

Vermont Health Connect Outreach & Education February 2013

Mark Larson, Commissioner, Department of Vermont Health Access

Seán Sheehan, Director of Outreach and Education, Vermont Health Connect, Department of Vermont Health Access

Goals

- 1) Share our Outreach and Education Plan;
- 2) Hear your ideas and input;
- 3) Enlist your participation in the outreach campaign.

Agenda

- Identity, Audience, and Message
- Outreach & Education Plan
- Consumer Assistance
- Partners
- Small Business
- Public Events – Help Us Schedule & Help Spread the Word!

Identity, Audience, and Message

The Vermont Health Connect Identity

Our mission is to provide all Vermonters with the knowledge and tools needed to easily compare and choose a quality, affordable and comprehensive health plan.



**VERMONT
HEALTH
CONNECT**

Find the plan that's right for you

Target Audiences

- Uninsured and underinsured, Medicaid-eligible
- Uninsured and underinsured, subsidy-eligible
- Catamount and VHAP beneficiaries
- Young adults (18 to 34)
 - Make up 44 percent of Vermont's uninsured population
- Small business owners
- Parents of school-aged children
- Individuals who purchase private insurance
- Stakeholders

The Message

Vermont Health Connect will be the one place for you to:

- 1** Compare health insurance options
- 2** Enroll in a health plan
- 3** Secure financial assistance to help pay for care

Outreach & Education Plan

Outreach & Education

- Plan to coordinate Vermont's outreach and education efforts through the open period
 - Addresses specific populations including small businesses
 - Includes strategies for: materials development, earned and paid media, stakeholder engagement, partnerships and grassroots events, state employee communication, and banks



Guiding Strategies

- Implement an integrated campaign
- Plan communications “waves” throughout the year
- Highlight the help available
- Tailor outreach tactics
- Design innovative, mutually beneficial partnerships
- Adjust outreach for those without computer/Internet access



Consumer Assistance

Consumer Assistance

- Exchange will provide a consumer assistance program that will:
 - Conduct public education about QHPs and public programs
 - Distribute fair and impartial information about QHP enrollment, APTCs, and cost sharing
 - Facilitate enrollment in Qualified Health Plans
 - Provide referrals to appropriate agencies for grievances, complaints, or questions
 - Provide information in a manner that is culturally and

Navigators

- Assister organizations funded by either State dollars or federal grant
- Assisters will support individuals, families, employers and employees
- Organizations receive funding, individuals receive certification and training
- Individuals must adhere to conflict of interest, privacy and security standards

Brokers

- VHC secured \$2M funding to support small businesses who would like to work with a Broker
- Small Employers must work with a VHC Registered Broker to receive funding
- To receive VHC Registration, a Broker must:
 - Hold a valid Vermont Producer's License
 - Attend 24 hours VHC Training
 - Sign Broker Agreement, including privacy and security and conflict of interest standards
- Registered Brokers have log-in account access on web portal, and receive referrals from VHC website, call center, and outreach plan

Partners

Partners

- Consumer Assistance Organizations
- Outreach Working Group
- Carriers and Providers
- Public Figures
- 100 Key Stakeholders

Partners

Small Business

Small Business Questions

We're hearing lots of questions, especially:

- What penalties will I be subject to if I do not offer insurance?
- How do I know when I should drop (or add)?

Small Business Decision Support Tools

- Currently under development, tools will help employers evaluate 1) if they should renew group coverage and 2) how and what to renew
- Tools will allow an employer to answer:
 - How do my 2013 benefits compare to the Exchange's?
 - What would it cost to renew something close to our current coverage?
 - If I discontinue ESI, how many of my employees might qualify for tax subsidies?
 - If I discontinue, what help will the Exchange provide to

Public Events

Public Events

- 100 In-person Presentations around Vermont
 - Vermont Health Connect-hosted Public Forums
 - Guests presenters at other organizations' public events
 - Guest presentations to associations or organizations that pull a big crowd and/or are crucial to reaching Exchange-eligible Vermonters
- Public Demonstrations of Web Prototype
- Webinars
- Navigator-driven events for specific populations
- Meeting Vermonters where they work and play this summer and fall

Public Events

The screenshot shows a Microsoft Outlook calendar window titled "Yahr, Emily - O&E Calendar - Microsoft Outlook". The calendar is set to the month of February 2013. The interface includes a ribbon with tabs for File, Home, Send / Receive, Folder, View, Enterprise Vault, and McAfee E-mail Scan. The calendar grid shows events for various dates in February, with some events spanning multiple days. The status bar at the bottom indicates "Items: 12" and "Reminders: 29".

Day	Event
Feb 5	1:00pm - 3:00pm Copy: Outr
Feb 6	12:00pm - 1:30pm Addison Co 2:00pm - 4:00pm Copy: Exchs
Feb 7	1:30pm - 3:30pm Vermont En
Feb 12	7:00pm - 8:00pm Copy: Town
Feb 13	9:00am - 10:30am Copy: Publi 1:00pm - 3:00pm Copy: Outr
Feb 14	12:00pm - 1:00pm Copy: GoTo
Feb 15	9:00am - 11:00am Copy: NBIn
Feb 25	1:00pm - 3:00pm Copy: Outr
Feb 26	1:00pm - 3:00pm Copy: Outr 6:30pm - 7:30pm Copy: Publi
Feb 28	9:30am - 11:00am Copy: Speal

Public Events – Spread the Word!

- February 19 - Small Business Public Forum
9am - People's Bank, Franklin Park West, St. Albans
- February 20 – Introductory Webinar
12noon – VermontHealthConnect.gov
- March 5 - Town Meeting Day Outreach
Town halls and school gyms
- March 11-12 Exchange Prototype Demonstrations

Details to follow by e-mail