

MHBE Board Meeting
Sept. 17, 2018

Marketing Procurements

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Agenda

- ✦ GMMB NTE Increase Request
- ✦ Uptown Press Printing NTE Increase Request

Reallocated resources will address these marketing challenges.

1. Two-year reinsurance program/anticipated lower rates

- Draw new consumers to Maryland Health Connection. Educate consumers on impact of reinsurance program and how it will affect their rates. Message must be clear and widespread to eliminate confusion and raise awareness.

2. Federal policy changes

- Consumer protection from short-term plans that do not include comprehensive coverage. Help consumers understand that Maryland Health Connection plans cover essential health benefits and pre-existing coverage.
- Individual mandate penalty is null. The message to reinforce the value of health insurance is more important than ever.

3. Existing media plan reach already is limited.

- Media buying in MD has challenges with high cost media markets, increased cost during holidays, loss of week due to election, six-week enrollment.

GMMB NTE Increase

Media Buy: \$750,000

Television

Increase presence from 2-3 weeks per market, to 4-5 weeks per market; doubling the frequency of our messaging

Radio

Increase presence from 1-3 weeks per market to 4-5 weeks per market; tripling frequency of message in some markets
Increase investments on African American and Hispanic radio

Billboards

Add up to 5 additional locations in rural areas

Digital

Bump up presence across all platforms, including digital placements targeting young adults, African American and Hispanic Marylanders, rural regions

Creative Development: \$220,000

Additional creative asset needs for updated media buy.

Examples: second general market radio spot, a second Spanish radio spot, production of five additional billboards, additional digital content to rotate in and optimize.

Develop select creative for Connector Entity advertising to reinforce message statewide. Examples: bus wrap in Far West, digital messaging for Seedco

Partnerships: \$30,000

Paid participation at events, sponsorships, partner collateral; resources to engage influencers to create their own content, in their own voice, to disseminate our message through trusted messengers.

GMMB NTE Increase

SHOP: \$95,000

Materials and Resources

Creation of fact sheets and printing of brochure to help brokers explain SHOP and tax credit.

Video explaining tax credit.

Toolkit with SHOP info and messages that resonate with small business community.

Outreach

Event registrations, outreach to organizations that intersect with small business community, such as:

Self-employed – incubator/co-working spaces

Industry groups (chambers, retailers, MD Assoc. of Health Underwriters)

Advertising

Paid media in October and November in targeted print publications, digital paid search to lead to SHOP info on website, display ads on LinkedIn and programmatic advertising.

MOTION: MHBE requests the Board's approval to increase the Not-To-Exceed (NTE) Amount of the GMMB FY 2019 contract by \$1,095,000 from \$2.28 million to \$3.37 million for marketing of individual and SHOP markets.

Printing Budget

- Increase printing to:
 - Allow for larger quantities/wider distribution of print materials to community partners.
 - Allow for mailing to independent contractors who may be eligible for either the Small Business Health Options Program (SHOP) or the individual marketplace.
 - Allow for printing/distribution of additional brochure on how to use coverage after you enroll.

MOTION: MHBE requests the Board's approval to increase the Not-To-Exceed (NTE) Amount of the Uptown Press FY18-19 contract by \$30,000 from \$190,000 to \$220,000.

Questions?

Thank You!

