

Open Enrollment 7

Marketing and Outreach Report

Presented to the Board

February 18, 2020



Campaign Overview

Objectives

- Increase enrollment in Qualified Health Plans
- Implement previously successful as well as new targeted outreach to hard-to-reach uninsured populations.
- Increase awareness of Maryland Health Connection as a trusted agency, emphasizing rate stability and consumer privacy.

Priority Audiences

- QHP-eligible uninsured (138 – 400% FPL)
 - Young adults
 - African American Marylanders
 - Hispanic/Latino Marylanders
 - Rural, with an emphasis on the Upper Eastern Shore & Southern regions

Secondary Audience

- Medicaid-eligible uninsured

Informed by Research

Leading up to and during OE7, we undertook research projects to ensure we are continually gaining insight into our target audiences. These findings allowed us to more effectively reach our audience and served as a foundation for our work.

Young Adults Focus Groups and Statewide Survey, in partnership with EurekaFacts

- Three focus groups conducted between Sept. 4 – 10, 2019
- 10-minute online survey conducted between Sept. 24 – Oct. 11, 2019
- Maryland residents; 18 – 34 years old; are currently uninsured, uninsured within the past two years, or 18 – 25 year olds covered by their parent's health insurance plan

Interviews with Hispanic stakeholders, in partnership with Cool & Associates

- Eleven 45-minute phone interviews conducted in English and Spanish
- Community leaders and influencers serving the Hispanic community

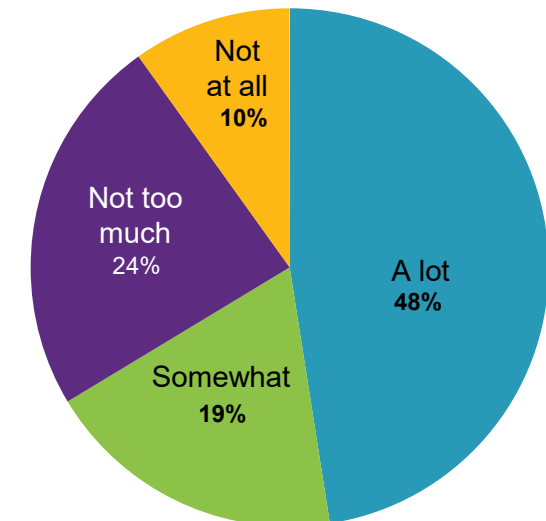
Insights from Young Adults

They value health insurance, but struggle to afford it: About 7-in-10 would like to have health insurance. However, about a third (31%) say they are uninsured because they cannot afford coverage. Health care and health insurance are difficult to afford for 76% of those without insurance (45% very difficult) and for 45% of the recently uninsured.

Information sources are varied: 9-in-10 young adults say they look for health insurance information and use a variety of resources. Sizeable minorities search online (45%) or look to parents and family for assistance (37%). About a quarter communicate with friends (26%) or health care providers (25%).

Increasingly aware of MHC: Among young adults, familiarity with MHC is up 29% points 2017 – 2019 (44% to 73%), and favorability ratings up 21% (63% to 84%). Just half are aware of tax credit savings through MHC, and overall half believe they may be eligible. Fully, 79% say are likely to take advantage of in-person assistance from a “navigator” to find health plan coverage.

How much would you like to have health insurance today?



Source: Q32. MHBE 2019 Young Adult Marketing Survey, Sept 24 – Oct 11, 2019. Percentages may not add to 100% because of rounding. N=92.. Based on those who do not currently have health coverage.

Insights from Hispanic Leaders

Significant concerns and unrest: Leaders tell us the Hispanic community is feeling fearful and unsupported. They are concerned about the instability of the immigration system and the possibility of public charge being instituted in the future. The community is generally trusting but there has been increased skepticism and fear of fraud.

Mixed awareness: While most community members may not be familiar with MHC by name, they understand the role and impact. They have a positive perception of the organization but feel the enrollment process is confusing and cumbersome. This is exasperated by language barriers and low health literacy.

Cost remains a barrier: Cost continues to be a major barrier to the community enrolling. This is further complicated by the community's limited understanding of financial help.

