

AHIM Marketing and Outreach Committee Meeting

Wednesday, November 19, 2014 10:00 a.m.

Committee Members: Chair Fred Bean, Mike Castleberry, Steve Faris and Annabelle Tuck.

Scope of Work: The objective of the AHIM Marketing and Outreach Committee is to develop a marketing and outreach program to generate health plan enrollment in the state-based marketplace (SBM) SHOP and Individual Market to provide a means for AHIM sustainability. The marketing and outreach program will be achieved through a strategic, multi-year program that includes branding, agent and broker engagement and education, consumer education, integrated marketing strategies and tactics, and consistent consumer messaging to minimize confusion through the transition to a state-based marketplace.

Agenda

- 1. Introduction and Meeting Goals**
- 2. State-Based Marketplace Websites – walk-through of SBM websites**
 - a. Covered California - <http://www.coveredca.com/>
 - b. Connect for Health Colorado - <http://connectforhealthco.com/>
 - c. Access Health CT - <https://www.accesshealthct.com/AHCT/LandingPageCTHIX>
 - d. Kynect - <https://kynect.ky.gov/>
 - e. NY State of Health - <https://nystateofhealth.ny.gov/>
 - f. Health Source RI - <http://www.healthsourceri.com/>
 - g. Washington health plan finder -
https://www.wahealthplanfinder.org/HBEWeb/Annon_DisplayHomePage.action
- 3. Discuss Committee Goals – Short Term/Long Term**
- 4. Branding**
 - a. AHIM’s consumer exchange name and brand
- 5. Identify Committee Representative to attend AID CAAC Committee**
- 6. Discuss meeting schedule**