

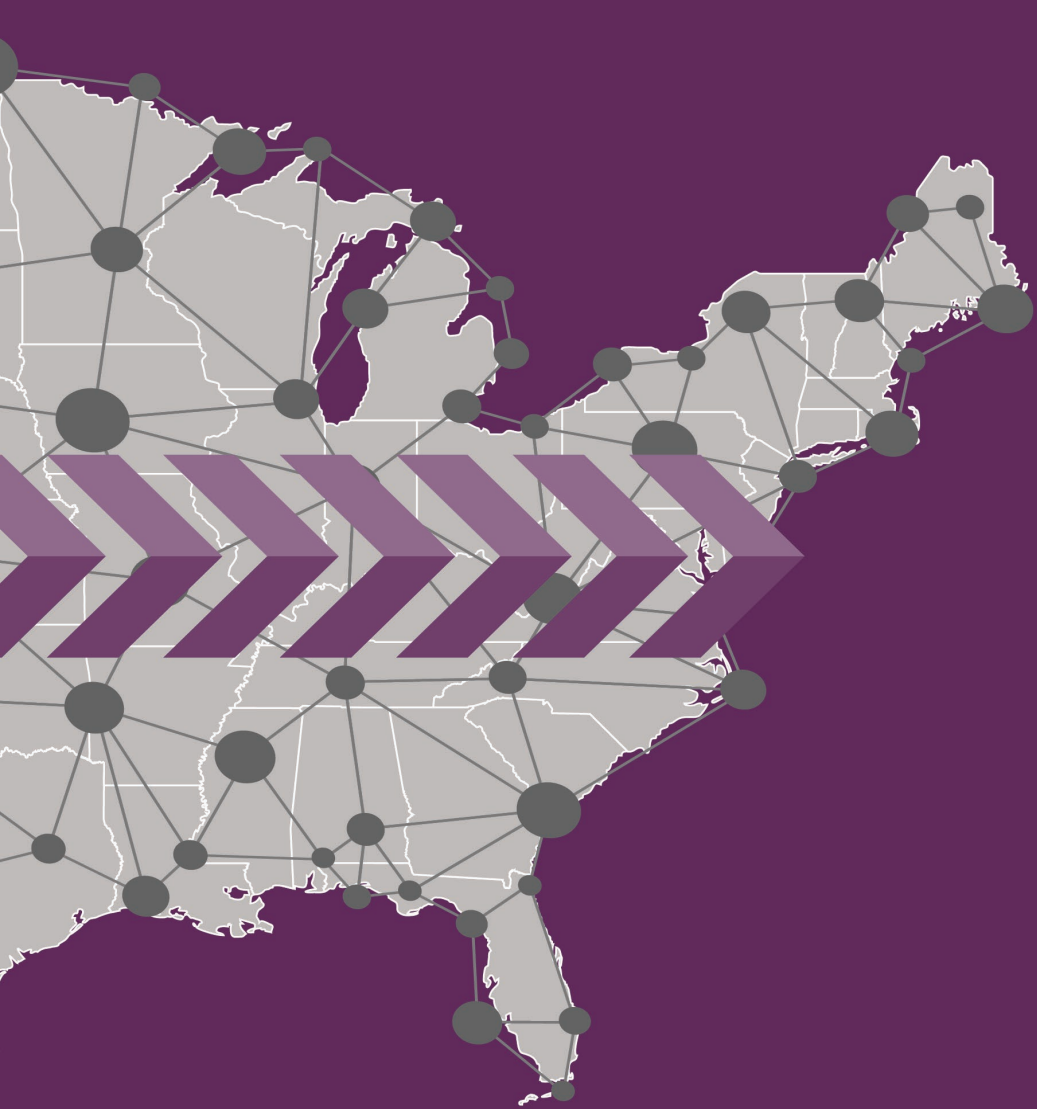
Preparing for OEP 2021: Designing Your Open Enrollment Campaign

July 22, 2020, 1:00 PM ET

Please stand by, this webinar will begin shortly

STATE
Health & Value
STRATEGIES
COVID-19

A grantee of the Robert Wood Johnson Foundation



Preparing for OEP 2021: Designing Your Open Enrollment Campaign

Julie Bataille

July 22, 2020

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

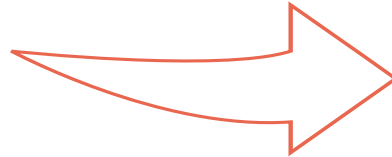
Overview

As we enter the upcoming open enrollment period, the environment around health care and health insurance in our country continues to shift. Today, we will explore how the impacts of COVID-19 should inform marketplaces' tactical campaign approaches for virtual outreach and partnership engagement, digital and social platform usage, paid advertising, and earned media, hearing insights from several state officials from Marketplaces along the way.

