



## **Joan Fallon**

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Public Education for the  
Massachusetts  
Health Connector*

## **Public Education and Outreach Campaign**

**The Massachusetts  
Experience**

# Goals for Phase 1

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## **Launch an aggressive public education campaign to:**

- Drive enrollment
- Put a HUMAN face on Health Care Reform
- Promote the availability of new plans all certified by the state for quality and value
- Promote the Connector's ability to offer unprecedented choice
- Begin branding the Connector as the place that can HELP.

# Market Research Findings

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Two messages resonated:

- Access to preventive care (women)
- Protection from financial ruin (men)

Uninsured wanted the State Seal of Approval

Celebrities and sports stars did not work as messengers

# Elements of the Campaign

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- Partnerships w/corporate and civic organizations including the health care community, faith communities, unions, business groups, sports teams, etc.
- Media Outreach
- Direct Mail
- Seminars & forums (over 150 presentations)
- Grassroots Outreach
- Paid Advertising
- Public Information Unit
- Rapid Response Team
- Grants to Community Organizations

# Goals for Phase 2

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Focus turned to those hardest to reach

- Get their attention
- Motivate them to enroll.

## Best Motivators

- Knowing the Tax Penalties
- Understanding how costly medical treatment can be

“#)\*!(%i@\*\*&!”

Good thing  
he's got health  
insurance.

Get insured. It's good for your health. And it's the law.

**1-877-MA-ENROLL**  
**MAhealthconnector.org**



HealthConnector

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HealthConnector

**Avoid tax penalties: up to \$912 this year.**  
**Sign up today.**



“#)\*!(%¡@\*\*&!”

Good thing  
he's got health  
insurance.

Having health insurance is required in Massachusetts—and now there are increasing penalties if you don't. The state's Health Connector website is the easiest place to compare the widest range of affordable plans that well-known insurance companies offer. Visit our site, choose the plan you like best, and get covered—medically and financially. Do it today. Because #)\*!(%¡@\*\*&! happens.

What it could cost you if you  
*don't* have health insurance:

- Broken arm – \$2,670
- Broken leg – \$11,277
- Appendectomy – \$14,265

Tax penalties: up to \$912 this year

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**MAhealthconnector.org**



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# Lessons Learned

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- A variety of approaches are critical
- Build partnerships and work to sustain them
- Opportunities for outreach are everywhere from ballparks to churches, pharmacies to grocery stores – Get the Community involved