



OE Strategy and Campaigns

A glimpse into planning PY2023 Marketing

Health Equity Technical Advisory Committee

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Overview

CAMPAIGN GOALS:

- Retain existing customers and acquire new customers for a total of 225-250K members.
- Continue work to reduce the percentage of the uninsured Hispanic population from 16.8% to 12%.
- Build Cascade Care brand recognition, enrollment
- Soften ground with future customer segments (Immigrant Health, sponsorship, small business)

2

AUDIENCE CONSIDERATIONS:

- Washingtonians are moving back to their daily routines from pre-pandemic and engaging in many pre-pandemic activities.
- Affordability, notably high premiums and cost-sharing, remains the primary barrier for uninsured Washingtonians.
- Customers are being stressed by the future. There is a desire to keep things simple and minimize change.
- Inflation is real and the impact on purchasing decision remains to be seen.

AUDIENCE SEGMENTATION:

For OE10, we will approach our audiences as two distinct segments:

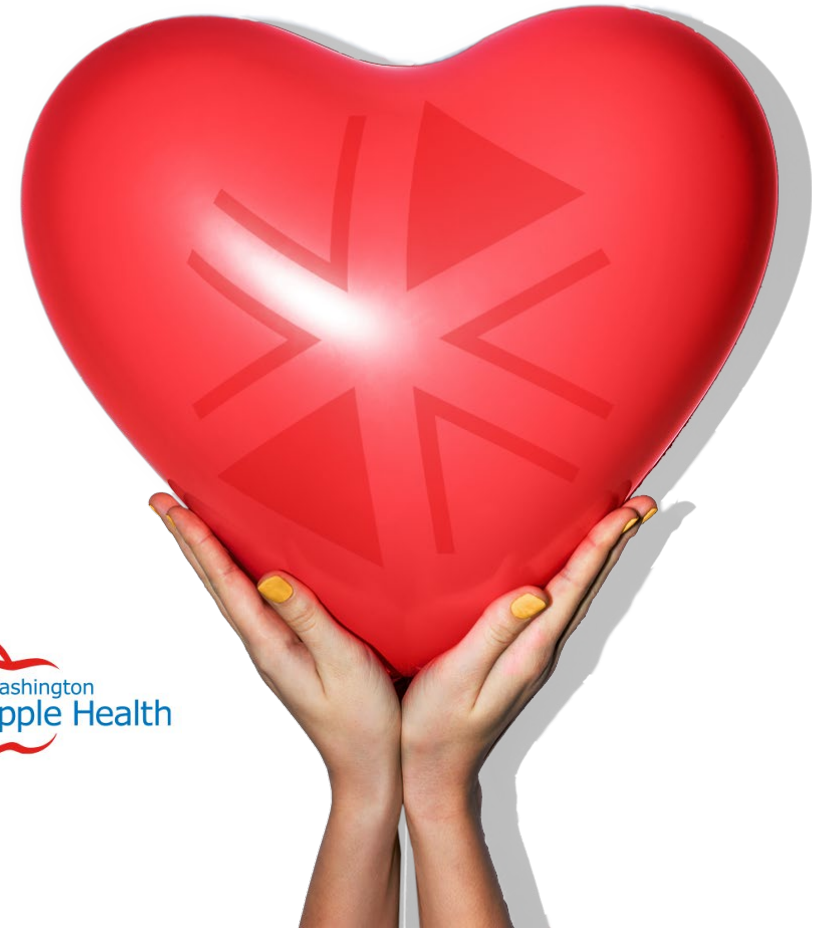
- **Statewide:** General population of Washington state, including hard-to-reach communities.
- **Hispanic:** Targeted outreach to the Hispanic audience in hard-to-reach communities in Central and Eastern Washington.
- **Cascade Care Savings:** Targeted to audiences that are eligible for this savings.

