

My Arkansas Insurance

*More Competitive... More Options...
More Arkansas*

Welcome

Arkansas Health Insurance Marketplace
Marketing Committee Meeting
Wednesday May 2, 2018

my Arkansas Insurance 
Official Marketplace for Health Insurance

Today's Agenda

- Marketing & Enrollment Recap
- Looking to Next Year
- Two-Pronged Approach
- Phase 1
- Today's Action Item
- August Marketing Meeting Pre-Agenda



Marketing & Enrollment Recap

AHIM: Past, Present, & Future



- Enrollment Recap
 - Exceeded Expectations: Over 68,000 During Open Enrollment
 - Numbers are Holding: Arkansans Returning to AHIM
 - Savings: Over 95% of Consumers are Eligible for Savings

Looking to Next Year

- Marketing Budget
 - 100% AHIM Dollars
 - Local Source of Information
 - Value-Driven Approach
 - Must be Flexible for Changing Market Trends
 - Focus, Focus, Focus



Two-Pronged Approach

- Phase 1 (Summer)
 - Conduct Research
 - Develop Messaging and Content
 - Agent/Broker, Key Influencer Meetings
- Phase 2 (Fall)
 - Begin Targeted Campaign
 - Direct Outreach to Consumers
 - Social Media
 - Broadcast and Earned Media
 - Print



Phase 1 (Summer) Initiative

- Use Market Trends to Uncover Opportunities
 - Conduct Market Research and Analysis to
 - Target AHIM's Outreach Campaign
 - Focus on Geographic Trends
 - Conduct Meaningful Research to Refine AHIM's Message
 - Strengthen Relationships and Enhance AHIM's Value with Agents/Brokers, Community/Civic Organizations, and Professional Associations



Today's Action Item

Approve Board Recommendation for the
Phase 1 (Summer) Budget of

\$80,000



August Marketing Meeting Pre-Agenda

- Review the Findings from Phase 1
- Outline Phase 2 Campaign and Key Dates
- Approve and Recommend Fall Campaign Budget to the Board



Questions and/or New Business

