Goals

• Inform Oregonians about coverage options
• Foster trust in the Marketplace among public and stakeholders
• Drive enrollment and reenrollment in Marketplace plans
Audiences: Key Targets

Demographic groups:
People eligible for tax credits but not enrolled through the Marketplace

<table>
<thead>
<tr>
<th>Description</th>
<th>Number eligible but not enrolled in 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>78,234</td>
</tr>
<tr>
<td>People with incomes between 300-400% FPL</td>
<td>57,286</td>
</tr>
<tr>
<td>People age 25-34</td>
<td>33,835</td>
</tr>
<tr>
<td>People identifying as Hispanic or Latino</td>
<td>20,080</td>
</tr>
</tbody>
</table>
Geographic areas: Sizable numbers of people eligible for tax credits but not enrolled through the Marketplace in 2017.

<table>
<thead>
<tr>
<th>Area</th>
<th>Number eligible but not enrolled in 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon City, Milwaukie &amp; Happy Valley Cities</td>
<td>10,665</td>
</tr>
<tr>
<td>Yamhill &amp; Polk Counties</td>
<td>10,257</td>
</tr>
<tr>
<td>Columbia, Lincoln, Clatsop &amp; Tillamook Counties</td>
<td>9,465</td>
</tr>
<tr>
<td>Gresham &amp; Troutdale Cities</td>
<td>8,311</td>
</tr>
<tr>
<td>Outer East Portland</td>
<td>7,993</td>
</tr>
<tr>
<td>Linn and Benton Counties</td>
<td>7,549</td>
</tr>
<tr>
<td>North and Northeast Portland</td>
<td>7,003</td>
</tr>
<tr>
<td>Deschutes County</td>
<td>6,432</td>
</tr>
<tr>
<td>East and Central Beaverton</td>
<td>5,416</td>
</tr>
<tr>
<td>Umatilla, Union, Baker &amp; Wallowa Counties</td>
<td>5,297</td>
</tr>
</tbody>
</table>
Audiences: Central to Marketplace Mission

• Members of Tribes
• Low-income, likely OHP eligible Oregonians
• People with limited English proficiency
• Other hard-to-reach populations
Context

• Conditions we face:
  - Confusion and uncertainty among the public regarding ACA and HealthCare.gov
  - Scale-back of advertising by feds
  - Short open enrollment

• We are testing messages with “standing panels” facilitated by Grady Britton
• General messages
  - HealthCare.gov is open for Oregonians again this year
  - Financial help and enrollment assistance are available
  - Health insurance can protect your financial future
  - The deadline is Dec. 15
Messages and Message Vehicles

• General-message vehicles
  - Paid media: digital, print, Spanish- and Russian-language radio
  - Additional paid media being considered
  - Social media
  - Earned media
  - In-person via agents, community partners, and outreach team
Messages and Message Vehicles

• Look and feel of marketing products
  - Generally the same as last year
  - Updating some elements to appeal more to millennials
Outreach and assistance: Staff

Marketplace staff in the field

• Seven full-time Marketplace outreach staff members, assigned regionally
• Travel to their regions regularly, meet with local leaders, and distribute Marketplace materials
• Take calls from consumers
Outreach and assistance: CPs

Support and funding for community groups (community partners)

• Program operated by Marina Cassandra and Rob Smith; also Tribal liaisons
• Have awarded 6 grants to community groups
• These partners provide free, in-person, local enrollment assistance
Outreach and assistance: CPs

Grantee community partners are:

- Asian Health and Service Center, Portland metro
- Cascade AIDS Project, Portland metro
- Northeast Oregon Network (NEON), based in La Grande
- Performance Health Technology (PH TECH), Salem area
- Project Access NOW, Portland metro
- The Rinehart Clinic, based in Wheeler
Outreach and assistance: Agents

Support and funding for local insurance agents

- Program operated by Michael Morter and Micheil Wallace
- Held “agent summit” earlier in Sept.
- Issue updates and reinforce training in monthly agent newsletter to 2000+ agents
- Grants awarded to 31 partner agents
Outreach and assistance: Agents and CPs
Outreach and assistance: OHA

Collaborate with the Oregon Health Authority

• Share information with OHA’s Regional Outreach Coordinators, who oversee OHA’s community partner program

• Meet with OHA community partners at monthly OHA regional outreach collaboratives

• Share application assistance tips and advisories that come from our federal partners at HealthCare.gov

• Consult with OHP subject-matter experts when producing content or activities that touch on the Oregon Health Plan
Measuring outcomes

Some key indicators of our performance will be:

• Total number of Oregon private-plan (QHP) enrollments through HealthCare.gov
• Percent change, over last year, in enrollments among target populations and geographic areas
• Visits to our online directory of community partners and licensed insurance agents
• Number of Oregonians assisted by agents and partners we grant fund