State of Play

OEP Context

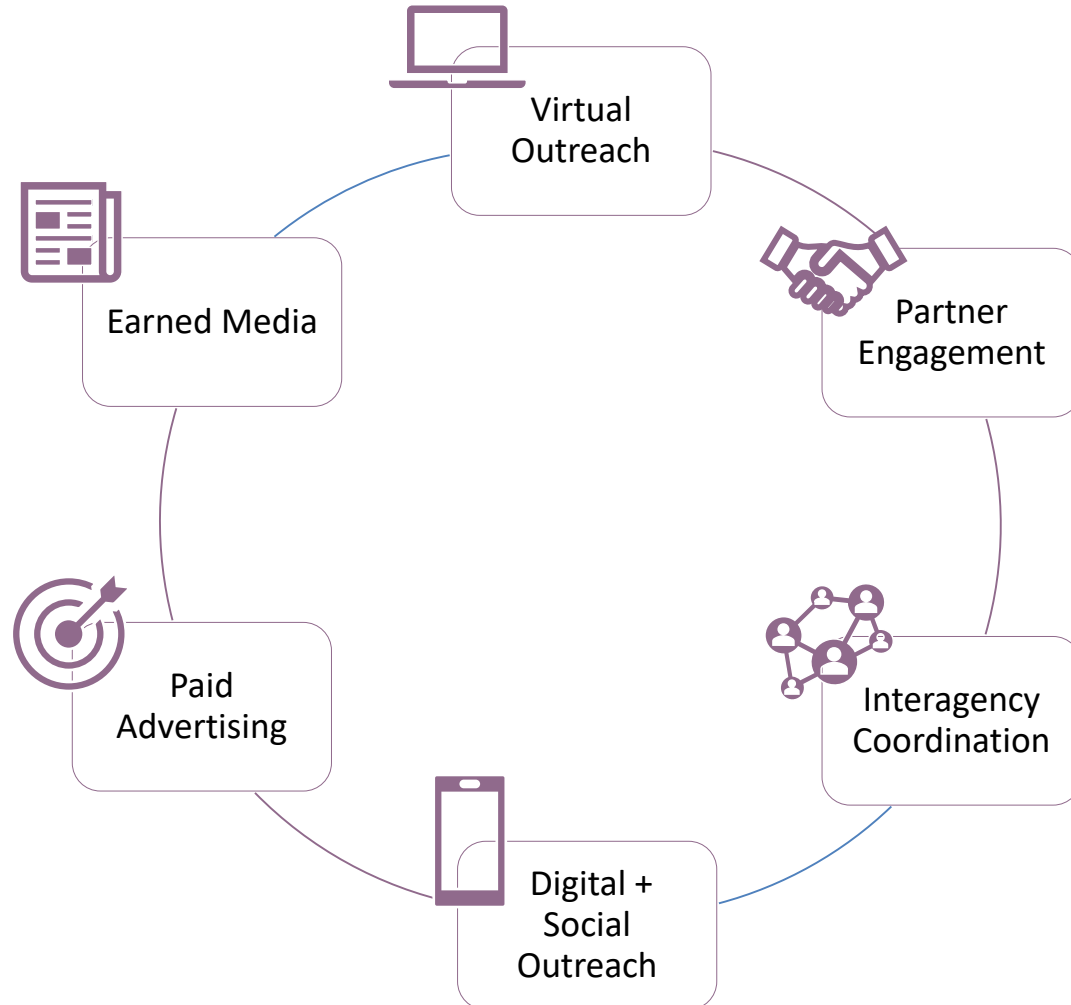
- COVID-19 Emergency SEPs established and extended
- New customer bases, need to reach those disproportionately impacted by the pandemic
- Increased consumption of online media, consumers feeling personal impacts of COVID-19
- Remote workplace and ongoing personal impacts of COVID-19



