

Preparing for OEP 2021: State of Play

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STATE
Health & Value
STRATEGIES

*Driving Innovation
Across States*

A grantee of the Robert Wood Johnson Foundation

About State Health and Value Strategies

State Health and Value Strategies (SHVS) assists states in their efforts to transform health and health care by providing targeted technical assistance to state officials and agencies. The program is a grantee of the Robert Wood Johnson Foundation, led by staff at Princeton University's School of Public and International Affairs. The program connects states with experts and peers to undertake health care transformation initiatives. By engaging state officials, the program provides lessons learned, highlights successful strategies, and brings together states with experts in the field. Learn more at www.shvs.org.

Questions? Email Heather Howard at heatherh@princeton.edu.

*Support for this webinar was provided by the Robert Wood Johnson Foundation.
The views expressed here do not necessarily reflect the views of the Foundation.*

Housekeeping Details

All participant lines are muted. If at any time you would like to submit a question, please use the Q&A box at the bottom right of your screen.

After the webinar, the slides and a recording will be available at **www.shvs.org**.

COVID-19 Resources for States

State Health and Value Strategies has created an accessible one-stop source of COVID-19 information for states at www.shvs.org/covid19/. The webpage is designed to support states seeking to make coverage and essential services available to all of their residents, especially high-risk and vulnerable people, during the COVID-19 pandemic.

About GMMB

GMMB is a full-service communications firm dedicated to creating real and lasting positive change in the world. We work on behalf of several of the world's largest foundations, leading public interest groups and trade associations, federal and state government agencies, and corporations. For more than 25 years, we have been on the front line of issue-based communications, earning a reputation for shaping public opinion by developing research-based communications strategies that achieve real results. For more information, visit www.gmmb.com

Overview

As we enter the upcoming open enrollment period, the environment around health care and health insurance in our country continues to shift. As COVID-19 cases rise across the United States, we continue to see disproportionate impacts on communities of color, record high numbers of unemployment claims, deferment of health care, and a shift in consumer attitudes.

Today's Environment

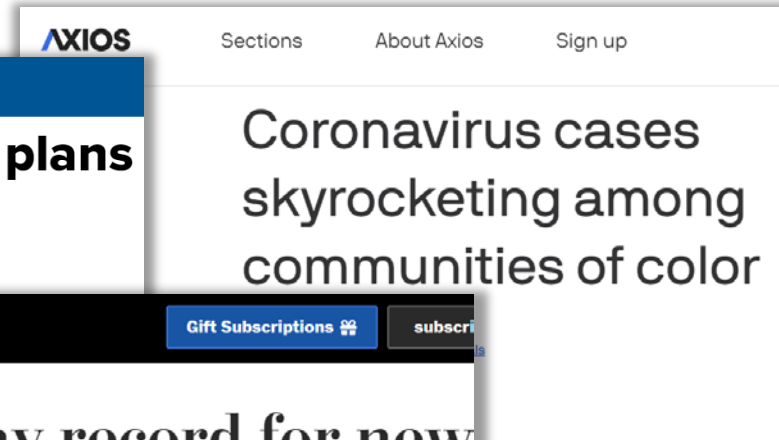


CNBC MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

More states reverse or slow reopening plans as coronavirus cases climb

PUBLISHED MON, JUN 29 2020-11:29 AM EDT | UPDATED MON, JUN 29 2020-4:51 PM EDT

Noah Higgins @HIGGINS



AXIOS Sections About Axios Sign up

Coronavirus cases skyrocketing among communities of color



The Washington Post Democracy Dies in Darkness

U.S. sets another single-day record for new coronavirus cases

National



MEDICAL DISPATCH

THE CORONAVIRUS PANDEMIC'S WIDER HEALTH-CARE CRISIS

COVID-19 has disrupted patient care and hospital finances—and the problems deepen as the disease spreads.

By Dhruv Khullar



1.48m more Americans file for unemployment as pandemic takes toll

Claims have fallen for 12 weeks in a row but remain historically high as about 47 million have filed for benefits in 14 weeks



Shifted State Landscapes



COVID-19 Emergency Special Enrollment Periods established and extended

- Ramped up efforts to drive enrollment and communicate with existing customers



Interagency coordination

- Partnerships with unemployment and other state agencies



Enrollment increases across marketplace and Medicaid

- New audiences/customer base to consider



State budgets in crisis

Drilling Down on Target Audiences

Has consumer mindset around health coverage shifted as a result of COVID-19? If deferment of care continues, how does that play into importance of coverage?

