



Grantmakers In Health: Fall Forum

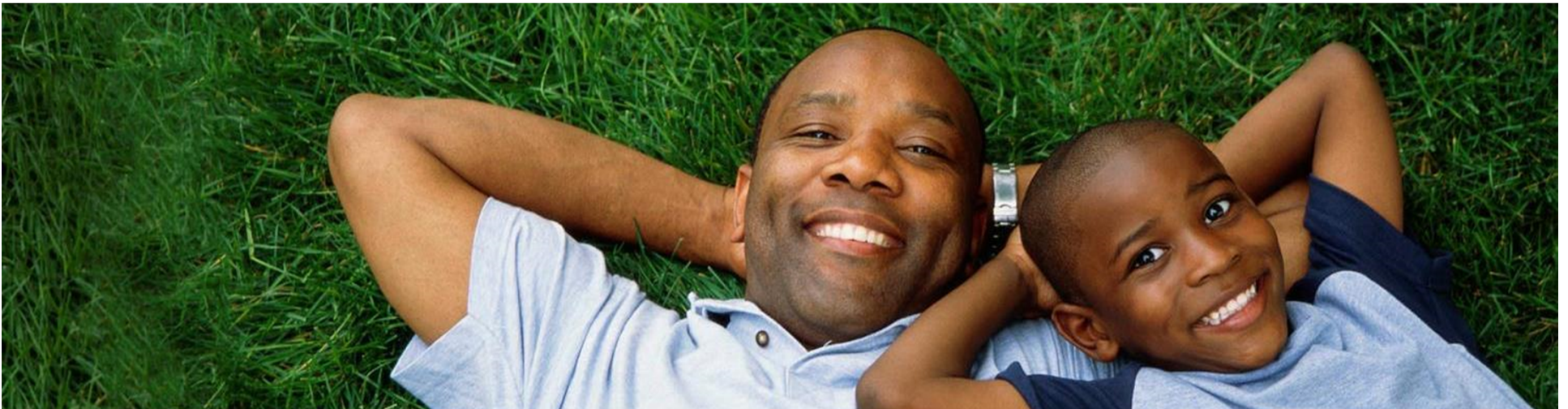
Richard Sorian

Director of Communications, Education, and Outreach

D.C. Health Benefit Exchange Authority

Objectives

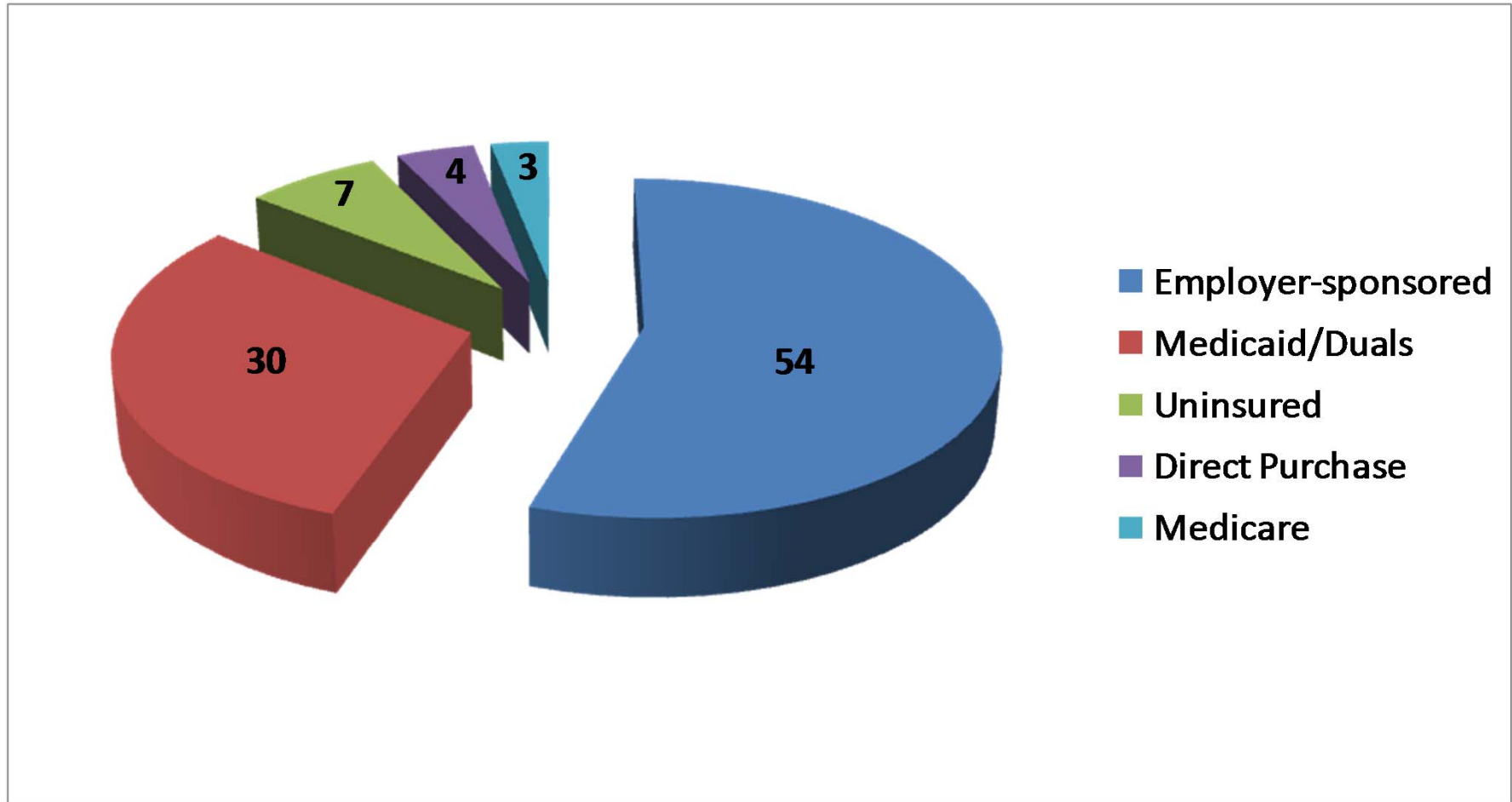
- **Establish** DC Health Link as a District-based marketplace for the sale of private health insurance.
- **Educate** DC residents and businesses about their rights and responsibilities.
- **Persuade** and motivate the uninsured, underinsured, and small businesses to seek out available coverage options.
- **Drive** prospective enrollees to DC Health Link's resources.



Strategic Approach

- **Focused and hyper-local campaign** including earned media, paid media, and creative placement
- **Omnipresent and sustained campaign** during the open enrollment period
