Identity Framework Session

Arkansas Health Insurance Marketplace

Monday – May 11, 2015

AHIM Outreach/Education Board Committee Meeting
Introduction to The Team
Focus of the Morning

I. Introduction to Brand Identity
   ✦ Ensuring a Shared Perspective

II. Our Work Plan
   ✦ The Steps Ahead of Us

III. Six Key Questions
   ✦ Embracing Your Point-of-View
Concept of Identity

❖ Unique design, sign, symbol, words, or a combination of these - creating an image that identifies and differentiates.

❖ This image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind.

❖ Trusted by busy consumers in a crowded and complex marketplace by standing for certain benefits and core value.
What You Stand For

About Us
AHIM is governed by the Arkansas Health Insurance Marketplace Board of Directors. Members of the AHIM Board are appointed by the Governor, President Pro Tempore of the Senate and the Speaker of the House of Representatives. The AHIM Board reports to the Arkansas Health Insurance Marketplace Legislative Oversight Committee.

In September 2014, the AHIM Board voted to operate a state-run Small Business Health Options Program (SHOP) in 2015 for coverage beginning January 1, 2016. The Board also voted to operate an individual market state-run health insurance exchange in 2016 for coverage beginning January 1, 2017.

Mission
Mission Statement
The Arkansas Health Insurance Marketplace seeks to provide Arkansans with the highest value health insurance options. Our mission is to increase access to health insurance through innovative and practical solutions, and a simplified customer interface.

Objectives:
- Increase access to high quality health plans, through consumer education;
- Organize a transparent and accountable insurance marketplace to facilitate consumer choice;
- Provide an efficient, accurate, and consumer-friendly eligibility determination process;
- Enhance health plan competition in key areas of price, access, quality, and service.
Concept of Identity

- Convenience
- Excellence
- Value
- Reliability
Concept of Identity

Total experience gained from the relationship someone has with an organization, product of service.

Two living parts.

- The “rational” part that the organization consciously creates and manages.
- The “emotional” part which unconsciously emerges, kept in the mind of the person experiencing it.
Identity Essentials

❖ The best built brands have three hallmarks
  ✦ Clarity
  ✦ Consistency
  ✦ Character
Identity Essentials

Clarity

Make sure you know what you are, and wish to be.
This is the essence of your brand: Who you are, what you do, who you do it for, why it matters to them, and how it’s different from others in your market space.
Identity Essentials

Consistency

Make sure you say, and show, it the same way wherever and with whomever you do business.

This is how all your communications, actions and accomplishments start to work together, defining and building your brand presence in the marketplace.
Identity Essentials

Character

*Give it “relevance” in the lives of individuals.*

It’s what brings you to life at an emotional level.

It’s what makes people want to connect with you.

It’s what turns necessity into desire and loyalty.
Importance of Relevance

Organizational Competencies

Target Market Needs

Point of Relevance
Brand Identity Development

Brand Experience

- Research
- Creative Expression
- Concept Development
- Messaging Tone & Personality
- Internal Communications
- Executive Endorsement
- Brand Standards
- Brand Platform

Internal Foundation

- Internal Focus
- Engagement and Ambassadorship

External Reflection

- External Focus
- Positioning
The Work Plan

- Review of Previous Research & Key Learnings - *Week of May 4*
- Solicit Input from AID Consumer Assistance Advisory Committee - *May 8*
- Identity Framework Discussion, Outreach/Education Board Committee - *May 11*
- Brand Workshop, Key Stakeholders - *May 20*
- Stakeholder Interviews - *Weeks of May 18 & May 25*
- Primary Market Research, Focus Groups - *Weeks of June 1 - 15*
- Brand Identity and Platform Recommendations - *June 24*
Six Key Questions

1. In your experience, how do Arkansans, today, feel about having access to quality health insurance?

2. Based on what you know, how do you feel that Arkansans are likely to react to the changing landscape of health insurance access?

3. What have you found to be the strongest factor influencing Arkansans attitudes about the quality of their health insurance?

4. What is AHIM’s central purpose and what will that mean to Arkansans?

5. What do you think would be the strongest, most relevant positioning message that AHIM should convey to Arkansans?

6. What are the main issues that have the potential of limiting AHIM’s success, here in Arkansas?
Thank you