



MNsure Public Awareness and Engagement Overview

Board of Directors Meeting

July 24, 2013

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MNsure Executive Director



Overview

Market Research

**Branding, Awareness,
and Engagement**

Timeline

Market Research

Market Research

Key Informant Interviews

Statewide: uninsured, individual market, public programs, small employers, urban/rural, populations of color

Multiple Stakeholders

- Consumer advocacy
 - Health plans
 - Small business
- Brokers / Agents
- Industry experts
- Multicultural / Tribal reps

Qualitative Focus Groups

Statewide: uninsured, individual market, public programs, small employers, urban/rural, populations of color

18 groups

99 participants

6 cities

- Bemidji
- Duluth
- Marshall
- Rochester
- St. Cloud
- Twin Cities

Quantitative Surveys

Statewide: uninsured, individual market, public programs, small employers, urban/rural, populations of color

797 Consumer

250 Small Employer

Key Findings

Top Things to Know

- People don't like today's experience
 - Individuals: frustrated by multiple information sources and “selling to them”, want a one stop shop
 - Small Employers: frustrated by process and the “unpredictable” – brokers are key
 - Public Program Enrollees: don't want to be treated differently – there is a strong feeling of stigma
- Seeking insurance is a journey
- The Norm Affect
- People want more than medical payments
- People like competition and fit

