

Kentucky Health Benefit Exchange
Outreach and Education Subcommittee Meeting

January 14, 2013



Doe-Anderson



John Birnsteel
COO, Director of Strategy

Trina Reisert
Management Supervisor

Claire Seiffert
Account Manager

Todd Spencer
President & CEO

David Vawter
EVP, Chief Creative Officer

Doe-Anderson



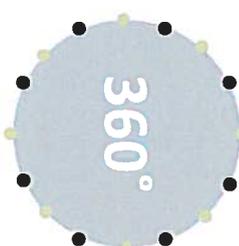
80 employees



Louisville, KY
Founded 1915

\$90MM

Projected 2013 Billings



- Strategic Planning
- Media Planning & Buying
- Creative Development
- Production
- Design
- Digital Development
- Digital Planning & Buying
- Social Media
- Public Relations

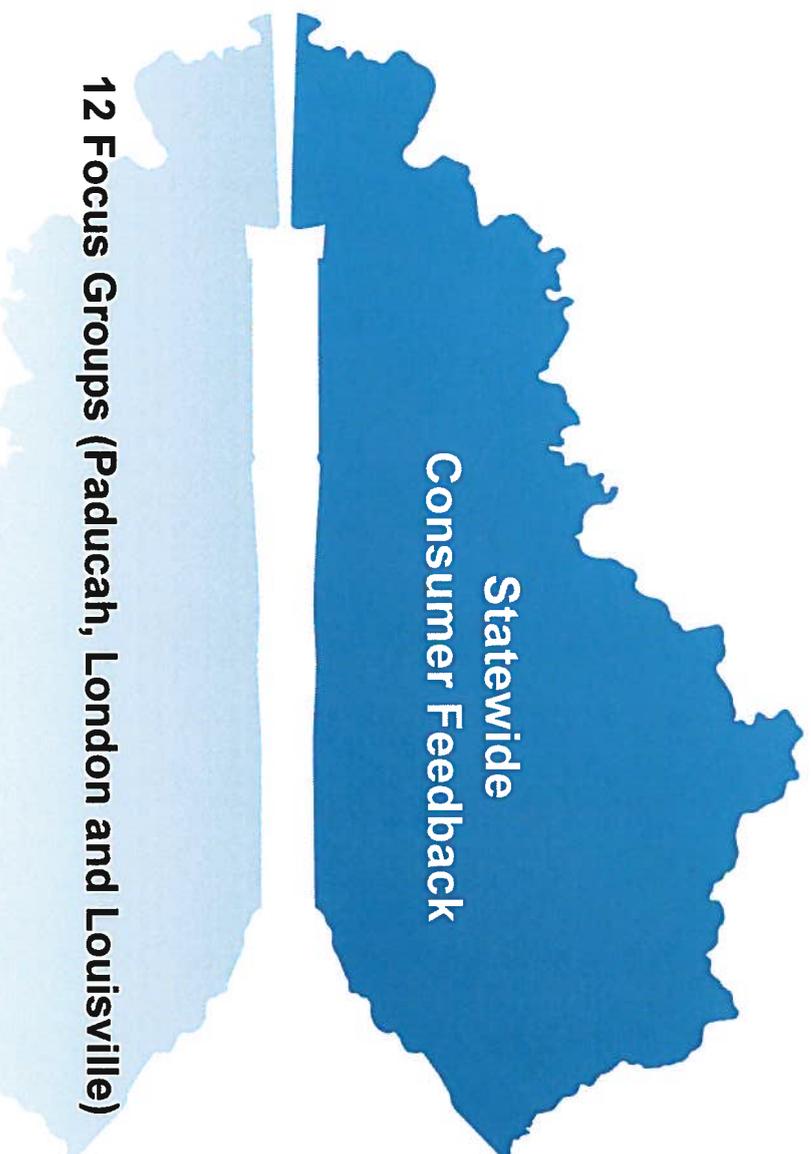


Results-based Awards

Client Roster

Clients range from \$500,000—\$25,000,000





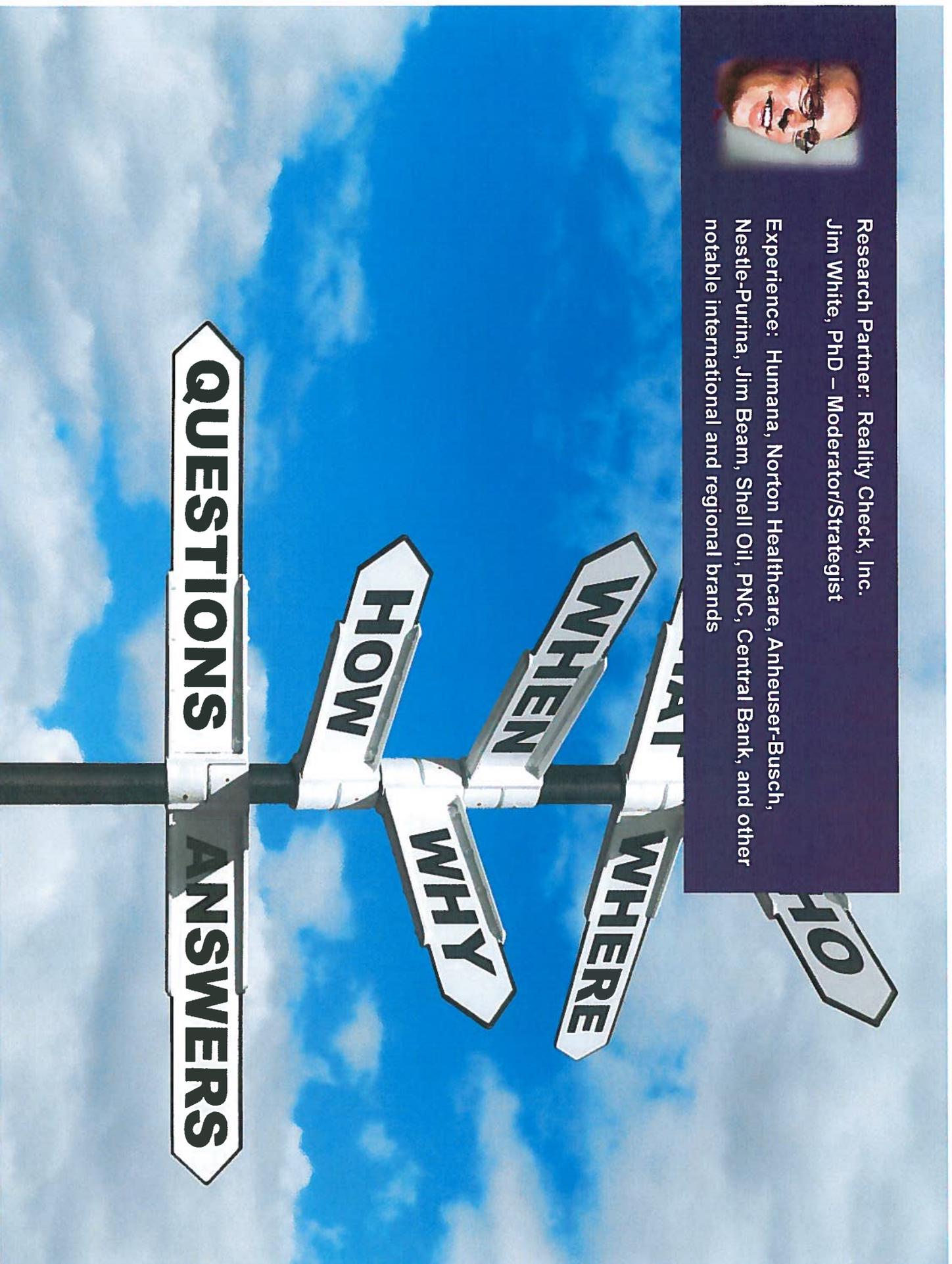
Target Audiences: Disenfranchised Consumers, Physicians, Self-Employed, Small Business Owners

Purpose: To obtain feedback and glean insights regarding proposed program name, logo and tagline options



Research Partner: Reality Check, Inc.
Jim White, PhD – Moderator/Strategist

Experience: Humana, Norton Healthcare, Anheuser-Busch, Nestle-Purina, Jim Beam, Shell Oil, PNC, Central Bank, and other notable international and regional brands



