MNsure Public Awareness and Engagement Overview

Board of Directors Meeting

July 24, 2013

April Todd-Malmlov
MNsure Executive Director
Market Research
### Market Research

<table>
<thead>
<tr>
<th>Key Informant Interviews</th>
<th>Qualitative Focus Groups</th>
<th>Quantitative Surveys</th>
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<tbody>
<tr>
<td><strong>Statewide:</strong> uninsured, individual market, public programs, small employers, urban/rural, populations of color</td>
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<td><strong>Multiple Stakeholders</strong></td>
<td><strong>18 groups</strong></td>
<td><strong>797 Consumer</strong></td>
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<td>- Consumer advocacy</td>
<td>- 99 participants</td>
<td>- 250 Small Employer</td>
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<td>- Small business</td>
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<td></td>
<td>- Brokers / Agents</td>
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<td></td>
<td>- Industry experts</td>
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<td></td>
<td>- Multicultural / Tribal reps</td>
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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)

Phase 1
BRAND DISCOVERY
- Secondary Research
- Category Brand Audit
- 4 Group Sessions
- 11 Individual Interviews

Phase 2
BRAND CREATION
- Naming Exploration
- Descriptor Development
- Inspiration Board
- Logo Options

Phase 3
BRAND TESTING
- Small Business Owners
- Uninsured Individuals
- Insured Individuals and Public Programs
- Agents/Brokers

Phase 4
BRAND FINALIZATION
- Select Name
- Finalize Logo
- Develop Style Guide
- Develop Templates
MNSure™
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

<table>
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<tr>
<th>Rationale:</th>
<th>Utilize TV as a mass reach vehicle to gain awareness of MNsure brand and services</th>
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<tbody>
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<td>Timing:</td>
<td>Starting September</td>
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<td><strong>Strategy:</strong></td>
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<td><strong>Launch:</strong></td>
<td>Utilize a high reach daypart mix during the weeks leading up and the initial weeks of the enrollment timeframe to maximize impact</td>
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<td>• 20% Early News, 20% Prime Access, 35% Prime and 25% Late News</td>
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<td><strong>Sustaining:</strong></td>
<td>Utilize an efficient daypart mix to extend calendar coverage while achieving effective communication levels</td>
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<td>• 20% Early Morning, 20% Day, 20% Early Fringe and 40% Late News</td>
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<td><strong>Budget:</strong></td>
<td>$1.1 million</td>
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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: 8,680,000
- 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 ½ page

Budget: $400,000
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

Super Panels
Hispanic Population Heat Map
African American Population Heat Map
Social Media
Mediums

facebook
twitter
YouTube
LinkedIn
- 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 collateral will be available in multiple languages

English • Hmong • Somali • Spanish
Timeline
Timeline

- **Public Education Website:** February
- **Brand / Name & Logo:** March
- **Outreach & Social Media:** May
- **Campaign Development:** May - July
- **Awareness Campaign:** Starting in August
Questions?