Agent / Broker Research

Concerns

- Market role into the future

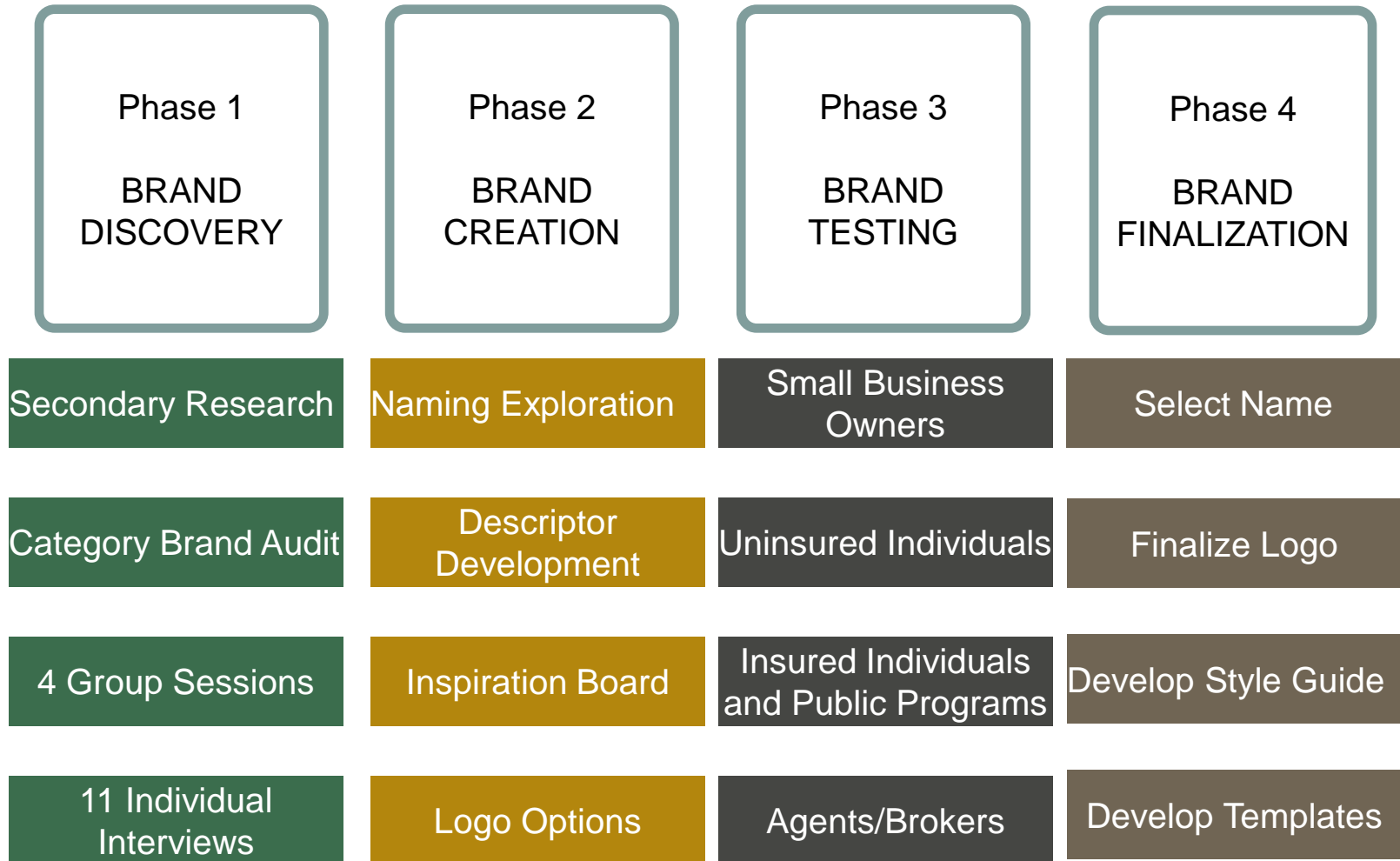
Opportunity

- Can compare multiple plans
- Simpler way to select plans
- Helps insure hard-to-reach groups
- Avenue for brokers to do business in new markets
- Can offer multiple networks to employees of small employers



Branding, Awareness, and Engagement

The Process (10 weeks)





MNsureSM

Where you choose health coverage



Messaging

Choice

Value

Peace of mind



Campaign Objectives

1. **Awareness & education** amongst all Minnesotans
2. **Activation – compel and propel** individuals and small business owners to MNsure to shop, compare and ultimately, obtain health insurance



Three Distinct Audiences



- General Population/Consumer
1. Young, Healthy & Confident
 2. Healthy but Concerned
 3. Sick & Seeking Help



- Populations with Disparities
1. American Indian
 2. Hispanic
 3. African American
 4. Hmong
 5. Somali



Small Business Owners &
Insurance Brokers



Education Campaign

Awareness and outreach will be achieved via a fully integrated campaign.

- Use multiple touch points to surround our target and to deliver our message
 - Mass media
 - Social media
 - On the ground outreach
- Overall 2013 Budget
 - \$5.0 million mass media (\$1.5 million production, \$3.5 million ads)
 - \$2.0 million print materials
 - \$1.0 million contracts
 - \$0.6 regional outreach liaisons

Mass Media

Planning Parameters

Timing: Starting August 2013
Focus on Open Enrollment: October 1st 2013 – March 31st 2014

Geographic Coverage: Minneapolis/St. Paul
Rochester/Mason City/Austin
Duluth/Superior
Mankato
St. Cloud
Fargo/Moorhead

Buying Demo: Adults 25-64

Budget: \$3.5 million for 2013

TV

Rationale: Utilize TV as a mass reach vehicle to gain awareness of MNsure brand and services

Timing: Starting September

Strategy:

Launch: Utilize a high reach daypart mix during the weeks leading up and the initial weeks of the enrollment timeframe to maximize impact

- 20% Early News, 20% Prime Access, 35% Prime and 25% Late News

Sustaining: Utilize an efficient daypart mix to extend calendar coverage while achieving effective communication levels

- 20% Early Morning, 20% Day, 20% Early Fringe and 40% Late News

Budget: \$1.1 million

Radio

Rationale: Utilize Radio as a frequency builder as a reminder of the MNsure brand and services

Timing: Starting September

Day parts: AM Drive: 25%, Midday: 20%, PM Drive: 25%, Weekend: 30%

Unit Mix: 100% :60 second spots

Budget: \$500,000

Community Radio

- Utilize community radio to reach underrepresented communities all around the state
 - Unit length :15, :20, :30 (depending on station)
 - Translation fees included in media cost

