

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

- Place earned media stories in publications for
- Highlight stories of young people gaining coverage

young people

 Online ads to uninsured youth to educate and mobilize them to enroll 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



 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



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 2042 Prince

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



Best messengers

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

- 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

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

Top motivators

- Plan will be there for them when they need it
- Financial security
- Find a plan that fits their budget

Best messengers

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





Four key facts to reach most uninsured

All insurance plans will have to cover doctor visits, Yo hospitalizations, maternity fin care, emergency room k care, and prescription One of these =

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

top message

for <u>89%</u> of

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.

Source: Enroll America, November 2012

America

Key Findings

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

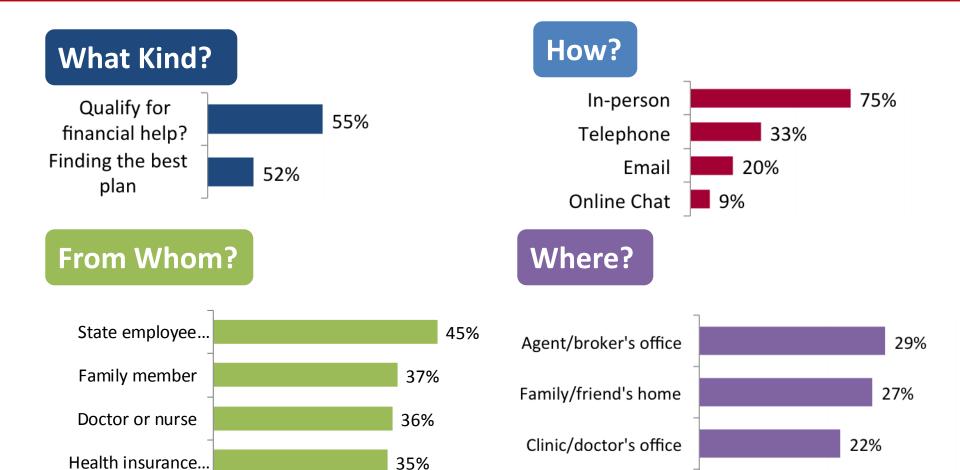
Confident

Reassured

Source: Enroll America, November 2012



Help, I Need Somebody!



Source: Enroll America, November 2012



Medicaid office

21%

Questions?



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