

NY State of Health

the Official Health Plan Marketplace



Inning #2

**Hit a Home Run at Your Next Outreach Event
Don't Kick Sand at the Umpire**

June 4, 2014

Presenters

- Welcome
 - Donna Frescatore
 - Executive Director, NY State of Health
- Today's Presenter
 - Tom Barritt
 - Partner/Managing Director
 - Communications Training Network
 - Ketchum New York

Inning #1: Improve Your Small Business Marketplace Batting Average (Navigators Only) Evaluation Survey Results

Here's what you said:

- 93.5% said knowledge of the Small Business Marketplace increased
- Provide PowerPoint slides in advance of the webinar
 - <http://info.nystateofhealth.ny.gov/SpringTraining>
- Use more complex examples in the demonstrations
- Slow down the pace/speak slowly

Watch your email for a link to an evaluation survey on Inning #2 and for more details about our 7th Inning Stretch Awards.



“Hit a Home Run at Your Next Outreach Event”

Tips for **Engaging** Public Speaking

Tom Barritt
June 4, 2014



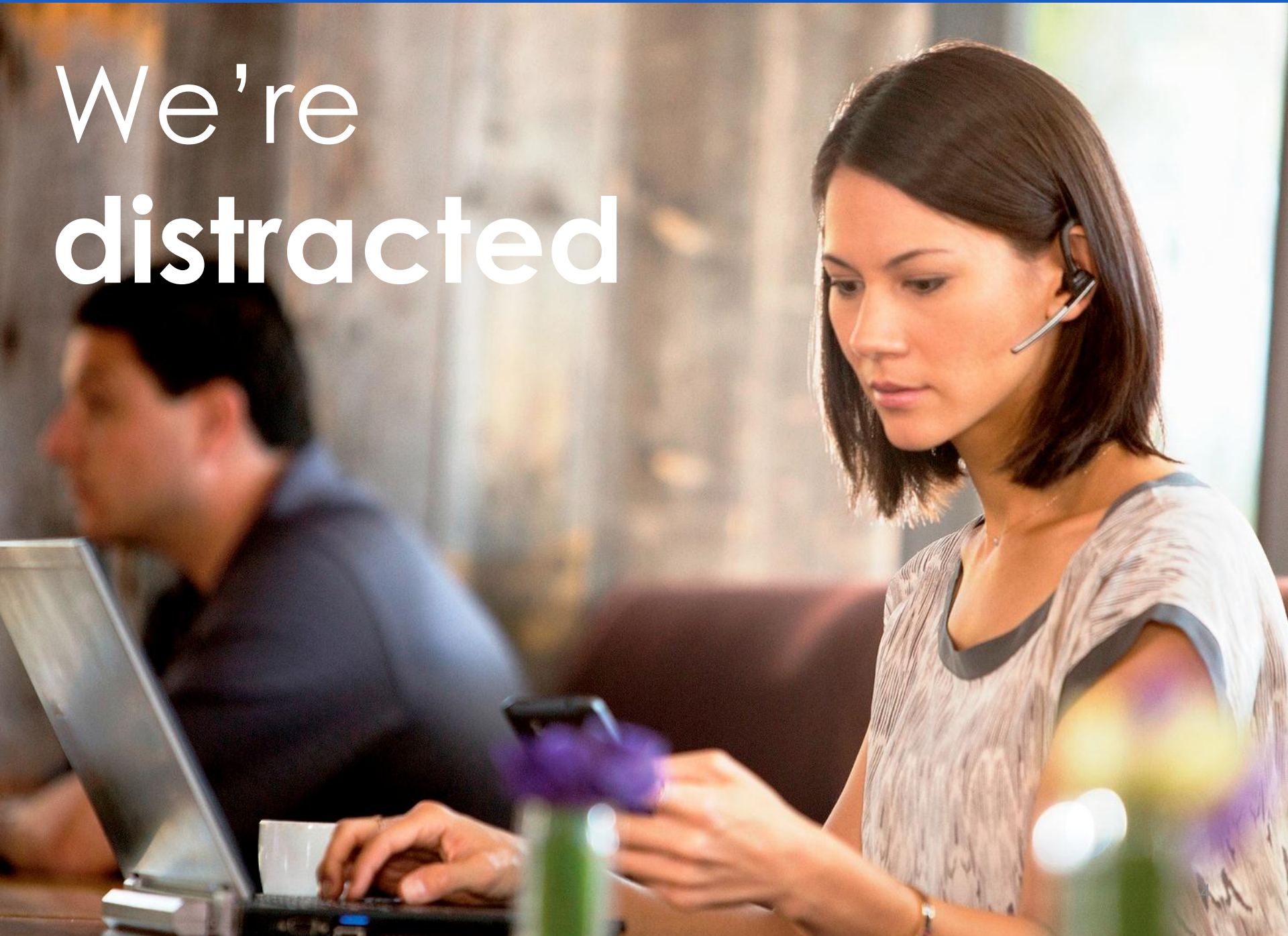
Opportunities to “**Present**” Surround Us...

