

# PCIP OUTREACH

*March 2012*

## 2011 Coordinated Campaign - August 2011 through February 2012.

During the 2011 PCIP Outreach Campaign MRMIB expanded outreach strategies for the Pre-Existing Condition Insurance Program (PCIP) to include Contact Campaigns and Events, Printed Materials, Website Enhancements and Online, Print and Radio media. The goal of these strategies was to increase awareness of PCIP, create partnerships with additional insurance agents/brokers, stakeholder organizations and the general public; ultimately increasing enrollment in the program.

The 2011 PCIP Outreach campaign strategies have been highly successful in creating awareness and enrollment momentum for the PCIP. During the 2011 campaign, California's PCIP reached a milestone and became the nation's largest PCIP program.

Agenda Item 8.e.

3/21/12 Meeting

## California Pre-existing Condition Insurance Plan (PCIP)

Messaging for the PCIP advertising campaign includes four key elements: Availability, Eligibility, Affordability and How to Apply. The ads 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.

## External Affairs

MRMIB contacted PCIP subscribers interested in providing third-party testimonials to members of the news media. This effort resulted in PCIP subscribers participating in many interviews with media throughout the state. MRMIB issued two media advisories and eight news releases, each focusing on specific milestones and highlights of the program. These media advisories and news releases dealt with numerous subjects, including: premium reductions, the program's first anniversary, additional funding and enrollment milestones.

Media covering California's PCIP has included: the Los Angeles Times, San Francisco Examiner, Fresno Bee, Sacramento Bee, San Bernardino Sun, Ventura Star, KQED radio, California Healthline, Huffington Post, Sacramento Business Journal, Santa Cruz Sentinel, NBC News Los Angeles, Bakersfield Californian and Kaiser Health News. A 90-day span during the reporting period was analyzed to determine the value of news media earned for the program. From October 25, 2011 -January 25, 2012, the value of earned media during the period totaled nearly \$400,000.

Legislative outreach activities included working with the Speaker's Office of Member Services to develop a program for member district offices that included a PCIP news alert, description of the program, sample opinion-editorial piece and outreach event suggestions. This program is ongoing and will eventually include all member offices from the Senate and the Assembly, as well as the California Congressional delegation. Additionally, MRMIB is making available to each member office an informational packet that will guide users on how to obtain PCIP enrollment materials for their district offices to better serve constituents.

## PCIP Administrative Vendor

During the 2011 campaign, through efforts of the PCIP Outreach Coordinator:

- Over 1,200 organizations partnered with PCIP. These organizations ranged from ethnic and disease management, hospitals, clinics, pharmacies, community-based organizations and libraries.
- Developed and distributed PCIP Outreach printed materials to the organizations:
  - 230,000 PCIP Tri-fold Brochures
  - 1,100 brochure holders and
  - 15,000 PCIP Business Cards
- 1, 678 application assistance payments were made to Agent/Brokers.
- The PCIP application assistance program expanded to include Enrollment Entities (EEs) that are eligible to participate in the Healthy Families Program
- 249 Agent/Brokers earned Continuing Education credits through the PCIP 101 Certification course
- 387 CAAs received PCIP certification through passage of the PCIP 101 Certification course.
- 6 Bi-monthly PCIP Newsletters were published and posted to the PCIP website. PCIP mails out 3,000 newsletters per month.
- PCIP social media is created and maintained. PCIP has 445 Facebook and 45 Twitter followers.

## Advertisement

The federally paid media campaign began on August 8, 2011 and ended February 29, 2012. The communications vehicles used in the campaign included:

- Online ads (using word search and display ads);
- Radio ads (in Los Angeles, San Jose, Riverside and Fresno);
- Radio ads in pharmacies;
- “Take-ones” leaflet ads on pharmacy blood pressure machines;
- Print ads in health magazines distributed in pharmacies;
- Outdoor ads; and
- Print ads in provider publications.

The campaign has been highly effective in increasing the number of visitors to the PCIP website, increasing the volume of calls to the PCIP toll-free line and increasing the number of PCIP applications submitted. Results of the campaign show:

- PCIP website visitors increased by 142%
- Call Center call volumes increased by 88%
- Average daily number of applications submitted increased by 62%
- February 2012 monthly enrollment increased 142% over the monthly enrollment six months prior to the campaign

This data supports the campaign’s success in creating awareness and enrollment momentum for the PCIP.

The “How Heard” surveys support and track the success of the outreach campaign with responses from the PCIP application, PCIP website visitors, and PCIP toll-free line callers. It provides data on the top ways people heard about PCIP which include the online ads, targeted radio ads, radio ads in pharmacies as well as word of mouth through friends and relatives. This indicates the awareness created by the campaign is also spreading and indicates the need to continue this campaign.

## 2012 Consolidated Campaign

### PCIP Administrative Vendor

MAXIMUS' 2012 outreach efforts will focus on activities involving people who directly serve and communicate with potential PCIP subscribers. These activities will include working with hospitals' and clinics admissions and insurance billing offices; hospitals and clinics' communication centers to provide a PCIP turn-key web page to place on the facilities' website and more face-to face meetings and presentations with medical group professional associations such as the California Association of Physicians Group. These areas will be targeted through current and future contacts, researching published databases of California medical professional associations, hospitals and clinics. throughout the state of California. As part of the outreach to this target market, PCIP presentation tours t to meet with key hospitals, associations and medical clinics will be planned. Hospitals and clinics that are "in-network" with PCIP will also be a part of this target group.

The Spanish version of the PCIP website will be launched in April 2012 . In addition, in April, PCIP is developing and will make available to stakeholders the PCIP collateral materials, brochures flyers and business card, in Spanish.

Continuing efforts include:

- Increasing EEs, PCIP Certified CAAs and Insurance Agent/Brokers that receive continuing education credits;
- Publication of the bi-monthly PCIP Newsletter and Healthy Families Program Newsletter;
- Social Media Updates including Facebook and Twitter.

## 2012 Paid Media Campaign

The 2012 paid media campaign will include:

### Radio and Cable Television

-	English Radio	Spanish Radio	Cable TV
Bay Area (except SF)			x
Fresno		x	maybe
Los Angeles	x	x	
Riverside/San Bernardino			x
San Diego	x		maybe

- a. Cable television: Television ads reach people in an impactful and emotional way.
- b. Targeted radio ads (English and Spanish)

### Mobile Ads (English and Spanish)

- a. Ads sent to the individual's mobile phones. Allows PCIP to reach the growing number of people who rely on phones for all their digital connections including a direct link to call the PCIP toll-free line with the push of a single button.

### Online ads (English and Spanish);

- a. English online ads includes search engines and placement ads;
- b. The Spanish on-line ads will be new to the campaign and will be pre-roll ads, which are 15 or 30 second TV ads that run online.

### Pharmacy radio ads (English)

- a. 30-second ad in Walgreens Pharmacies In-Store Broadcast Network.
- b. Ads run in 552 California Walgreen pharmacies, 3 times per hour