



August 23, 2011

Communication/Education/ Outreach Plan

Goals and Objectives

- Primary goal: Increase number of insured Arkansans
- Gain public support for HBE
- Objectives:
 - Achieve support through legislative, coalition, provider and partner collaboration
 - Within year one, reach 75% of eligible market (small businesses and individuals); within year two, 90%
 - Drive 90% of eligible Arkansans to HBE to purchase insurance

Recommendations: Communications, Promotion and Education Strategy

- Phase 1

Create HBE brand awareness and overarching message

- Phase 2

Launch targeted education and communication near “go-live” date

- Phase 3

Conduct statewide media relations effort to drive traffic to the Exchange

Tactics

- Market research and message testing
- Small business outreach
- Consumer outreach to low- to middle-income individuals
- Cross-setting education and material dissemination
- Advertising, social marketing, digital marketing, PR
- Collateral materials

Considerations

- Many audiences with differing priorities: Consumers, small businesses, health professionals, stakeholders
- Educationally and culturally diverse consumer market
- Increased need and opportunity for improving health literacy
- All target audiences, ethnicities, age groups and subgroups represented in message testing
- Materials in as many languages and formats as possible; accessible to hearing and visually impaired

Measurement examples

- Number of stakeholder and town hall meetings, civic and group presentations
- Advertising reach and frequency
- Click-throughs to HBE website
- Call center inquiries
- HBE website traffic with email contact or chat contact



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HBE Navigator

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- Who is a Navigator?
 - How will they be certified?
 - How will they be paid?

Recommendations: Navigators

Navigating the Exchange

- Guide, advocate and educator
 - Not an insurance enroller
- Licensed agents and brokers can be certified as Navigators
 - Navigator payment is subject to conflict of interest clauses
- Recruitment will focus on entities and individuals with existing relationships with the Exchange eligible population

Navigator Certification:

Training and Certification

- Online training course
 - Individual or entity as a Navigator
- Nominal application fee
- A definition of Navigator actions and responsibilities
- Services that can be provided by a Navigator and accountability standards
- A criminal background check and state and federal excluded provider lists
- Rules and training regarding full disclosure of potential conflicts of interest
- HIPAA and personal health information (PHI) training
- Navigator and producers will be assigned unique ID numbers recognized by the Exchange portal

Navigator Payment:

- Operate and function as a traditional, competitive, grant program
 - Predetermined amount available
 - Distributed by geographic area or another method determined by the Exchange
 - The Exchange and its consultant will develop criteria and procurement methodology
- Grants should be based on multiple performance indicators:
 - Outreach and education activities (type/frequency/number)
 - Technical assistance (type/duration)
 - Points of contact (frequency/number)
 - Percent of consumers enrolled in the Exchange after contacting a Navigator



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The Exchange Call Center

Call Center:

Under CMS' current Proposed Rules, states have significant latitude in how the Exchange call center is structured, but at least four capabilities should be provided:

- Types of QHPs offered by the Exchange;
- Premiums, benefits, cost-sharing and quality ratings associated with OHPs offered;
- Categories of assistance available; and
- The application process for enrollment in coverage.

The call center's purpose is to support the services provided through the Exchange website and the Navigators.

Call Center Recommendations:

- Leverage existing infrastructure and capabilities, such as those available through DIS
- Use the experience of other agency's call centers when developing scripts, policies and procedures
- Use trained customer service representatives in conjunction with an easily configured interactive voice response (IVR) system
- Establish a reporting system that supports routine monitoring of caller's concerns to alert Exchange management to trends, issues or needed changes in operation

Any questions?