- Formal Talks
- Casual Conversation
- Inquiries
- Chance Encounters
- Off the Cuff



Our audience is
distracted

We're
distracted



Content and
physical skills
**fail to
converge**



What is

Brilliant

Presenting?

**Compelling content,
cleanly packaged**



Compelling Content, **Cleanly Packaged**

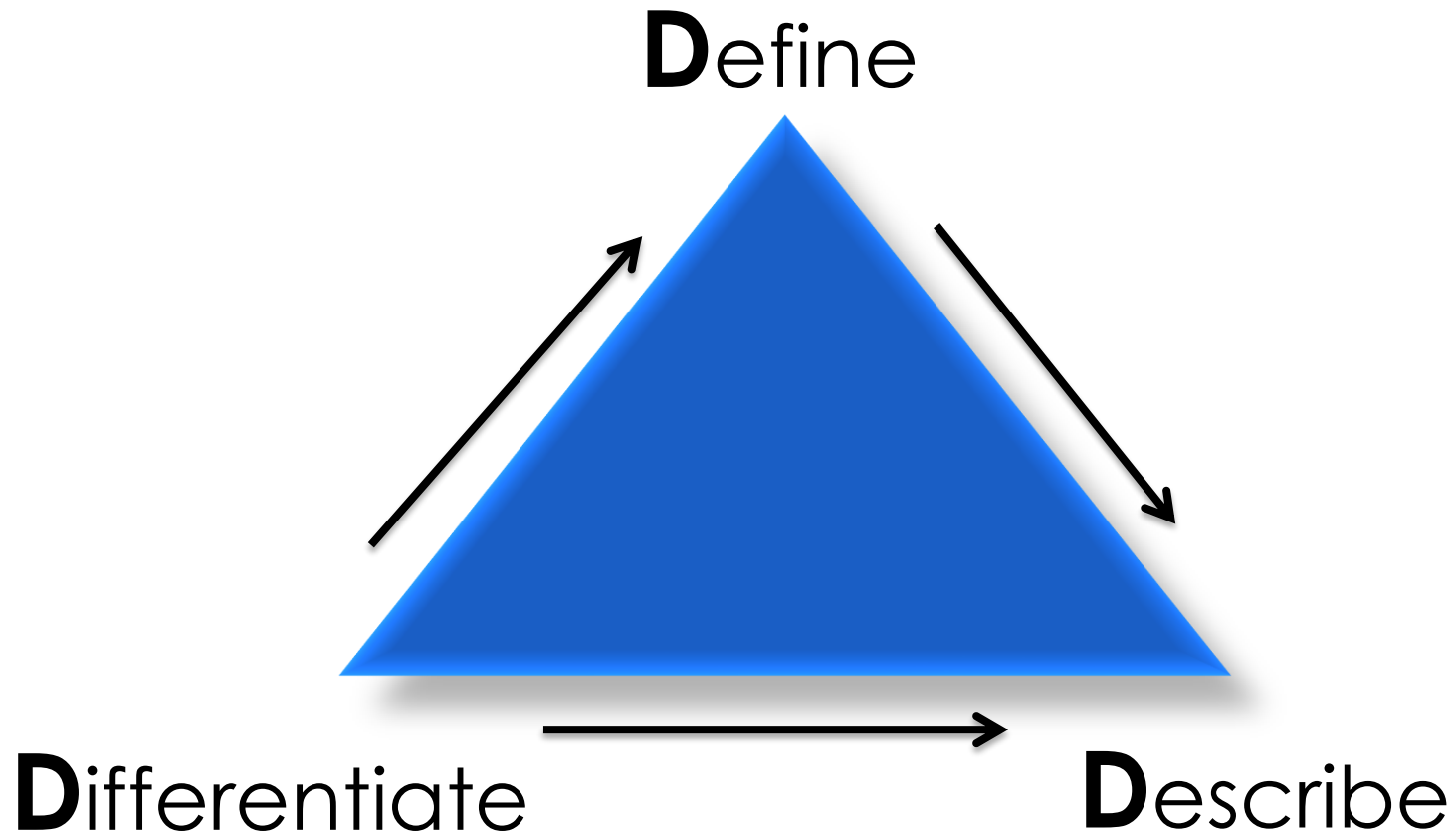
- 1** The Hot Start
- 2** Three Compelling Themes
- 3** Importance of Anecdotes
- 4** The Call to Action

