“One, Mississippi”
Branding & Messaging
These slides represent options and recommendations, not actual advertisements.

Marketing Communications Strategic Development: Branding/Positioning/Prototype Messaging

One, Mississippi™
Strategic Positioning Lines
These slides represent options and recommendations, not actual advertisements.

Positioning Line, Option A

One, Mississippi
Your Health Insurance Exchange

Count Me In
Rationale

Count Me In

- References the “One, Mississippi” brand’s counting convention
- It’s a positive, first-person advocacy of the exchange
- Suggests there’s something advantageous about using the exchange
- Its anticipatory tone works in pre-site launch materials
- Enables the testimonial-style advertising to feature a broad cross-section of Mississippians
Positioning Line, Option B

A Better Way to Play the Game
Rationale

A Better Way to Play the Game

• Alludes to the most iconic use of the “One, Mississippi” brand’s counting convention—the game of Hide & Seek

• Acknowledges that shopping for/securing the best deal on health benefits is a game with winners and losers, and that the exchange is a more advantageous way to play it

• Establishes “One, Mississippi” as a new alternative to shopping multiple health insurance carriers
Positioning Line, Option C

Search It. Find It. Buy It.
Search It. Find It. Buy It.

- Three simple action statements that describe the user experience of the exchange; their brevity underscores its ease-of-use and how it expedites the process
- “Search It” addresses the comparison-shopping aspect of the exchange
- “Find It” alludes to the “One, Mississippi” brand’s counting convention and its connection to the game of Hide & Seek
- “Buy It” explains that you can complete the transaction
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Positioning Line, Option D

One Site Fits All
Rationale

One Site Fits All

• A play on “One Size Fits All,” the one-word edit calls attention to the phrase and favorably alters the meaning

• The redundancy of “One” in the brand and positioning line aids memorability and reinforces the brand

• “Site” highlights the Web-based nature of the exchange, a key to its ease of accessibility and comparison shopping functionality

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Prototype Advertising Look and Feel
These slides represent options and recommendations, not actual advertisements.

Teaser Outdoor

Where2GetOne.com
These slides represent options and recommendations, not actual advertisements.

Teaser Outdoor

LetsAllBeOne.com
These slides represent options and recommendations, not actual advertisements.

Teaser Outdoor

SeeOneSeeAll.com
Introducing your one-stop comparison shop for healthcare benefits.

One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.

This is not real copy. It is, however, intended to show what real copy would look like when.
These slides represent options and recommendations, not actual advertisements.

Teaser Outdoor

Count Me In.
These slides represent options and recommendations, not actual advertisements.

Payoff Outdoor

Count Me In.
One, Mississippi
Your Health Insurance Exchange
These slides represent options and recommendations, not actual advertisements.

Out-of-Home Media

A Better Way to Play the Game

Ball Park Signage

Count Me In.

Transit

SEARCH IT. FIND IT. BUY IT.

Mississippi’s Own One-Stop Shop For Health Coverage

Poster
One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.

Introducing an easy-to-use online marketplace to one-stop comparison-shop for health benefits.

*One, Mississippi* makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.
With One, It’s Done.

Introducing an easy-to-use online marketplace to one-stop comparison-shop for health benefits.

One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.

Count Me In.

One, Mississippi Your Health Insurance Exchange
One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.

Introducing an easy-to-use online marketplace to one-stop comparison-shop for health benefits.

One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.
One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.

Introducing a one-stop comparison-shop for health insurance you can count on.

One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.

A Better Way to Play the Game
One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.
What is One, Mississippi™?

- Your internet-based one-stop shop for health insurance – similar to Travelocity® or Expedia® for health plans
- An easy-to-use, easy-to-understand online marketplace for major medical health insurance, where individuals and small businesses can comparison shop for health benefits
- Only qualified health plans certified by the Mississippi Department of Insurance will be available through the Exchange
- One, Mississippi will be a free market, competitive solution administered by the State

Why we need One, Mississippi.

- To increase access to and transparency of health insurance in Mississippi
- The Patient Protection and Affordable Care Act requires that a health benefit exchange be in place for each state by 2014
- If Mississippi does not create its own exchange, the Federal Government will operate one for the State
- Mississippis believe the people of this State are best equipped to design and regulate an Exchange that meets their needs

For Mississippis, By Mississippis.

- Mississippi is a leader among states in developing its own Health Insurance Exchange
- Mississippi is one of only a few states in the nation making significant progress in developing its own Exchange

Visit [www.OneMississippi.com](http://www.OneMississippi.com) to get started.

Count Me In

One, Mississippi is regulated by the Mississippi Insurance Department
Introducing your one-stop comparison shop for healthcare benefits.

