Brentwood Shopping Center - Ward 5)
- **Open Enrollment Kickoff Weekend:**
 - **Farmers Market Marathon**
 - Saturday, Nov. 12 – 10:00 am – 3:00 pm
 - **Faith In Action - Howard Theatre**
 - Sunday Nov. 13 – 10:00 am – 2:00 pm
 - **Faith-In-Action - Our Lady Queen of the Americas**
 - Sunday, Nov. 13 – 9:00 am – 4:00 pm



Important Enrollment Dates

- **November 1, 2016:**
 - Open Enrollment Begins
- **December 15, 2016:**
 - Deadline for enrolling in coverage that begins Jan 1
- **January 15, 2017:**
 - Deadline for enrolling in coverage that begins Feb 1
- **January 31, 2017:**
 - Final enrollment deadline (coverage begins March 1)

The District's Health Insurance Marketplace



DC HEALTH LINK
Get the facts. Get covered.

TIME IS RUNNING OUT...
To Enroll in Quality Affordable
Health Insurance

**DON'T DELAY,
ENROLL TODAY!**
The Deadline to enroll is January 31st

Go to DCHealthLink.com
Call 1 (855) 532-5465
TTY/TDD 711-1-532-5465

Visit an enrollment center
For nearest location, go to
DCHealthLink.com/enrollment-centers



OUR OUTREACH MANTRA IS TO REACH



Where they **LIVE**



Where they **SHOP**



Where they **PLAY**



Where they **WORK**



Where they **PRAY**



Strategies for Reaching the Uninsured

- **Volunteer Program** - Working with students, health ministries, etc.
- **Storefronts / One Touch Enrollment**
- **Faith-Based Outreach** -
From the Pulpit to the Pews





Strategies for Reaching the Uninsured

- **Street Team** – Metro Stops, Strip Malls, etc.
- **Earned Media** - Capturing press attention
- **Promotional & Collateral** - Reinforce the brand and messaging; provide critical information to new enrollees
- **New Strategic Community Partnerships**



Strategies for Reaching the Uninsured

- **Advertisements** - Metro bus, radio, newspaper, cable, online, etc.
- **Boots on the ground** - Community partners, trusted voices, assisters, and navigators
- **Knock, Knock** - Door-to-Door Canvassing
- **Each One LINK One** – Public
- **Engagement and Support**





Strategies for Reaching the Uninsured

- **Special Events**

Examples - **“Backpack Attach”** – Partnership with DC Public and Charter Schools

Shape Up, Sign Up - Partnership with Fitness Clubs

Movie Screening – Star Wars

- **Themed Weeks**

- National Youth Enrollment Day

- National Latino Week of Action

- National African American & AAPI Week of Action

- White House Healthy Campus Challenge





Strategies for Reaching the Uninsured

- **Outreach Advisory Groups**
- **Social Media Digital Outreach** – Twitter, Instagram, FB, YouTube Channel, TXT messaging, E-Blast, Mobile Ads, Geo-fencing, Candy Crush, Spotify, SnapChat, Next Bus, Fantasy Football, etc.
- **FINAL PUSH - 24 Hr. Plus Marathon**





Retaining Current Customers

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

—Dr. Martin Luther King, Jr.

Be part of history. Enroll in affordable health insurance with DC Health Link.





Renewal Messaging

“Shop & Save”

Using the
Plan Match Tool



RENEWAL OUTREACH STRATEGIES

- **Direct Mail**

- 3 letters in September, October, December

- **Email Blasts**

- New e-marketing tool that tracks opened emails and allows for targeting follow up communications

- **Phone Calls**



Small Business Outreach “Affordable Choices” Campaign



**Health Insurance
for Small Business
Fits all budgets**

aetna CareFirst   KAISER PERMANENTE  UnitedHealthcare®

DCHealthLink.com
(855) 532-5465





Affordable Choices Objectives

- **To maximize the small business customer base by raising**
- **To brand the Small Business (SHOP) marketplace**



