

**Help Insure the Uninsurable  
California's Pre-Existing Condition Insurance Plan  
PCIP Outreach Activities**

As of January 31, 2011, MRMIB and MAXIMUS completed the following Outreach Efforts

<b>Timeline</b>	<b>Outreach Effort</b>	<b>Program/ External Affairs</b>
April, 2010	Developed side-by-side comparison of state's high risk pool (Major Risk Medical Insurance Board) and state high risk pool (Pre-Existing Condition Insurance Plan)	External Affairs
April, 2010	Provided linkage on MRMIB website to federal PCIP website	External Affairs
August, 2010	Issued news release on PCIP rates and vendor negotiations; announcement of program start date; posted to MRMIB website	External Affairs
August 31, 2010	PCIP article for August EE/CAA Newsletter	Program
September, 2010	Announced availability of supplemental PCIP application to news media and posting on MRMIB website	External Affairs
October, 2010	Issued news release announcing opening of PCIP coverage	External Affairs
October, 2010	Develop program of PCIP newsletter articles and FAQs for newsletter requests (for disease-specific organizations and Legislative member use); completed first article on launching of PCIP.	External Affairs
October 28, 2010	Conducted a mass mailing to more than 3,300 Enrollment Entities, 6,500 Certified Application Assistants, 130 community Based Organizations and 400 Clinics/Hospitals announcing PCIP opening and requesting assistance in promoting the program. Mailing included a PCIP Outreach flyer, A Frequently Asked Questions Sheet and a PCIP Newsletter article template.	Program
October 29, 2010	PCIP article for October EE/CAA Newsletter	Program
November 11, 2010	Conducted targeted outreach via email mass mailing to more than 3,500 Agents and Brokers announcing that PCIP was open to enrollment and requesting assistance in promoting the program	Program
November 11, 2010	Disseminated survey asking Agent/Brokers for opinions on methods that would best help them assist and educate the public about the California PCIP, based on survey questions such as; 1) <i>Do you have any suggestions or comments to share about the application process?;</i> 2) <i>How would you prefer to receive information and program updates about PCIP?;</i> 3) <i>If the public needs assistance in filling out the application would you like your insurance business information displayed on the PCIP Website?</i>	Program
November 23, 2010	Implemented an incentive program of a \$50 payments to Agents and Brokers for successful PCIP enrollment that they assist	Program
December 10, 2010	Launched the PCIP Website including the Outreach Materials Tab – Individuals and organizations are able to download any of the outreach materials from this location including webinar materials.	Program
December 30, 2010	PCIP article for December EE/CAA Newsletter	Program
January 7, 2011	Launched the PCIP Facebook page	Program
January 12, 2011	Aired the 1st PCIP 101 Webinar for Agents and Brokers	Program
January 12, 2011	Posted the PCIP 101 Webinar on the Website	Program

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Future PCIP Activities include:

<b>Timeline</b>	<b>Outreach Effort</b>	<b>Program/ External Affairs</b>
February, 2011	Posting the recorded version of the PCIP 101 Webinar and Slides on the Website	Program
February, 2011	Regroup with legislative partners to focus on PCIP communications partnership	External Affairs
February, 2011	Begin pitching regionally-targeted PCIP stories	External Affairs
February, 2011	Develop Outreach Plan to include a combination of printed materials at key locations such as pharmacies	Program /External Affairs
February, 2011	Department of Health and Human Services (DHHS) in collaboration with MRMIB to conduct PCIP stakeholder event in Sacramento	Program
Mid/Late February 2011	Schedule and conduct 2nd PCIP Webinar	Program
Mid/Late February 2011	Launching PCIP Twitter	Program
Late February 2011	PCIP article for February EE/CAA Newsletter	Program
Late February 2011	Target Outreach to 34 Chronic Disease Associations (Attachment 1) - identify public affairs contact person and provide customized outreach support such as: 1) PCIP Flyer 2) Newsletter Article 3) FAQs 4) Promote PCIP Facebook 5) Webinar materials	Program
March, 2011	Target Outreach to 189 Community Based Organizations (Attachment 2) - identify public affairs contact person and provide customized outreach support such as: 1) PCIP Flyer 2) Newsletter Article 3) FAQs 4) Promote PCIP Facebook 5) Webinar materials	Program
March, 2011	Media publications via on-line newswires and recommendations from MAXIMUS	Program
March, 2011	Begin working in partnership with Legislature on communications efforts aimed at constituents	External Affairs
March, 2011	Continue pitching regionally-targeted PCIP stories	External Affairs
April, 2011	Target Outreach to Providers, Hospitals and Clinics - identify public affairs contact person and provide customized outreach support such as: 1) PCIP Flyer 2) Newsletter Article 3) FAQs 4) Promote PCIP Facebook 5) Webinar materials	Program
Late April 2011	PCIP article for April EE/CAA Newsletter	Program
Mid/Late May 2011	PCIP website available in Spanish	Program
May 2011/June 2011	PCIP Outreach Materials Guidelines	Program