Hot Starts Gone Cold

- Warming up...
- “Hello my name is ...”
- Reading the agenda ...
- Starting at the beginning...
- “Today I’m going to talk to you about...”



The Three **Ds**



Speak in **Headlines**



Tell Me a Story





Sprinkle **Experience**

Include a
call to action



Managing Questions



Bridge to Your **Message**

Question



Answer



**Message/
Example**

Tough Questions

Q: The enrollment process is too complicated.

B: “We ask about household income and other information to be able to best tell you about what coverage you are eligible for and if you can get help paying for it. We are here to help – As an in-person assistor I can offer assistance and assistance is also available via phone or on our website at nystateofhealth.ny.gov.”

Tough Questions

Q: Why do I have to provide personal information like my income on my application? Is the information I provide safe?

B: “We ask about income and other information about you to tell you what coverage you are eligible for and if you can get help paying for it. We keep all of the information you provide private and our computer systems are secure.”

Tough Questions

Q: NY State of Health plans are not really affordable.

B: “Even the highest level plan for individuals in the Marketplace (platinum or gold) costs on average less than half of what consumers used to pay when they bought insurance on their own. And, depending on your household income, costs could be reduced even more. That is because of the financial assistance that’s available to help pay for your insurance, if you are eligible.”

Tough Questions

Q: Why don't I get a tax credit/why isn't my tax credit more?

B: "Financial assistance is available to most individuals and families with incomes below certain levels. Nearly three quarters of Qualified Health Plan enrollees in the first enrollment period were eligible for subsidies. Financial assistance is based on several factors including your annual income, household size, who is applying for insurance and where you live. We can look at your application closely to maximize the assistance you are eligible for."

Tough Questions

Q: I'd rather pay a penalty for not having insurance. It will cost me less than paying a premium.

B: "Life is full of unexpected events, and without health insurance a broken arm can literally break the bank. NY State of Health offers low-cost solutions so you can get the peace of mind that you are ready for life's unexpected events. Also, there are many myths out there about the penalties. The penalty you may face might not be as small as you think. "

Tough Questions

Q: My doctor isn't in the health plan's network.

B: "Each health insurer has their own network of providers, including doctors. I can help you review the networks for the plans you are considering to see which providers are in-network. You can also discuss with your doctor whether they have considered joining the network for the plan you want. "