CREATIVE & ADVERTISING





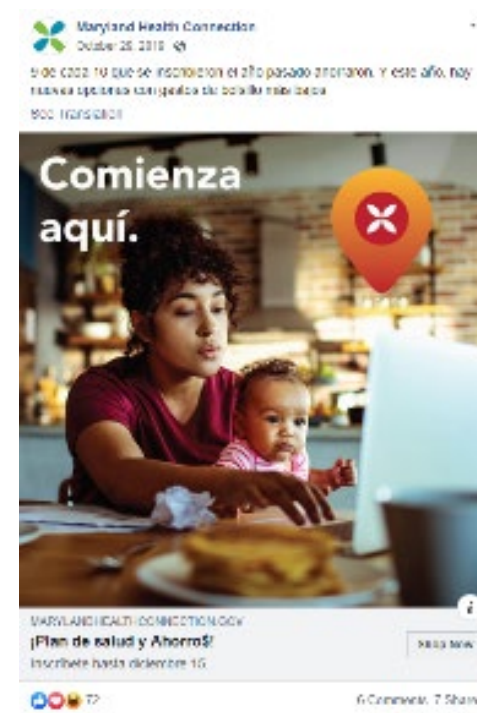
Paid Media Approach

- **Television:** Broadcast, cable, video on demand, Univision, Maryland Public Television.
 - **New:** Expansion of Univision partnership to include :30 spot.
- **Radio:** General, African American, Hispanic targeting, Farm report, Statewide news.
 - **New:** Statewide weather sponsorships and an interview that aired across 48 stations.
- **Print:** Targeted publications to reach the African American and Hispanic communities.
 - **New:** Inserts featuring locations offering in-person help.
- **Out of Home:** Placements in grocery stores with carts and floor decals, billboards, movie theater advertising.
 - **New:** Gas station TV as a way to reach targets with our message via video.
- **Digital:** Paid Search, Display, YouTube, Hulu, Facebook, Instagram, Twitter, Local publishers, Pandora.
 - **New:** Digital placements on Hulu Connected TV, Instagram stories and local newspaper website ads.

Digital Creative

All ads were tailored to our target audiences and used five different message themes:

<p>Get free help getting a health plan.</p> <p>Find an expert near you.</p>  <p>Start Here</p> 	<p>Get a free estimate for 2020 health plans.</p> <p>Rates are lower this year.</p> <p>New options with lower out-of-pocket costs.</p>	<p>Hurry!</p> <p>Enrollment ends December 15.</p> <p>9 in 10 got savings last year.</p> <p>Health plan rates have dropped, too.</p>
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Print and Out-of-Home Creative