- **Efficient and effective media channels**, maximizing added value opportunities whenever possible
- **Culturally relevant creative** that reaches across diverse ethnic, racial and cultural lines, in multiple languages

Profile of Insurance in DC



Source: Mercer, "District of Columbia Health Insurance exchange Background Research Report," 2011. (Uninsured estimates and breakdowns vary by methodology.)

Target Audiences

Uninsured Individuals

- 42,000 individuals
 - 67% Male / 33% Female
 - 57.8% African American
 - 20.4% White/Caucasian
 - 10.6% Hispanic

Small Business Owners

- 2-50 full-time employees
 - 15,000 small businesses and start-ups

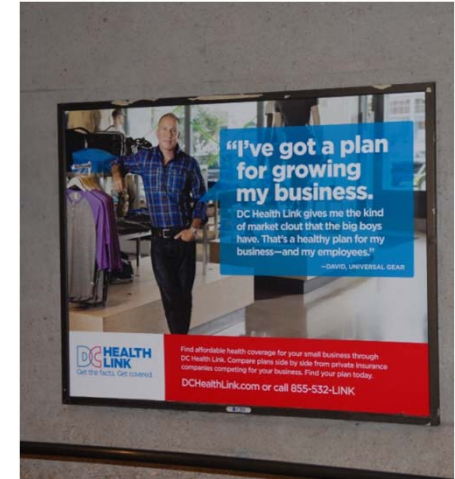
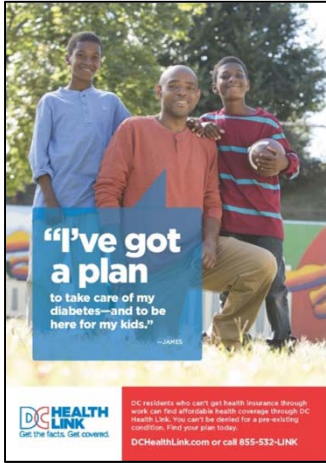
Key Wards

