

MARKETING & OUTREACH

2018 Open Enrollment



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

Description	Number eligible but not enrolled in 2017
Men	78,234
People with incomes between 300-400% FPL	57,286
People age 25-34	33,835
People identifying as Hispanic or Latino	20,080



Audiences: Key Targets

Geographic areas: Sizable numbers of people eligible for tax credits but not enrolled through the Marketplace in 2017.

Area	Number eligible but not enrolled in 2017
Oregon City, Milwaukie & Happy Valley Cities	10,665
Yamhill & Polk Counties	10,257
Columbia, Lincoln, Clatsop & Tillamook Counties	9,465
Gresham & Troutdale Cities	8,311
Outer East Portland	7,993
Linn and Benton Counties	7,549
North and Northeast Portland	7,003
Deschutes County	6,432
East and Central Beaverton	5,416
Umatilla, Union, Baker & Wallowa Counties	5,297



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



Messages and Message Vehicles

- 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

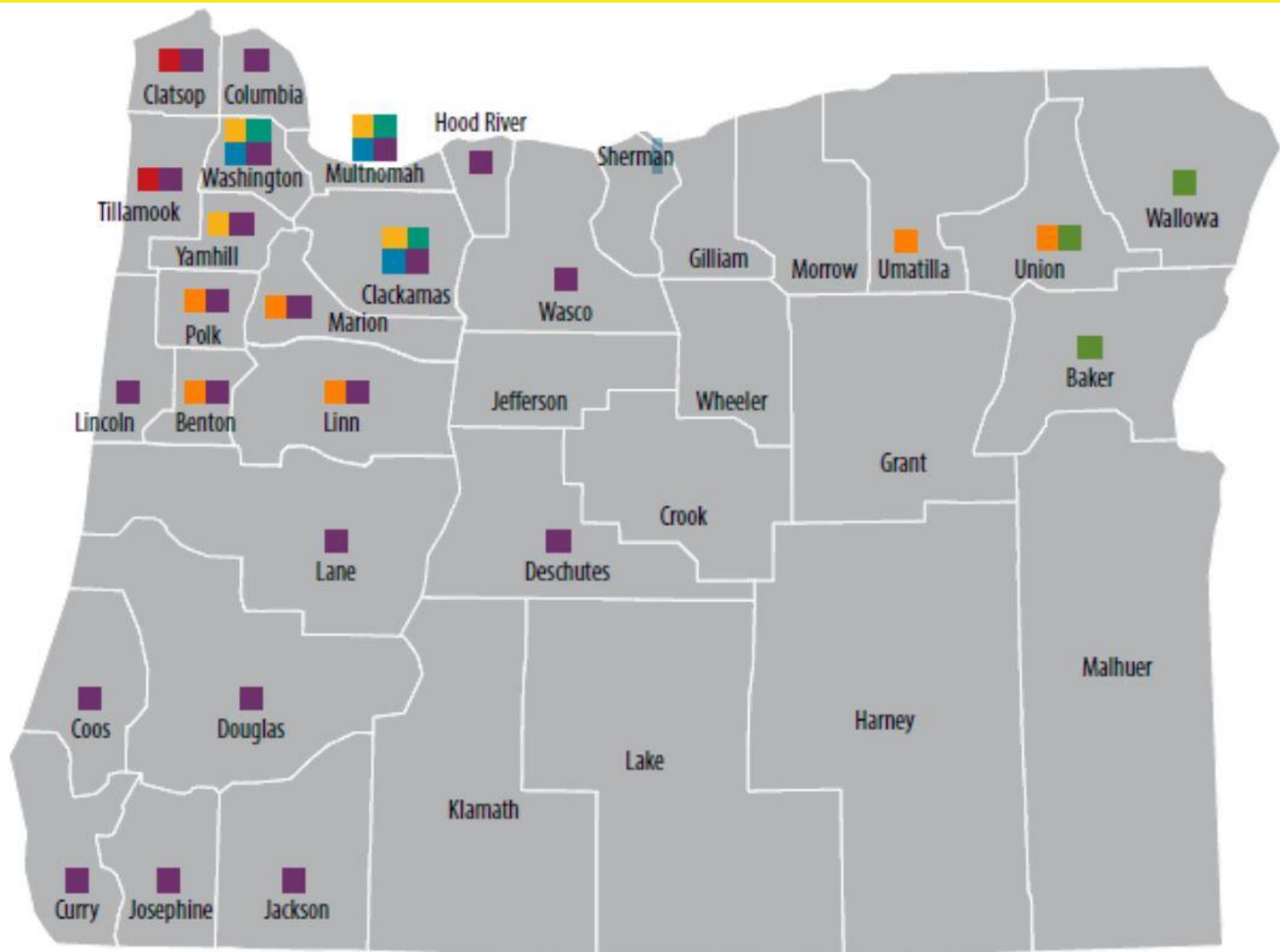


Outreach and assistance: Agents

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](https://www.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