

Estimated Timeline for KHBE
Branding and Marketing Campaign

YEAR	MONTH	ITEMS	VENDOR
2012	October	Systems Development Start	Deloitte
	December	Focus Group Testing of Logo/Tagline	Doe Anderson
2013	January	Focus Group Findings	Doe Anderson
	February	Branding Materials Development	Doe Anderson
		Strategy Development Phase for Navigators/Assisters	Deloitte
		Focus Group Review of Self-Service Portal Exchange	
	March	Implementation Phase of Navigators/Assisters	Doe Anderson
		Issuers Start Loading Plans on Serff	Deloitte
		Preliminary Branding Materials Presentation	Deloitte, Issuers
	April	Brand Launch Microsite Launch	Doe Anderson, CHFS, Office of Communications, Exchange Doe Anderson
	Release of Navigators/Assisters/RFP	Exchange	
	May	System Integrator /Requirements Satisfied	Deloitte
	June	Brand Introduction Phase	Doe Anderson
		Announcement of Navigators/Assisters	Exchange
		System User Acceptance Testing	Deloitte
	July	Brand Introduction Continues	Doe Anderson
		Road Shows/Community Sessions	Deloitte/Exchange
	August	Brand Education Phase	Doe Anderson

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		State Fair/RoadShows/Community Sessions	Office of Communications, Exchange
		Navigators/Assisters Training & Outreach	Deloitte
		System Available for Public (Viewing Only)	Deloitte
		Contact Center Open for Informational Calls	TBD
	September	Brand Education Continues	Doe Anderson
		Road Shows/Community Sessions	Deloitte, Exchange
		Navigators/Assisters Training & Outreach	Deloitte, TBD
	October-December	Brand Enrollment Phase	Doe Anderson
		Road Shows	Deloitte, Exchange
		Navigators/Assisters Outreach & Application Assistance	TBD
		System launches to Public	Deloitte
2014	January-March	Brand Enrollment Continues	Doe Anderson
	April-September	Program Assessment & Retention	Doe Anderson
	October-December	Program Open Enrollment 2015	Doe Anderson