One, Mississippi makes it easy for individuals and small businesses to shop and compare a wide range of competitively priced, private health coverage options. Administered by the State, this free market, competitive solution puts the information you need to make informed decisions, all in one place.
Social Media

Facebook

One Site Fits All

Twitter
Other Mission-Critical Action Steps

- Television Advertising .................. Cable and local affiliate networks
- Radio Advertising
- Print Advertising ......................... Newspaper and Magazine
- Outdoor Advertising ..................... Bulletins and Posters
- Digital Advertising ....................... Microsite, Web Banners, Social Media, YouTube video content
- Out of Home Media ....................... Signage, Posters, Transit, Promotional Items
- Public Relations Sponsorships
The previous slides represent options and recommendations, NOT actual advertisements.
Adoption of Final Recommendations on Essential Health Benefits
Outreach & Education: Mississippi Demographics
Outreach & Education

Awareness

– Notifying the general public that a health insurance exchange has been established in Mississippi

Knowledge

– Broadly disseminating information about the exchange

Understanding

– Facilitating public understanding of how and why they should access the exchange
Target Populations

Small Businesses

– Beginning January 1, 2016, this will include businesses with up to 100 employees

Individuals

– Persons with incomes below 138% Federal Poverty Level (FPL) will be part of the Medicaid expansion population
– Persons with income between 138% FPL and 400% FPL will be eligible for premium subsidies
Private-Sector Businesses

- Less than 10 employees: 31%
- 10-50 employees: 16%
- More than 50 employees: 53%

Source: meps.ahrq.gov
Number of Private-Sector Employees

<table>
<thead>
<tr>
<th></th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses with less than 50 employees</td>
<td>227,737</td>
</tr>
<tr>
<td>Businesses with more than 50 employees</td>
<td>556,442</td>
</tr>
</tbody>
</table>

Source: meps.ahrq.gov
Of the small businesses that offer health insurance, only 85% of full-time employees are actually enrolled.
Insured vs. Uninsured Population

550,700

2,326,800

Mississippians

Source: statehealthfacts.org
Total Mississippi Population by Income (FPL)

- **1,117,000 (39%)** <138%
- **665,700 (23%)** 139-250%
- **472,300 (16%)** 251-399%
- **622,600 (22%)** 400%+

Source: statehealthfacts.org
Uninsured Population by Income (FPL)

- <138%: 328,200 (60%)
- 139-250%: 122,100 (22%)
- 251-399%: 55,800 (10%)
- 400%+: 44,600 (8%)

Source: statehealthfacts.org
21% of Mississippi is below 100% FPL (13.5% national)

- Highest Poverty Rates:
  - Holmes County (42.7%)
  - Issaquena County (42.7%)
  - Leflore County (41.6%)
80% of Mississippians 25 years and older have a high school degree or higher (85% national)

- Lowest Education Rates:
  - Issaquena County (59.7%)
  - Humphreys County (62.9%)
Mississippians’ Understanding of a Health Insurance Exchange

- Understands Purpose of an Exchange:
  - Small Business: 11%
  - Individuals: 7%

- Interested in Learning More:
  - Small Business: 73%
  - Individuals: 64%
Questions for Subcommittees

• What marketing channels should the state engage in to raise awareness of an exchange and consumer options?

• What elements should be included in public relations and advertising campaigns to drive enrollment in the exchange?

• What points of contact should be made (e.g., schools, churches, community centers, etc.)?
Overview of PPACA Navigator Program
Navigator Program

• Navigator Qualifications
• Navigator Duties
• Navigator Compensation
• Navigators, Producers, and Mississippi Law
• Certification and Training
• Expected “Help” from HHS
Questions for Subcommittees

• What are the important issues that need to be included in the training program for Navigators?

• What are the important issues that need to be included in the licensure/certification program for Navigators?

• What type of oversight should be required and who should be charged with this oversight?
Outreach, Education, Adoption, & Enrollment: Initial Findings & Comments from Subcommittees
Navigators

Role of a Navigator

– A navigator’s role is distinct from the role of a producer

– Navigators should provide education and information to individuals about the Exchange

– Navigators should NOT enroll consumers in health plans

– Once an individual is ready to enroll, Navigators should transition them to the appropriate contact

Certification vs. Licensure

– Certification is favored over licensure

– Some subcommittees suggested pre-certification requirements (e.g., background & credit check)
Navigators

Training Program

– Training program should balance rigor with accessibility

– Training should be comprehensive

– Navigators should be trained in the following areas:
  • HIPAA compliance
  • Consumer protection standards
  • Exchange processes
  • Terminology
  • Eligibility requirements
Communications & Marketing

Utilization of Diverse Marketing Efforts

– Traditional marketing mediums
  • TV
  • Print
  • Radio

– Grass-Root Efforts
  • Churches and faith-based groups
  • Community health centers
  • Colleges and universities
  • Libraries
  • State agencies
  • Business associations
  • Medical offices & associations
  • Professional associations
  • Public and sporting events
  • Chambers of commerce
  • County supervisors
  • Community organizations
Communications & Marketing

Messaging

– Keep it simple
  • Easy to understand (4th grade reading level)
  • Easy to remember
  • Easy to relate to

– Subcommittees suggested that the message should focus on three main points:
  • Exchange’s ease of use
  • Consumer’s ability to choose a tailored plan
  • Transparency
Mississippi Health Insurance Exchange Advisory Board

Mississippi Insurance Department
Commissioner Mike Chaney

June 13, 2012
Jackson, Mississippi