How do we segment and communicate with those customers who are brand new to marketplace or Medicaid coverage?

Will we see a bump or drop off in enrollments during OEP and early 2021?

Considerations Heading into OEP



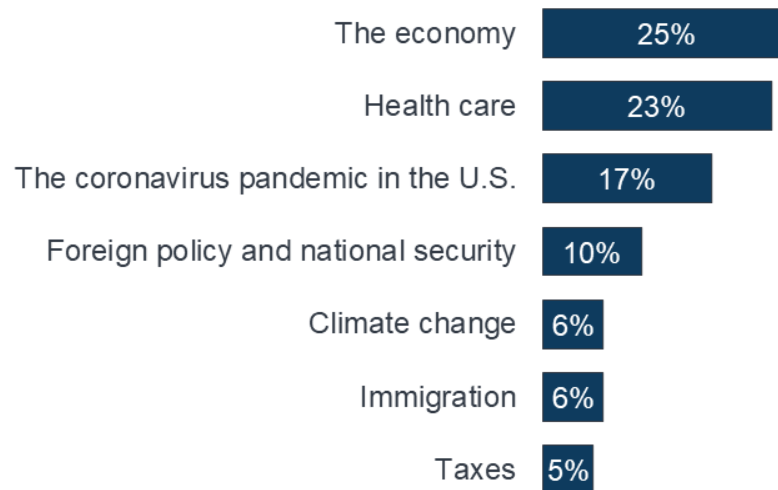
washington
healthplanfinder
click. compare. covered.

Voter Priorities

Figure 3

The Economy And Health Care Are Top Issues For 2020 Election

AMONG REGISTERED VOTERS: Percent who say each of the following is the **most important** issue in deciding their vote for president:



SOURCE: KFF Health Tracking Poll (conducted May 13-18, 2020). See topline for full question wording.



Consumers Feeling Impacts of COVID-19

Amidst the Coronavirus Crisis, Americans Are Already Suffering and Fear the Future

