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## **Oregon Health Insurance Marketplace**

2017 Open Enrollment  
Outreach and Education Campaign

Presentation

by

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### **Overview**

- The campaign will run Nov. 1, 2016 – Jan. 31, 2017.
- Our budget will be the same as last year, \$2 million.
- Our goals will also be the same as last year:
  - Maintain our market share
  - Get people to actively reenroll
  - Continue to build trust
- All goals have multiple Key Performance Indicators (KPIs) to help us measure the effectiveness of our campaign.

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### **Messages**

- Shop to find the plan that fits your budget and needs. Options have changed.
- Financial help is available.
- Free, local help from an expert is available.
- Information on the penalty vs. getting insured.
- Avoiding medical debt.

## Tactics

Tactics will target all QHP eligible and/or niche audiences within that larger audience (millennials, Latinos, etc.)

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|-------------------------------|---|
| 1. Digital ads (search, etc.) | 8. Social media   |
| 2. Video (Hulu)               | 9. Promotional partnerships   |
| 3. Radio (Pandora)            | 10. Email and snail mail marketing (TBD)  |
| 4. Outdoor (college campus)   | 11. Technical support for agents, community partners, and outreach team (events, materials, mini-campaigns) |
| 5. Earned media               |   |
| 6. Targeted newspaper ads     |   |
| 7. Materials for consumers    |   |

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## Special Considerations

- Providing more local help through agents and partners
- Reaching Latinos and millennials
- Providing support for rural audiences with limited options
- Targeting counties with large numbers of eligible uninsured (Clackamas, Deschutes, Columbia, Lincoln, Clatsop, Tillamook, Linn, Benton, Yamhill, Polk, Portland/Multnomah)

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Questions?

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