

Strategies & Approaches for Small Business Health Care Outreach & Engagement



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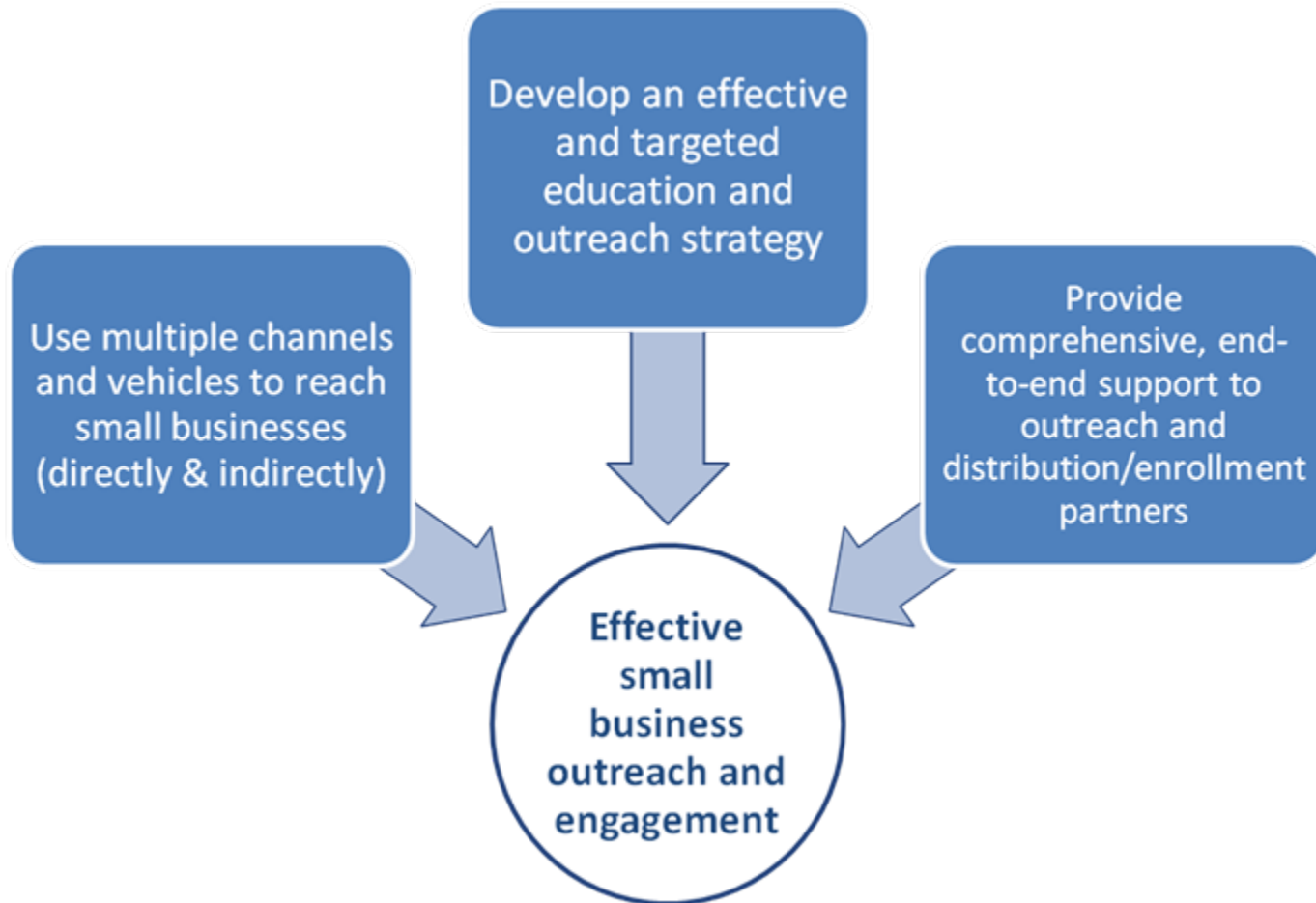
Setting context:

Small businesses and health care coverage

- Small business owners understand the importance of providing health care coverage
- Health care costs are the number one issue for small businesses; they pay 18% more than their large counterparts
- One in five is familiar with health insurance exchanges under the federal health reform

Small business outreach & engagement:

Three essential prongs





Develop an effective and targeted education and outreach strategy

- An overarching brand and theme
- Reflect and target the mix and diversity of potential members
- Continuously adjust to meet the changing needs of small businesses



Use multiple channels and vehicles to reach small businesses (directly & indirectly)

- Multiple audiences: employer, employee, and broker/agent
- Leverage a diverse marketing approach using multiple media
- Consider where target audiences live, work, and play

Provide comprehensive, end-to-end support to outreach and distribution/enrollment partners

- Keep partners abreast of policy, operations, and procedural changes
- Build on existing resources, networks, and channels
- A hands-on approach is crucial

Recommendations for a post-ACA world

- Outreach should begin prior to exchange opening
- Statewide themes, localized messages and outreach
- Consistent consumer experience and business processes are vital
- Constantly adjust to meet the ever-changing needs of target audiences