Physical
mastery

Embracing **Physical** Mastery



Energy



Eyes



Smile



Voice



Speed



Diaphragm



Hands



Energy, Enthusiasm & Sparkle





Body Language Counts

High Power Poses



*Source:
Amy Cuddy, TED*

Low Power Poses



Source:
Amy Cuddy, TED

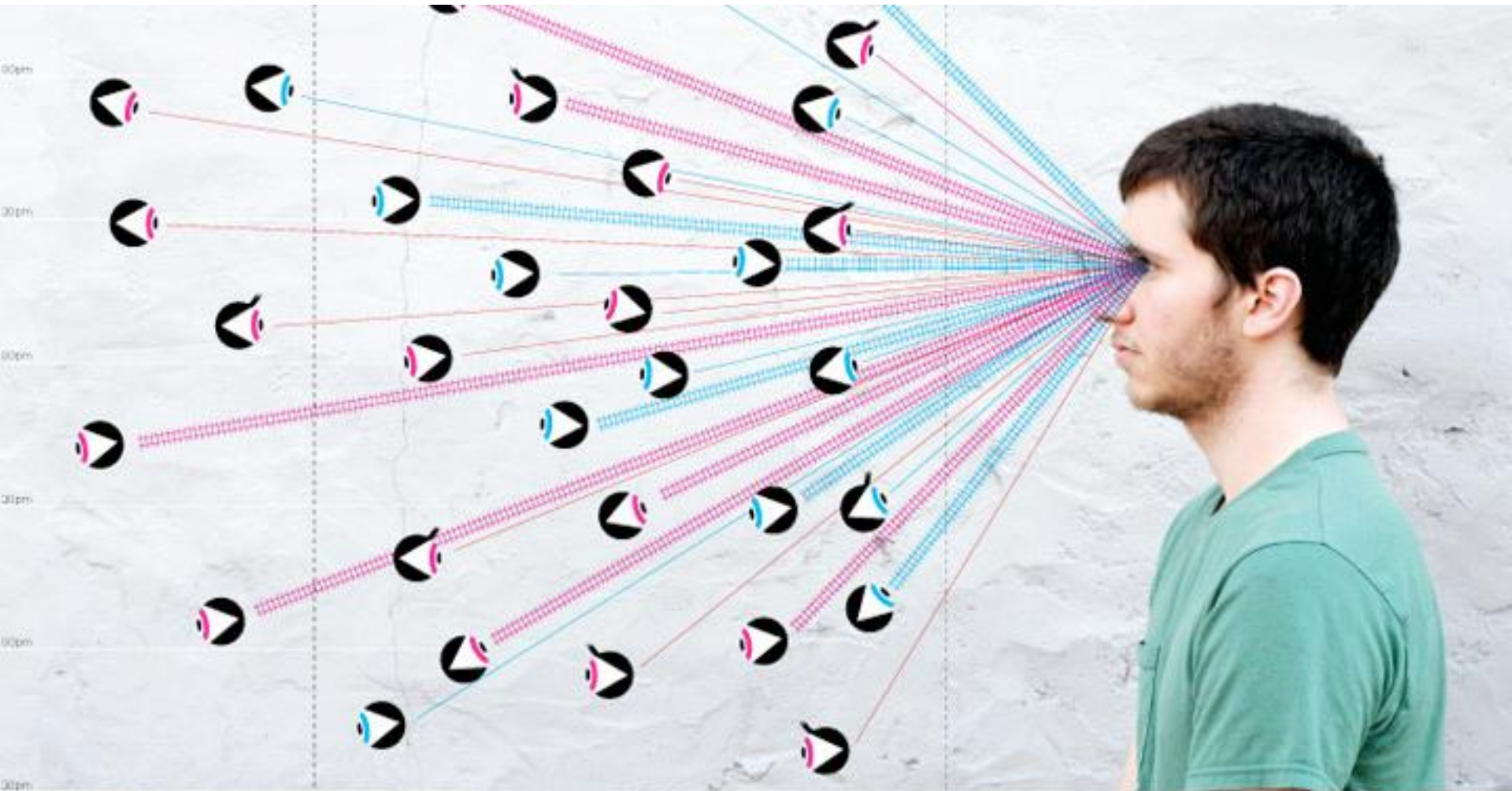
Owning the Conversation:

Energy, Enthusiasm
and Sparkle

Focus



Look them **in the eye**





You're never fully
dressed without a
smile

Slow Down!

“Cronkite trained himself to speak at a rate of 124 words per minute...

Americans typically average about 165 words a minute, and hard-to-understand speakers average 200.”

