

Marketing update

Nov. 23, 2015

- **BGE:** Will include MHC flyer in mailing to 85,000 households as well as e-mail to full list of about 750,000 people
- **CVS:** Will provide MHC collateral in dozens of its pharmacies in targeted areas
- **Colleges:** Campus communications for Salisbury University, St. Mary's, Historically Black Colleges and Universities (HBCU)
- **Banks:**
 - **Howard:** Will distribute collateral at various branches
 - **M&T:** Will distribute up to 1,000 SHOP brochures a week through its small business loans customer service program

MHBE/GMMB with Hillman Communications, Hannon Group, Ole Advertising

- **African American Community Influencers:**

- **“Meet Me Monday”** social network event with Micheline Bowman of Fox 5 News was held Nov. 2 in Lanham. Estimated digital reach: 127,000
- **“The Empowered Mocha Patient with Meredith Hurston”** blog post and social media promotion scheduled for mid-December
- **African American Community Roundtable of Howard County**, promoting through website and member organizations (including NAACP, Jack and Jill of America, sororities/fraternities and others)

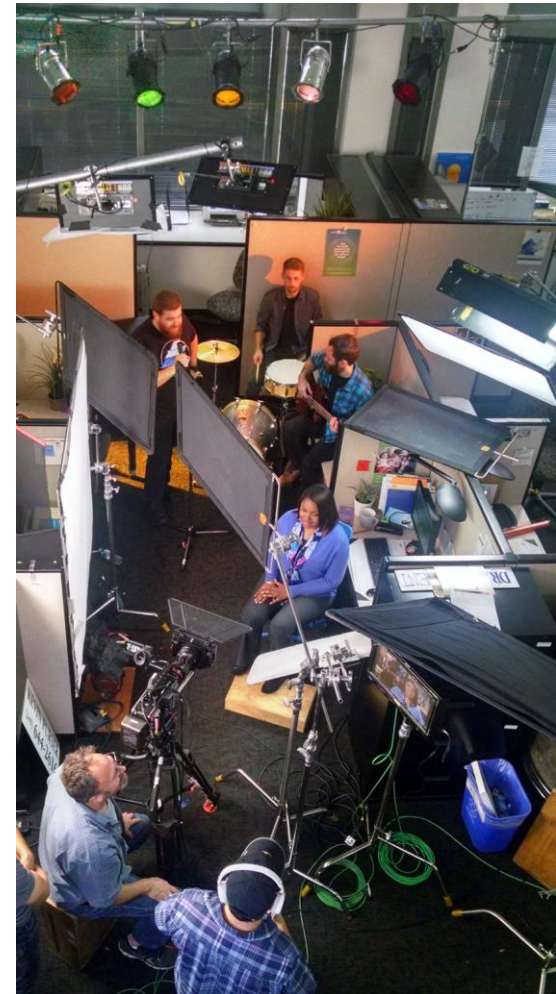
- **Hispanic Community Organizations:** EBLO and Centro de Ayuda sending information to community; connecting with HCAM for local partnership

- **Library Enrollment Day, Jan. 9:** Navigators on hand at about 20 libraries throughout the state. Co-promoting with Maryland Association of Public Library Administrators (MAPLA).

- **“Super Health Sunday,” Jan. 24:** Organizing event at numerous churches involving navigators on-site just prior to end of open enrollment

MARKETING

- GMMB created #HealthYeah campaign with appeal to **Young Invincibles**
- Television ads to begin broadcast **Dec. 2**, radio on **Dec. 9**
- They feature a real HCAM navigator, Paris Jordan, and a Silver Spring rock band, Lionize, with two members who've received MHC coverage.
- Ads stress free, local, **in-person assistance** available with trained experts; **financial assistance** to most marketplace enrollees, and **new and improved website**



- **Ads concentrated** in **12/2-12/15** and **1/18-1/31** periods to maximize saturation around key deadlines (Digital running full OE period)
- **TV:** Statewide coverage excluding DC market where we will target geographically dense, efficient portions of the market
- **Radio:** Top targeted markets and additional radio to include difficult-to-reach geographies to provide statewide reach with radio
- **Print:** Targeted publications to reach African-American and Hispanic communities. Additional print to reach small business community
- **Digital:** Hyper-targeting uninsured audiences and driving quality traffic to Maryland Health Connection (Pandora Radio, Facebook, Display, Search Engine Marketing)

- Average unique visitors per day to website up 14% from a year ago
- **Email marketing to 300,000+** subscribers who've provided their email and/or mobile phone information for MHC updates
- **New health literacy animated video** co-branded with and underwritten by Kaiser Family Foundation posted to website. Two more health literacy videos currently in production by GMMB



- Carolyn Quattrocki interviewed about open enrollment on **CBS Radio, Baltimore Sun, MPT-TV, WYPR, WBAL-TV**
- Outreach Coordinator Jenny Garrison interviewed on Spanish language radio **Ke Pachanga Radio, Radio America 1540 AM** (Wheaton)
- **Latin Opinion**, Baltimore-based Spanish language newspaper that circulates 10,000 bi-weekly published MHC op-ed

MARYLAND
HEALTHBENEFIT
EXCHANGE

Residentes de Maryland ya está disponible el programa “Ir de Compras” para la suscripción de los planes de seguro de salud del 2016

Atención a todos los hispanos del área que no tienen seguro médico. Exhortamos a la comunidad a obtener su seguro médico en Maryland para el año 2016

La Suscripción Abierta para los planes calificados de salud del 2016 comienzan oficialmente el 1 de noviembre del 2015 y termina el 31 de enero del 2016.

- La cobertura comienza el 1 de enero del 2016 para suscripciones completadas antes del 15 de diciembre del 2015.
- Las suscripciones completadas entre el 16 de diciembre -15 de enero tendrán cobertura comenzando el 1 de febrero del 2016.
- Las suscripciones completadas entre el 16 y el 31 de enero del 2016 tendrán cobertura comenzando el 1 de marzo del 2016. La inscripción para Medicaid sigue todo el año.

Carolyn Quattrocki, directora ejecutiva de Intercambio de Beneficios de Salud de Maryland, [Maryland Health Benefit Exchange] señalo ir a MarylandHealthConnection.gov para comprar y comparar 53 planes disponibles para el 2016, incluyendo 18 planes de plata de cinco compañías de seguro sin tener que crear una cuenta primero. CareFirst, BlueCross, BlueShield, Kaiser Permanente, Evergreen Health, UnitedHealthcare y Cigna están ofreciendo planes en el mercado estatal de seguro de salud como lo hicieron el año pasado.

Latin Opinion en nuestras próximas ediciones estará informando en detalles todo lo relacionado a este tema de alta relevancia como es el de la salud para toda la familia hispana de Baltimore.