SHOP Approach

Family
Branding

Co-Branding

Marketing

Utilize the DC Health Link “halo effect” to establish and build brand equity for Small Business (SHOP) marketplace and raise awareness through a uniquely designed marketing campaign



BUSINESS PARTNERS



greater**washington**
hispanic chamber of commerce



RAMW

RESTAURANT ASSOCIATION
METROPOLITAN WASHINGTON

DC Chamber of Commerce
DELIVERING THE CAPITAL



PROTECTING THE CONSUMER'S FUTURE

NAHU

National Association
of Health Underwriters

AMERICA'S BENEFITS SPECIALISTS



Affordable Choice Messaging

DC HEALTH LINK:

Health Insurance for Small Business

- “Health Insurance to Fit All Budgets”
- “Many Plans to Choose From”
- “Free Expert Support “
- “It’s easy to enroll online and free expert support is available.”



Affordable Choices Messaging

- “Small businesses now have the same purchasing power as big companies.”
- “When insurance companies compete you win!”
- “Join other small businesses that save thousands of dollars.”
- “Quality health insurance is a powerful incentive in employee recruitment and retention.”



TARGET AUDIENCE

Small businesses (50 or less employees) that:

- Have expressed interest in quality, affordable health insurance through SHOP
- Cannot provide health insurance through SHOP at this time, but whose employees would benefit from quality, affordable insurance through IVL marketplace



3 Affordable Choices Initiatives

- **DC Health Link @ Work (IVL)**
 - Studies show most uninsured work for small businesses
 - Will leverage DC Health Link Business Partners to setup enrollment sessions at small businesses with uninsured employees.
- **B-2-B (Business to Business)**
 - Recruit SHOP-covered businesses to encourage peers
 - Lunch and Learn; Coffee and Conversation
- **Sticker Tag Campaign**
 - Encourage covered businesses to place “We’re Covered” stickers on their storefront doors/windows



Affordable Choices Strategies

- **Business Partner** - Membership Inreach
- **Paid Advertisements** - Metro buses, Newspapers, Movie Screens, Cable TV
- **SHOP Referral Tracking System**
 - For following up on leads referred to brokers
 - To remind and encourage businesses to enroll



Affordable Choices Strategies

- **E-newsletter for small businesses** – quarterly pub in support of small businesses
 - **Social and Digital Media** - promote the campaign and raise SHOP awareness
 - **Web Banner**
- Health Insurance for Small Business**

aetna CareFirst KAISER PERMANENTE UnitedHealthcare DC HEALTH LINK
- **Strengthen connection to brokers** - refer small businesses to preferred brokers for enrollment



"Every smile that I see at Ice Cream Jubilee, every new flavor or sundae we create, every new employee that I welcome to our team, is possible, in part, because DC Health Link made enrolling in quality health care coverage convenient and affordable for me. DC Health Link gave me the independence to become an entrepreneur and the peace of mind to focus on my business. "