Strategic Imperatives



Today's Customer Landscape

- ▶ The importance of health coverage has never been more apparent. Individuals and families without access to quality health insurance have suffered more severe health outcomes
- ▶ *Washington Healthplanfinder* has made it easier for individuals to newly enroll or change programs
- ▶ Affordability/available of federal subsidies is critical
- ▶ Enrollment assistance will play a critical role in informing consumers about coverage options and changes

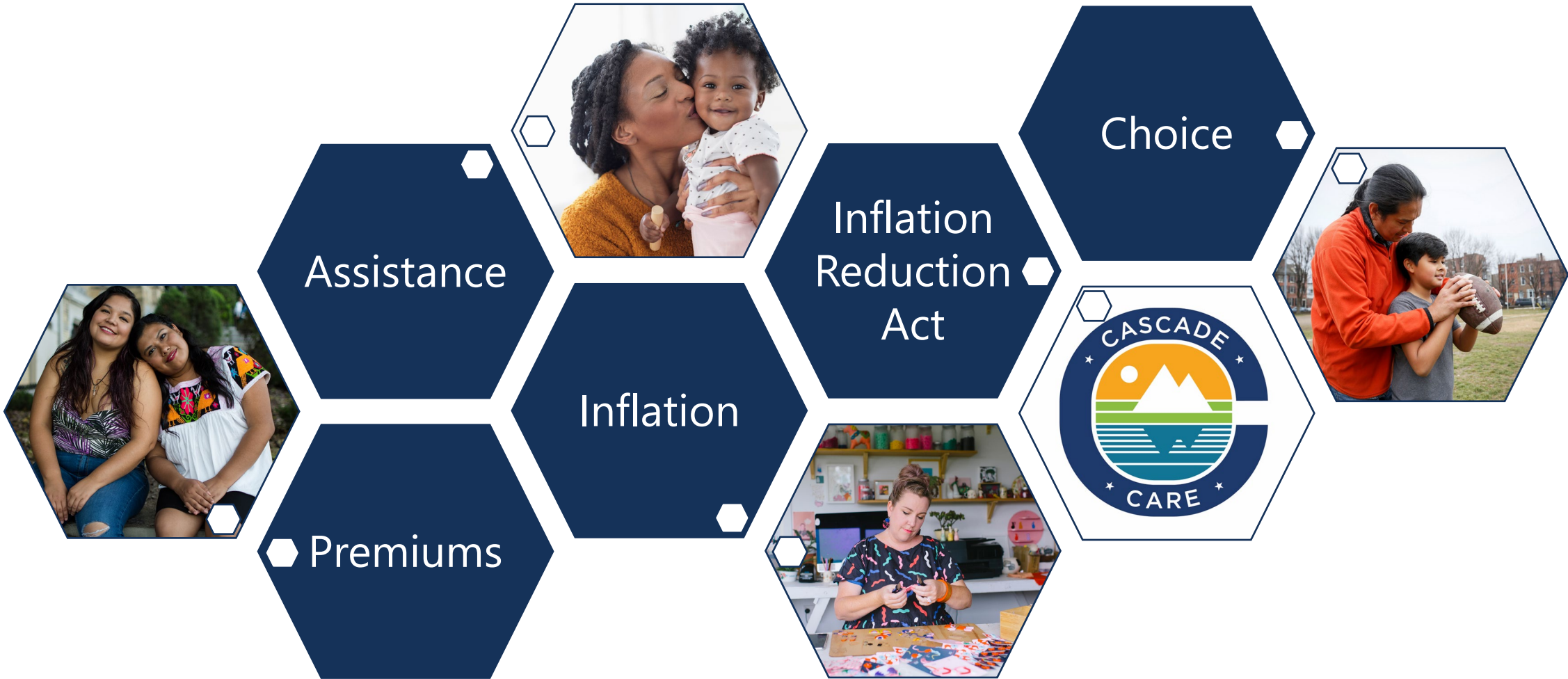


Introducing Cascade Care



- Cascade Care products gains brand recognition
- Individuals choose Cascade Care Silver or Gold plans if eligible for Cascade Care Savings
- Customers provide their income to qualify for Cascade Care Savings and take full APTC offered
 - Approximately 70% of customers have reported income now.
 - In the past, around 500 customers took less than the full APTC amount available.

Challenges and Opportunities:



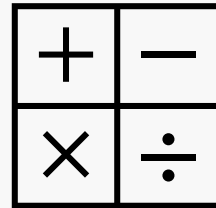
Challenges and Opportunities

Create a sense of urgency to complete task such as securing health coverage. People are attentive to windows of time and deadline messaging during the OE. It will be important to remind people that now is their chance to get/continue coverage and they need to take advantage of it.



