Healthy Michigan Plan Partner Outreach Update

MARCH 28, 2014
11:00AM

THE WEBINAR WILL BEGIN SHORTLY.
ALL PARTICIPANT PHONE LINES ARE MUTED AT THIS TIME.
For technical assistance during the webinar please type a question into the questions box on your GoToWebinar control panel.
Webinar Agenda

- **THE APRIL 1 ENROLLMENT TIMELINE**
  - Phillip

- **MI BRIDGES TRAINING AND COMMUNITY PARTNER PROCESS**
  - Jeanine

- **HEALTHY MICHIGAN PLAN PAID ADVERTISING TIMELINE AND PLACEMENT**
  - Angela

- **HEALTHY MICHIGAN PLAN EARNED MEDIA AND TOOLS**
  - Angela

- **SUPPLEMENTAL OUTREACH MATERIALS AND TEMPLATES**
  - Ruthanne

- **LOCAL ASSISTER COORDINATION**
  - Phillip

- **ENROLLMENT PROGRESS REPORTING**
  - Phillip

- **SCHEDULING SUBSEQUENT PARTNER UPDATES AND TRAININGS**
  - Phillip
Enrollment Timeline

- The Healthy Michigan Plan will be open for Michiganders to enroll on April 1st
- Consumer Website:
  - [www.healthymichiganplan.org](http://www.healthymichiganplan.org)
- Consumer Phone Number:
  - 855-789-5610
- Your HMP questions:
  - [healthymichiganplan@michigan.gov](mailto:healthymichiganplan@michigan.gov)
- All Healthy Michigan Plan applications should be submitted using the MI Bridges system
  - Online applications should be utilized as much as possible
  - Try to help minimize traffic to DHS offices
MI Bridges Navigation Partners

- Providing technical assistance and one-on-one assistance in completing MI Bridges applications
- MI Bridges Community Partner and Navigation User ID applications submitted to MDHS
- Individuals providing assistance must successfully complete MBA and MI Bridges Navigation Training
Becoming a MI Bridges Navigation Partner

- Complete MI Bridges Community Partner Application
  - Submit application to: DHSCommunityPartners@Michigan.gov or fax to (517) 335-4624

- Staff/volunteers who will be providing one-on-one MI Bridges assistance at your agency must
  - Submit a Navigation Partner User ID Application to DHS

- All MI Bridges Community Partner Application Materials are posted on the MBA Become a Partner page:
  - www.mibenefitsaccess.org/partners/become-a-partner
Requests a MI Bridges Navigation Training

- Staff/volunteers who will be providing one-on-one MI Bridges assistance must complete the MBA/MI Bridges Navigation Training provided by the Michigan Association of United Ways.

- To schedule an MBA/MI Bridges Navigation training,
  - Submit a Training Request Form to Jeanine Stanley at jstanley@uwmich.org
  - Training requests must be submitted two weeks prior to proposed training dates
  - At least 8 individuals must register to keep training date

- The Training Request Form is posted to the MBA In-Person Training Web Page:
  - www.mibenefitsaccess.org/partners/training/in-person-training
Healthy Michigan Plan
Partner Update
Michigan Department of Community Health
Introduction

• Healthy Michigan Plan will begin April 1
• MDCH will roll out a comprehensive marketing and earned media campaign that will include television, cable, radio, online, outdoor, transit and minority advertising
• Campaign will focus on how the Healthy Michigan Plan will work to improve the health status of Michigan residents
• This is an important message consistent with the Governor’s 4 x 4 plan and focus on healthcare
Enrollment Process

How to Apply - Three Options

• Online at www.michigan.gov/mibridges
• By Phone at (855) 789-5610
• In Person at local Department of Human Services offices

Online Resources - Beginning April 1

• For Providers: www.michigan.gov/healthymichiganplan
  o Provider policies, waiver amendment and state plan amendments
• For Beneficiaries: www.HealthyMichiganPlan.org
  o Eligibility, How to Apply, Plan Coverage Information
Goals & Objectives

• **Goals**
  - Build awareness of the Healthy Michigan Plan designed for low income working Michigan adults below 133% of the federal poverty level
  - Create a healthy, more productive workforce

• **Objectives**
  - Build and grow website traffic, leading to successful enrollment
  - Drive potential customers to the toll-free number to learn more and apply
  - Engage both public and private sector throughout the state to increase awareness of the availability of the new plan
Target Audience

• **Primary**
  - Adults currently NOT eligible for Medicaid or Medicare, or enrolled in Medicare, and are at or below 133% of the federal poverty level