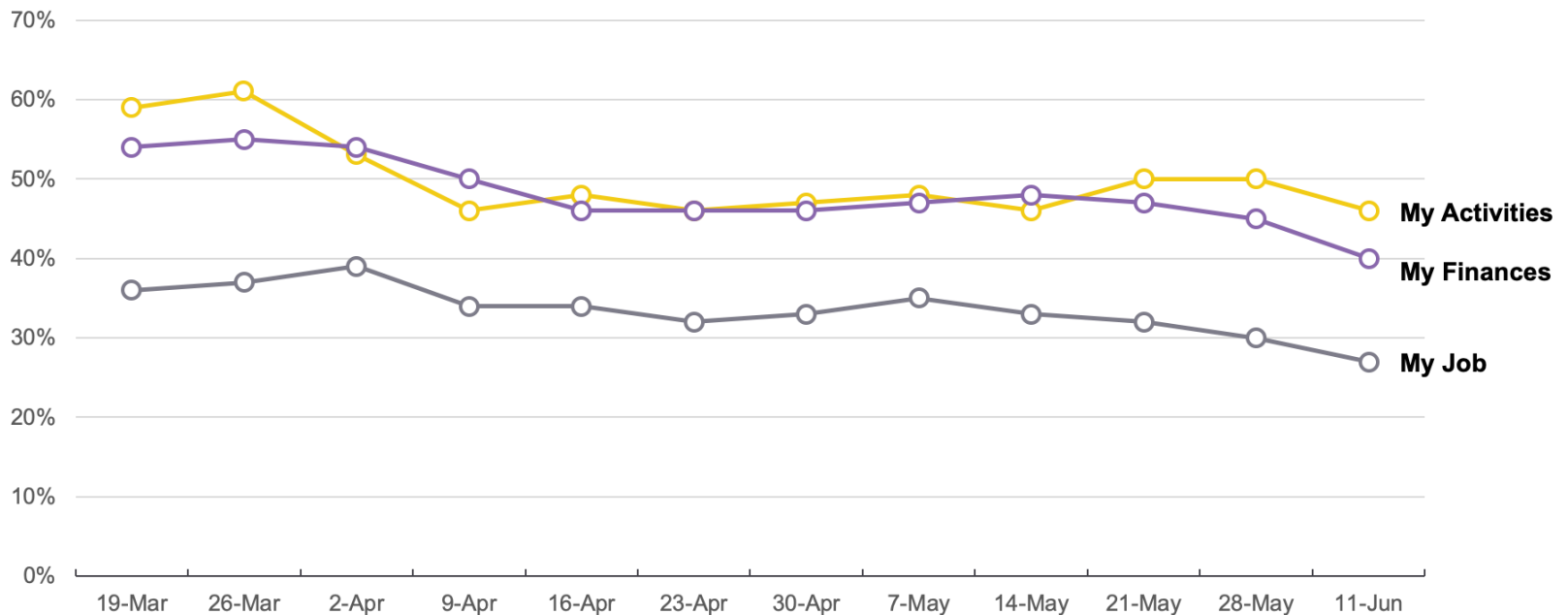


SOURCE: KFF Health Tracking Poll (conducted March 25-30, 2020)

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FAMILY FOUNDATION

Impacts of COVID-19: Activities, Finances, and Jobs

Q: What effect do you think the coronavirus outbreak will have on each of the following parts of your life?
% Very/Somewhat Negative



Changes in Media Consumption

- Since COVID-19, Streaming TV now almost ¼ of TV usage – up 10% from 2019
- More video
- More social media
- 11% increase in daytime viewership
- More media usage overall

PERSONS USING TELEVISION (PUT)

+19% 

TOTAL USAGE OF TELEVISION (TUT)

+25% 

CONNECTED DEVICE USAGE

+46% 

GAME CONSOLE USAGE

+59% 

+54% 

**MORE TIME SPENT WATCHING NEWS
VS THE BEGINNING OF MARCH**

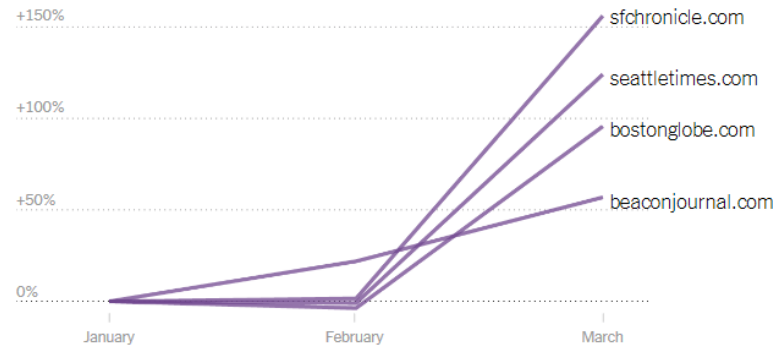
Nelson; total day, week ending 3/29/20 vs week ending 3/8/20

Increased Traffic to Local + National News Sites

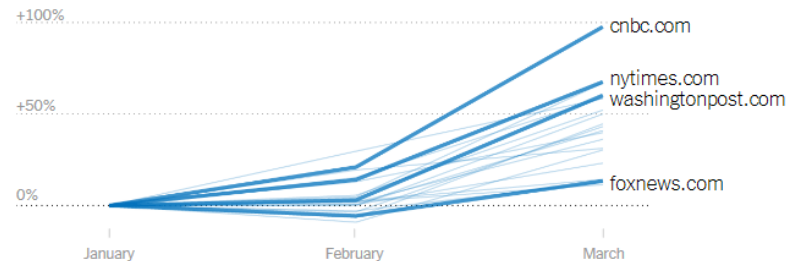
The search for updates on the virus has pushed up readership for local and established newspapers, but not partisan sites