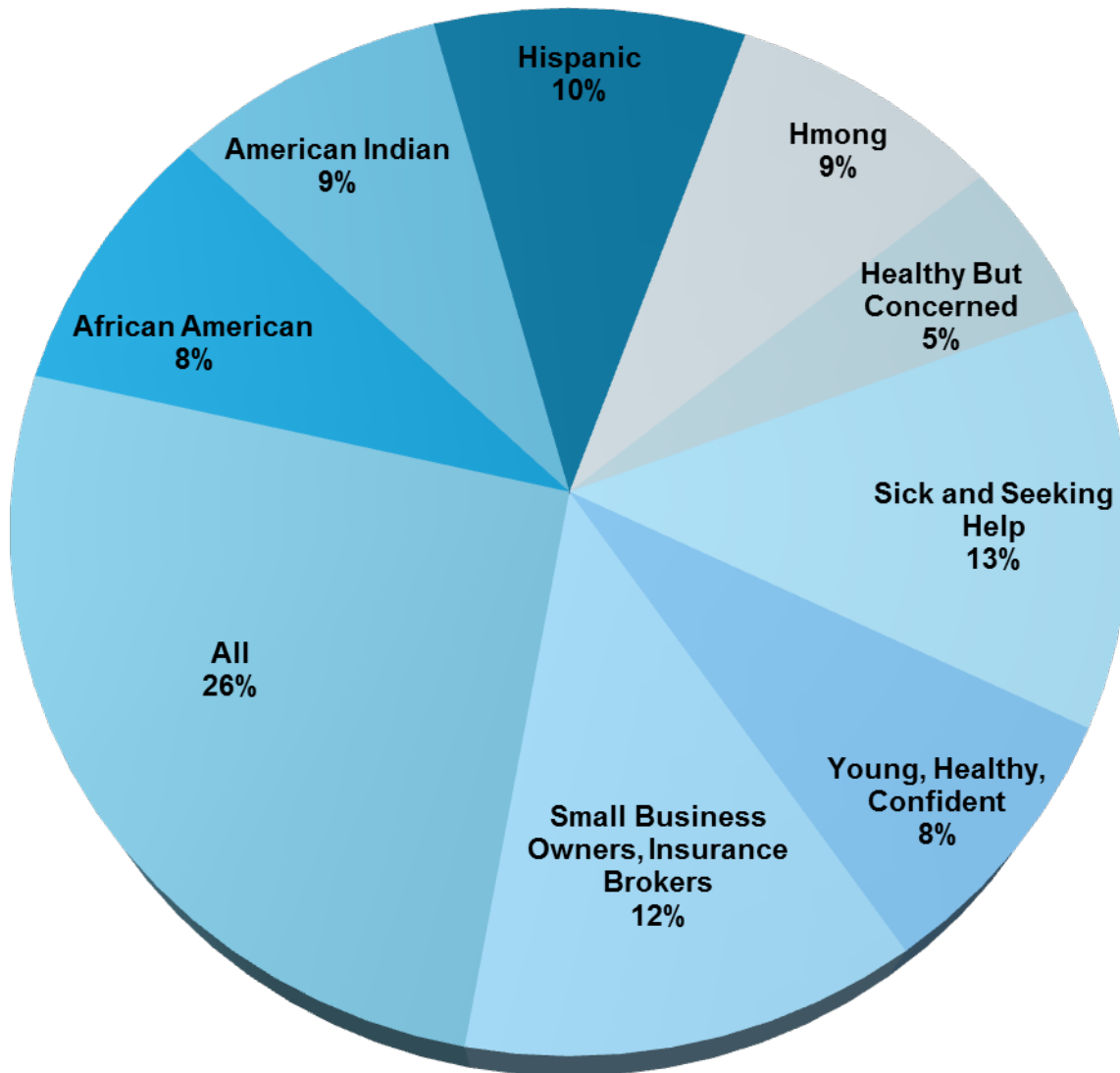


Digital

- **Audience:** Target people who are actively searching for information about the changes to their healthcare coverage on search engines
- **Messaging:** Leverage “About MNsure” messaging to compel audience to click into the website for further information about sign up
- **Modeling Strategy:** Utilize a performance-oriented model that will edit keywords and increase/decrease bids based on query volume and clicks
- **Budget:** \$800,000



Digital Audience Impression Allocation



All Audiences:

- Impressions: 17,199,755

Young, Healthy, Confident

- Impressions: 5,469,600

Healthy, But Concerned:

- Impressions: 3,400,000

Sick, Seeking Help:

- Impressions: 8,680,000

Hispanic:

- Impressions: 6,450,000

Hmong:

- Impressions: 5,700,000

African American:

- Impressions: 5,700,000

American Indian:

- Impressions: 5,700,000

Small Business Owners/Insurance Owners:

