

Statewide Marketing, Outreach & Education Program Public Feedback Report

# California Health Benefits Marketplace: Summary of Comments and Recommendations



*sponsored by*

California Health Benefit Exchange, Department of Health Care Services and the  
Managed Risk Medical Insurance Board

California Health Benefit Exchange  
Board Meeting  
June 12, 2012

# Where we are and where we're going...

- The Exchange, the Department of Health Care Services and MRMIB, with support from a team led by Ogilvy Public Relations developed options and recommendations informed by stakeholder input, review of national lessons and expert advice that were shared on May 17, 2012.
- The options and recommendations were shared in a webinar and at the May 22<sup>nd</sup> Exchange Board meeting, with comments solicited
- Project Sponsor staff made revisions to the recommendations and is preparing final recommendations for the Exchange Board
- The Exchange Board final decision on the Phase 1 and 2 of the Outreach Plan will be made at the June 19<sup>th</sup> board meeting to inform the Level 1.2 funding request
- Much of the input received will inform the work going forward and ongoing research that will be conducted

# Overview of Stakeholder Input Process: Outreach & Marketing Plan

- The California Health Benefit Exchange, Department of Health Care Services, and Managed Risk Medical Insurance Board (Project Sponsors) solicited stakeholder input on the Outreach & Marketing Plan recommendations report released and presented to the Board on May 22, 2012.
- The Project Sponsors received a significant amount of feedback. Most of the comments reflected broad stakeholders agreement with the strategies and tactics described, even among those who suggested modifications.
- The purpose of this presentation is to summarize key themes and to share Project Sponsor staff's recommended changes to the Outreach & Marketing Plan design based on stakeholder feedback and ongoing research.
- Project Sponsors continue to conduct detailed budget reviews with the contractors for both the Outreach and Navigators programs. Potential changes based on those discussions will be addressed at the June 19<sup>th</sup> board meeting.

# Stakeholder Organizations Commenting on the Preliminary Marketing, Outreach and Education Program

AIDS Health Consortia

Alameda County Medical Center

Anthem Blue Cross

Asian Pacific American Legal Center of Southern California

Bespoke Benefits

Blue Shield of California

California Association of Health Plans

The California Endowment

California Labor Federation

California School Employees Association

California School Health Centers Association

Clinica Sierra Vista

Community Health Councils

Consumers Union

County Welfare Directors Association

Delta Dental of California

The Greenlining Institute

Having Our Say Coalition

Health Access California

Insure the Uninsured Project

Lesbian, Gay, Bisexual, and Transgender Health Consortia

Los Angeles County Department of Public Health, Children's Health Outreach Initiatives

Private Essential Access Community Hospitals (PEACH)

San Mateo County

SEIU

Small Business Majority

Stefan Luesse, Behavioral Health & Recovery Services

Teachers for Healthy Kids

United Ways of California

Western Center on Law & Poverty

**A full report on comments submitted can be found at [www.healthexchange.ca.gov](http://www.healthexchange.ca.gov)**

# Stakeholder Comments

## 8 General Categories

1. Overall Plan and Guiding Principles
2. Research/Tracking/M Measurement/Evaluation
3. Creative Development
4. Paid Media Planning
5. Public Relations
6. Digital/Social Media
7. Partnerships
8. Other Suggestions

# General Overall Praise for Program

30 written and 15+ oral comments

- *California Association of Health Plans*: “We support the goal of having a robust and comprehensive marketing outreach strategy.”
- *California Coverage and Health Initiatives*: “Pleased to see the scope and depth of the plan and the thoughtfulness of the principles regarding linguistic and cultural diversity.”
- *Consumers Union*: “Wonderful, impressive work.”
- *Health Access*: “There is some really good work here before us.”
- *Western Center on Law and Poverty*: “Great plan.”

## OUTREACH PROGRAM AREA

## STAFF RECOMMENDATIONS

### 1. Guiding Principles

- 1) Affirm keeping general approach and principles proposed; staff will propose revisions for consideration at the June 19<sup>th</sup> Board meeting.

### 2. Research/Tracking/ Measurement/Evaluation

- 1) No changes to overall plan; comments should be used to inform the development and implementation of the research efforts.

### 3. Creative Development

- 1) The “Brand” for the Exchange/Marketplace should be finalized as soon as possible – preferably by Fall 2012.

## OUTREACH PROGRAM AREA

## STAFF RECOMMENDATIONS

### 4. Paid Media Planning

- 1) The sponsors should consider launch of paid media prior to July 2013 and report to the Board on the options and rationale for earlier timing.

### 5. Public Relations

- 1) No changes to overall plan; comments should be used to inform the development and implementation of the public relations efforts.

### 6. Digital/Social Media

- 1) No changes to overall plan; comments should be used to inform the development and implementation of the digital/social media efforts.



OUTREACH PROGRAM AREA	STAFF RECOMMENDATIONS
7. Partnerships	<ol style="list-style-type: none"><li data-bbox="852 368 1818 558">1) The community outreach and education grant program be funded at \$15 million (higher than the proposed “gold” level) and should have multiple dimensions to its areas of focus</li><li data-bbox="852 586 1875 725">2) The outreach and education grant program should be closely coordinated with and complement the Navigators program.</li></ol>
8. Other Suggestions	<ol style="list-style-type: none"><li data-bbox="852 796 1663 839">1) Collaboration at every level will be critical</li><li data-bbox="852 868 1721 911">2) A glossary of agreed upon terms is important</li><li data-bbox="852 939 1798 1025">3) Working with small business will be critical to the success of the Exchange</li><li data-bbox="852 1053 1760 1096">4) Explore further conversations with health plans</li></ol>

# Next Steps

- Additional discussion and input
- Finalization of staff recommendation for June 19<sup>th</sup> Board action and incorporation into the Exchange Level 1.2 funding request
- Continue with the “build” of the communications effort:
  - Exchange website redesign and brand creative;
  - Begin the development of the grant RFP process;
  - Continue earned media outreach support for the Exchange;
  - Meet with other Exchanges and federal counterparts to discuss ongoing collaboration and coordination.

# Next Steps

1. Comments are invited:
  - Written comments by Friday, June 15, 2012
  - Submit comments to [info@hbex.ca.gov](mailto:info@hbex.ca.gov)
2. Staff will make revisions and prepare final recommendations for the Exchange Board
3. Decisions concerning the Establishment Grant Level 1.2 request will be addressed at June 19th Board meeting

**Questions/Comments?**