– **VICTORIA LAI**
OWNER, ICE CREAM JUBILEE



Interior Metrobus Ads



Health Insurance for Small Business Fits all budgets

aetna CareFirst  KAISER PERMANENTE  UnitedHealthcare 

DCHealthLink.com
(855) 532-5465





Exterior Metrobus Ads



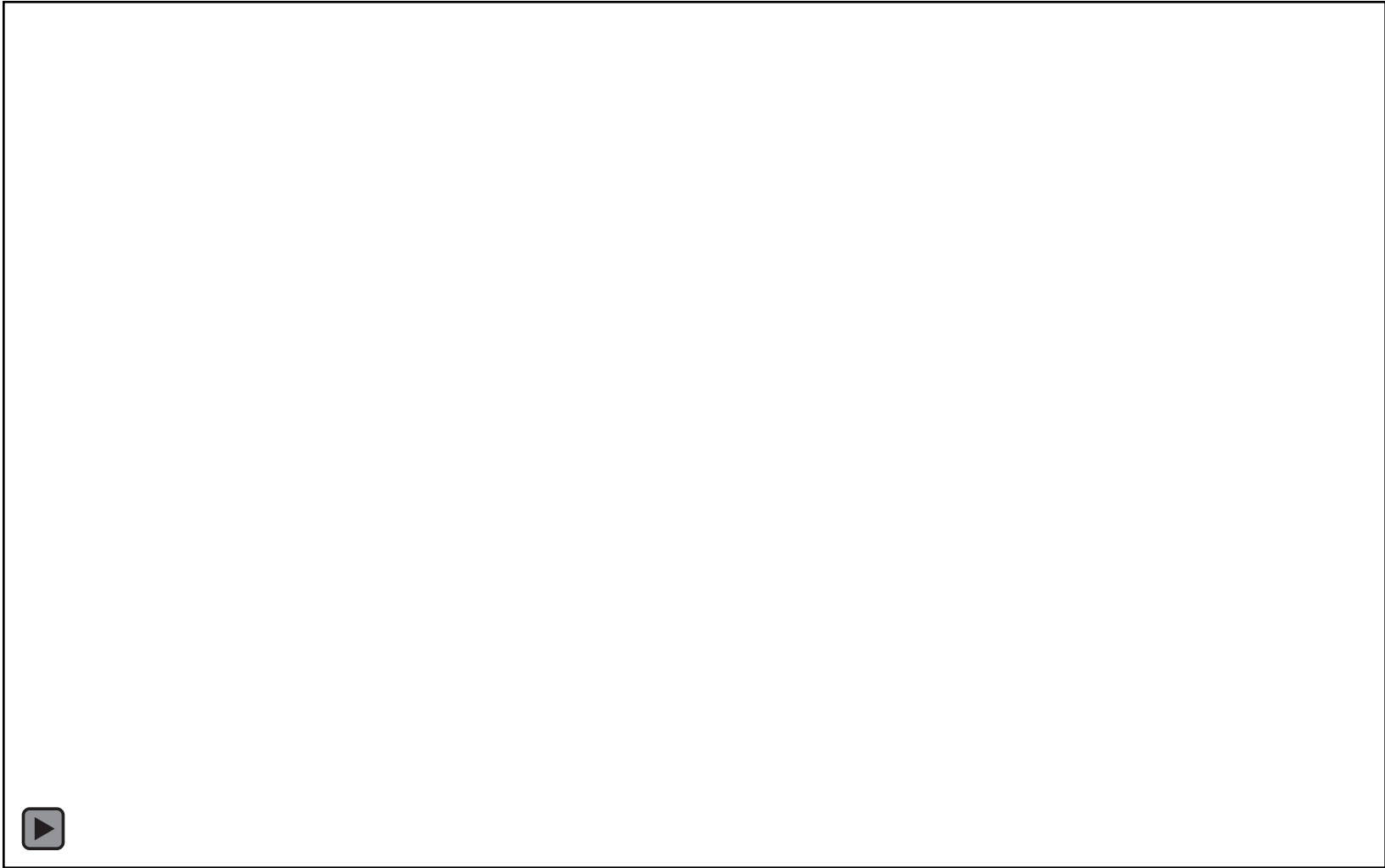


AFFORDABLE CHOICES STRATEGIES

- **Paid Advertisement**

Movie Theatres – Advertise on-screen with Hollywood-quality produced at movie theatre, lobbies and concession stand throughout the city; locations include downtown Gallery Place, Georgetown, and uptown theatres; showing on 29 screens, theatre lobbies and at concession stands

(AUDIO/VIDEO ON NEXT SLIDE)





AFFORDABLE CHOICES STRATEGIES

- **Paid Advertisement:**
 - **Comcast Cable Spotlight** - targeted video advertising during primetime programming on **Comcast** and **RCN** including CNN, MSNBC, ESPN, MSN, Fox News, History, News Headline, Weather Channel, etc.
 - Online impression website

(AUDIO/VIDEO ON NEXT SLIDE)





LEARN MORE

- Visit us at DCHealthLink.com and DCHBX.com
- Follow us on FB, Twitter and Instagram [@DCHealthLink](https://www.instagram.com/DCHealthLink)



QUESTIONS





Thank you!!!

