

Arkansas Health Connector

Consumer Assistance Advisory Committee

May 10, 2013



with Mangan Holcomb **Partners**

Arkansas Health Connector

MHP: The AID Marketing Department



with Mangan Holcomb **Partners**

MHP TEAM



- › David Rainwater, Principal/CEO
- › Chip Culpepper, Principal/CCO
- › Sharon Vogelpohl, Principal/President
- › Tim Whitley, President – Social Innovation
- › Julie Robbins, Associate Director/Public Relations
- › Jon Holcomb, Senior Account Executive
- › Kama Johnson, Account Service Manager
- › Plus 32 more professionals ready to go



MHP TEAM



- › Lattimer Communications
 - › 4A's partner
 - › Multicultural marketing experts
- › Sarah Lattimer, President/Lattimer Communications
- › Isadora Brown, Director/Planning and Client Engagement
- › Gail Warren, Media Director
- › Mayi Sanchez, Latino Creative Director
- › Stanley Yorker, African-American Creative Director

PEACH STATE HEALTH PLAN



Education & Outreach Campaign

Basic Workplan In Progress



with Mangan Holcomb **Partners**

CAMPAIGN OVERVIEW

- One goal: Motivate 500,000 uninsured and underinsured Arkansans to take action



with Mangan Holcomb **Partners**

CAMPAIGN OVERVIEW

- › Secondary needs include:
 - › Educating important influencers
 - › Educating small businesses about impact
 - › Create support network



CAMPAIGN OVERVIEW

- › All before September 30, 2013
- › Campaign must be in market by June
- › Diverse audiences, needs and lifestyles



CAMPAIGN OVERVIEW

- › The Approach
 - › Connect with people on their terms in places that are meaningful to them
 - › If it is local, we are there
 - › If it is personal, we are there
 - › The people we must motivate respond to this approach
 - › It will not be easy, but it will be the most effective way



Research Workplan

Checking the Plan with Key Audiences



with Mangan Holcomb **Partners**

Research

- › Testing concepts, messages, communication channels is a MUST
 - › Is it understandable?
 - › Is it relevant?
 - › Does it play on Wii-FM?

Research

- › Focus Groups
 - › Week of May 20
 - › 9 Groups
 - › West Memphis, Little Rock, Pine Bluff, Fayetteville
 - › Bilingual Latino, Spanish-only Latino, African-American, Mixed, Small Business (less than 50 employees)
 - › Facilitated by multicultural experts Lattimer Communications

Research

- Benchmark Statewide Awareness
 - Prior to July 1
 - “Flash poll” type survey to measure base awareness of Arkansas Health Connector, ACA, upcoming sign up period, etc.
 - Survey across telephone, mobile devices and online
 - Re-measure at the end of September to determine awareness movement and how messages are resonating



Messaging Workplan

What We Are Going to Say and How We Say It



with Mangan Holcomb **Partners**

MESSAGING

- › Be simple
- › Be direct
- › Be consistent:
 - › Across all audiences
 - › Across all media



MESSAGING

- Our recommended campaign is *just that*, it's simple, direct and consistent:

“Get In. Get Affordable Health Insurance.”



with Mangan Holcomb **Partners**

MESSAGING

- › These are layouts for concept purposes only
 - › Photos are placeholders; TV spots are animated storyboards
 - › Communications guidelines are evolving and will be incorporated in the final executions
- › Final executions will be driven by focus group results



Creative Approach



Families are *in*

get *in*

- Affordable health insurance is here!
- Vision and dental care options for kids
- Pre-existing conditions can't keep you out
- Sign up today at ARHealthConnector.org

Arkansas
HEALTH CONNECTOR
Your Guide to Health Insurance



Text "Insured" to 84777 | 800-123-4567

get *in* with Mangan Holcomb **Partners**



We're *in*

get *in*

- Affordable health insurance is here!
- Vision and dental care options for kids
- Sign up today at ARHealthConnector.org

Arkansas
HEALTH CONNECTOR
Your Guide to Health Insurance



Text "Insured" to 84777 | 800-123-4567

TELEVISION AD



Creative Approach




get 

- Affordable health insurance is here!
- Vision and dental care options for kids
- Pre-existing conditions can't keep you out
- Sign up today at ARHealthConnector.org

Arkansas
HEALTH
CONNECTOR
Your Guide to Health Insurance



get  with Mangan Ho

Text "Insured" to 84777 | 800-123-4567

Creative Approach



Creative Approach



Affordable
inurance

get in

- All employees need to know about affordable health insurance
- Avoid any penalties for your business
- Guaranteed acceptance for pre-existing conditions
- Learn more at ARHealthConnector.org/SmallBusiness

Arkansas
HEALTH CONNECTOR
Your Guide to Health Insurance

Text "Insured" to 84777 | 800-123-4567



Get **in**formed

get in

- Affordable health insurance is here!
- Vision and dental care options for kids
- Pre-existing conditions can't keep you out
- Sign up today at ARHealthConnector.org

Arkansas
HEALTH CONNECTOR
Your Guide to Health Insurance



Text "Insured" to 84777 | 800-123-4567

RADIO AD



with Mangan Holcomb **Partners**

Multicultural Outreach



with Mangan Holcomb **Partners**

“If you’re trying to persuade people to do something, or buy something, it seems to me you should use their language, the language in which they think.”



