Oregon Health Insurance Marketplace
Marketing Overview: Plan Year 2017 Open Enrollment
Plan Year 2017 OE Marketing Objectives

- Drive enrollment in the Marketplace, especially for subsidy-eligible Oregonians
- Encourage returning customers to actively shop instead of auto-re-enroll
- Build trust with customers and stakeholders
Plan Year 2017 OE Marketing Outcomes

• 155,430 enrolled by Jan. 31, a 5.6 percent increase over 2016
• 77 percent of re-enrollees actively shopped
• 38 percent of enrollees turned to Marketplace-certified assisters, even though only 32 percent were new customers
Plan Year 2017 OE Timeline and Landscape

**Nov. 1, 2016**: OE begins

**Dec. 15, 2016**: Deadline for Jan. 1 coverage

**Jan. 20, 2017**: President signs ACA-related executive order

**Jan. 27, 2017**: HealthCare.gov scales back advertising

**Jan. 31, 2017**: Open enrollment ends
Plan Year 2017 OE Marketing Activities

- Digital ads
  - “Display” or still ads on websites, including Facebook
  - Video ads on Hulu, Pandora, and YouTube
- Radio ads
  - In Spanish and Russian
Plan Year 2017 OE Marketing Activities

• Newspaper ads
  • In Spanish- and Russian-Language publications
  • In English in regional publications, co-marketed with storefront agents
Plan Year 2017 OE Marketing Activities

- Supplemented when HealthCare.gov ads went down in final four days
  - Increased digital advertising
  - Arranged to have online ads “served” more frequently, and in wider geographic areas
Plan Year 2017 OE Marketing Activities

• Advertised messages were supported in
  • Earned media
  • In-the-field outreach and event sponsorships
  • Agent storefront outreach and assistance
  • Community partner outreach and assistance
Thank you