Recommendation

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

Designing an Integrated Marketing and Outreach Effort in a Virtual Environment



Partner Engagement



Meaningful partner relationships continue to be critical for community outreach

- Recognize operational reality of partner organizations
- Continuously explore new outreach tactics and expand partner networks to stay relevant and engaged
- Embed community perspectives to help ensure a culturally competent approach and authenticity
- Create a centralized online location to distribute content

Partner Engagement in New York



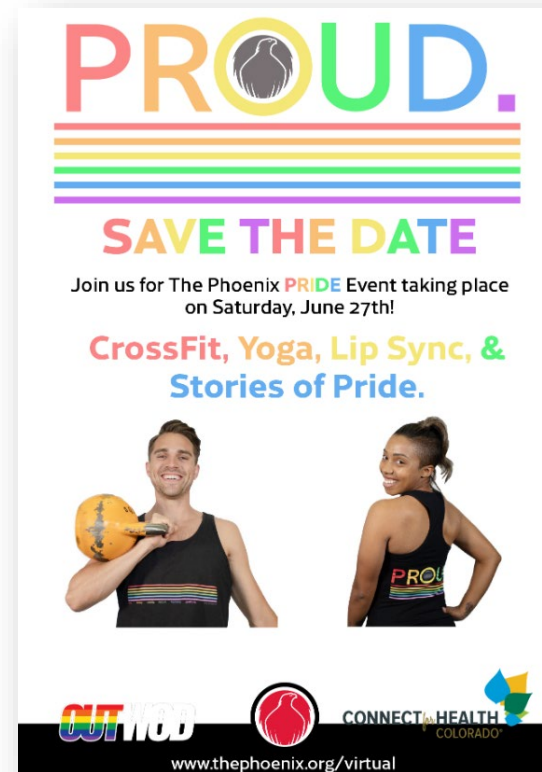
Virtual Outreach



Adapt traditional in-person awareness events for an online audience

- Leverage virtual channels and technology to engage key communities
- Plan ahead
- Keep in mind, timing matters
- Focus on advance promotion to increase participation

Virtual Events in Colorado



Virtual Pride Events: 5k Run, Yoga, Crossfit

Virtual Events in Colorado

Virtual Town Hall With Kevin Patterson CEO, Connect for Health Colorado



As part of our *member exclusive* town hall series, we are excited to bring you this opportunity to learn, ask questions, and hear about everything Connect for Health Colorado has been working on in the past few months.

Kevin Patterson, CEO, will be joining us to provide an update and address Club 20 members in this hour long *Virtual Town Hall*. Kevin has served in his role since 2015 and was formerly Governor Hickenlooper's interim chief of staff, interim executive director of three state agencies (OIT, DOLA, and CO Energy Office), and has held leadership roles for the city and county of Denver in the Budget Office, Planning Department, Human Services Department, and more.



Please Join Us!

Wednesday July 22nd at 4:00 pm

Held via Zoom
(link will be emailed to you after registration)

Advanced Registration is REQUIRED

[Register Here](#)

Club 20 | www.club20.org



Interagency Coordination



COVID-19 has created opportunities for unique interagency coordination

- Medicaid agencies conducting consumer outreach
- Unemployment agencies/Departments of Labor that may provide a touch point to uninsured consumers
- County health agencies that can provide a touch point during COVID-19 testing and treatment
- Other state agencies as they reopen will provide ongoing consumer touchpoints to share general health insurance enrollment information

Department of Labor + The Comptroller Partnerships in Maryland

LOST YOUR JOB?

**UNINSURED?
CHECK THE BOX!**

Good Morning,

Here's an update on our Easy Enrollment Program: Now that Maryland has extended the state income tax filing and payment deadline to July 15, 2020, Maryland Health Connection has changed our Easy Enrollment deadline too.

Uninsured Maryland state tax filers have a unique opportunity to get information about enrolling in health coverage when they file 2019 taxes. File your state taxes by July 15 and check a box on your tax form (502 and 502B) to authorize the Comptroller of Maryland to share information from the tax return with the Maryland Health Benefit Exchange.

Maryland Health Connection will use this information to determine your eligibility and send you a letter explaining your options. You may be eligible for free or low-cost health coverage through Maryland Health Connection.