David Ogilvy
Founder of Ogilvy and Mather

Transcreated Approach

Todo **se puede**

Con un **seguro**

- Hay muchas variaciones de los!
- Si vas a utilizar un pasaje de lorem a este
- Regístrate en ARHealthConnector.org

Arkansas
**HEALTH
CONNECTOR**
Your Guide to Health Insurance



Envía "Seguro" al 84777 | 800-123-4567

Todo **se puede**

Con un **seguro**

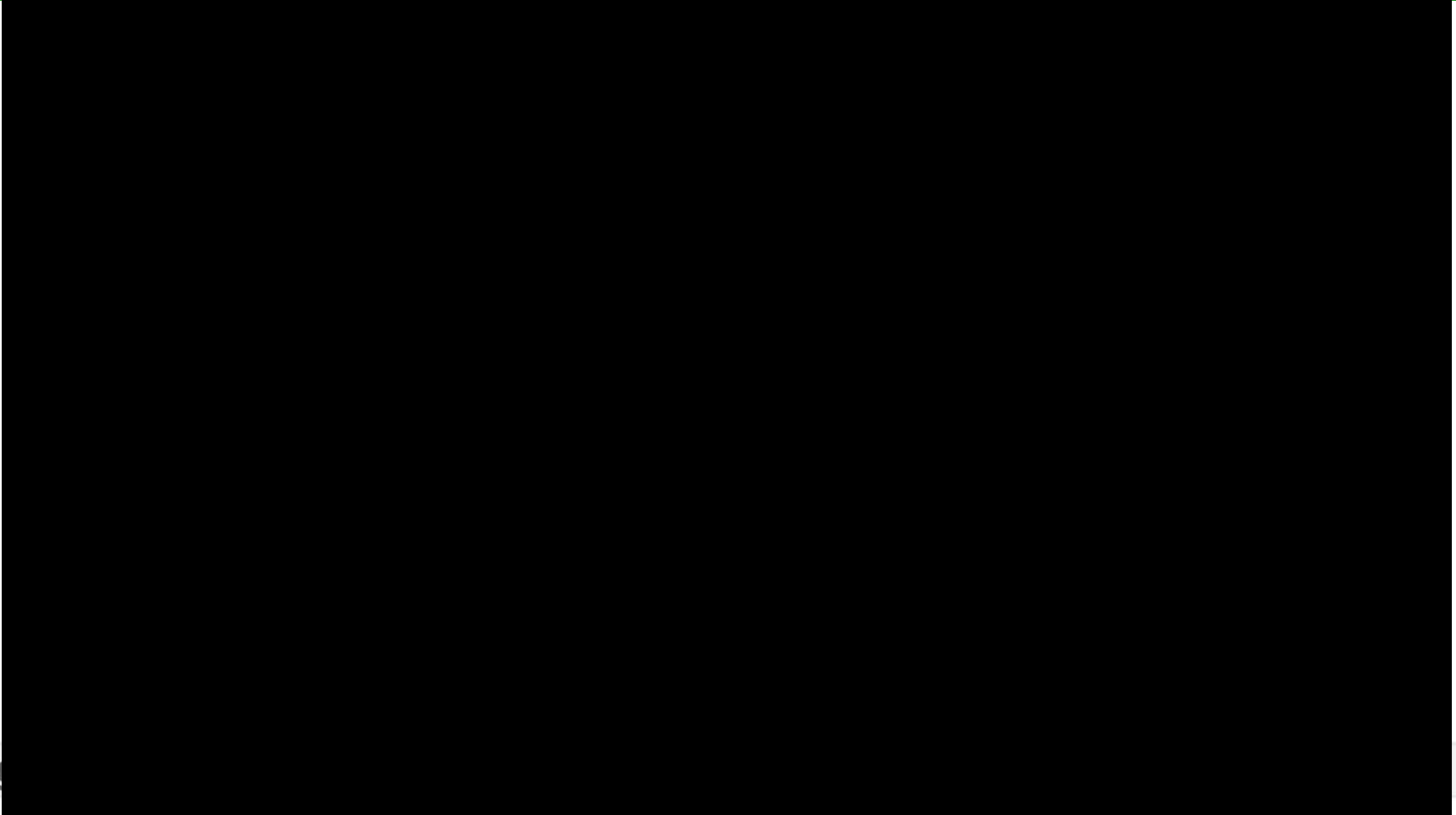
- Hay muchas variaciones de los!
- Si vas a utilizar un pasaje de lorem a este
- Regístrate en ARHealthConnector.org