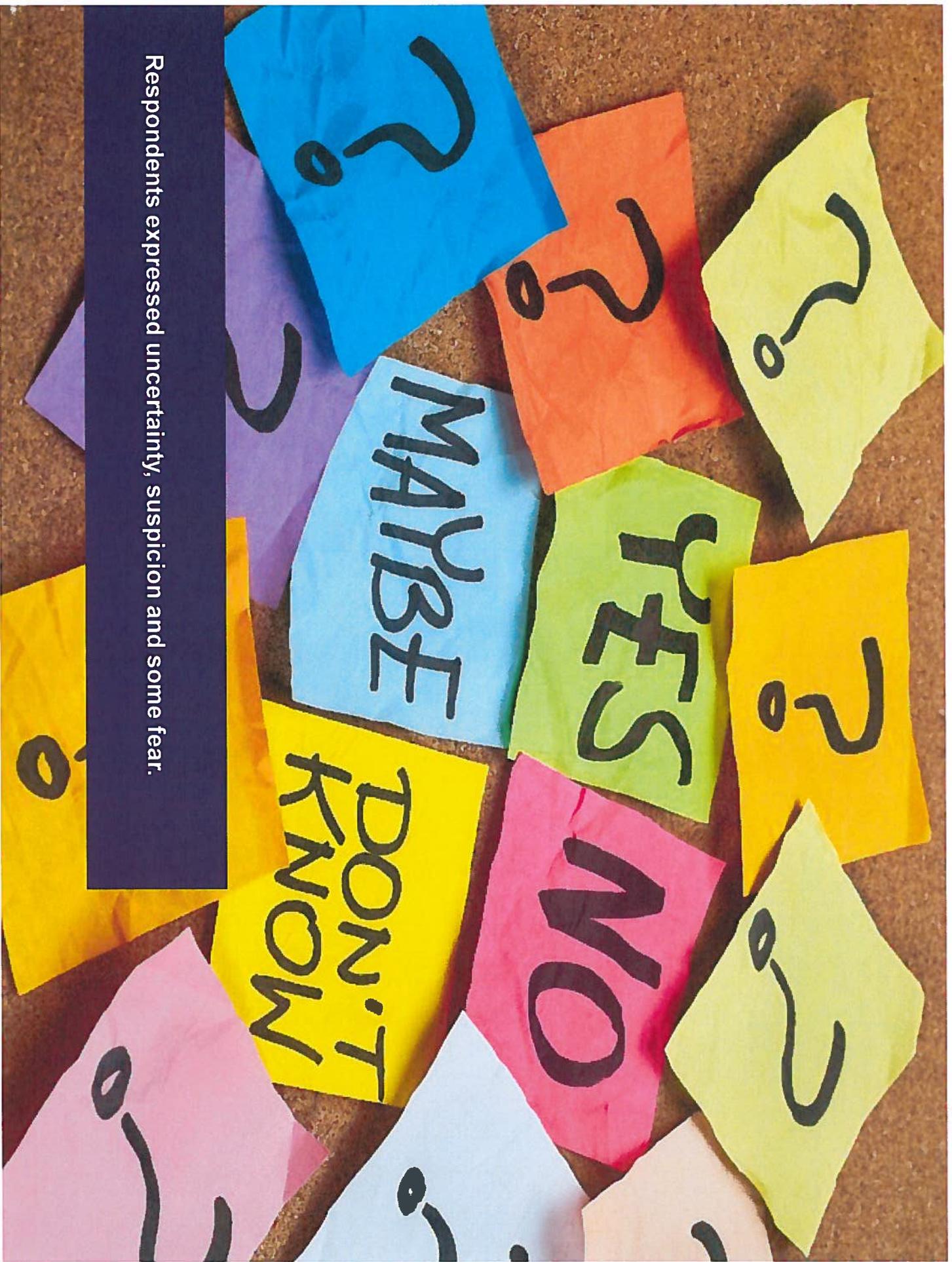
Perception of healthcare reform among core consumer groups is not as negative as we anticipated it might be.



HEALTH CARE



REFORM NEXT →



Respondents expressed uncertainty, suspicion and some fear.