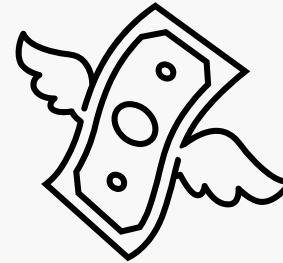
Federal Tax Credits

ARPA continues



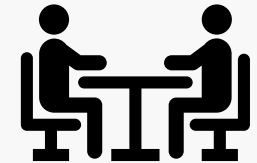
The Math

Premium Prices
SLCSP
Cascade Care Savings



Inflation

Impact of households
averaging over \$500
extra towards fuel
/groceries



Assistance

Financial Assistance
Partner Network
Carriers

Customer focused strategies

- Follow the customer behavior
 - Stickiness of enrollees
 - Ongoing attention on affordability
 - New/changing products
- Retain existing customers
 - Keep people enrolled
 - Maximize affordability options
 - Understand choice and value
- Attract new customers
 - Remaining uninsured market
 - Potential Medicaid churn
 - Other population segments (Small business, sponsorship populations)



OE10 – Messaging Positions



- ▶ Opportunities – Time is now to shop for your health insurance coverage
- ▶ Options – There are plenty of plans to meet your needs
- ▶ New Plans – New plans are available around the state
- ▶ Incentives – This year, there are new ways for those eligible to save money (Cascade Care Savings) and insure family (Family Glitch)
- ▶ Assistance – People are available to help you out



Statewide campaign

KEY THEMES

- Trust
- Accessibility
- Simplicity
- Neighborly
- Genuine

KEY BENEFITS

- Committed: For 10 years, the Exchange has been by your side helping and guiding you to make one of the most important decisions in your life – health insurance.
- Attentive: We listen to our customers' needs and continuously improve how, when and where we support you in making health insurance decisions.
- Solutions: We understand the world continues to change and there is a lot of confusion and stress. We are here to make it feel easier, offer support, and even make you laugh a little.
- Champion: We work tirelessly to help you achieve the best outcome for you and your family. This includes ensuring you have the resources to shop, compare and access new and changing subsidies and tax credits for you and your family.

Statewide Campaign

	2022															2023					Estimated Media Weight
	October					November					December					January					
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23			
				Build Trust				Research + Enrollment					Extended Enrollment								
Video																			4,916,180	Impressions + Views	
OTT																					
Audio (General Pop.)																			3,522,727	Impressions	
YouTube																					
Audio (General Pop.)																			676,667	Imps + Views	
TikTok																					
Audio (General Pop.)																			716,786	Imps + Clicks	
Audio																			1,212,080	Impressions	
Streaming Audio (Statewide)																					
Programmatic Audio (General Pop.)																			1,211,000	Impressions	
Radio																					
English Small Market Radio (10 stations)						180	180	180			180	180	180						1,080	Spots	
Out of Home																			19,849,635	Impressions	
PoS Digital Screens																					
Statewide																			1,396,753	Impressions	
One Sheet + Standees																					
General Pop Select Counties																			10,273,586	Impressions	
Gas Pump Tops																					
General Pop Select Counties																			8,179,296	Impressions	
Print																			45,000	Daily Circulation	
Multi Cultural Publications																					
Korea Times-Seattle				10/27				11/17					12/8						22,500	Circulation	
Russian Spokane								November (monthly)											12,000	Circulation	
Tribal Tribune Newspaper								11/11					12/9						10,500	Circulation	
TV Sponsorship																			11,852,200	Impressions	
KOMO																					
KOMO TV Schedule																			8,900,000	Impressions	
KOMO Digital																			TBD	Impressions	
Seattle Refined																					
Talent Fee																			TBD	Impressions	
KXLY Spokane TV Schedule																					
KXLY Digital																			1,933,900	Impressions	
KLEW Pullman TV Schedule																					
KLEW Digital																			246,000	Impressions	
KIMA Yakima TV schedule																					
KIMA Digital																			772,300	Impressions	
Digital																			13,426,747	Impressions	
Simpli.fi - Programmatic																					
Display (General Pop.)																			9,090,909	Impressions	
Social																					
FB + IG (General Pop.)																			4,005,838	Impressions	
Search																					
English																			330,000	Clicks	
Analytics																					
Digital Dashboard & Reporting																					
																			N/A	N/A	

Hispanic campaign

KEY THEMES

- Trust
- Accessibility
- Simplicity
- Neighborly
- Genuine

KEY BENEFITS

- Trustworthy: The Exchange is a resource hub to help find and get the best health plan for your family. The Exchange is not an insurance company, but we want to ensure that you are covered now.
- Direct communications: We will communicate in a quick and concise way to avoid confusion and provide value. Help is available in your community of navigators, brokers, enrollment centers and the call center.
- Authentic: With the challenges that come with finding the right health plan, we will be here to help guide and support you.
- Look forward to better futures: We understand that you and your family's care is top of mind lately. We will provide you the resources to shop, compare plans and get access to available tax credits.