Arkansas
**HEALTH
CONNECTOR**
Your Guide to Health Insurance

Envía "Seguro" al 84777 | 800-123-4567

SPANISH TELEVISION AD



MEET ARACELY



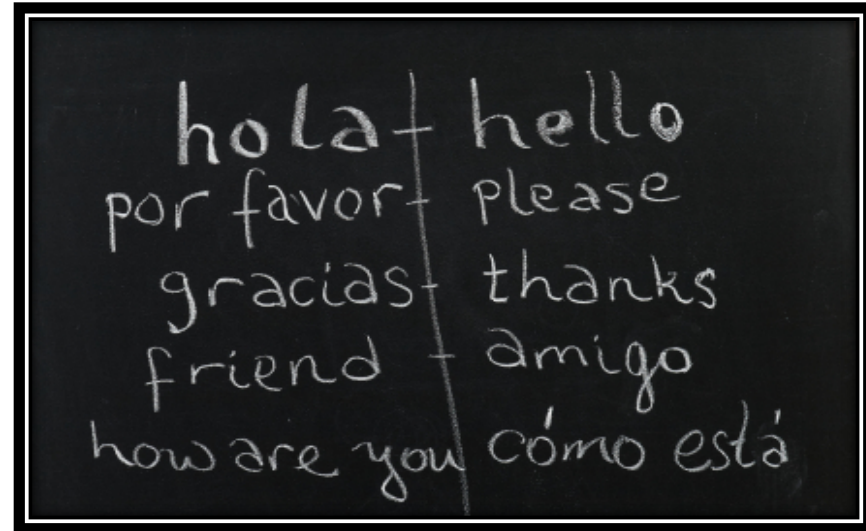
with Mangan Holcomb **Partners**

MEET ARACELY

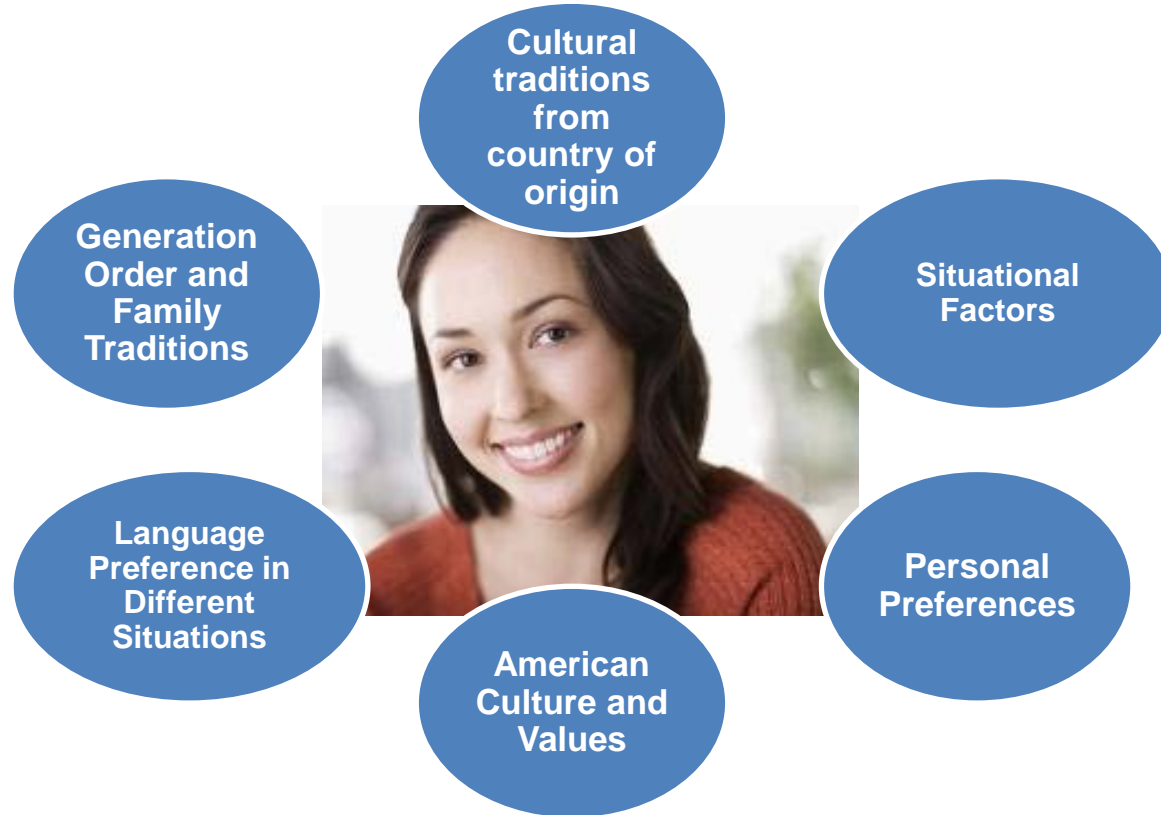


ARACELY'S USE OF LANGUAGE

- › Speaks Spanish primarily
- › Kids can speak English fluently but wants them to learn Spanish
- › Consumes media in language



FACTORS THAT INFLUENCE ARACELY



ARACELY'S CONCERNS

EDUCATION



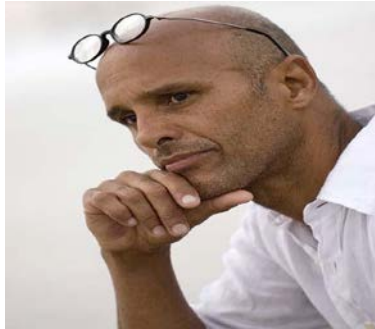
DISCRIMINATION



HEALTH



THE ECONOMY



JOBS



ARACELY'S MEDIA CONSUMPTION



with Mangan Holcomb **Partners**

ARACELY'S COMMUNITY CONNECTIONS

- › Church
- › Friends
- › Family
- › Associations
- › Community events
- › Schools