HEALTHCARE REFORM



NEW WAY

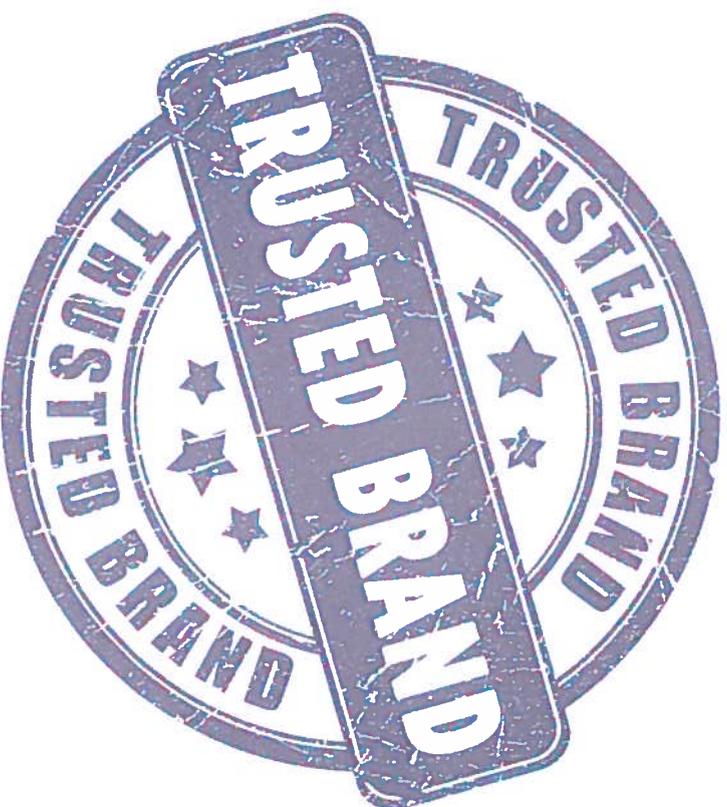


There is general lack of knowledge and perception of less choice/more government control.

An impactful educational campaign is critical to ensure the program is successful.



Exploration: Program Names



MARKETPLACE vs. CONNECTION vs. LINK

- Mixed reactions
- Positive with physicians and small business owners – symbolizes “choice”
- Negative with disenfranchised and self-employed – symbolizes “loss of money, overwhelming, and intimidating.”

MARKETPLACE

- Interactions among people who care about and understand each other
- More interpersonal than transactional

CONNECTION

- Universally thought of the internet
- No emotional meaning

LINK

Exploration: Logo Design



Key Insight: Two Core Strategic Paths

“A New Day”

- Sunrise over Kentucky
- Warmth, welcoming, optimism
- Reason for hope, not fear
- Visual of logo alone did not trigger thoughts of health, healthcare or health insurance

“Friendly Innovation”

- Inviting typeface, playful lowercase lettering, soft blue tone
- Suggests an online environment that would not be stressful or intimidating
- Sense of progress and innovation
- No struggle on pronunciation, especially when paired with name and/or tagline

Exploration: Tagline



Taglines: Key Words

- **Affordable**
- **Quality**
- **Health Coverage vs. Coverage**
- **Kentuckians vs. Every Kentuckian**

Kentucky Health Benefit Exchange

Navigator / In-Person Assister Program Planning

Education and Outreach Subcommittee Update

January 14, 2013

Agenda

Introductions

Project Overview

Project Approach

Discovery Phase – Overview and Update

Project Overview

The ACA requires the development of a Navigator program to assist Kentucky citizens to apply for health benefits. A project has been initiated to plan the program. The approach includes the identification of factors that are most important in Kentucky for potential enrollees. These factors inform the strategy and are reflected in the RFP issued to entities that could serve as Navigators or In-Person Assistants.



Goal: Collect data sources to derive a picture of Kentucky's current population and needs. Collect Navigator program structures from other states

Goal: Validate current needs assessment framework and identify additional data sources needed to provide a complete analysis of Kentucky's population to inform Navigator program strategy

Goal: Generate a comprehensive picture of Kentucky's population and potential Navigator groups

- Reviewing State Navigator Programs (publicly available documentation) for states with approved blueprints
- Assess other State Navigator programs and populations to provide further insight

Discover Phase Update: Data Sources Utilized

A wide variety of data sources was utilized to conduct research during the discovery phase.

