A Quick Introduction to the Market Research Project

Oral Presentation to the Outreach, Communication & Marketing Work Group
Minnesota Health Insurance Exchange
May 3, 2012
A small integrated agency focused on behavior change

N=30
.. with HIX research already underway

Completed to date

- 12 focus groups on branding exchanges in three states*
- 6 Spanish-language focus groups in two states (completed last month)

Underway

- IDIs with marketing and outreach experts in 14 states

Qualitative Planned

- 36 more focus groups with consumers, brokers and small business owners
- 100 more IDIs and usability tests

Quantitative Planned

- 2 surveys of consumers (n=1,800 each)
- 2 surveys of small business owners (n=300 each)
A few consistent findings

The potential is there: The Health Exchange concept is a popular gem buried underneath a highly politicized health reform debate.

Price is a huge issue – but not everything. And our ability to deliver relief is limited at best.

Brokers are very important channel for small business, and they are understandably anxious and/or upset.

A lot of people are confused by the complicated concepts, technical terms, concepts and even the name (“exchange”).
Government involvement plays both ways. Some like; many hate. Some trust; many fear. Key question: How to position the HIX for widest acceptance and trust?
Your objectives … only broader

- Knowledge
- Expectations
- Use
- Info. Seeking

ABILITY
Investment
Control
Environment
Efficacy
Knowledge

CONSEQUENCES
Feelings
Penalties
Risks
Rewards/Uses

EXPECTATIONS
Norms
Self-Standards
Tradition

Minneapolis Health Insurance Exchange Market Research

May 3, 2012
DELIVER
THE OFFER TO THE AUDIENCE

Interrupt
Create Awareness

What is the target audience “shopping for”? Frame offer as something the target audience is already seeking. So we can “interrupt” them and pull them into the next stage of the process.

Interact
Drive Consideration

Create consideration platform Program, project or platform that allows the audience to “interact” with the offer.

Engage
Assist with Action

Help target audience use offer “Engage” the target audience by helping them use the offer. And leverage the engaged audience to pass the offer onto others.
Your Assignment

How will this help me …

Create relevant and effective outreach

Build a useful and valued product
The Timeline

Week 1
- Orientation & Research Formulation
- Contract Awarded

Week 2
- Key Informant Interviews

Week 3
- 18 Focus Groups (consumer & biz)
- Statewide surveys (consumer & business)

Weeks 5-8
- Analysis

Week 9
- Final Report

Week 10

You are here
Mechanics of approach

- 10-12 Expert IDIs
- 18 focus groups
  - Small business (2-9 employees)
  - Small business (10-50 employees)
  - Lower-income uninsured
  - Higher-income uninsured
  - Hispanic uninsured (Spanish)
  - Non-group (low-income)
  - Non-group (higher-income)
- Statewide consumer survey
  - N=800
  - 15-minute survey
- Small business survey
  - N=250
  - 10-minute survey
Our starting point

What’s in it for me?

- Identify each segment’s (actual or potential) **health insurance shopping objective**.
  - Embedded in this is the audience’s values, awareness (knowledge) and expectations.
- **Identify a frame** that’s relevant to the audience’s objective
- **Identify product attributes and messages** relevant and motivating to each segment
- **Identify opportunities** for marketing and communication (circumstances, channels, etc.)
A new health insurance marketplace is being created. Interested?

What do you need to know about it?

What does anyone know discussion

Discussion about why

Discussion about why

FACT

Interested?

FACT

Interested?

FACT

Interested?

FACT

What else do you need to know?

What else do you need to know?

What else do you need to know?

Discussion

Discussion

Discussion

Discussion

Discussion

Discussion
Qualitative Approach Ideas

Create stimuli within different frames

Explore audience response
Four Key Team Members

Peter Mitchell

Robert Bailey

Megan Gottemoeller

Suzie Goan
Questions … and suggestions.