Multicultural Outreach

African-American Community



with Mangan Holcomb **Partners**

MEET RENEE



with Mangan Holcomb Partners

MEET RENEE

SPIRITUALITY

**COMMUNITY
CONNECTIONS**

**CULTURAL
IMPLICATIONS**



MEDIA

CONCERNS

SPIRITUALITY

- › Personal relationship with God
- › Significantly influences how she thinks, what she believes and her actions
- › Sometimes associated with health
- › Is connected to a church family
- › Kids attend Sunday school



CULTURAL IMPLICATIONS

- › Tends to view life through a historical and cultural lens, tinted by the legacy of slavery
- › Her language, choices and beliefs are deeply connected to a collective cultural identity
- › Sensitivity to feeling not respected, valued or welcomed
- › Preserves cultural traditions
- › Enormous respect for elders



with Mangan Holcomb Partners

RENEE'S CONCERNS

EDUCATION



HEALTH



ECONOMY



VIOLENCE



with Mangan Holcomb **Partners**

RENEE'S MEDIA CONSUMPTION



with Mangan Holcomb **Partners**

RENEE'S COMMUNITY CONNECTIONS

- › Church
- › Family
- › Friends
- › Community Events
- › Schools / Boys & Girls Clubs
- › Civic & Health Organizations



Media Workplan

Statewide Media to Ramp Up Quickly



with Mangan Holcomb **Partners**

STATEWIDE MEDIA

- › Pushing a wheelbarrow up a hill
 - › The hill is tall
 - › And time is short



STATEWIDE MEDIA

- › Combination of “air cover” and highly targeted grassroots community media



STATEWIDE MEDIA

- › Air cover will reach the most uninsured and underinsured Arkansans the fastest
- › Serves as a constant reminder
- › Speaks to them in an environment that they are familiar and comfortable with



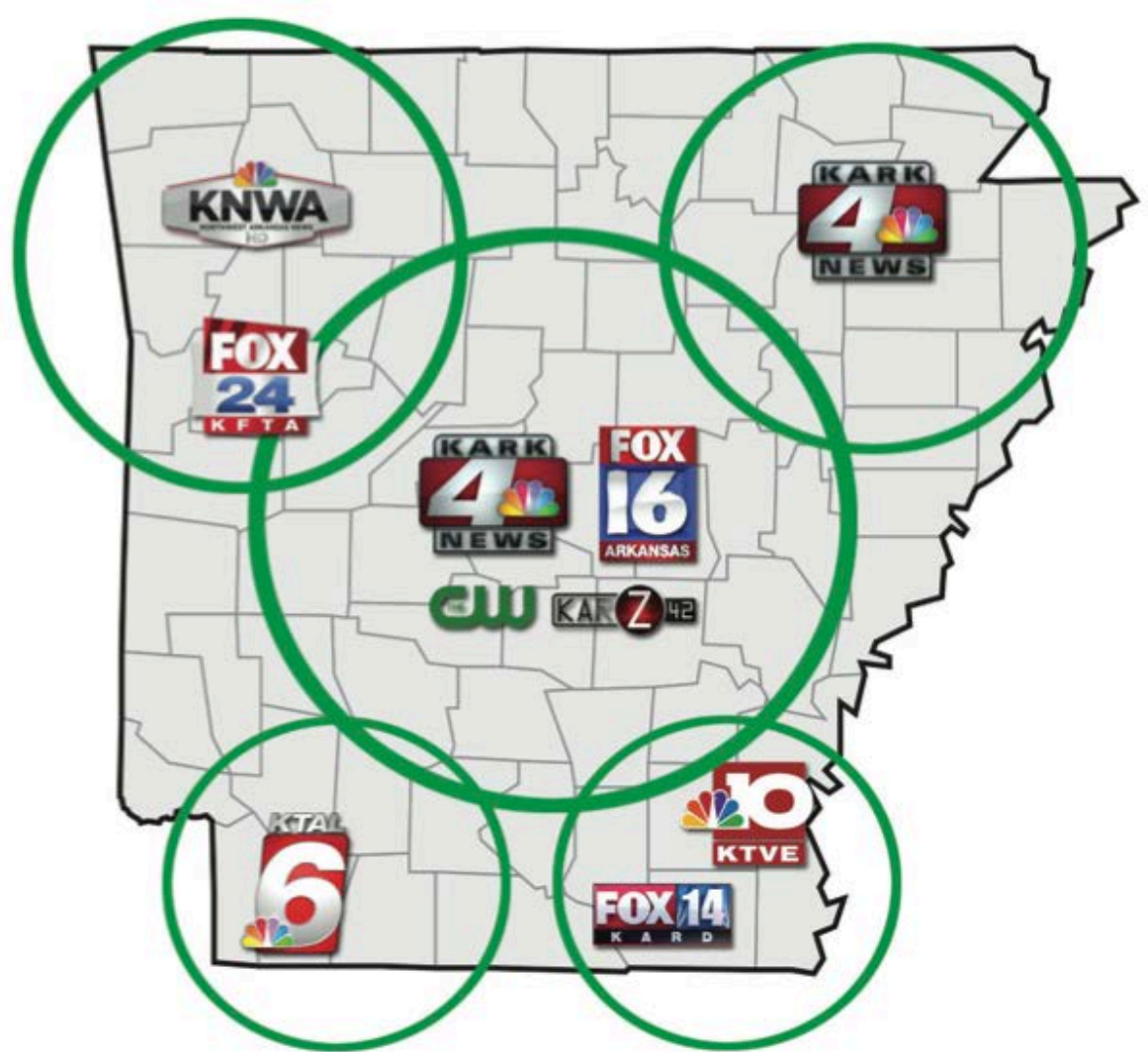
STATEWIDE MEDIA

- › Television will reach the greatest total homes of uninsured
- › Also reaches important support network & influencers