- Ward 1
- Ward 4
- Ward 5
- Ward 7

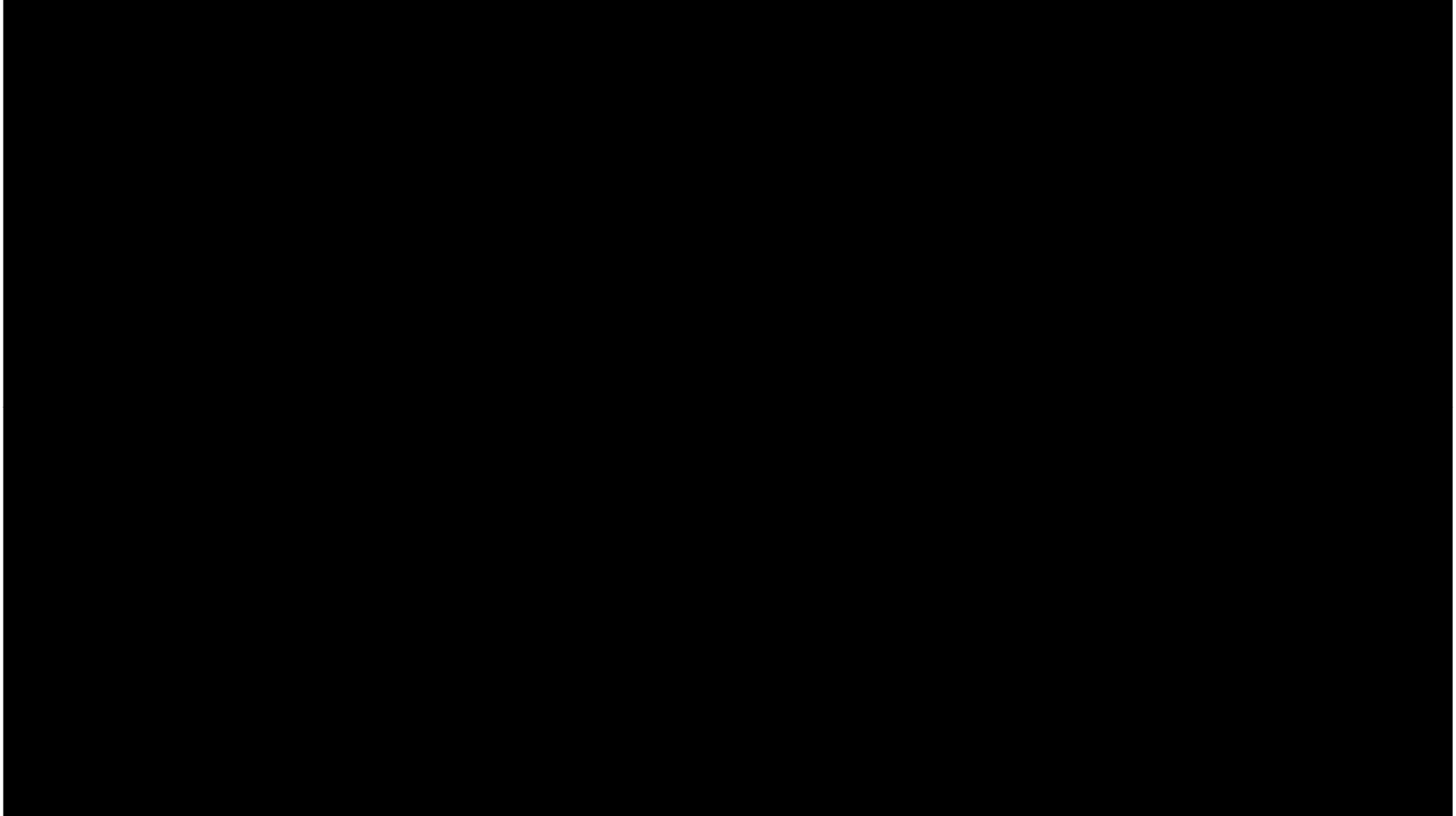
Individual Policy Owners

- 22,000 individuals
 - 14.9% between 201% to 300% FPL
 - 13.6% between 301% to 400% FPL
 - 71.5% at least 401% FPL