Hispanic Campaign

Dates: 10/18 - 1/15/2023

HISPANIC UNINSURED



	2022																		2023					Estimated Media Weight	
	October					November					December					January									
	26	3	10	17	24	21	7	14	21	28	5	12	19	26	2	9	16	23							
				Build Trust					Research + Enrollment					Extended Enrollment											
Video																								958,391	Impressions + Views
OTT																									
Audio (Hispanic Pop.)																				704,545	Impressions				
YouTube																									
Audio (Hispanic Pop.)																				253,846	Imp + Views				
Audio																								200,802	Impressions
Streaming Audio (Statewide)																									
Programmatic Audio (Hispanic Pop.)																				199,074	Impressions				
Radio																									
Hispanic + D/I Endorsement (16 stations)						288	288	288			288	288	288							1,728	Spots				
Out of Home																								20,090,733	Impressions
PO5 Digital Screens																									
Statewide																				598,608	Impressions				
One Sheet + Standees																									
Hispanic Pop Select Counties																				6,140,857	Impressions				
Gas Pump Tops																									
Hispanic Pop Select Counties																				13,345,168	Impressions				
Print																								142,500	Daily Circulation
Multi Cultural Publications																									
Tu Decider (Bilingual)				10/27					11/17					12/8						60,000	Circulation				
El Norte Star									November (monthly)											15,000	Circulation				
La Voz de Nono				10/27					11/17					12/8						67,500	Circulation				
TV Sponsorship																								1,160,900	Impressions
KOMO																									
KUWV Yakima TV Schedule																				512,200	Impressions				
KUWV TV Schedule																				648,700	Impressions				
KUWV Digital																				TBD	Impressions				
Digital																								3,989,515	Impressions
Simpli.fi - Programmatic																									
Display (Hispanic Pop.)																				3,272,727	Impressions				
Social																									
FB + IG (Hispanic Pop.)																				1,716,788	Impressions				
Search																									
Spanish																				TBD	Clicks				

Campaign materials you'll see:



A little bit of **care** goes a long way.

Let's get started! Visit WAHealthplanfinder.org

CASCADE CARE

Washington **healthplanfinder**
click. compare. covered.

FPO QR CODE

The image shows a woman in a pink shirt balancing a purple hula hoop on her waist. She is smiling and has her arms raised, pointing towards the word 'care' in the headline. The background is a solid yellow color.



Enroll.
Then enjoy.



Get covered with Washington Healthplanfinder.

Let's get started!



FPO QR CODE

your health care is **your story**



We can help you write it.


Start your next chapter off right with Cascade Care plans. These plans cover more services before meeting the deductible, including primary care visits, mental health services, and generic drugs. Get the information at Washington Healthplanfinder.

Let's get started! Enroll starting Nov. 1st. WAHealthplanfinder.org




FPO QR CODE



la **historia** de tu **salud** tiene muchos capítulos



Empieza el próximo con los planes de Cascade Care.

Nuestros planes cubren más servicios antes de alcanzar el deducible, incluyendo consultas con el médico familiar, servicios de salud mental y medicamentos genéricos. Obtén más información en Washington Healthplanfinder.

Inscríbete a partir del 1 de noviembre. WAHealthplanfinder.org

Sallyes!

FPO QR CODE

Be the best you. Take care of yourself with Cascade Care plans that cover more services before meeting a deductible, including primary care visits, mental health services, and generic drugs.

Get started at WAHealthplanfinder.org and enroll starting Nov. 1st.





washington healthplanfinder

Inscríbete y disfruta.
lo que realmente importa.

Encuentra el plan de salud adecuado para ti con Cascade Care a través de Washington Healthplanfinder y disfruta de las pequeñas cosas de la vida.

¡Da el primer paso!




washington healthplanfinder

Sallyes!

Be the best you. Cascade Care plans cover more services before meeting a deductible.

Enroll starting Nov. 1st




Gas Toppers



a little bit of **care** goes a long way

Take time to do something for you. We are here to help so you can enjoy the little things in life.

