



Washington Health Benefit Exchange

Open Enrollment Update

All-Committee Group Meeting
March 6, 2019

Michael Marchand, Chief Marketing Officer

Overview and Challenges

OVERVIEW

The team executed on a three-month integrated communications campaign to raise awareness of the open enrollment period on Washington Healthplanfinder.

CHALLENGES

- Health insurance premiums up ~13% on Washington Healthplanfinder
- Shortened open enrollment window
- Adverse court rulings
- Removal of the individual mandate provision in the Affordable Care Act



Campaign Execution

RESEARCH & FOCUS GROUPS

- Reviewed reports and analyzed media consumption tools (e.g., MRI)
- Conducted focus groups to uncover consumer behaviors, tendencies, and preferred communications channels
- Research and focus groups informed messaging and further defined audience personas

AUDIENCE PERSONAS

- Three distinct segments were established as customers needing the most convincing to enroll:
 - **Erica:** unmarried men and women between the ages of 25-34
 - **Marco:** mixed households with QHP and WAH qualifying individuals
 - **Grace:** recently retired men and women between the ages of 50-64

MESSAGE MAPPING

- Campaign "message map" informed what we were saying to which distinct segment
- Call-to-action messaging broken into awareness, research, and enrollment phases
- Messaging took into account shortened enrollment windows and enrollment deadlines



Campaign Key Performance Indicators

AWARENESS

- Video views
- Website traffic
- Sponsored event attendees & social media impressions
- Media placements, impressions

RESEARCH

- Internal page views
- App installations
- Reach of articles by influencers
- Earned hits
- Click through rate (CTR)

ENROLLMENT

- Plan selection
- Enrollment confirmation page
- Retained enrollees by target geography
- New enrollees



Campaign Snapshots



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Paid partnership with waplanfinder
Seattle, Washington

raepublic If you've been following me for a while, you know that I'm incredibly passionate about mental health – I share personal experiences with mental health and how amazing it is to find the right therapist. I feel strongly that it's not just a norm – for people to really talk about their mental health and have regular sessions with a therapist – that this would break stereotypes that hinder our ability to grow.

When I saw that open enrollment for @waplanfinder began last Thursday on November 1st, it reminded me of the importance that health insurance has played in my healing and #mentalhealth journey. Part of this journey entailed finding the therapist. After trying out a few different providers over the years. I finally found

2,916 likes

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Need help enrolling in a health plan for you or your family? We have in-person help near you. Open enrollment is Nov. 1 – Dec. 15.

IN-PERSON HELP AVAILABLE
www.wahealthplanfinder.org

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WAHEALTHPLANFINDER.ORG
We are here to help you

Obamacare enrollment starts Nov. 1 through state health exchange

By: John Knicely
Updated: Oct 31, 2016 - 6:39 PM

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KIRO 7

Get Pay-Per-Mile Car Insurance. [Learn More](#)

JEOPARDY!
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HEALTH BENEFIT EXCHANGES CAN BE IMPLEMENTED BY THE STATE OR BY THIS FEDERAL DEPARTMENT, HHS FOR SHORT

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SPECIAL ADVERTISING CONTENT

5 sneaky things that could ruin your finances in your 20s

NOVEMBER 02 2016
by SEATTLE REFINED



Campaign Snapshots

SPONSORED CONTENT

The Best Way to Find an Insurance Plan That Fits Your Health Needs

By Washington Healthplanfinder



How Healthplanfinder Navigators are Making a Difference in the Lives of Washingtonians

Posted on: November 29, 2018



Open enrollment ends Dec 15. Need help? Let us introduce, Susana Lopez...

"A k...

Since 2013, Susana Lopez has helped thousands of Washingtonians find the right health insurance plan for many people in and around the state. Susana is a knowledgeable navigator who can help you understand your options and find the best coverage. Susana is a knowledgeable navigator who can help you understand your options and find the best coverage.



Bellingham Blazers updated their cover photo. November 30, 2018 · 🌐

Come down to the [Bellingham Sportsplex](#) this weekend as the Blazers host the [Southern Oregon Spartans](#) - tonight & Saturday @ 7:45 and a special Sunday afternoon game @ 1:35. This weekend series is presented by [Washington Healthplanfinder](#)! Thank you for all your support! #packtheplex



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Persona Highlights

ERICA

- Responded to tailored content that was applicable to her life
- She engaged the best with imagery that was clearly branded
- Ended campaign optimizing fully toward general messaging in social and cross device

MARCO

- Responded the best out of all personas to the Trip creative – beating the overall CTR at 0.77%
- When compared to benchmarks, the best performing channel was mobile

GRACE

- Top performing persona for CTR on social and cross device
- General messaging resonated the best
- She was the easiest persona to engage across digital channels



Insights and Opportunities

INSIGHT

- **Creative** – clearly branded messaging performed the best across all audiences
- **Channel strategy** – across channels, mobile consistently performed the best with audiences when compared to its benchmark
- **Events** – community events were the right channel for getting the word out about open enrollment

OPPORTUNITY

- Capitalize on creative performance metrics with brand creative direction support and development across all personas
- Leverage mobile tactic for entirety of campaign to engage audiences from awareness to enrollment phase
- Expand event sponsorships to ones with a larger audience (e.g., Husky football games)



Insights and Opportunities

INSIGHT

- **Paid media** – optimizations and analytics could have been more efficient by implementation of pixels on site
- **Earned media** – broadcast media and native content placements proved to be the most beneficial
- **Timeline** – audiences were engaged with content in the awareness phase and wanted to learn more

OPPORTUNITY

- Work with team in off-season to see if pixel implementation is possible for OE7
- Reprioritize earned pitching and shift concepts to Medium, WAHBE blog, and native paid content
- Consider an education phase to target audiences with broader financial management advice that incorporates healthcare planning and budgeting





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