Connecting Millions of Americans with Health Coverage

The 2013-2014 Opportunity
Enroll America will help deliver on the promise of affordable health care for millions of Americans

Our Mission

Maximize the number of uninsured Americans who enroll in health coverage made available by the Affordable Care Act

Enroll America will execute a national, coalition-based education and enrollment campaign using proven, cutting-edge engagement strategies
Tailored tactics to reach key groups, such as young people

- Work closely with groups and secure partnerships with companies + brands that appeal to youth
- Recruit and train young people to be team leaders
- Outreach to activate influencers, such as Moms
- Place earned media stories in publications for young people
- Highlight stories of young people gaining coverage
- Online ads to uninsured youth to educate and mobilize them to enroll
- Heavy use of social media on Twitter + FB, since this group gets info online
- Predictive model to ID individual young people likely to be uninsured
- Surrogate events with well-known influencers + celebrities who appeal to young people
- Community college & employer programs to engage young people where they are
- Get Covered America Campaign

- Strategic Partners
- Grassroots Organizing
- Digital
- Analytics and Data
- Engage Community
- Surrogates
- Paid Media
- Earned Media

Enroll America
5 Clusters of targets in our research

- Uninsured, Unnecessary & Uninterested
- Reluctant but Reachable
- Desperate and Believing
- Connected, Low-income Women
- Insured but At-Risk

Source: Enroll America, November 2012
Uninsured, Unnecessary & Uninterested

• 71% uninsured, most >2 years
• Only 22% consider health insurance necessary
• Skeptical that they could find affordable coverage in 2014
• Good news: this group is moveable

Top motivators
• Financial security
• Finding a plan to fit budget
• Individual mandate

Best messengers
• Family
• Friends
• Doctor
Reluctant but Reachable

- 64% uninsured, most have tried to find coverage
- Young, low-income, least educated, many have young children in Medicaid/CHIP
- Majority (71%) consider health coverage necessary
- “Soft” believers, can be moved when told more about new options

Best messengers
- Doctor
- Someone like them who has tried it
- Someone from health agency

Top motivators
- Reliable coverage
- Financial security
- Finding a plan to fit budget
Desperate & Believing

Best messengers
• Medicaid office
• Federal/state government official
• Doctor

• Poorest, sickest, least educated
• 1/3 receive SNAP benefits
• Strongest interest, least skepticism in new coverage options
• Not aware of new options, but instantly interested when told

Top motivators
• Financial security
• Finding a plan that fits their budget
• Mandate
Connected, Low-Income Women

- Well-connected to Medicaid (themselves or their children)
- Nearly half (48%) receive SNAP benefits
- Many in fair/poor health, have chronic health conditions
- Interested in new coverage options, but skeptical about costs

Best messengers
- Someone like them who has tried it
- Medicaid office
- Federal/state government agency

Top motivators
- Plan will be there for them when they need it
- Financial security
- Find a plan that fits their budget
All insurance plans will have to cover doctor visits, hospitalizations, maternity care, emergency room care, and prescriptions.

You might be able to get financial help to pay for a health insurance plan.

If you have a pre-existing condition, insurance plans cannot deny you coverage.

All insurance plans will have to show the costs and what is covered in simple language with no fine print.

One of these = top message for 89% of population.

Source: Enroll America, November 2012
Almost all (91%) believe health insurance is necessary or very important.

Cost and affordability are the biggest barriers.

Financial & health security are the biggest motivators.

Deep skepticism & confusion among consumers.
Public perceptions

75% Three out of four of the newly eligible want in-person assistance to learn about and enroll in coverage.

Help gets them from here...

- Confused
- Overwhelmed
- Worried
- Helpless

...to here.

- Secure
- Confident
- Reassured

Source: Enroll America, November 2012
Help, I Need Somebody!

What Kind?
- Qualify for financial help?: 55%
- Finding the best plan: 52%

From Whom?
- State employee: 45%
- Family member: 37%
- Doctor or nurse: 36%
- Health insurance: 35%

How?
- In-person: 75%
- Telephone: 33%
- Email: 20%
- Online Chat: 9%

Where?
- Agent/broker's office: 29%
- Family/friend's home: 27%
- Clinic/doctor's office: 22%
- Medicaid office: 21%

Source: Enroll America, November 2012
Questions?

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