Source:
Cronkite by Douglas Brinkley



Adjust
your
volume



VOLUME

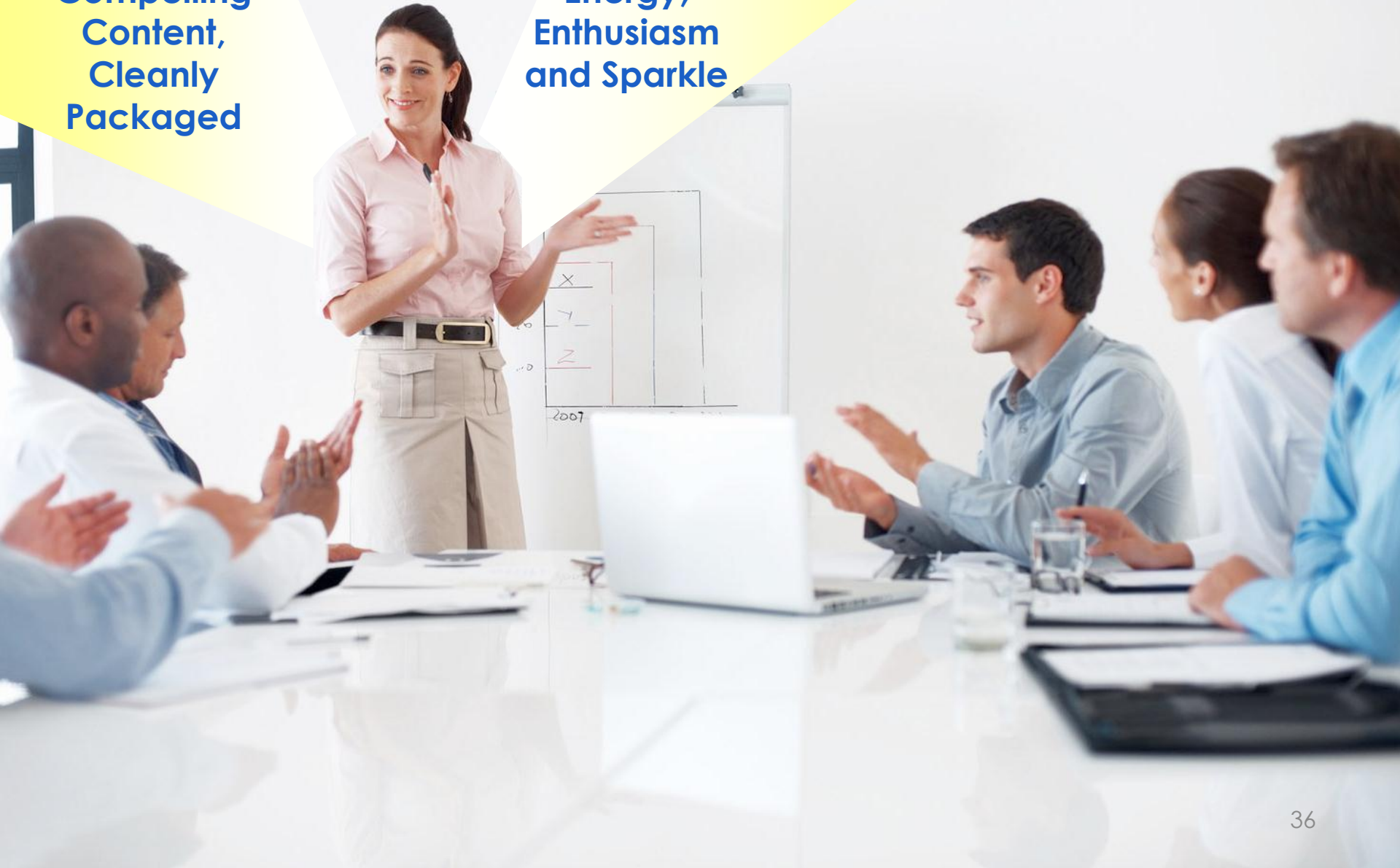


Sharpen
“the edge”

**Compelling
Content,
Cleanly
Packaged**

**Physical
Mastery**

**Energy,
Enthusiasm
and Sparkle**



Questions?