Population Segment Data Sources (Quantitative)

A variety of sources were utilized to find social and demographic data by county:

• Health Insurance Coverage in Kentucky (UK Study), 2012	• KidsCount.org State Rankings for Kentucky, 2010
• US Census Bureau, Decennial Census, 2010	• U.S. Census Bureau, County Business Patterns, 2010
• U.S. Census Bureau, American Community Survey, Five Year Estimates, 2011	• KY Cabinet for Health and Family Services, Office of Vital Statistics, 2005
• U.S. Census Bureau, American Community Survey, Three Year Estimates, 2011	• National Center for Education Statistics, 2003
• Center for Medicare Medicaid Services Data, 2010	• Foundation for a Healthy Kentucky, 2007

Population Segment Data Sources (Qualitative)

- *Regional Dialect, Mental Disability, and Seasonal Employment*: Deloitte worked with KHBE staff and its agency partners to understand county needs
- *Top three occupations/industries*: U.S. Department of Labor, Bureau of Labor Statistics listings

Entity Sources (Qualitative)

- *Agents, Consultants, and Customer Service Representatives*: The following questions were asked to determine if each group could serve a given population: What are the relevant socio-economic characteristics of the population? Is the population likely to receive insurance from elsewhere? Are there accessibility issues that may influence the type of entity the population uses?
- *State/Local Agencies and Community Organizations*: Deloitte gather entities from KHBE staff input, Unlocking the Complexity of the Health Care System: Kentucky's Health Navigators Report, and internet research

Discovery Phase Update: Request For Sources

Over 20 demographic variables are being considered at the county level or at an aggregate level. Data synthesis is in process. The primary sources include the US Census Bureau, studies conducted for the KHBE and statistical references maintained by CMS and State agencies.

The committee's input is requested in the following areas:

Prose literacy:

- Basic Prose Literacy Skills (BPLS) measures how well an individual understand and use information found in newspapers, magazines, novels, brochures, manuals or flyers. Potential exchange enrollees may need support from a literacy perspective. This is an important consideration in determining the skills needed for potential navigators/in-person assisters.
- Data available to the project team is from the 2003 National Assessment of Adult Literacy (NAAL).
- Please advise if updated prose literacy data is available at the county level.

Seasonal employment:

- In addition to full-time and part-time employment, given the agriculture and equestrian businesses in Kentucky, seasonal employment is a consideration.
- Sources for county-by-county or aggregated estimates of seasonally employed individuals likely to use the exchange are requested.

Mental health:

- Please advise of any sources with mental impairment data at the county level.

Questions?