The best part is, if you check the box to get more information, you will have a chance to sign up for a health plan during a special enrollment period. Don't delay! You have just 35 days from the date on the letter to enroll.

Learn more at [MarylandHealthConnection.gov/easyenrollment](https://www.marylandhealthconnection.gov/easyenrollment)

MARYLAND FORM 502 RESIDENT INCOME TAX RETURN 2019 Page 2

Name _____ SSN _____

MARYLAND HEALTH CARE COVERAGE See INSTRUCTION 30.

Check here if you do not have health care coverage DOB (mm/dd/yyyy) ▶ _____

Check here if your spouse does not have health care coverage DOB (mm/dd/yyyy) ▶ _____

Check here I authorize the Comptroller of Maryland to share information from this tax return with the Maryland Health Benefit Exchange for the purpose of determining eligibility for no cost or low-cost health care coverage.

E-mail address ▶ _____

1. Adjusted gross income from your federal return: ▶ 1. _____

Leveraging Digital + Social



Digital and social outreach will continue to be critical in a virtual enrollment environment

- Platform selection:
 - Facebook and Instagram for reaching consumers
 - Twitter and LinkedIn for reaching issue experts and policymakers
 - Zoom/WebEx for webinars and virtual information sharing
- Leverage texting or email marketing for direct to consumer outreach
- Engage trusted voices (e.g. micro-influencers) to deliver authentic, credible messaging with key communities

Social Engagement in Nevada



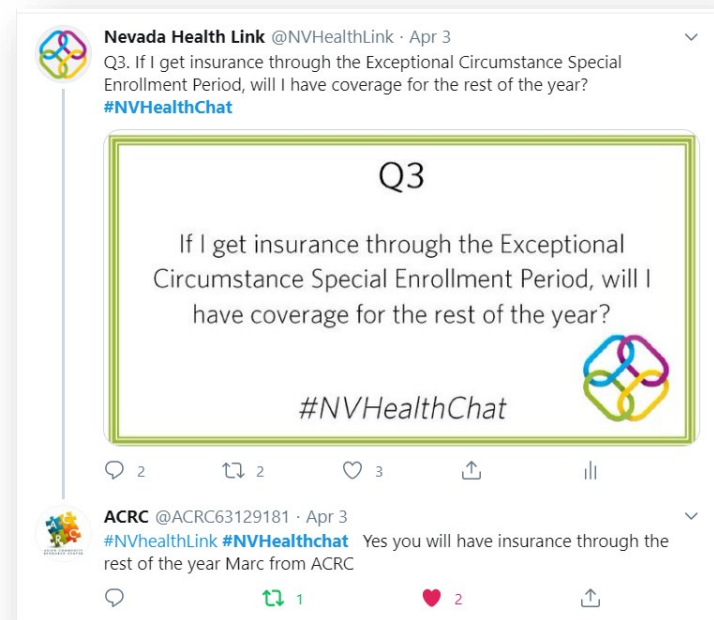
Senator Cortez Masto ✓
@SenCortezMasto

Nevadans, I'm joining @NVHealthLink for a Q&A today at 2pm PT—follow along to learn more about their Special Enrollment Period and how you can #GetCovered




NEVADA HEALTH CHAT
FEATURING: @NVHEALTHLINK

4:59 PM · 4/14/20 · Twitter Web App



Nevada Health Link @NVHealthLink · Apr 3

Q3. If I get insurance through the Exceptional Circumstance Special Enrollment Period, will I have coverage for the rest of the year?
#NVHealthChat



Q3

If I get insurance through the Exceptional Circumstance Special Enrollment Period, will I have coverage for the rest of the year?

