

Open Enrollment 12 Marketing & Communications Development

Exchange Health Equity Technical Advisory Committee

August 14, 2024

Presenter

DATE: Aug. 14, 2024



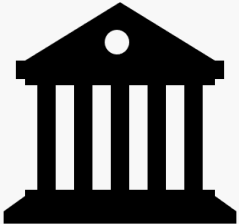
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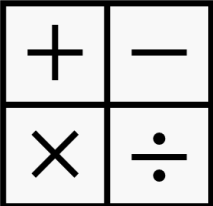
Challenges and Opportunities

It is always good to 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 for us to remind people that now is their chance to get/continue coverage and they need to take advantage of it.



Federal Tax Credits

2025 last year of enhanced federal tax credits



The Math

Premium Prices
SLCSP
Cascade Care Savings



Inflation

Impact to households
continue



Assistance

Financial Assistance
Partner Network

**Your health,
our priority**

Statewide campaign

KEY THEMES

- Trust
- Accessibility
- Simplicity
- Healthy living
- Genuine

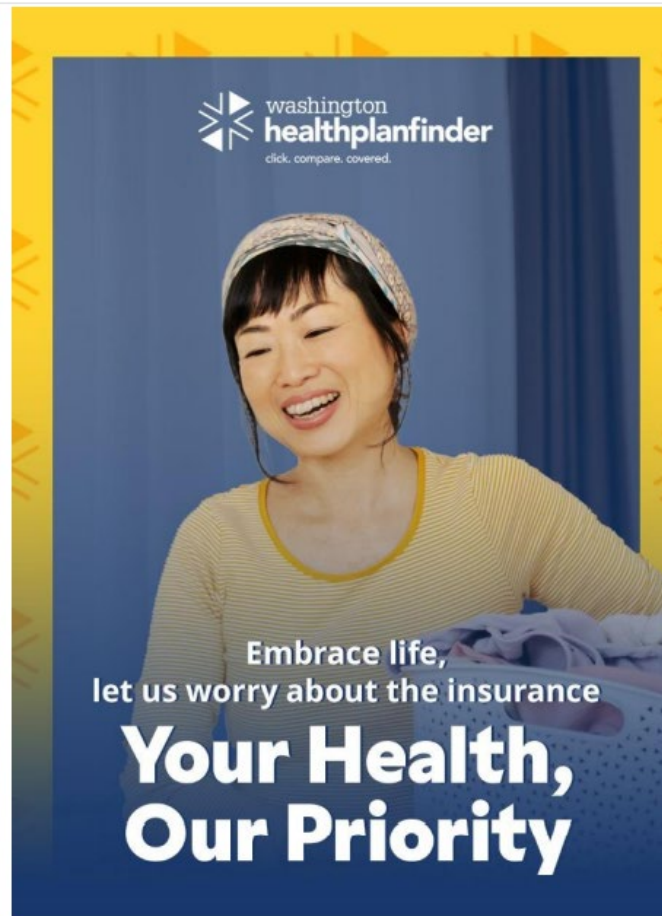
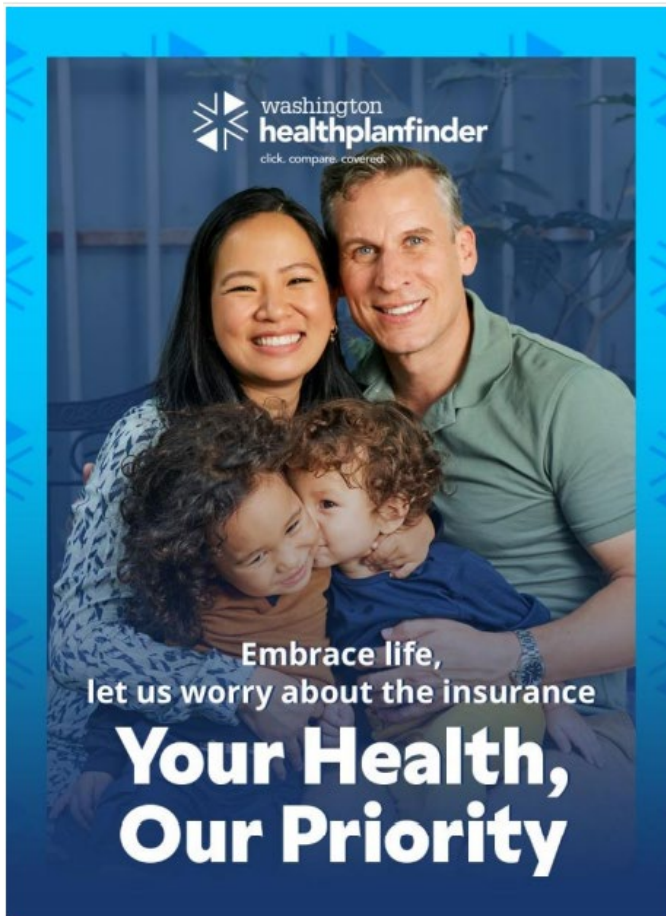
KEY BENEFITS