• **Secondary**
  - Business Community, including trade groups and associations
  - Community Outreach organizations that serve the working poor
  - Faith-based Community
  - Healthcare Community, including insurance carriers
  - Labor Unions
  - Earned Media
Tactics

• Use TV, radio, print, social media, and digital messages to consistently deliver the message in an easy to understand and actionable campaign

• Provide a toolkit to easily share tactics with public and private partners, including community-based agencies that serve a critical portion of the low-income population

• Host community events in collaboration with partners across the state to encourage and assist in enrollment
Partner Toolkit

- Sample Newsletter Articles
- Sample Facebook and Twitter Updates
- Sample Email
- Website Banner and Button
- Print Materials including:
  - Postcard
  - Flyers
  - Brochure
  - Print Ads
Media Campaign

- TV, Cable, and Radio
- Google Search and Website Interactive
- Outdoor Billboards and Transit
- Minority Print Publications
- Social Media
- Earned Media
- Grassroots Partner Outreach
Media Campaign

I have health insurance now.

I quit smoking.

I got a mammogram.
Media Campaign

More people are getting health insurance.

You can too.
Do you need health insurance? The new Healthy Michigan Plan is now available and works for more people’s budgets. See if you qualify now.

More people are getting healthy with the Healthy Michigan Plan.

## Media Campaign

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**HEALTHY MICHIGAN PLAN**
Local Assister Coordination

- Please familiarize yourself with all of the partners and local colleagues providing outreach and enrollment assistance services
  - [www.enrollmichigan.com/assistance-by-region](http://www.enrollmichigan.com/assistance-by-region)
  - [www.mibenefitsaccess.org/partners/find-an-mba-partner](http://www.mibenefitsaccess.org/partners/find-an-mba-partner)
  - [www.localhelp.healthcare.gov](http://www.localhelp.healthcare.gov)

- Work together, talk, share strategies, let each other know what you are up to
  - There’s lots to do, let’s make the most of one another by maximizing our impact
Enrollment Progress Reporting

- We are working with DCH and DHS partners to ensure enrollment data is shared with partners to measure progress
  - We believe this data will include some localization
- MPCA will report this information on our blog in regular intervals and share with partners
  - MPCA has been blogging about Marketplace enrollment progress ([http://bit.ly/1g5dTlc](http://bit.ly/1g5dTlc)) and will strive to provide similar context for the Healthy Michigan Plan
Partner Outreach Materials and Templates

- Materials from MDCH
  - www.michigan.gov/healthymichiganplan (Tentative)

- Supplementary Materials
  - www.enrollmichigan.com/partners/enroll-michigan-materials

- If you are part of a network, check with that network for even more materials and templates
  - For example, www.m pca.net/oetoolkit
  - Or, www.mha.org/mha/health_reform.htm
Healthy Michigan Plan

Healthy Michigan Plan Handbook

The Basics
- Healthy Michigan Plan is a new affordable healthcare program through the Michigan Department of Community Health (MDCH) for lower-income adults.
- The Healthy Michigan Plan is a Michigan health insurance plan created specifically for 477,000 people who are employed in Michigan who can’t afford health insurance today. It is not a federal government plan.
- It is an affordable and high-quality health insurance plan created by Michigan nurses, hospitals, doctors, business leaders, and leaders from all political parties (including Democrats, Republicans and Tea Party supporters).
- The Healthy Michigan Plan will open for enrollment April 1, 2014. Enrollment will not close; individuals may apply any time they believe they may be eligible.
- When the Healthy Michigan Plan enrollment opens individuals will be able to apply online at www.healthy michiganplan.org by calling 1-855-789-8816, or in person at their local Department of Human Services office. In addition, they can get help completing the application by contacting the Enroll Michigan coalition (www.enrollmichigan.org) or calling 1-877-466-GetHelp (4384).

For More Info or to Apply Online Visit www.healthy.michiganplan.org

Call (111) 222-3333 or email person@domain.org to get help enrolling today!
Scheduling Subsequent Partner Events

- Please participate in the poll!
  - Four questions total, they will appear on your screen one by one
  - You’ll have 20 seconds each to answer the poll question
Question and Answer Session

**Raise Your Hand**
- Click the “Raise My Hand” Button on your GoToWebinar Control Panel
- Staff Will Un-Mute Your Phone Line
- Introduce Yourself and Ask Your Question

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Questions?
THE WEBINAR HAS CONCLUDED