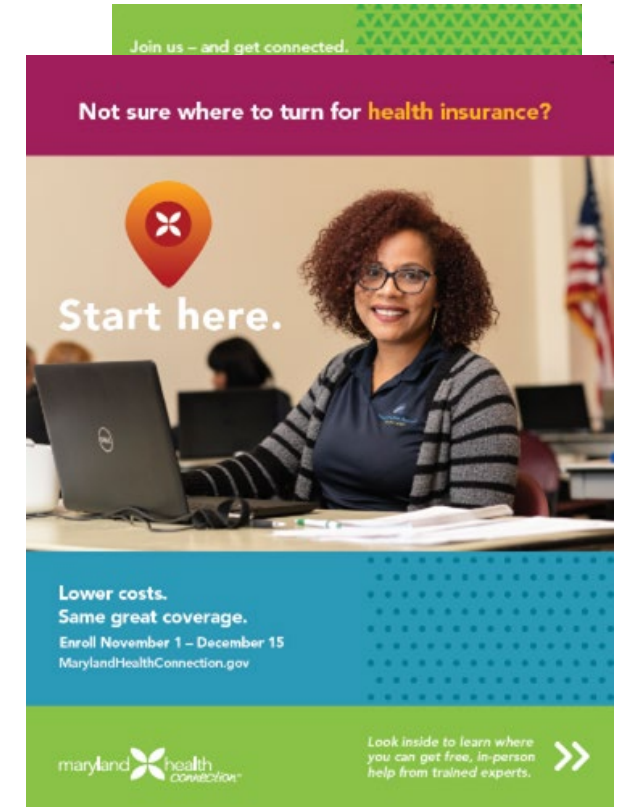
Billboards



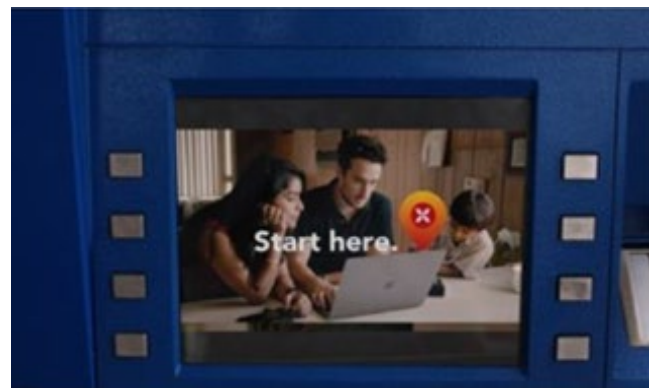
Grocery Store Carts + Floor Talkers



Print Insert



Gas Station TV



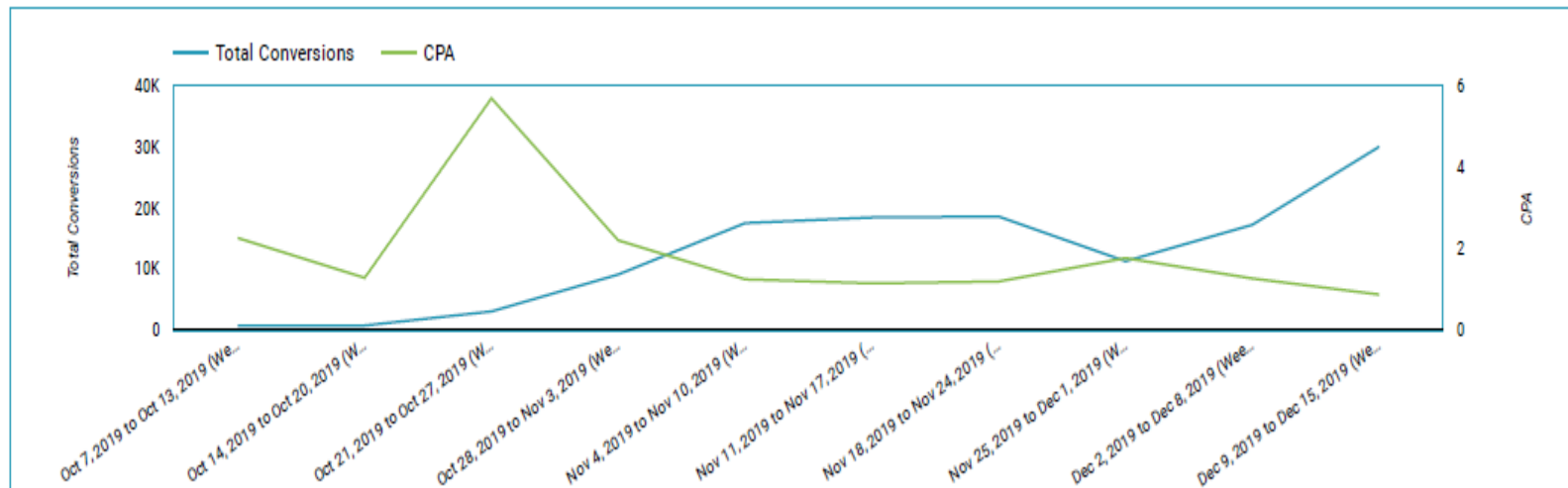
Spanish-Language TV Spot

New this year, we produced a :30-second Spanish-language [TV spot](#) featuring a family in Silver Spring who got health coverage through Maryland Health Connection. This ad ran 80 times during open enrollment on Univision – in morning shows, evening news, and evening sports reports.



Digital Highlights

The campaign resulted in **180,755** conversions (or clicks to the “Sign In, Create Account, and Browse” buttons). As the enrollment deadline approached, we saw a spike in total conversions, and an increasingly efficient cost per acquisition. The conversion portion of the campaign also performed at or above industry benchmarks for nearly all mediums.