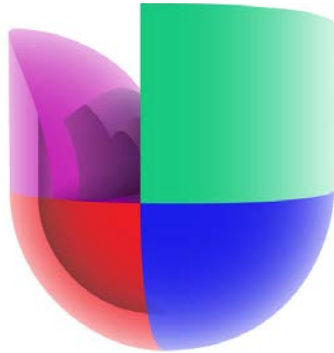


- Negotiations will provide added value
- Partnership in place with NexStar Broadcasting to cover the state and provide added value
 - Bonus spots to run consumer protection messages
 - Strong programming with young, African-American and Latino



STATEWIDE MEDIA

› Univision Partnership



UNIVISION



with Mangan Holcomb **Partners**

STATEWIDE MEDIA

- › Regional radio will be used to supplement air cover television across the state



STATEWIDE MEDIA

- › Grassroots media will use community media across the state
 - › Local/community radio
 - › Community newspapers/print
 - › Outdoor
 - › Direct mail targeted at HH with less than \$40k HH income

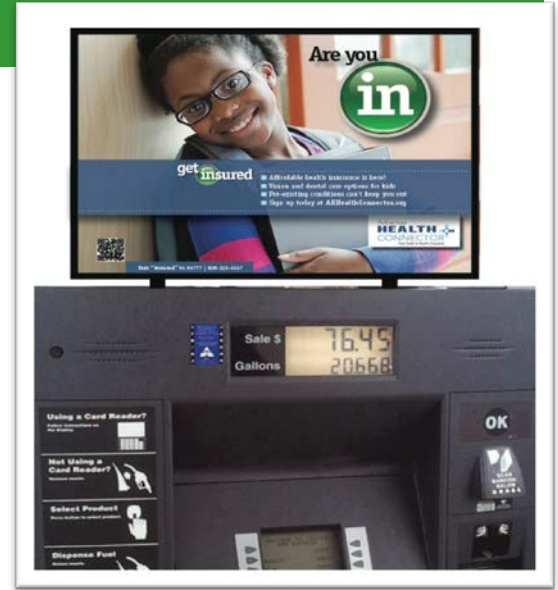


with Mangan Holcomb **Partners**



STATEWIDE MEDIA

- › Other grassroots media strategies
 - › Gas pump advertising at 100 stations around the state
 - › Buses
- › If it is local, we will be there



Online Media Workplan

Social, Search, Mobile & Display



with Mangan Holcomb **Partners**

SOCIAL MEDIA

- Social Media game-changer
- Creating a “face” for the campaign
- Spark positive communication with real stories of real Arkansans
- Showcase families and key stakeholder groups
- Take key stories and use them in other forms of tradition and digital strategies
- Three Custom Tabs
- Public Relations + Digital = SUCCESS
- Info-graphics
- Daily health tips and relevant information
- Creation of videos



with Mangan Holcomb **Partners**

The screenshot shows the Facebook profile for Arkansas Health Connector. At the top, there is a cover photo of a woman and a young girl looking at a laptop. The profile picture is a logo that says 'get in' with 'in' inside a green circle. Below the cover photo is a blue banner with the text 'Arkansas HEALTH CONNECTOR Your Guide to Health Insurance' and a call to action: 'Affordable health insurance is here! Sign up at ARHealthConnector.org'. The page shows 1,477 likes and 24 people talking about it. There are buttons for 'Liked', 'Message', and 'Share'. Below the banner are four custom tabs: 'About - Suggest an Edit', 'Photos', 'Twitter', and 'YouTube'. The main content area shows a post from Arkansas Health Connector, a few seconds ago, with the text 'Affordable Health Insurance is here!'. Below this is a link to a business page: 'Arkansas Health Connector provides opportunities for small businesses to extend more health care coverage to their employees' with the URL 'http://arhealthconnector.com/business'. On the right side, there is a 'Highlights' dropdown menu, a section for '6 Friends Connected to Arkansas Health Connector', and a list of '6 friends like this' and '2 friends were here'. At the bottom right, there is a section for 'Recent Posts by Others on Arkansas Health Connector' with three posts from Sharon Belcher, Mark Holcomb, and Maria White.

SOCIAL MEDIA



Constantly highlight why people all across Arkansas are saying:

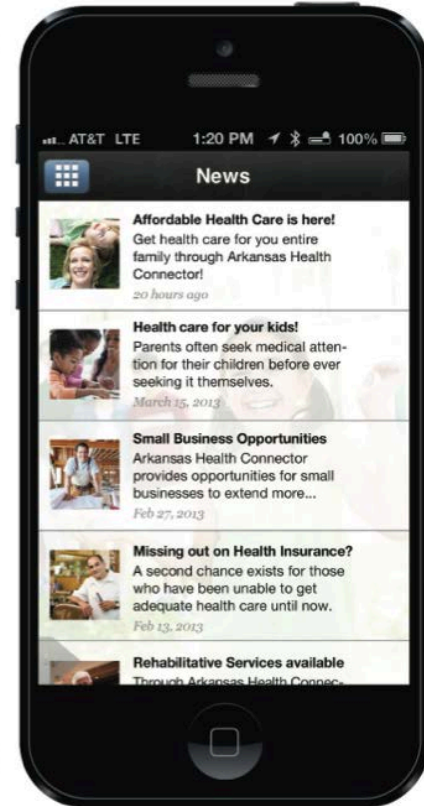
- I'm (in).
- You're (in).
- We're (in).
- Are you (in) yet?
- It's easy to get (in).
- Kids are (in).
- Families are (in).
- Small businesses are (in).
- Everybody's (in).