Kentucky Health Benefit Exchange

Reaching Out to Kentucky

**Education and Outreach Subcommittee Meeting
January 14, 2013**

Agenda

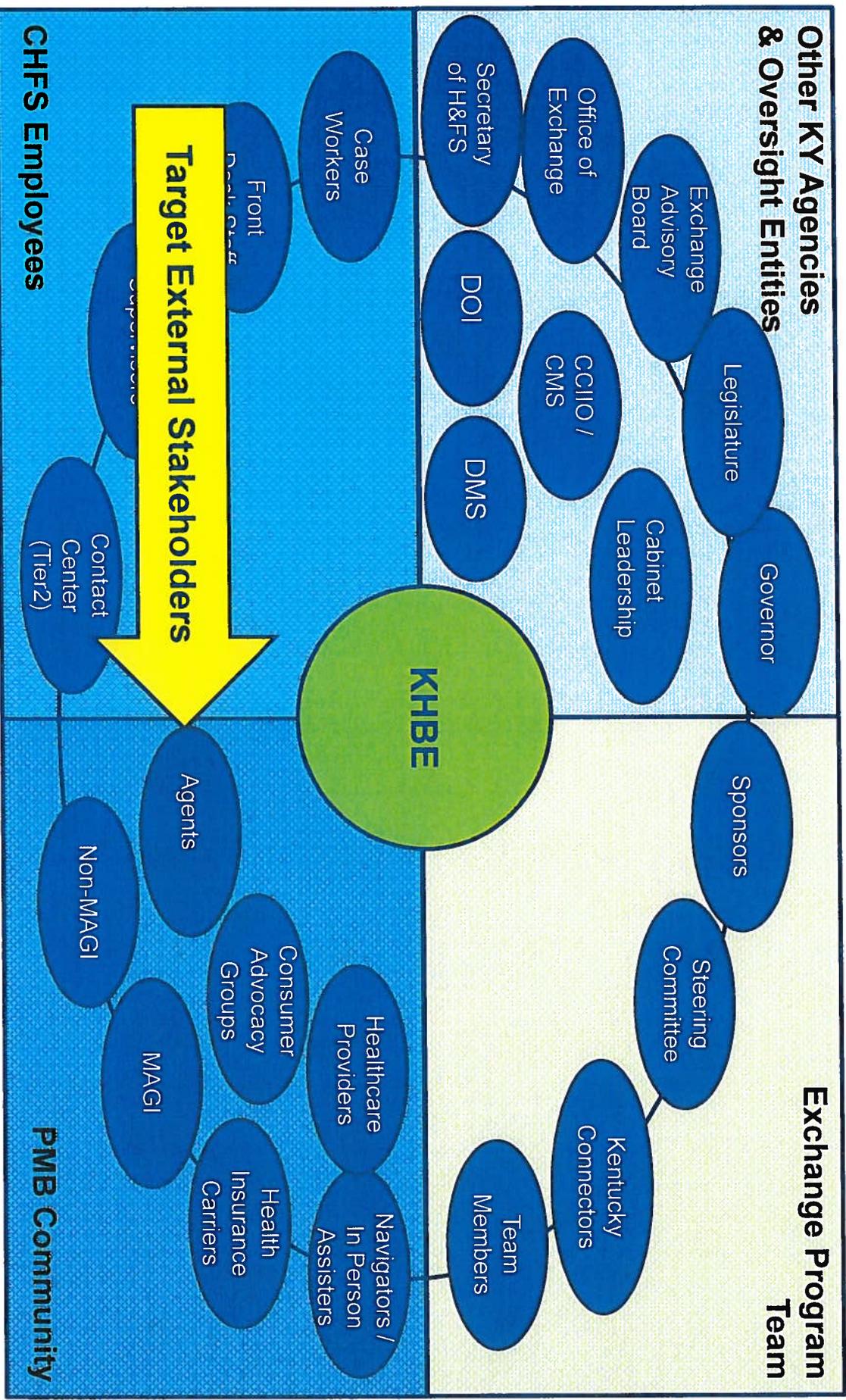
KHBE OCM Objectives:

- Identify and involve all organizations, groups, bodies, and individuals from the private & public sectors
 - Develop a robust training program for all KHBE participants
-

Stakeholders

Public Outreach

Overview of KHBE Stakeholders



Public Outreach: Identification, Communication and Training

Identification of Citizen Groups

- Faith-based groups
- Food Banks, Pantries, etc.
- Day care centers
- Schools
- Hospitals
- Big Brothers and Sisters
- Family and Children's Place
- Shelters
- Rescue Missions
- YMCA's and YWCA's
- Red Cross
- Blood Banks
- Center for Women and Families
- Meals on Wheels

Delivery Method	Description	Sample Topic or Use:
Roadshows 	<ul style="list-style-type: none"> • Outline high level benefits for citizens of Kentucky • Develop understanding of the KHBE • Build a sense of excitement • Begin to engage with citizens of Kentucky 	<ul style="list-style-type: none"> • Demonstration of the KHBE tool • Awareness material explaining the what, how, when and why

Community Sessions 	<ul style="list-style-type: none"> • Commonwealth HBE representatives engage with consumers or service providers for targeted presentations • Recommended ratio of 15 participants to 1 KHBE Representative for approximately 90 minute session • In person with set agenda, static presentations and limited demonstrations of tools 	<ul style="list-style-type: none"> • Highly influential community members and / or Navigators and In-Person Assisters • Highly influential Healthcare providers
--	--	---

Education and Training 	<ul style="list-style-type: none"> • Webinars • Self-paced Web-based Training • On-line Documentation 	<ul style="list-style-type: none"> • Navigators and In-Person Assisters to prepare them to guide citizens in selecting a qualified health plan
--	--	---