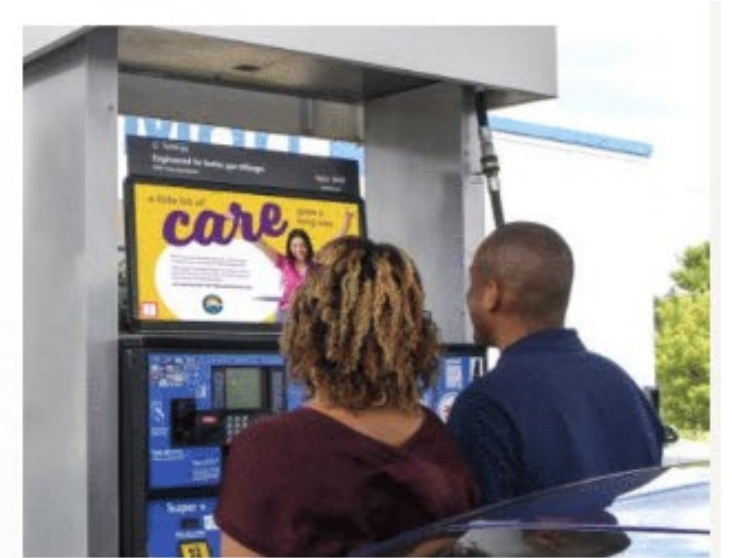
Washington Healthplanfinder can help you find a plan that fits your needs. Get more plan options and savings with Cascade Care.

Let's get started! Visit WAHealthplanfinder.org

CASCADE CARE

Washington healthplanfinder

FFO QR CODE



Gas Topper



el tiempo
y tu salud
son muy
valiosos

Así que tómate el tiempo para cuidar de tu salud. Nosotros podemos ayudarte a cuidarlos.

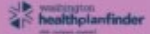
El Washington Healthplanfinder puede ayudarte a encontrar un plan de salud que se adapte a tus necesidades. Consulta los diferentes planes y empieza a ahorrar con Cascade Care.

¡Da el primer paso! WAHealthplanfinder.org

FPO
QR
CODE

washington
healthplanfinder
the smart choice





inscríbete y disfruta

Encuentra el plan de salud adecuado para ti con Cascade Care Healthplanfinder y disfruta de las cosas de la vida. Te ayudará a encontrar el plan de salud adecuado para ti con Cascade Care a través de Washington Healthplanfinder y disfrutar de las pequeñas cosas de la vida. Te lo mereces. Inscríbete a partir del 1 de noviembre. WAHealthplanfinder.org



Standees in Grocery & Pharmacy Stores



Start your next chapter off right with Cascade Care plans. These plans cover more services before meeting the deductible, including primary care visits, mental health services, and generic drugs. Get the information on WAHealthplanfinder.org. We've got started! Enrollment starting Nov. 1st.



Marketing Phases

Campaign Phase	Purpose	Timing
Educational Special Enrollment	Educate audience on the value of benefits of Cascade Care and grow new enrollment through Special Enrollment Period	August 10 through September 28
Awareness (Countdown to Cascade Care)	Convince audience segments as to why they need Cascade Care insurance.	Oct. 1 through beginning of enrollment on Nov. 1
Research	Reach users as they are browsing and shopping for plans on Washington Healthplanfinder.	Start of open enrollment on Nov. 1
Enrollment	Target qualified users to drive them to sign-up.	Nov. 15 through end of open enrollment
Post - Enrollment	Relay to customers to pay their first month's bill to ensure year-long enrollment.	End of enrollment through Jan. 15
Tax Filing	Relay to customers to obtain 1095-A	Jan. 16 through April 15
Cascade Care Savings	Uninsured and low-income SEP targeted to gain enrollment outside of OE.	Nov. 16 through Apr 15 or longer?

Targeted Marketing – WAHBE generated emails

Email	Audience	Messaging	General Cadence
Submit your Documents	CEV – conditional eligibility	Please submit supporting documents required for eligibility	Every Tuesday year-round
Auto Renewed	Active QHP auto renewed into a plan	You are auto renewed. Come in and shop if you choose through Jan. 15.	Nov. 1
Manual Renewed	Action needed for coverage to continue in PY 2023	Come in and take action to remain covered for PY 2023	Wednesdays in OE
Submit Application	Started application and did not complete	Come back and finish your application	Thursdays in OE
Select a Plan	Application is complete, needs to select a plan	Come back and select a plan	Thursdays in OE
Cascade Care Savings Eligible – Switch plans	Income eligible for Cascade Care Savings but needs to switch to a Cascade Sliver or Gold plan	Come back and select a Cascade Care Sliver or Gold plan to take advantage of new savings	Wednesdays year-round?
Cascade Care Savings Eligible – Full APTC	Income eligible for Cascade Care Savings but needs to take full APTC	Come back and utilize full APTC to take advantage of new savings	Wednesdays in OE
Binding Payment	Customers that may still need to make first payment	Reminder to pay your carrier to utilize your insurance. <i>Health literacy terms</i>	End of December & End of January
<i>Family Glitch?</i>			

On the Road...