Percent change in average monthly U.S. traffic

Local News Sites



Large Media Organizations



COVID-19 Impact on Target Audiences



Uninsured



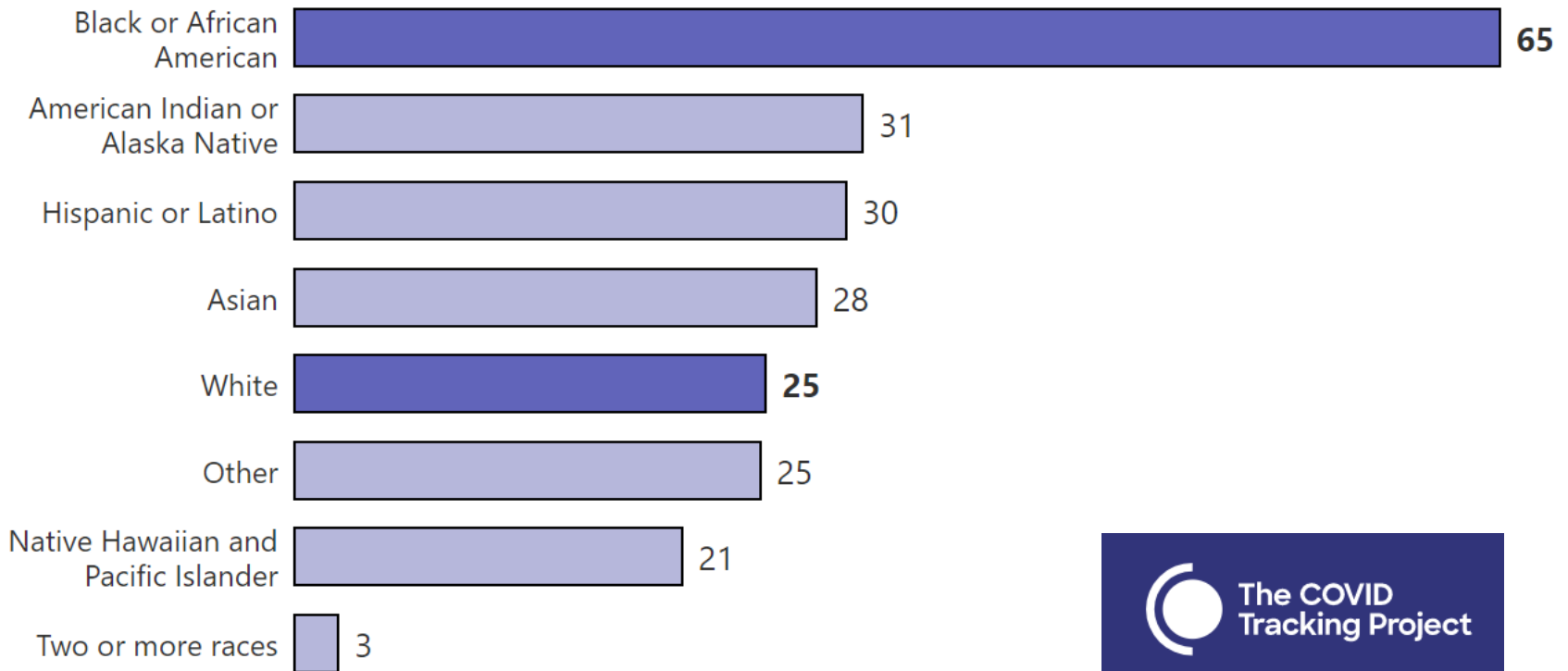
**Existing
marketplace
customers**



**APTC or
Medicaid
eligible**

Disproportionate Impacts of COVID-19

Deaths per 100,000 people by race or ethnicity



Equity Lessons Learned During COVID-19 SEPs

- Establish and maintain meaningful partner relationships, which are critical for robust community outreach.
- Embed community perspectives in internal teams to help ensure a culturally competent approach from development to execution.
- Develop community-informed messaging and materials to provide more equitable access to resources and coverage.
- Continuously explore new outreach tactics and expand partner networks to stay relevant and engaged.

Learn More:

[Addressing Equity through COVID-19 Response: Communications Approaches in States](#)



Equity Lessons Learned During COVID-19 SEPs



Determining our Messaging



Affordability

- Low-cost or free
- Financial help
- Emphasize premiums/rates
- Get more for your money



Need

- There when you need it (lean into context of public health crisis)
- Covers doctor's visits, preventive care, prescriptions, etc.



Help Enrolling

- Get free help virtually
- Underscore OEP timing and deadlines



A note about individual mandates

Messaging Lessons Learned During COVID-19 SEPs



Key Takeaways

- Draw on SEP lessons learned for OEP
- Adapt for COVID-19 landscape shifts in consumer mindset
- Prepare for operational realities of more virtual engagement and intersections of marketplace/Medicaid churn
- Adjust messaging to meet the moment



Part 2: Designing Your Open Enrollment Campaign
Wednesday, July 22 at 1:00 p.m. ET.

Questions

The slides and a recording of the webinar will be available at www.shvs.org after the webinar

Thank You

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