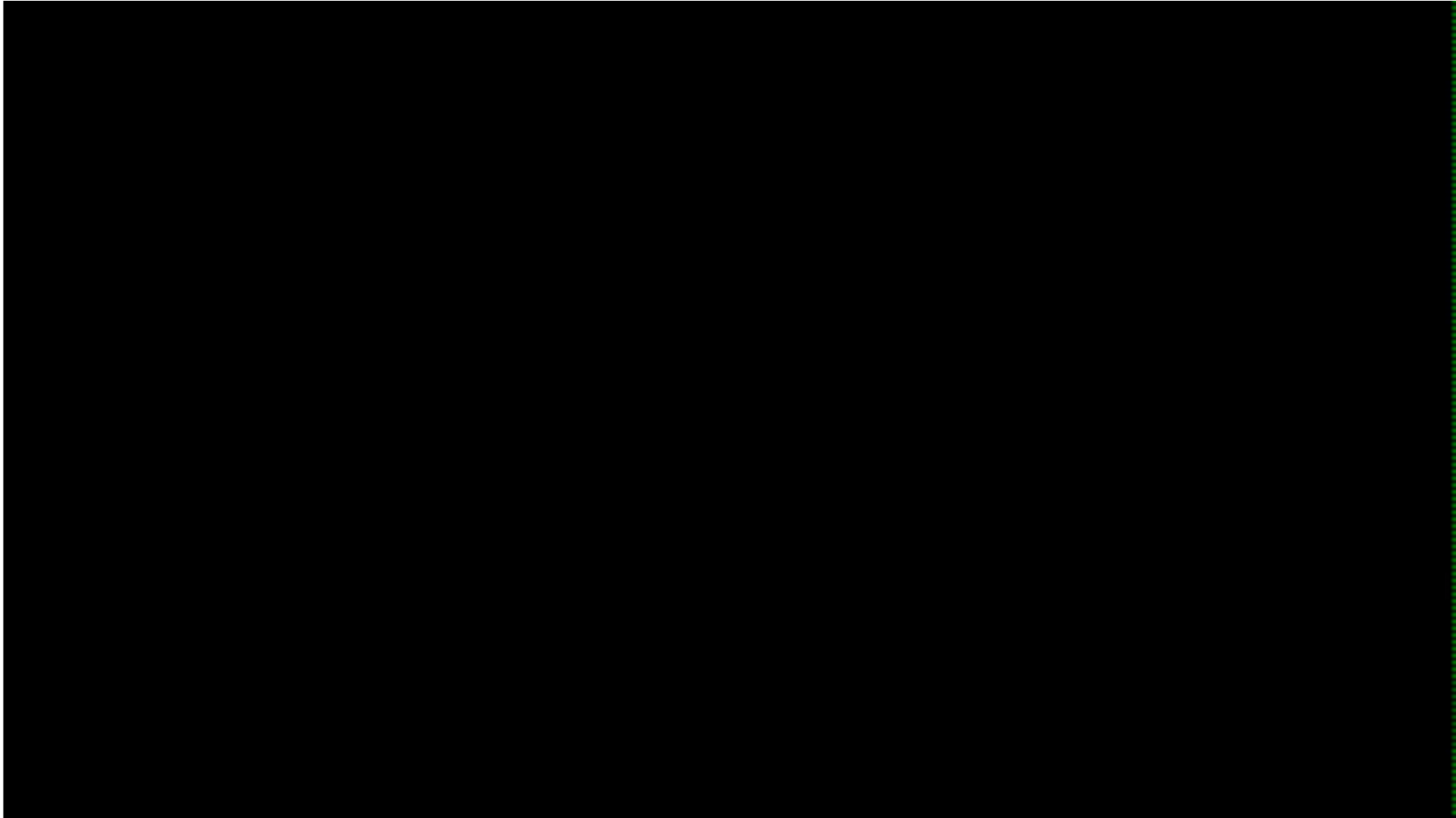
Print/Outdoor Creative



Local Cable TV Ad



Personal Stories: Fatima



Media Engagement (Traditional & Social)

The Washington Post

Obamacare sneak peek: A first look at the small business exchange in Washington

The Washington Post PostTV Politics Opinions Local Sports National World Business

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Obama summons lawmakers for talks Congress, take my spouse back. Please. PH des pay