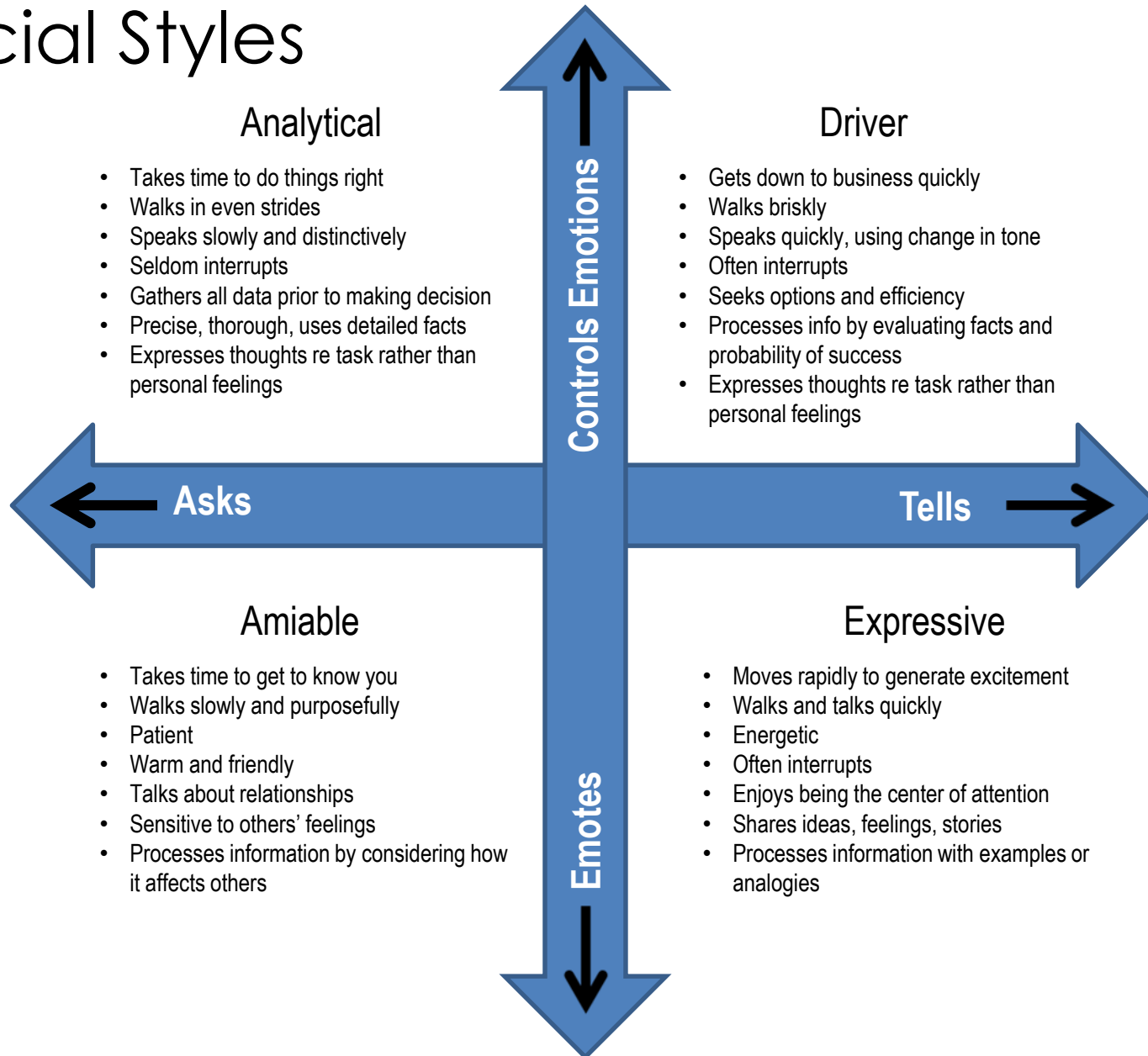
“Don’t Kick Sand
at the Umpire”

Dealing with **Difficult People**



You need to earn
permission to tell
your side of the
story...

Social Styles



Social Styles | **Analytical**

- Takes time to do things right
- Walks in even strides
- Speaks slowly and distinctively
- Seldom interrupts
- Gathers all data prior to making decision
- Precise, thorough, uses detailed facts
- Expresses thoughts re task rather than personal feelings

Social Styles | **Driver**

- Gets down to business quickly
- Walks briskly
- Speaks quickly, using change in tone
- Often interrupts
- Seeks options and efficiency
- Processes info by evaluating facts and probability of success
- Expresses thoughts re task rather than personal feelings

Social Styles | **Amiable**

- Takes time to get to know you
- Walks slowly and purposefully
- Patient
- Warm and friendly
- Talks about relationships
- Sensitive to others' feelings
- Processes information by considering how it affects others

Social Styles | **Expressive**

- Moves rapidly to generate excitement
- Walks and talks quickly
- Energetic
- Often interrupts
- Enjoys being the center of attention
- Shares ideas, feelings, stories
- Processes information with examples or analogies

