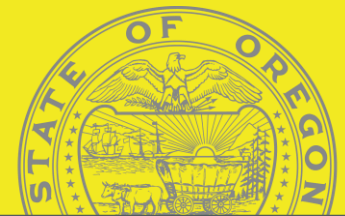


# Oregon Health Insurance Marketplace

## Marketing Overview: Plan Year 2017 Open Enrollment



**OREGON HEALTH INSURANCE  
MARKETPLACE**

# 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

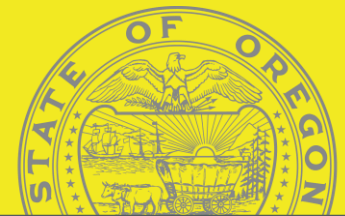
- Supplemented when HealthCare.gov ads went down in final four days
  - Increased digital advertising
  - Arranged to have online ads “served” more frequently, and in wider geographic areas

# 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



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