with Mangan Holcomb **Partners**

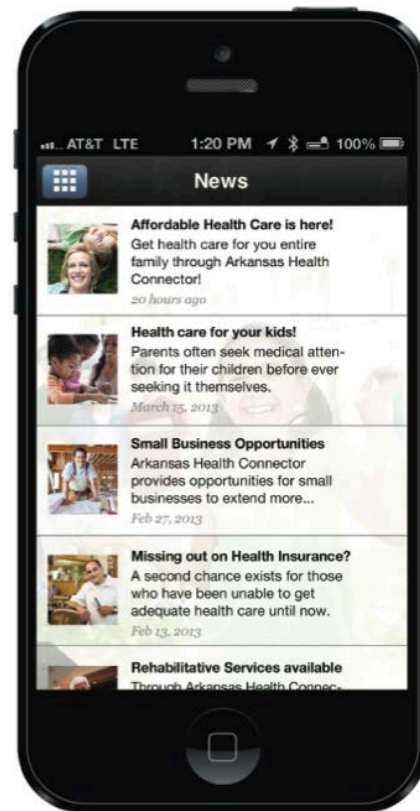
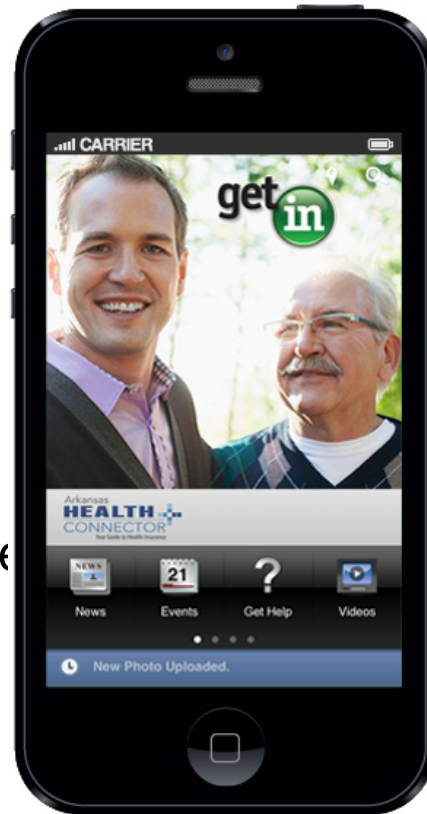
APP DEVELOPMENT

- › Public App (Consumer)
 - › Educational Video
 - › Dynamic News Feed
 - › Frequently Asked Questions
 - › Locations section with GPS Integration
 - › Geo-targeted push notifications
 - › Promotional Pop-ups
 - › Social Media Integration
 - › QR Code reader
 - › Events Calendar



APP DEVELOPMENT

- Private App (Speakers / Guides)
 - Long-form Video
 - Training Videos
 - Dynamic News Feed
 - Integration with Mobile Site
 - Frequently Asked Questions
 - “Who to Call” Database
 - Information specifically for Speakers / Guides
 - Calendar of Milestones
 - Continued Education Section



SEARCH

› Search Engine Optimization

- › Content Creation for Blogs & News Feed
- › Video
- › Link Building with Vendors, Partners and Relationships
- › Mobile Content Creation

› Search Engine Marketing

- › More than 1,000 keywords
- › Daily optimization
- › Capture 8,000 leads per month
- › Over 250, 000 searches per month



DISPLAY

- Contextual Targeting Ads
- Behavioral Targeting Ads
- Retargeting Ads
- Facebook Ads
- Mobile and Tablet Ads
- Local Sites



with Mangan Holcomb Partners

DIGITAL MEDIA STRATEGIES

- Email Marketing
 - Small Business Owners
 - Latinos
 - African-American
 - Self-Employed / 1099
- Text Messaging
 - “Text ‘GetIn’ to 84777 to receive more information”