Twitter

.79% click through rate
.75 – 1% benchmark

Search

.14.73% click through rate
1 – 2% benchmark

Local News

.11% click through rate
.05 – .08% benchmark

Display

.15% click through rate
.05 – .08% benchmark

Facebook

.56% click through rate
.75 – 1% benchmark

Top Performing Creative

We closely monitor the performance of each piece of creative to ensure that our message is most effectively reaching our various target audiences. These images show the digital ad messages that drove the most conversions during our campaign.

Lower OOP

Maryland Health Connection
Sponsored · 🌐

9 out of 10 who enrolled last year got savings. And this year, there are new options with lower out-of-pocket costs.

Start here.

MARYLANDHEALTHCONNECTIO...
Get health plan Savings!
Enrollment ends Dec. 15.

SHOP NOW

Last Chance

Maryland Health Connection
Sponsored · 🌐

There's still time to save on a health plan. Don't miss out on lower rates and out-of-pocket costs. Enrollment ends Dec. 15!

Start here.

MARYLANDHEALTHCONNECTIO...
DEADLINE: December 15
Last chance to get a 2020 plan

SHOP NOW

Anthony Levine Ravens Radio + TV Show Promotion

Additional Highlights

6 Radio Remotes During Get Connected and Last Chance Events



3 Univision Interview Segments



OUTREACH



Community Forums

We held community forums to discuss priorities for OE7, further engage community leaders, and create a space for dialogue. The forums featured introductions by co-hosts, a presentation by MHBE, roundtable discussions, and group discussions. We also used these events as an opportunity to distribute brochures.

Hispanic community forum

Co-host: Latino Health Initiative; held in Rockville at the Rockville Library

65+ participants

Focused in part on the concerns surrounding public charge, and resulting confusion after the rule's legal stay in mid-October.

Faith leaders forum

Co-host: Ministers' Conference of Baltimore and Vicinity; held in Baltimore at Coppin

25+ participants

Garnered earned media attention from WBAL-TV



Get Connected & Last Chance Events

MHBE marketing team partnered with our consumer assistance organizations to host nearly 50 events at the beginning and end of open enrollment, Get Connected Health Insurance Open House, Nov. 1-8 and Last Chance events, Dec. 8-15.

- Created radio ads, press releases and print ads to promote the events.
- Organized radio remotes at several events for live promotion.
- Publicized on social media and sent emails to consumers.

The regions have not all submitted results, so currently, we know that more than 1,145 people attended, and more than 1,364 were enrolled in coverage.

Outreach Highlights

- **Nikki Brooks @beatuejadore** shared one Instagram post and story, and one Facebook post to her 25.2K followers.
- **Alex Aust @alexaust_** shared two Instagram posts to her 19.2K followers.
- **Jenny “the Voice” Hernandez** shared four Facebook posts, went on Facebook Live twice, and posted to her blog twice.
- **Pedro Palomino (Somos Baltimore Latinos)** posted to Facebook five times, went on Facebook Live, and shared an interview with a navigator.

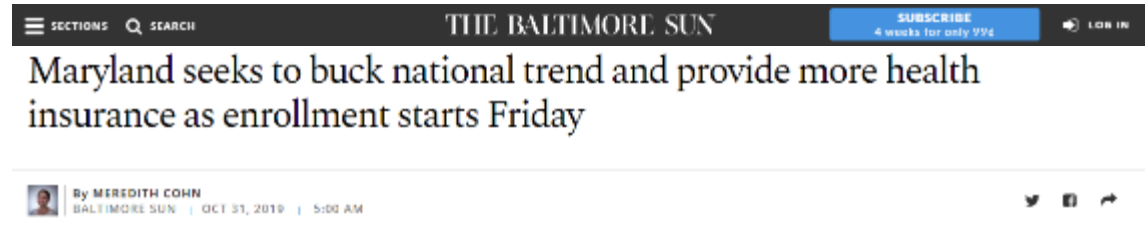


Earned Media

Results

Including English and Spanish outlets

- 9 print articles
- 5 television appearances
- 4 radio appearances
- 2 Letters to the Editor
- 1 podcast



Maryland Health Benefit Exchange (November 2019)



Questions?



@MarylandConnect