Objection-Handling

1 Listen

2 Acknowledge/empathize

3 Ask questions

4 Summarize

5 Answer the request

6 Confirm agreement

The Bridge to a **Win**

Question

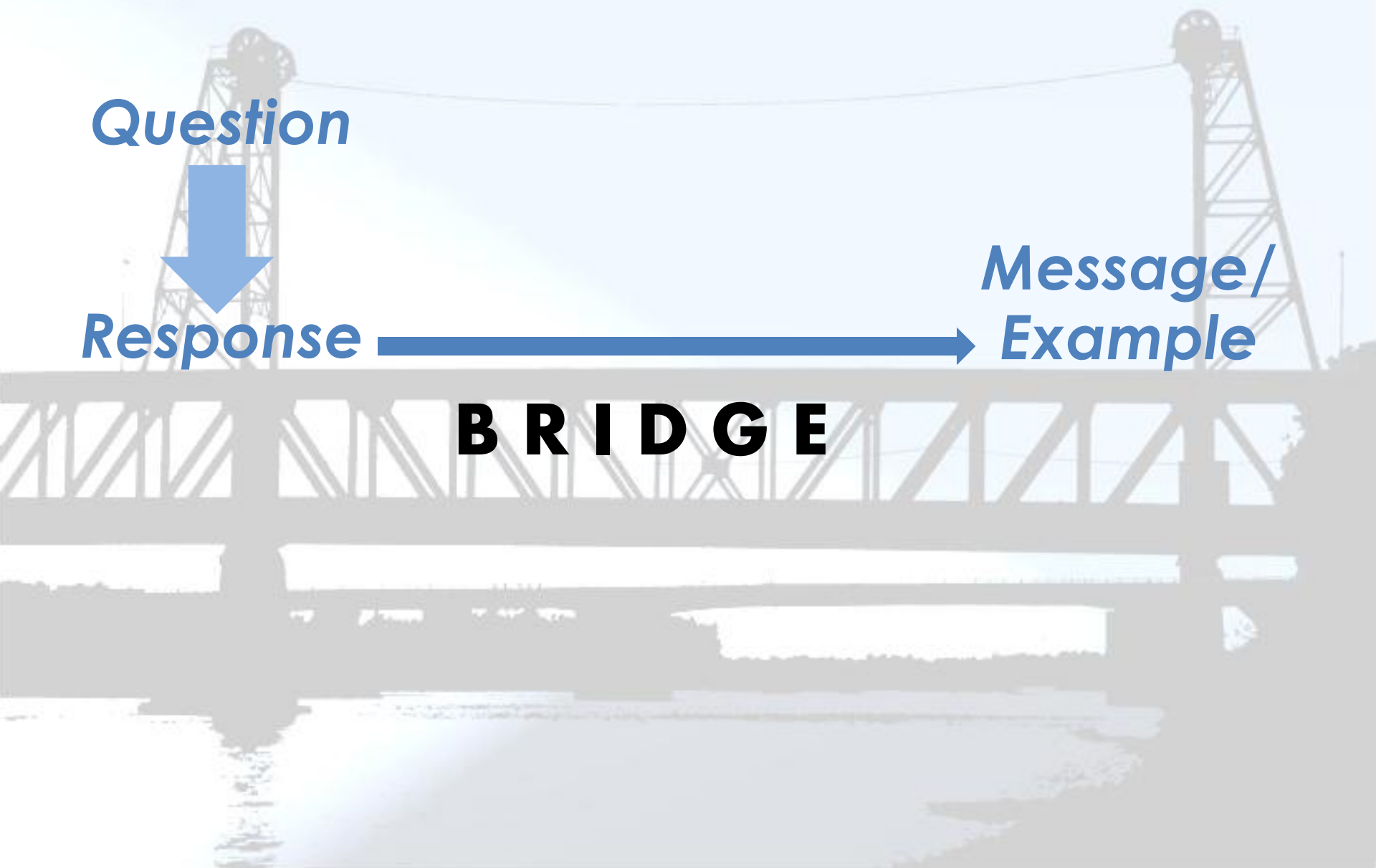


Response



*Message/
Example*

BRIDGE




Be a Good Listener

- Ask open ended questions to collect information
- Restate questions to assure a common understanding
 - “So, if I hear you correctly...”