- Impressions: 8,194,300

Total Impressions: 66,493,655

Newspaper

Rationale: Use large-format newspaper insertions to generate high reach, impact and immediacy for the MNsure message

Insertions: Details: full and 1/2 page

Budget: \$400,000

ST. CLOUD
Times

WEST CENTRAL
TRIBUNE

INDEPENDENT
Southwestern Minnesota's Daily Newspaper

The Bemidji
Pioneer

Faribault Daily News

StarTribune

CITY PAGES

**CROOKSTON
DAILY TIMES**

Daily Globe

PIONEER PRESS
YOUR LOCAL SOURCE

Post-Bulletin
If it matters to you, it matters to us

BRAINERD DISPATCH

**HIBBING
DAILY
TRIBUNE**

**MESABI
DAILY
NEWS**

The Journal
New Ulm, Minn.

Austin Daily Herald

Duluth News Tribune

Fergus Falls Journal

Sentinel

**Peoples
Press**

Albert Lea
Tribune
The Forum

MINNEAPOLIS ST. PAUL
BUSINESS JOURNAL

The Free Press
Know It All.

INSIGHT NEWS

Mshale

The African News Journal

Asian American Press

The Circle
Native American News and Arts

HMONG TIMES
The Newspaper of the Hmong Community

**Latino
Midwest**

Print: Magazines

Rationale: Use Magazine insertions to deliver the MNsure message to local business leaders and Insurance Brokers in a contextually-relevant environment

Timing: Starting October 2013

Size: 1Pg and 4Pg Cover wrap

Target Audience: General Market
Small Business Owners
Insurance Brokers

Budget: \$300,000

Out-Of-Home

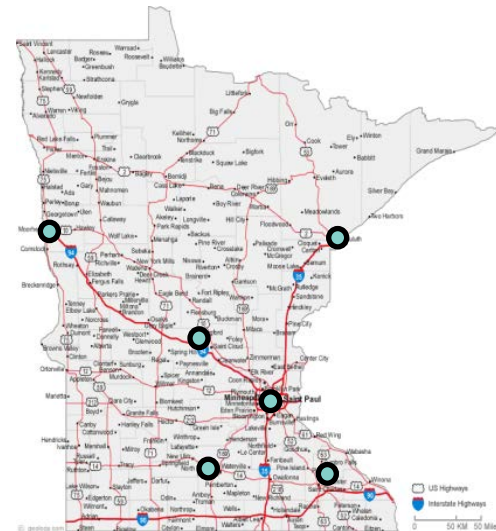
Rationale: Utilize a combination of different OOH tactics to gain mass awareness of MNsure brand and to cover all target constituents

Timing: Starting August

Timing: Billboards, transit ads, skyways, fitness centers, etc

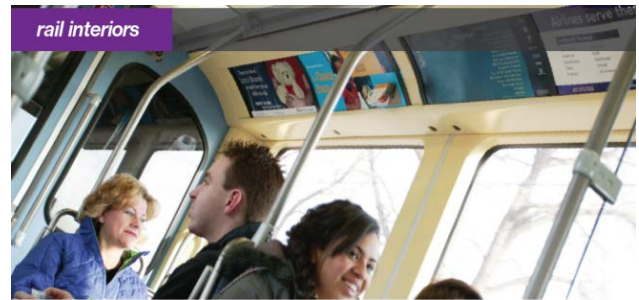
Markets: Minneapolis/St. Paul
Rochester
Duluth
St. Cloud
Mankato
Moorhead

