Outreach, Communications and Marketing Work Group
Meeting Summary

Friday, May 4, 2012

In Attendance:
Carley Barber, Angela Dahl, Mitchell Davis, Jr., Lauren Gilchrist, Kerri Gordon, Annie Halland, Carol Hernandez, Liz Kuoppala, Matt Malloy, Patrick O'Leary, Benjamin Schierer, Akhmiri Sekhr-Ra, Mary Sienko, Scott Smith, Stephanie Frost for Donna Zimmerman and Peter Mitchell from Salter Mitchell.

Audience: Bob Robbins

Agenda Item #1A – Presentation from Salter Mitchell, market research project vendor
Mr. Mitchell discussed “branding” of the Exchange. He emphasized, based on national research Salter Mitchell has conducted for CMS, that pricing and brokers are going to be important issues of consideration into how consumers perceive the Exchange. To explore these, and additional, issues, Salter Mitchell proposed a research plan that included focus groups, phone surveys and interviews with key informants, consumers and small employers. Mr. Mitchell then outlined the specific methods his market research will utilize, the goals, and the types of factors explored. Upon conclusion of the presentation, Mr. Mitchell then turned to the group for input to assist his team in linking Exchange outreach development needs to specific research objectives and activities.

Agenda Item #1B – Discussion of market research scope of information and questions
An in-depth discussion ensued with group members contributing viewpoints from a number of different angles. A number of topics where additional research would be helpful were presented during the discussion.

- Seek out consumer behavior and how they access health information online from data that already exists. That data is on a national scale but will still be informative. We need to set a baseline for Minnesota consumers.
- Native Americans have experienced many challenges in their past experiences with health insurance so their attitude to the Exchange may be affected by that and they may approach the Exchange with caution. In addition, some are very comfortable with government programs, while others are not.
- Public assistance oftentimes has a negative perception in the minds of consumers and may inhibit citizens from participating in the Exchange.
- Position the Exchange as a gateway to healthy living.
- How about using the term “Exchange”? The word “Exchange” has not connected with consumers in preliminary testing.
- Brokers/agents will be a key outreach channel. Many have expressed hesitation because they don’t want to lose business. The research will be looking at how brokers/agents are processing the insertion of the Exchange into the marketplace.
- How would the recruitment efforts address populations of color representation on the focus groups? The research methodology is factoring recruitment to include zip codes that have communities of color into their random calling patterns.
- Most consumers are not knowledgeable of the true costs of their health insurance. Plus, the definition of “quality” is muddled. It would be helpful to find out what the disconnect is between what we perceive as quality and what consumers think.
- What about involving providers in the market research?
Agenda Item #2 – Audience Segment Analysis
A proposal was brought forward to the group that the work group modify its approach to analyzing the audience segments. Instead of brainstorming on all audience segments with the large group, it was proposed that smaller teams be formed for each audience segment to more easily accommodate some in-depth discussion.

Those in attendance agreed with the proposal. Also, during the discussion, it was proposed that “large employer” be added to the audience list. Since some members were not in attendance, a message will be sent to all members to find out which team(s) they want to be on. Team meetings will be scheduled in mid-to-late May, so the work product can be presented at the June 5 meeting.

Future Meetings
All are scheduled at 10:00-11:30 am and will take place at the Department of Commerce, Golden Rule Building.
  • Tuesday, June 5
  • Tuesday, July 10

Meeting Topics

June 2012
  • Summarize the audience segment analysis
  • UX Project presentation
  • Brainstorm on partnership opportunities for the Exchange
  • Discussion of outreach efforts – partner groups, channels, events, etc.

July 2012
  • Presentation of market research results
  • Discuss ways to incorporate market research and prior work group efforts into public relations strategy
  • Prioritize outreach efforts