A close-up photograph of a fortune teller's slip of paper. The slip is white and rectangular, with the text "You are a good listener." printed on it in a simple, black, sans-serif font. The slip is held between two golden-brown, triangular fortune teller's cookies. The background is dark and textured, possibly a wooden surface. The lighting is warm, highlighting the texture of the cookies and the paper.

You are a good listener.

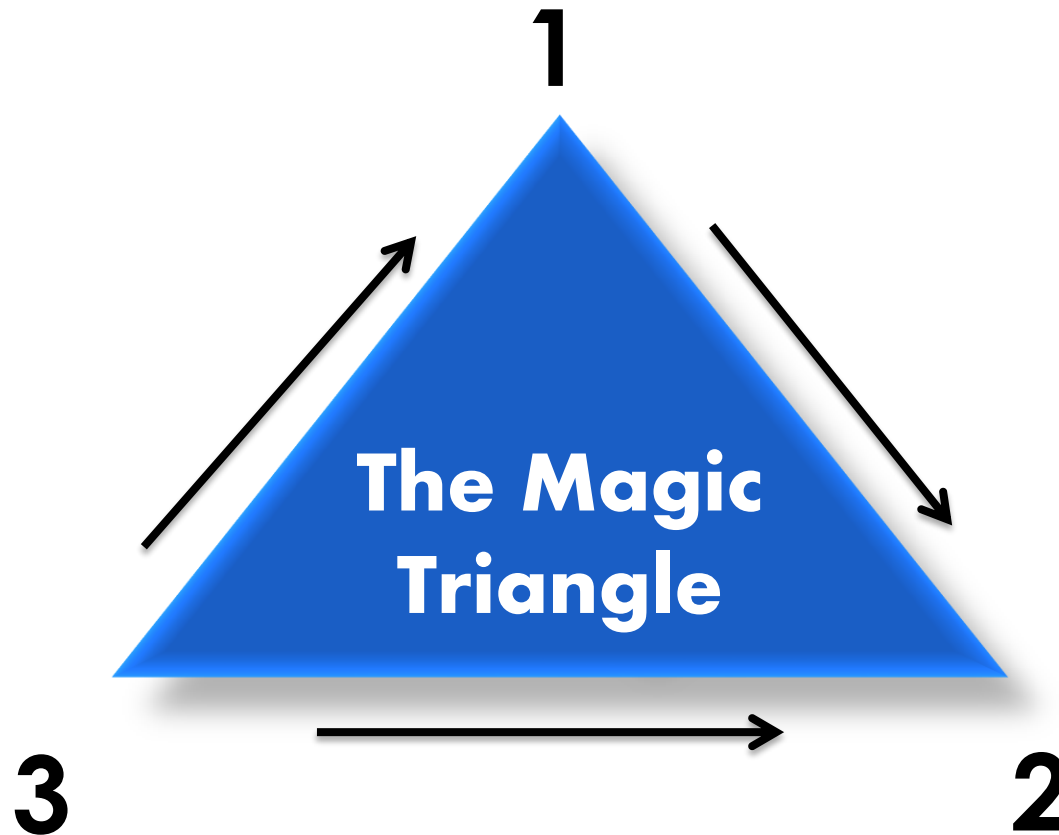
Acknowledge **Concern**

- 
- Recognize that conversation may focus on controversy versus facts
 - Send signals of acknowledgement
 - “ I can understand that this is an important issue for you...”

Find **Common** Ground

- Focus on the end audience
 - “What are the greatest concerns of your constituents?”

Three Key **Messages**



Avoid **Combative** Instinct

- Anticipate tough questions
- Recognize when you are being “baited”
- Minimize urge to fight back
- Refocus conversation



Minimize **Jargon**

- Speak in language the community will understand



Present Your Case in **Neutral Terms**

- Don't try to aggressively persuade
- Remember that you are simply there to deliver information



“Mind the Gap”

- Recognize that you may not completely see eye-to-eye
- Determine the best case scenario before you walk in the door



MIND THE GAP

Keep Lines of **Communication** Open

- Look for opportunity to follow up and deliver additional information





Don't
overreact

Know when to defer



Role Play Demonstration



Questions?