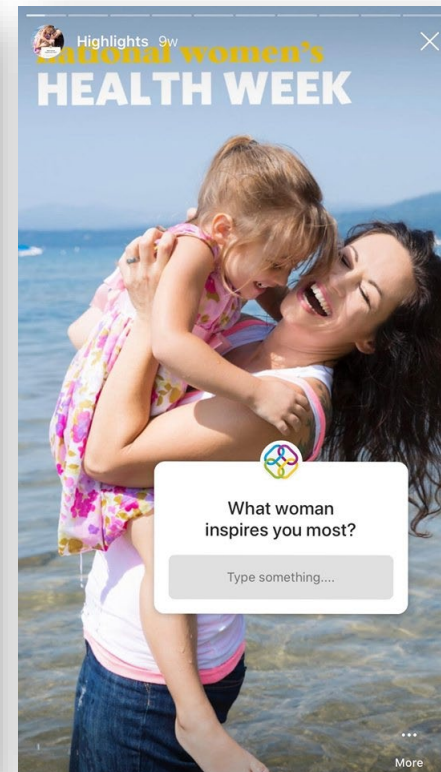
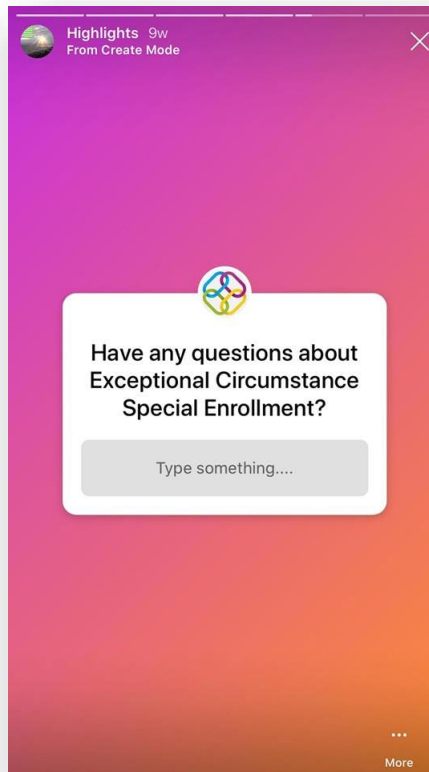
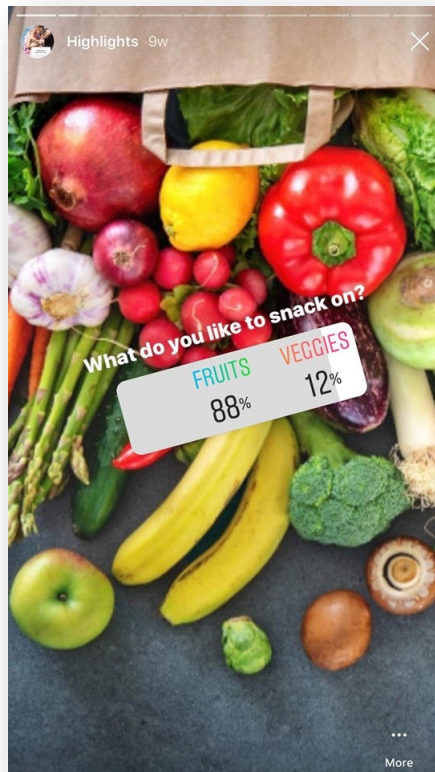
#NVHealthChat

2 replies · 2 retweets · 3 likes

ACRC @ACRC63129181 · Apr 3
#NVhealthLink #NVHealthchat Yes you will have insurance through the rest of the year Marc from ACRC

1 retweet · 2 likes

Social Engagement in Nevada



Email Marketing in Rhode Island

Pre-OEP

- Encourage all customers to update information, explore virtual events, and visit new webpage
- Email auto-renewal eligible customers
- Email customers whose plans have changed

During OEP

- Email and text all customers with timeframe reminders
- Email customers with virtual info session information
- Email customers who have started but not completed the enrollment processed
- Email previous customers in zip codes hardest hit by COVID and with highest uninsured rates

Email Marketing in Rhode Island

Pay for your 2019 coverage today.

Is this email not displaying correctly?
[View it in your browser.](#)



Don't forget to pay!

Don't forget to pay your health insurance bill by December 23 for coverage starting January 1.

How to pay:

- Visit a [CVS Pharmacy](#) and pay with cash or credit/debit
- Call 1-855-840-HSRI
- Drop off a check/money order at 401 Wampanoag Trail, East Providence.
- Online at [HealthSourceRI.com](#)

Pay Now

Take advantage of our extended hours!
We're open Mon-Fri 8am-7pm and Sat 9am-12pm

DEADLINE: Dec 23 is the last day to pay for coverage starting Jan 1.

If you have recently paid for 2019 health insurance, please ignore this important update. We apologize for the inconvenience.