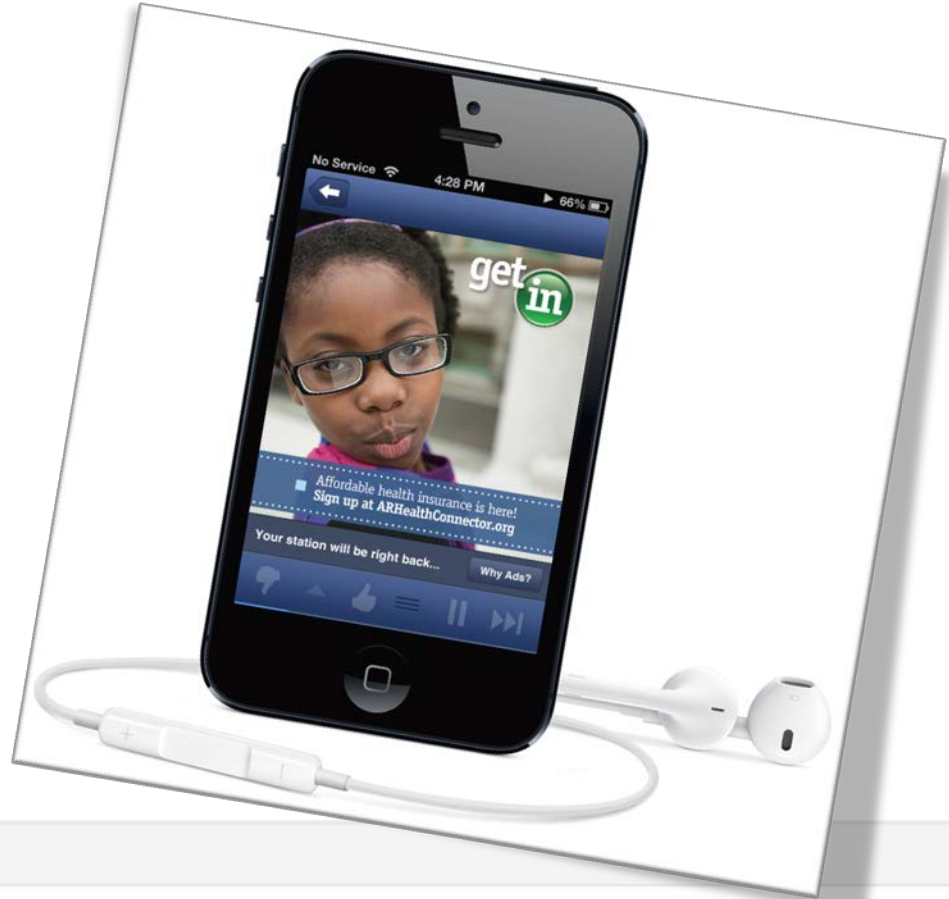
ONLINE COMMERCIALS

hulu™

PANDORA®
internet radio

You Tube™

Nexstar
BROADCASTING GROUP, INC.



with Mangan Holcomb **Partners**

Public Relations Workplan



with Mangan Holcomb **Partners**

COMMUNITY OUTREACH

We need to get to the people these people trust, to target them where they live to convince them to do it.

Cindy Crone, Rotary Club of Little Rock Presentation, March 19, 2013



A COLLABORATIVE APPROACH

- › AHC Staff
- › Arkansas Minority Health Commission
- › Consumer Assistance Advisory Committee (CAAC)
- › Hometown Health Initiative
- › Lattimer Communications
- › MHP



OUTREACH INITIATIVES

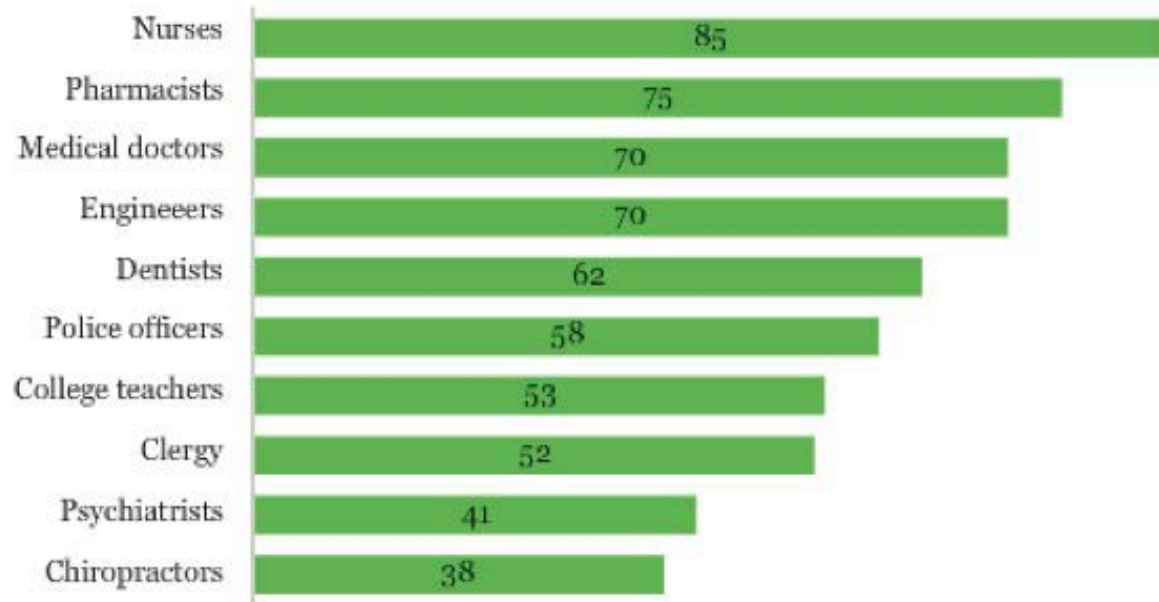
- › Professional Influencer Outreach
- › Business Outreach
- › State Government Agency Partnerships/Cross-Promotion
- › Priority Populations Outreach
- › Targeted Community Events
- › News Media Outreach
- › Speakers Bureau Support