District of Columbia opens online health exchange, thousands create accounts

By Associated Press, Published: October 1

WASHINGTON — The District of Columbia's new online health insurance marketplace has

DC Health Link @DCHealthLink 1 Oct
dchealthlink.com is open for business for District residents and small business owners!
Collapse Reply Retweet Favorite More

253 RETWEETS 32 FAVORITES

9:30 AM - 1 Oct 13 · Details

The Washington Informer

Washington Region Prepares For Health Care Exchange Rollout

Transcript for: Washington Region Prepares For Health Care Exchange Rollout

MR. KOJO NNAMDI 12:32:50

A key part of President Obama's healthcare reform is scheduled to go into effect tomorrow, online marketplaces will open up in states across the country, allowing Americans to compare, shop insurance plans and determine their eligibility for local jurisdiction and it's been a look a lot of

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March on Washington 50th Anniversary Reporters

Second Group of DC Health Link Assistants Now Trained to Help Residents Sign Up for Health Insurance

← 301 retweets and 44 favorites

Partnerships

- D.C. United
 - Title sponsor night / Tailgate booths
 - Kick-off event support
- CVS
 - 30 stores hosting enrollment events
 - Assisters onsite to help people
 - Brochures in multiple languages
 - Free health screenings onsite
- DC libraries and recreation centers
 - Dozens of enrollment events
- Partnerships with key business associations
 - DC Chamber of Commerce
 - Hispanic Chamber of Commerce
 - Restaurant Association of Metro Washington



Initial Statistics

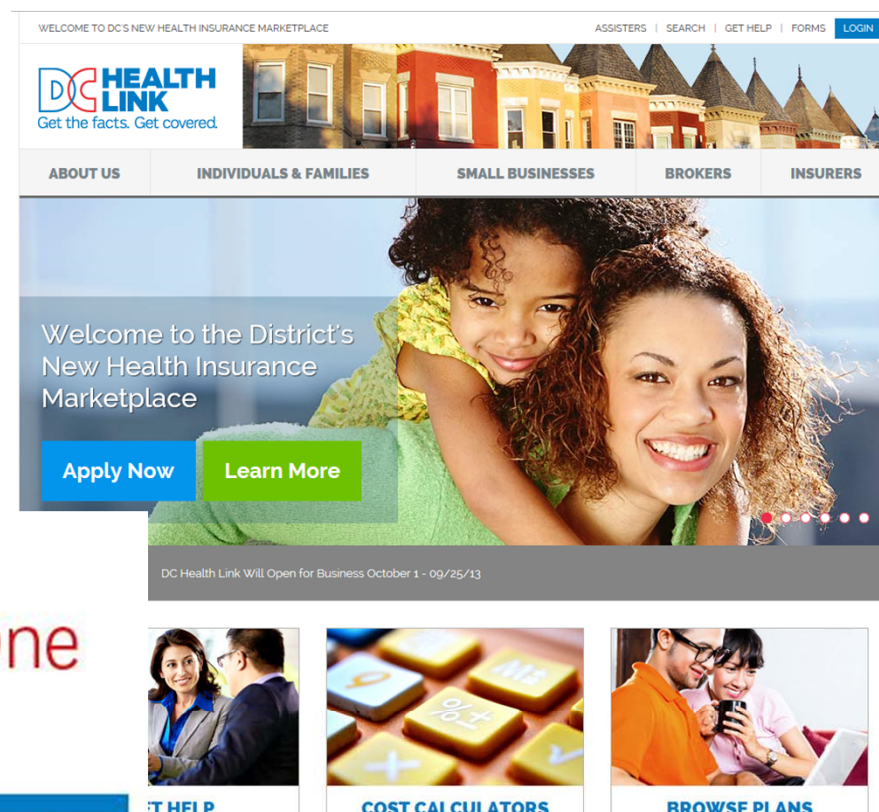
Individuals/Families

- 8,427 accounts created
- 1,112 applications submitted
- 167 have selected plans
- 89 have paid/requested invoices

Small Businesses

- 250 employer accounts created

8,677 New DC Health Link Accounts Created in Week One of Open Enrollment



INDIVIDUALS/FAMILIES		SMALL BUSINESSES		
8,427	1,112	167	89	250
ACCOUNTS CREATED	APPLICATIONS SUBMITTED	PLAN SELECTED	INVOICE REQUESTED	ACCOUNTS CREATED