

Medicaid and Exchange Advisory Board: Exchange Updates

September 10, 2012

Level II Exchange Establishment Grant

- Application submitted June 2012
- \$104.4 million approved
- Funds will:
 - Support build of Exchange through 2014
 - Continue development of IT systems
 - Continue development and implementation of consumer support: outreach, Navigator Program, call-center
 - Provide for additional state staff in DVHA, DCF, AHS IT, DFR and AoA to support Exchange activities
 - Allow for development of eligibility infrastructure to be used by additional state programs, e.g. SNAP

Federal Health Reform Oversight & Timeline

- **Summer 2012** – Establishment Grant Application
- **Fall 2012** – Design Review Process
- **November 16, 2012** - States to submit “Blueprint”
- **January 1, 2013** – demonstrate initial readiness & request for staged approval
- **July 1, 2013** – system testing
- **October 1, 2013** – open enrollment in Exchange plans begins
- **January 1, 2014** – Exchange fully operational

Upcoming Milestones: Next 6 months

- Engage Exchange system integrator
- Submit Blueprint
- Launch informational Exchange website
- Release integrated eligibility RFP
- Release plan RFP
- Complete CMS Gate Reviews
- Establish the Navigator Program
- Launch Outreach & Education Campaign
- Ongoing stakeholder engagement, including public forums

Outreach and Education Plan Discussion

Plan Components

- **Materials Development**
- **Earned Media**
- **Paid Media**
- **Social Media**
- **Stakeholder Engagement**
- **Community Outreach**
- **State Employee Communications**

Guiding Strategies

- **Implement an integrated campaign**
- **Plan communications “waves” throughout the year**
- **Highlight the help available**
- **Plan an early focus on audiences most likely to enroll and hard-to-reach populations**
- **Tailor outreach tactics**
- **Design innovative, mutually-beneficial partnerships**
- **Adjust outreach for those without computer/internet access**

Target Audiences

- **Uninsured and underinsured, Medicaid-eligible**
- **Uninsured and underinsured, subsidy-eligible**
- **Catamount and VHAP beneficiaries**
- **Young adults (18 to 34)**
 - **Make up 44 percent of Vermont's uninsured population**
 - **Small business owners**
 - **Individuals who purchase private insurance**
 - **Stakeholders**

Materials Development

Advertising materials

- Television
- Radio
- Print (newspapers, magazines)
- Online

Print materials

- Posters
- Palm card or brochure
- Pharmacy bag insert
- Direct-mail
- Payroll insert

Online materials

- Tax credit calculator
- Web language
- Web buttons
- Infographic

Training materials

- Train-the-trainer resources
- PowerPoint
- Core messages
- Frequently asked questions
- Basic computer/internet “how-to” resources

Earned Media

Two main goals of earned media outreach:

1. Educate eligible Vermonters about this new opportunity to access health coverage so that they have the information they need to enroll, and
2. Reach key stakeholders.

Tactics include:

- Create media materials (press releases, op-eds, etc.)
- Meet with reporters
- Plan a press launch
- Develop media partnerships
- Build a story bank of people who have used the Exchange

Paid Media

Extend the reach of the campaign through advertising on television, radio, online outlets and print publications. This will include statewide placements as well as targeted placements by county to reach uninsured Vermonters and small business owners.

Television

- WCAX (CBS affiliate)
- WPTZ (NBC affiliate)
- WVNY (ABC affiliate)
- WFFF (FOX affiliate)
- Cable networks

Online

- Google, Bing and Yahoo
- Facebook, YouTube
- Vermont Digger
- BurlingtonFreePress.com
- WCAX.com
- WPTZ.com
- 7DVT.com
- TimesArgus.com
- RutlandHerald.com

Radio

Ads will be placed in the following radio markets:

- Burlington-Plattsburgh
- Montpelier-Barre-Waterbury
- Lebanon-Rutland-White River Junction

Print

- Burlington Free Press
- Rutland Herald
- Caledonian Record
- Brattleboro Reformer
- Times Argus
- Seven Days
- Rutland Tribune
- Champlain Business Journal
- Essex Reporter

Social Media

- **Facebook, Twitter, LinkedIn, etc.**
 - **Keep stakeholders informed** about Exchange development and implementation
 - **Engage media** and provide helpful resources and information
 - **Allow Vermonters to participate in conversation** about health coverage
 - **Drive Vermonters to Exchange website** to compare health plans and enroll
 - **Inspire online conversations** about the Exchange
- **Not everyone, or all parts of the state, regularly use the Internet. Outreach is targeted to a smaller demographic that is more likely to be online.**

Stakeholder Engagement

- **Important to maintain transparent and collaborative relationships with external and internal stakeholders through:**
 - “State Agency Team” responsible for communicating updates
 - Medicaid and Exchange Advisory Board
 - Public forums

Community Outreach

Our approach is two pronged:

- Engage trusted individuals and organizations that interact with Vermonters in their community, including:
 - Community organizations
 - State agencies and offices
 - Corporate and retail entities
 - Health care professionals
 - Small business organizations
- Work with these organizations to carry out a set of activities to promote the Exchange, including:
 - Mobile enrollment days
 - Materials distribution
 - Promotion through communication channels
 - Community information sessions

State Employee Communications

- **State employees interact with Vermonters on a daily basis. Ensuring employees' familiarity with the Exchange will be crucial to outreach**
 - Identify contacts in State agencies and offices and arm them with news, updates and communications they can share with co-workers
 - Implement a “train-the-trainer” to present at state employee meetings

Navigator Program Update

Our Progress

Underway:

- Designing compensation plan
- Estimating the needed capacity
- Developing the certification criteria and process
- Creating a training program

Next Steps

Next Steps include:

- Developing an RFP and model contract
- Creating an evaluation process

Recommendations will be shared with MEAB