

PCIP OUTREACH

UPDATE ON THE COORDINATED CAMPAIGN

August 2011

MRMIB External Affairs

MRMIB is contacting new and existing PCIP subscribers to ask for their participation in upcoming outreach events. On August 2, 2011, we conducted a news conference to announce new lower premium rates that resulted in broad media coverage. Concurrently, we are working with the U.S. Centers for Medicaid and Medicare Services (CMS) to conduct a series of statewide events highlighting PCIP. Articles continue to be developed for submission to disease-specific newsletters that will highlight PCIP benefits. Our legislative outreach activities include conducting a webinar to educate Assembly and Senate district office staff about PCIP and providing stories for member constituent newsletters.

PCIP Administrative Vendor

MAXIMUS recently hired an outreach specialist to work on PCIP. Our efforts continue with ongoing published communication in the bi-monthly PCIP newsletter and Healthy Families Program newsletter, updates via social media including Twitter and link to Facebook. Three more live webinars are planned for insurance agents/brokers. A continuing education course was

California Pre-existing Condition Insurance Plan (PCIP)

Messaging for the PCIP advertising campaign includes four key elements: Availability, Eligibility, Affordability and How to Apply. Our ads will contain a tagline: We've got you covered.

"Is a pre-existing medical condition keeping you from getting health insurance? We've got you covered."

The primary ad campaign focus is on women age 30 - 65 and includes a special focus on ethnic communities.

developed and credits remain available for licensed agents/brokers. At the completion of the consolidated application development, we will record a webinar for self-study/certification. PCIP is developing and in September will make available to stakeholders several types of collateral materials to include brochures, flyers, material folders and business cards. Target marketing to disease management and community based organizations, hospitals, health centers and private physicians will continue over the next year including a special focus on ethnic communities. Many of these organizations published PCIP newsletter articles and established a link to www.pcip.ca.gov. We are also expanding our PCIP application assistance program to include entities that are eligible to participate in the Healthy Families Program; these include community-based organizations, health care providers, and tax preparers, among others. These entities may receive reimbursement for each success enrollment. We are proposing to increase the reimbursement from \$50 to \$100.

Advertisement

On-line presence includes search engines and placement ads, radio ads in Los Angeles and San Jose market, outdoor billboards near hospitals, and radio ads in 552 Walgreen pharmacies (over 90% of all Walgreen stores) will round out the outreach campaign. Other venues under consideration are ads with take away leaflets located on blood pressure machines stationed in grocery store pharmacies and specialized publications such as diabetes wellness magazines distributed in grocery store pharmacies.

Unfortunately, a precise profile of the pool of people who are eligible for PCIP but not enrolled does not exist. Many states are focusing on women, partially because they are enrolling in greater percentages and because women tend to be the health insurance decision-makers in the family. Several of our program requirements have implications for target advertisement. Specifically:

- Applicants may not be enrolled in Medicare Part A and Part B. Hence, the vast majority will be under 65.
- Applicants must be legal residents. Hence, a disproportionate percentage of our audience is English speaking.
- Enrollees must pay a substantial premium and the Federal government allows no subsidies. Hence, fewer are low income.

The profile of current PCIP subscribers supports these patterns. Nonetheless, our campaign takes a multi-pronged approach to reach California's diverse population and allows for the possibility that the enrolled population may be somewhat different from the not enrolled but eligible population.

Of note: In our Los Angeles radio buy, 24% of the audience is Latino and 6% is African American. The ad will create over 3,000,000 impressions among Latinos, and about 760,000 among African Americans. In the San Jose radio buy, about 14% of the audience is Latino, and the ad will create about 120,000 impressions among Latinos.

Office of AIDS

Beginning in September 2011 a coordinated effort will commence to enroll into PCIP some clients of the AIDS Drug Assistance Program (ADAP). Training to ADAP eligibility workers on how to fill out an application occurred in early August. We expect a wide ethnic diversity of enrollment from this population.

Of note: Statistics from San Francisco Dept. of Public Health show that of all HIV cases in CA, Whites account for 46.7%, followed by Hispanics at 29.2%, and African Americans at 18.9%.

PCIP OUTREACH ACTIVITIES SCHEDULE

2011/12	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
External Affairs	Subscriber Recruitment											
	8/2 Press Event											
	CMS Outreach Campaign											
	Disease Specific Newsletter Articles											
	Legislative											
PCIP AV	PCIP Newsletter: Alternating with HFP newsletter											
	Webinar: Ongoing, continued education credits avail to agent/brokers as of May											
	Collateral Materials: Brochure, holder, folder, business cards											
	Expanding Reimbursement Criteria: Include HFP EEs											
	Increase Reimbursement for App-Assist: \$50 to \$100											
	Disease Management Organizations: Ongoing, link on website, newsletter article, events											
Advertisement	Online: Search Engines and Placement Ads											
	Radio											
	Outdoor Billboards: Near Hospitals/Clinics											
	Pharmacy: 30 sec radio ads in Walgreen (3 x hr.)											