Advertising Considerations



Since COVID-19, consumption of digital media platforms has increased, including a 46% increase in Connected TV

- Base paid media allocations on available budget, timing of elections, and consumption habits
- Questions to consider:
 - How will you allocate resources across different target audience groups, including existing consumers, new consumers?
 - Which channels will you prioritize for traffic driving?
 - Which channels will you prioritize for raising awareness?
 - How will your buy reflect changes in consumer media consumption habits?

Leveraging Micro-Influencers in New Mexico

Tatanka Means
&
Nataanii Means

Over 57,000
followers on FB
combined*



Tatanka Means ✓
@tatankameansofficial

Home
About
Instagram
Twitter
YouTube
Photos
Videos
Events
Posts
Community
[Create a Page](#)

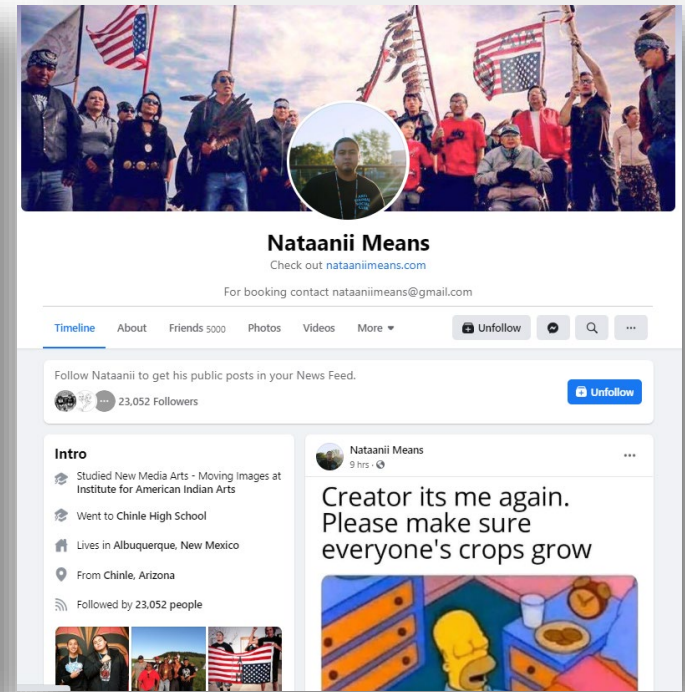
Tatanka Means ✓
2 hrs · 🌐

#TBT to this photo. I recently partnered with BeWellnm for Native Americans to help get the word out about health insurance. Being Diné, I agreed to partner with them because of how hard the Navajo Nation in New Mexico is being hit by the coronavirus. Making sure that everyone has access to adequate healthcare coverage year-round in order to take care of themselves and their families is the only way we can protect our future. Please be safe and visit the BeWellnm website for more info. Ahe'hee 🙏

#BecauseYouJustNeverKnow #beWellnmforNativeAmericans
#beWellnm #NativeAmericanHealth #IndigenousHealth #paid #ad #sponsored



Protecting our families.
be well nm



Nataanii Means
Check out nataaniimeans.com
For booking contact nataaniimeans@gmail.com

Timeline About Friends 5000 Photos Videos More Unfollow 🔍 ⋮


Follow Nataanii to get his public posts in your News Feed. Unfollow
23,052 Followers

Intro

- Studied New Media Arts - Moving Images at Institute for American Indian Arts
- Went to Chinle High School
- Lives in Albuquerque, New Mexico
- From Chinle, Arizona
- Followed by 23,052 people