PROFESSIONAL INFLUENCER OUTREACH

Nov. 26-29, 2012

■ % Very high/High



with Mangan Holcomb **Partners**

PROFESSIONAL INFLUENCER OUTREACH

- › Professional Partnerships
 - › Arkansas Pharmacists Association (APA), which has a presence in 75 of Arkansas' 75 counties
 - › Primary source of healthcare information for many people – especially the un- and underinsured
 - › Evidenced in January 2006, during the Medicare Part D coverage selection period
 - › Next steps to be determined in collaboration with AHC



PROFESSIONAL INFLUENCER OUTREACH

- › Other Professional Partnerships
 - › Nurses
 - › Physicians
 - › Dentists
 - › Mental Health/Substance Abuse Professionals
 - › Hospitals
 - › Clergy/Church Leaders



BUSINESS OUTREACH

- › Complement Bruce Donaldson/AID Speakers Bureau and Chamber Event Initiatives:
 - › Business-focused web content
 - › Media Relations/Business storylines
 - › Economic Impact
 - › Two minute video for web/social media distribution
 - › FAQs via Chamber Channels
 - › Business Journal 8-Page Insert
 - › June 27 AETN Special – Business Focus
 - › Direct Mail
 - › Support Agent/Broker Education Initiative



STATE AGENCY PARTNERSHIPS/ CROSS-PROMOTION



Proposed Arkansas Health Connector Information Pickup Points

More Than 600 Locations!

Dept. of Human Services	115
Dept. of Finance & Administration	135
Dept. of Health	93
UAMS Health Education Centers	13
Public Colleges/Universities	33
Public Schools	241

Emphasis on Hometown Health IPAs



with Mangan Holcomb **Partners**

PRIORITY POPULATIONS OUTREACH

- › Multicultural Audiences
 - › African-American Community
 - › Latino Community
 - › Marshallese Community
- › Habilitative Services Community
- › Mental Health and Substance Use Disorder Community
- › Childcare Community
- › Pre-Existing Conditions Community



PRIORITY POPULATIONS OUTREACH

› Multicultural Audiences

› June Collaborative Planning Session

- › Lattimer Communications
- › AID Staff
- › Arkansas Minority Health Commission Representatives
- › CAAC Representatives
- › Mexican Consulate Representatives
- › MHP
- › Others as Identified



PRIORITY POPULATIONS OUTREACH

- › Habilitative Services Community
 - › Easter Seals
 - › Pathfinder Inc.
 - › Governor's Developmental Disabilities Council
 - › Rainbow of Challenges
 - › Social workers
- › Strategic Input from CAAC



PRIORITY POPULATIONS OUTREACH

- › Mental Health and Substance Use Disorder Community
 - › Mental Health Council of Arkansas
 - › UAMS Behavioral/Mental Health Program
 - › The BridgeWay/Other Private Facilities
 - › Social Workers
 - › School Counselors
- › Strategic Input from CAAC



PRIORITY POPULATIONS OUTREACH

- › Childcare Community
 - › Childcare Facilities
 - › Afterschool Programs
 - › Parks
 - › Schools
- › Strategic Input from CAAC



PRIORITY POPULATIONS OUTREACH

- › Pre-Existing Conditions Community in Arkansas
 - › American Cancer Society
 - › American Diabetes Association
 - › American Heart Association
 - › American Lung Association
 - › Arthritis Foundation
 - › Susan G. Komen Foundation
- › Strategic input from CAAC



TARGETED COMMUNITY EVENTS

- › 10 Sign-up Events
- › Public Events/Venues
 - › Grassroots community fairs/festivals
 - › Community health fairs
 - › Church events
 - › Libraries
 - › Goodwill Industries of Arkansas career centers
- › Prioritized as part of collaborative planning session



NEWS MEDIA OUTREACH

- › All News is Local News
- › Every corner of Arkansas
 - › Springfield DMA
 - › Memphis DMA
 - › Shreveport DMA
 - › Monroe – El Dorado DMA
- › Bloggers



NEWS MEDIA OUTREACH

- › Mainstream Media Opportunities / Storylines
 - › Second Chance
 - › The Underinsured in Arkansas
 - › 10 Essential Benefits
 - › Seasonal / Health Calendar
 - › Economic Impact
 - › Ongoing Updates
- › Op-Eds / Guest Columns / Letters to Editor
- › News Conferences / Event PR
- › Social Media Crossover / Coordination
- › Issues / Crisis Management



NEWS MEDIA OUTREACH

- › Vertical Opportunities
 - › State Agencies and their Programs
 - › Professional Influencer Groups
 - › Chambers of Commerce
 - › Municipalities
 - › Churches / Faith-based Organizations
 - › Health-focused Organizations



NEWS MEDIA OUTREACH

- › Resources
 - › VOCUS
 - › Proprietary Databases
- › Tracking / Evaluation Services
 - › Bi-Weekly Reporting



SPEAKERS BUREAU

- › Materials / kit in development
- › Collaborative Effort
 - › AID Staff
 - › ADH Hometown Health Initiative
 - › David Deere/UAMS Partners for Inclusive Communities
 - › MHP
- › Training in late June; engagements begin July



CAMPAIGN NEXT STEPS

- › Focus Groups
- › Refinement based meeting input and research
- › Production of campaign materials in June
- › AETN Program June 27
- › Public awareness efforts for Education and Outreach Campaign launch July 1



We're all



with Mangan Holcomb **Partners**