Budget: \$400,000

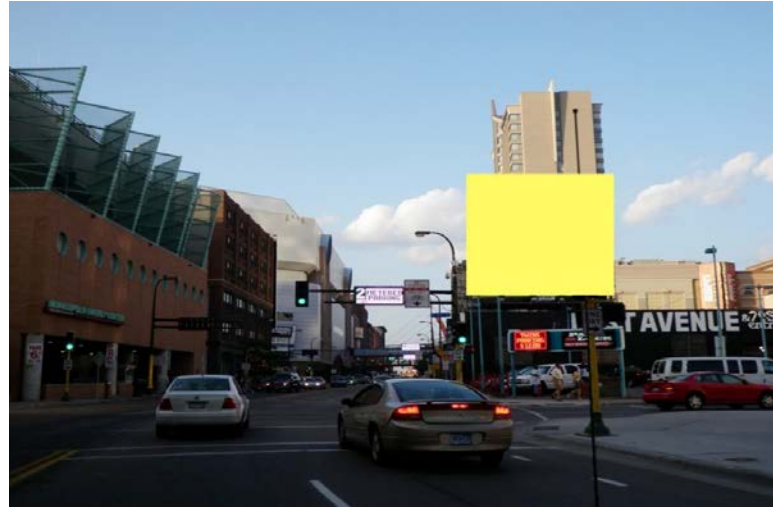


Multiple Approaches

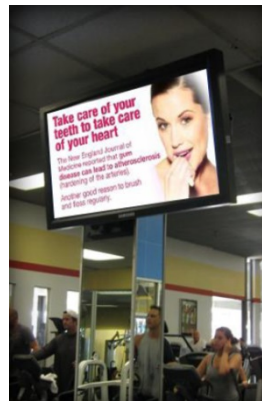
Transit Options



Wallscape



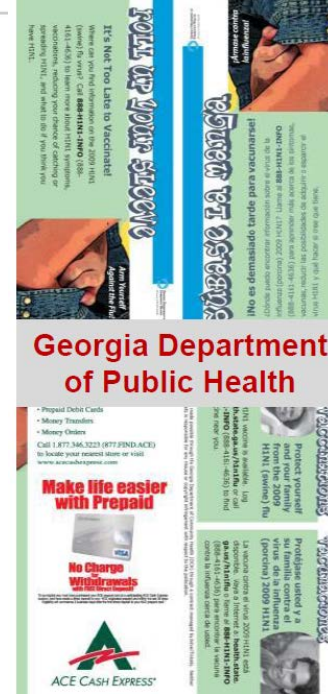
Digital Signage



Backlit Skyway Panels



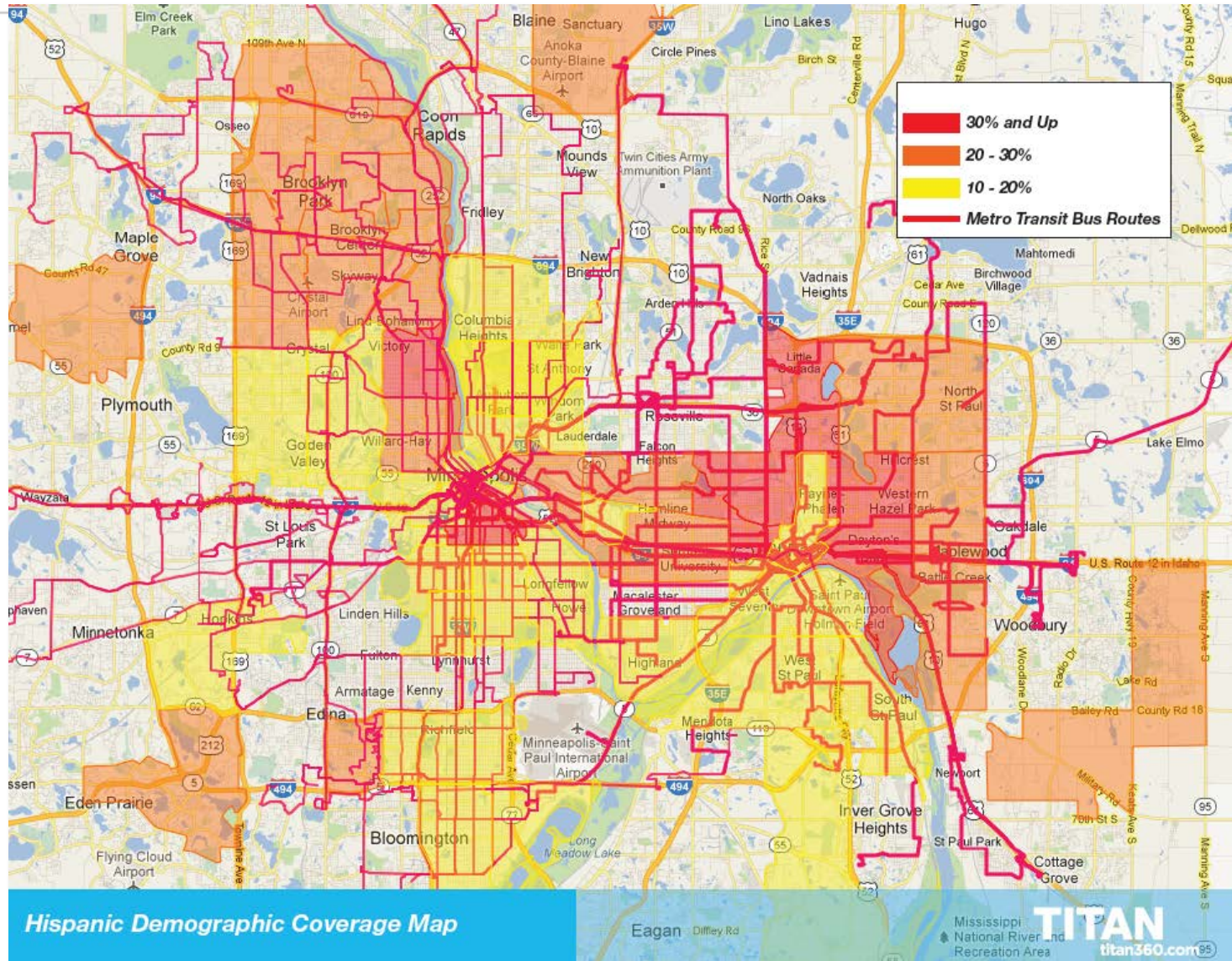
Cash Jackets



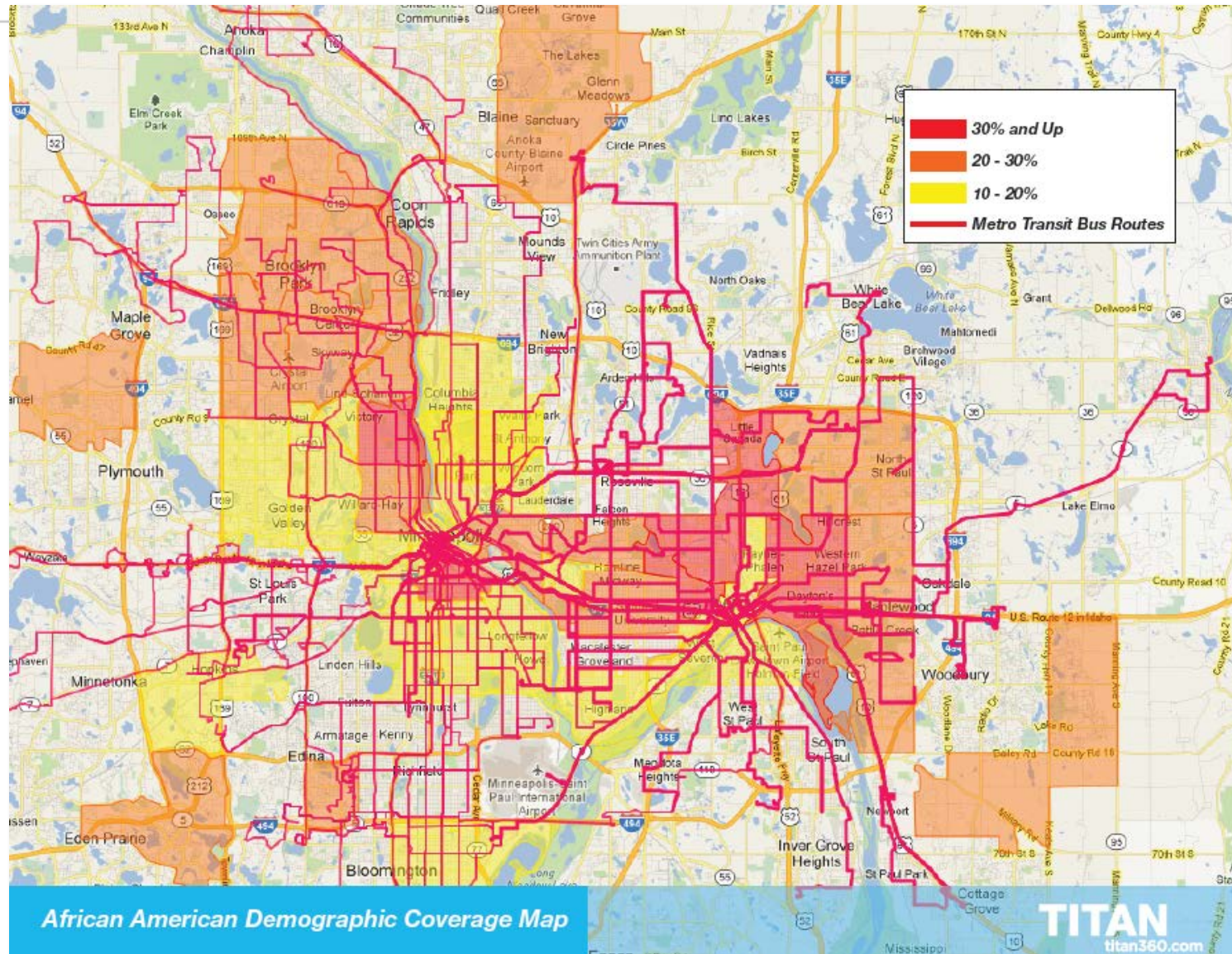
Super Panels



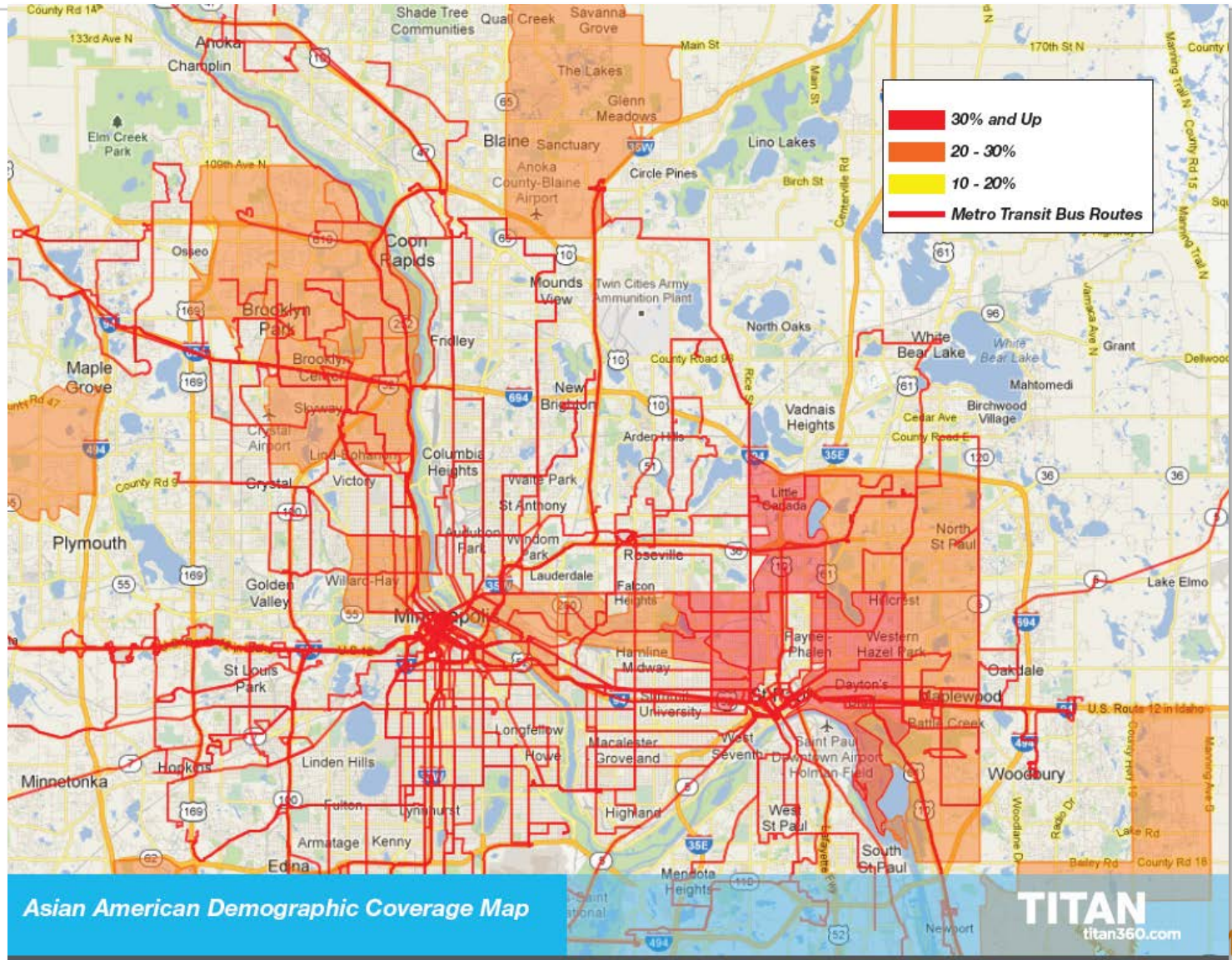
Hispanic Population Heat Map



African American Population Heat Map



Asian Population Heat Map



Asian American Demographic Coverage Map

TITAN
titan360.com

Social Media

Mediums





- Update daily with new media coverage, op-eds, etc. that promote MNsure