Media Placement

HISPANIC RADIO		126	:30 DJ Endorsement
DJ Endorsements			
<i>KOZI-FM</i>	<i>Lake Chelan</i>	18	
<i>KZTA-FM</i>	<i>Yakima</i>	18	
<i>KMNA-FM</i>	<i>Yakima</i>	18	
<i>KMMG-FM</i>	<i>Kennewick</i>	18	
<i>KWLN-FM</i>	<i>Wenatchee, Moses Lake</i>	36	18 per market
<i>KRCW-FM</i>	<i>Moses Lake</i>	18	
Print		331,510	Circulation
Gen. Pop. Publications			
<i>Yakima Herald</i>	<i>Yakima</i>	30,600	
<i>Columbia Basin Herald</i>	<i>Moses Lake</i>	12,000	
<i>Tri-City Herald</i>	<i>Kennewick/Richland</i>	26,348	
<i>Lake Chelan Mirror (Wed)</i>	<i>Chelan</i>	10,800	
<i>Spokane Spokesman-Review</i>	<i>Spokane</i>	91,262	
<i>Wenatchee World</i>	<i>Wenatchee</i>	15,000	
<i>Walla Walla Union Bulletin</i>	<i>Walla Walla</i>	13,000	
<i>Peninsula Daily News</i>	<i>Port Angeles</i>	20,000	
Hispanic Publications			
<i>El Sol de Yakima (Spanish)</i>	<i>Yakima</i>	45,000	
<i>La Voz de Yuma (Spanish)</i>	<i>Eastern WA</i>	67,500	
Digital		6,255,750	Impressions
Social Media			
<i>Facebook & Instagram</i>		4,255,750	
<i>NextDoor</i>		2,000,000	



Tentative Stops

25-Nov	Friday	6:00 am - 6:00 pm	Chelan	Small Town Holidays
26-Nov	Saturday	10:00 am - 6:30 pm	Yakima	Christmas Market and Festival
27-Nov	Sunday	3:00 pm - 9:00 pm	Spokane	Christmas Tree Lighting
28-Nov	Monday	All Day	Spokane Valley	Spokane Valley Mall
29-Nov	Tuesday	TBD	Spokane	Sourcing event/site to replace "Spokane Winterfest" (no longer applicable)
30-Nov	Wednesday	All Day	Kennewick	Columbia Center Mall
1-Dec	Thursday	All Day	Kennewick	Columbia Center Mall
2-Dec	Friday	5:00 pm - 10:00 pm	Moses Lake	Ag Parade
3-Dec	Saturday	3:00 pm - 9:00 pm	Walla Walla	Parade of Lights
4-Dec	Sunday	9:30 am - 7:30 pm	Wenatchee	Pybus Market
5-Dec	Monday	All Day	Wenatchee	Wenatchee Valley Mall
8-Dec	Thursday	12 - 6 PM	Port Angeles	Wintertide Market

Evolved Lead Organization Scope of Work

OUTREACH <ul style="list-style-type: none">• Assess service area – identify target populations• Submit an annual outreach plan• Plan/conduct events to target populations and others• Coordinate outreach in the service area with network partners• Supplement efforts of targeted groups	ENROLLMENT <ul style="list-style-type: none">• Ensure enrollment sites with in-person assistance throughout the service area• Year-around assistance with account-related needs (WAH, SEP, change reporting, tax filing, invoices/payment, churning)• Ongoing consumer education
NETWORK DEVELOPMENT AND OVERSIGHT <ul style="list-style-type: none">• Assess network and underserved, at-risk groups• Recruit/maintain network partners• Evaluate additional contracting needs• Coordinate on navigator staff changes• Keep partners up to date• Evaluate effectiveness	MANAGE AND SUPPORT NAVIGATORS <ul style="list-style-type: none">• Lead Orgs support for issue resolution• Coordinate with HBE to add/update navigator status• Ensure navigators have required documents and background checks• Communicate updates, changes, etc.• Provide job shadowing for new navigators



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