- 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.
- 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.

Your health, our priority

- **Inspiration:** daily activities with families or singles, diverse individuals representing WA and their views, background layers with subtle step and repeat of logo (or Cascade Care logo), larger logo and website.

Organizational font **Noto Sans**



Photoshoot with Washingtonians



Jordan



Alejandra
& Family



Sunnie



Hope



Slater



Jon



Tokala



Paul



Corky



Stephanie



McKenzie

Photoshoot with Washingtonians



Your health, our priority

Short message

- Embrace life. Let us help you find health and dental insurance.
- Embrace life. Let us worry about your health and dental insurance.
- When it comes to health and dental insurance, we have the perfect plan for you.
- Your health, our priority. Click. Compared. Covered.
- Your health, our priority. We're available in person and online to help you get health and dental insurance.
- Your health, our priority, everyone's solution for health and dental insurance.
- The perfect health and dental plan for your family is waiting for you at *wahealthplanfinder.org*.
- Find the perfect health and dental plan for you at *wahealthplanfinder.org*.
- Finding the perfect health and dental plan is easy when you use *wahealthplanfinder.org*.
- We're on your side in the search for the perfect health and dental plan.
- Your health, our priority. Together, we'll find your perfect health and dental plan.
- Exclusive savings with the perfect health and dental insurance plans for you only available at *wahealthplanfinder.org*.

Your health, our priority

Long message

- *Washington Healthplanfinder* makes shopping for the right plan easy, because finding the perfect health plan shouldn't be a chore. Compare health and dental insurance plans from the brands you know and discover savings that you won't find anywhere else, such as Cascade Care.
- *Washington Healthplanfinder* makes getting covered simpler. Compare health and dental insurance plans from the brands you know and discover savings that you won't find anywhere else. Find more savings with Cascade Care, only available on *Washington Healthplanfinder*.
- *Washington Healthplanfinder* makes getting covered simpler. Compare health and dental insurance plans and find savings only available at wahealthplanfinder.org.
- *Washington Healthplanfinder* is ready to help you. Trusted resources in your community are available in person and online to compare health and dental insurance plans from the brands you know and find savings only available at wahealthplanfinder.org.

2024 Multicultural Campaign Approach

The statewide multicultural awareness campaign with a similar scope and tactics.

Multicultural

- Continuing our approach of ad placements in local, multicultural outlets who are the trusted sources of news for WAHBE's priority audience.
- We will integrate some new outlets to reach the priority audiences that have generated strong engagements for other awareness campaigns.
- Recommended tactics: TV commercials, radio spots, digital display ads, and paid social media posts.

Digital

- Optimization of last year's performance
- Re-working spend allocation across tactics
- Continued use of last year's most successful tactics
- Digital display ads – evergreen tactic that is popular no matter the demographic. Allows for in-depth targeting and high visibility.
- Meta (Facebook/Instagram) – Popular amongst BIPOC audiences, used in at least 75-80% of households.
- Connected TV – Regarding as the most effective advertising tactic in the healthcare industry.

Interviews

- Expanded efforts to generate additional in-language media interviews
- Leverage Spanish, Chinese, and Vietnamese speaking internal WAHBE spokespeople
- Goal is 7 interviews throughout open enrollment (up from 4 interviews in 2023)

As we continue to build campaigns...

- What would you like to see the Exchange take into consideration? What would you like to see the Exchange avoid?
- When you think of our theme, “Our health, our priority,” what short and long messages would resonate with underserved or disproportionate communities?





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