- Respond to questions and comments in a timely manner
- Include interesting questions from public comments email address
- Link to and highlight new information
- Link to interesting news and information about the health care industry, benefits of coverage, etc.
- Share and highlight personal stories of people
- Promote upcoming events and public appearances
- Share content across social media platforms



- Include all aspects of Facebook messaging
- Hold regular Twitter chats so people can ask questions and get answers directly
- Monitor and respond to others who are communicating using #MNSure
- Re-tweet messages from news organizations or others about MNSure



- Considering professionally produced content and/or amateur video
- Avenue to highlight storytelling and real Minnesotans who will benefit from MNsure
- Place to visually show how the website will work and ease of use
- Alternative medium for campaign launch materials



- A way for those in the professional industry to learn about MNsure
- Highlight the benefits of the SHOP program

On the Ground Outreach

Field Operations Program

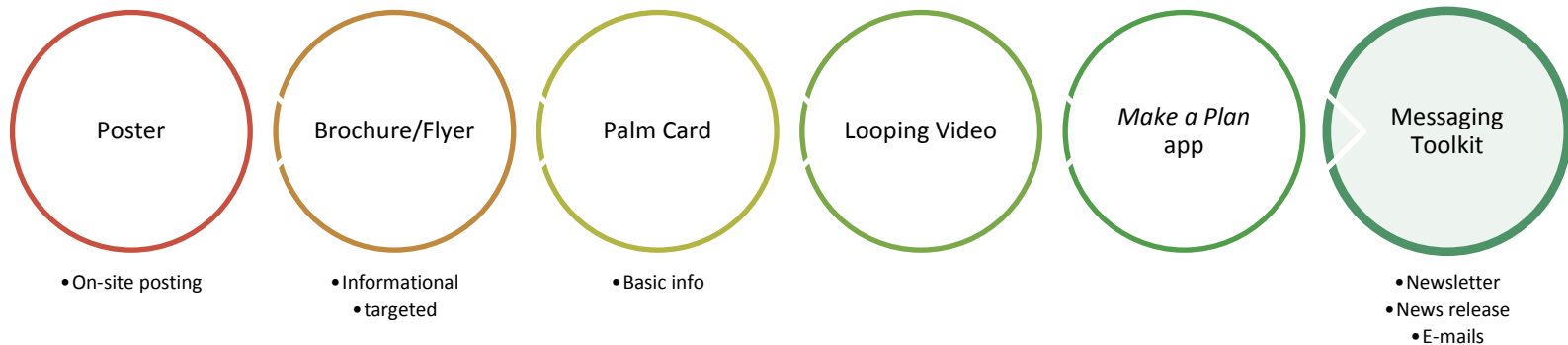
- **Purpose**
 - Process through which MNsure education, training and enrollment is coordinated at a local level across Minnesota.
- **Components**
 - Target Area Networks (TANs)
 - On-Site Outreach Field Liaisons
 - Coordinating with Assisters and Agents/Brokers

Field Operations Program

Targeted Area Network (TANS)

- State Regions Strategically Divided into Targeted Area Networks.
- Broad Responsibilities
 - Provide education, outreach
 - Gather stakeholder and consumer feedback
 - Distribute MNsure communications/collateral

Outreach Toolkit



Outreach collateral will be available in multiple languages
English ■ Hmong ■ Somali ■ Spanish

Timeline

Timeline



Questions?