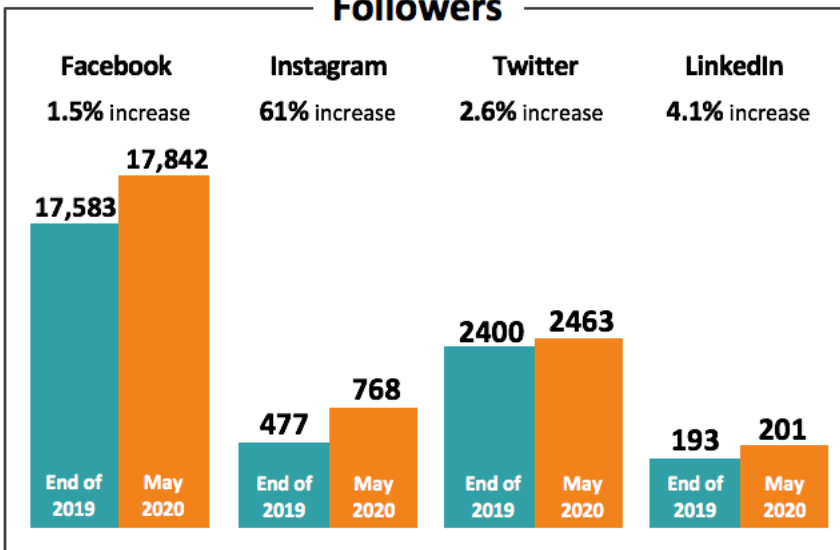
Nataanii Means ✓
9 hrs · 🌐

Creator its me again. Please make sure everyone's crops grow

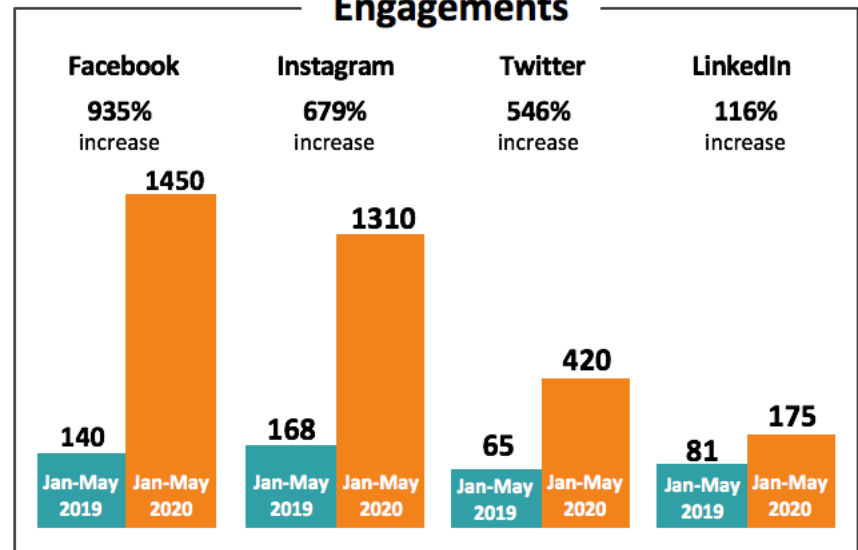


Leveraging Micro-Influencers in New Mexico

Followers



Engagements



Earned Media



Earned media successes during COVID-19 SEPs shows effectiveness of pegging opportunities to environment

- Proactive ways in
 - Connect OEP timeline to need for health insurance
 - Showcase OEP readiness/operational changes
 - Testimonial content promotion – enrollment stories
 - Emphasize deadlines
- Leverage trusted messengers and voices

Key Takeaways

- Meet the moment and be ready to adjust in real time
- Recognize new audience behaviors and media consumption patterns
- Engage partners and messengers to reach key communities authentically

Resources

- [Job Loss Toolkit](#) – Connect for Health Colorado
- [Virtual Outreach + Events Strategy Deck](#) – Connect for Health Colorado
- [Easy Enrollment Letter](#) – Maryland Health Connection
- [Easy Enrollment Social Graphic](#) – Maryland Health Connection
- [Easy Enrollment Reminder Mailer](#) – Maryland Health Connection
- [Social Content Strategy Deck](#) – Nevada Health Link
- [Social Media Toolkit Page](#) – Nevada Health Link
- [Email Marketing Strategy Deck](#) – HealthSource Rhode Island
- [Enrollment Flyer \(English\)](#) – HealthSource Rhode Island
- [Enrollment Flyer \(Spanish\)](#) – HealthSource Rhode Island
- [Digital Outreach Strategy Deck](#) – beWellnm

Questions

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



Thank You

Julie Bataille

Senior Vice President
GMMB

Julie.Bataille@gmmb.com

Alison Kruzel

Senior Vice President
GMMB

Alison.GouldKruzel@gmmb.com

Caitlin Hodes

Senior Account Executive
GMMB

Caitlin.Hodes@gmmb.com

Heather Howard

Director

State Health and Value Strategies

heatherh@Princeton.edu

609-258-9709

Dan Meuse

Deputy Director

State Health and Value Strategies

dmeuse@Princeton.edu

609-258-7389