

New York Health Benefit Exchange

Implementation Review

Section 2.0 Consumer and Stakeholder Engagement and Support

August 13, 2013

<u>Item Number</u>	<u>Topic</u>
Section 2.3	Outreach and Education

The goal of the New York Health Benefit Exchange Marketing, Education and Outreach Plan is to connect New Yorkers with quality, affordable health insurance through an easy-to-use, trusted source that allows them to compare and purchase plans.

In order to meet this ambitious goal, New York has begun a multi-faceted outreach campaign that creates multiple touch points to reach our target audiences.

New York Health Benefit Exchange will:

- Extend our reach through navigators, consumer advocates, Regional Advisory Committees members, outreach partners and other stakeholders who have direct inroads with our target audiences.
- Target populations most likely to enroll to demonstrate early successes and build momentum.
- Plan concentrated communication waves with coordinated activities to help amplify our efforts.
- Build early public support for the Exchange to help encourage enrollment and sustain the Exchange.
- Reach low-income, diverse and vulnerable populations through targeted outreach.
- Implement a multi-pronged education campaign designed to effectively utilize the existing infrastructure (and supplement where needed) of community-based organizations (CBOs) and community advocates to connect individuals with coverage through the Exchange.
- Implement a small business owners' engagement plan that builds upon the trusted distribution system of producers and Chambers of Commerce and includes tailored touch points and messages that align with the rest of the campaign.

The Exchange has begun work with an established advertising and media consultants develop an advertising campaign and communications framework. The consultants have researched the target audience and tested the identity components with them to make sure the Exchange is understood and appeals to all eligible audiences.

The following sections provide additional details regarding the Exchange's Outreach and Education Plan.

Representative sample of media and/or marketing materials that the Exchange has/will distribute to consumers

The Exchange currently has many outreach and awareness materials available on the informational website, including the following:

- 7 Things You Need to Know Fact Sheet (www.HealthBenefitExchange.ny.gov/resource/7-things-you-need-know)
- Fact Sheet for Individuals & Families (www.HealthBenefitExchange.ny.gov/resource/fact-sheet-individuals-and-families)
- Small Business Health Options Program (SHOP) Fact Sheets (www.HealthBenefitExchange.ny.gov/resource/small-business-health-options-program-shop-fact-sheets), which describe the following SHOP topics:
 - Choice, Value and Defined Contribution
 - In-Person Support and Administrative Simplicity
 - Tax Benefits
 - Ways to Prepare
- General Newsletter copy for stakeholder organizations to send to their distribution lists (www.HealthBenefitExchange.ny.gov/resource/general-newsletter)

Links to a representative sample of consumer-focused content on the Exchange website regarding eligibility/enrollment options, program information, benefits and services available through the Exchange, SHOP and other insurance affordability programs

The Exchange informational website includes a great deal of information for consumers that describes the Exchange and how it will benefit New York's individuals, families and small businesses, including the following:

- Fast Facts page (www.HealthBenefitExchange.ny.gov/fast-facts)
- Individuals & Families page (www.HealthBenefitExchange.ny.gov/info-for-you/individuals-families)
- Small Business Owners page (www.HealthBenefitExchange.ny.gov/info-for-you/small-business-owners)
- Stakeholders page (www.HealthBenefitExchange.ny.gov/info-for-you/stakeholders)
- Frequently Asked Questions, available through the Resources page (www.HealthBenefitExchange.ny.gov/resources) and the three audience pages (above)
- Description of the types of entities that will be available to help consumers enroll in person (www.HealthBenefitExchange.ny.gov/enrollers)
- Interactive map of In-Person Assistors/Navigators Conditional Award Organizations (www.HealthBenefitExchange.ny.gov/IPANavigatorMap)

Metrics and criteria for assessing future impact of outreach and marketing efforts

All metrics will be addressed in Section 11.2.

Description of outreach plan and targeted efforts that address each population or type of stakeholder, including those identified in 45 CFR 155.130

Regional Advisory Committees

The New York Health Benefit Exchange Regional Advisory Committees continue to convene on topics important to Exchange implementation. Last year, the Committees met for the first time and also participated in a webinar to demonstrate progress on the Exchange web portal. We also held an in-person meeting in November 29, 2012 to present the findings of two studies commissioned on the development of the SHOP Exchange. In January 2013, the Committees received a briefing on the Health Plan invitation and IPA/Navigator RFA via webinar. In May 2013, the Exchange convened three in-person meetings to discuss updates on major accomplishments and facilitate feedback on effective outreach and education strategies. The Exchange provides email updates between scheduled meetings. The Committees meetings have been attended by representatives of the following groups:

- Educated health care consumers who are enrollees in QHPs;
- Individuals and entities with experience in facilitating enrollment in health coverage;
- Advocates for enrolling hard to reach populations, including those with mental health or substance abuse disorders;
- Small businesses and self employed individuals;
- State Medicaid and CHIP agencies;
- Federally-recognized Tribes,
- Public health experts;
- Health care providers;
- Large employers;
- Health insurance issuers; and
- Insurance agents and brokers.

To see a full list of the New York Health Benefit Exchange Regional Advisory Committees membership, visit www.HealthBenefitExchange.ny.gov/RegionalAdvisoryCommittees.

Partnership Outreach

As a means to engage additional organizations in our grassroots outreach, the Exchange has developed a set of goals to define the work with partner agencies. These goals are to:

- **Build public awareness** of the Exchange
- **Build support, educate and earn buy-in** from organizations who work with targeted populations
- **Educate individuals and small businesses** about health insurance and the benefits of enrolling in the Exchange
- **Actively focus outreach efforts** on the most vulnerable and difficult to reach populations and address their needs and concerns
- **Drive potential enrollees to an enrollment mechanism** including online, by phone, in-person and by mail.

The State has been increasingly engaging current and new stakeholder partners as we approach open enrollment for the Exchange. The Exchange regularly meets with potential partners that represent or

serve consumers who may be eligible for Exchange coverage, with over 100 partnership meetings to date. These organizations include, as an example, the state networks for YMCAs, food banks, pharmacies, farmers markets & associations, legal aid organizations, small business trade groups, and many others. Insurance agents and brokers have been convened via 2 Exchange webinars with over 1,400 individuals participating in one or more programs. We have engaged partners in a variety of activities such as educating staff, issuing consumer-focused newsletter articles, distributing information to their clients/customers, and planning processes to refer clients to the Exchange after October 1st. The Exchange will continue this partnership engagement process throughout the open enrollment period and beyond.

Exchange Informational website

The Exchange's informational website (www.HealthBenefitExchange.ny.gov) is regularly updated as a consumer-friendly tool to share Exchange establishment progress with stakeholders. Resources include print-on-demand fact sheets for individuals and small employers, newsletter articles, talking points and FAQs. To date, the Exchange informational website has received over 194,000 visits from more than 116,000 unique visitors, and had over 947,000 pageviews since it launched on November 29, 2012. More than 5,500 individuals have signed up for Exchange email updates to date.

Information regarding stakeholder outreach is also included in Section 2.1: Stakeholder Consultation. Refer to Section 2.2 for the Tribal consultation description.

Paid media plan, including dates, channels, markets and budget

The Exchange is working with consultants DDB, OMD and Ketchum PR. DDB, which specializes in advertising and marketing, is our lead agency for communications. OMD is our media strategy and media buying agency. Ketchum PR will provide our public relations strategy and implementation.

A preliminary outline of the media communications plan is included on the pages that follow.