

small business

Advisory Committee

April 9, 2019



Agenda

- D.C. Visit Recap
- SHOP Strategy Development Team Introductions
- Working Session for Committee



D.C. Visit Recap

James Michel, Tony Crowe, John Carbone



SHOP Strategic Development Team

BJM Solutions

- Dr. Fred McKinney
- Dr. Gerald Jaynes

Mintz + Hoke

- Amanda Garner
- Kara Mitchell





A healthy discussion on strategic services.



Mintz + Hoke



47 years old

54 M+H'ers

31 clients

12 years client tenure

4x Top Workplace





































Strategic planning process.

DISCOVERY

Set direction Competitive smarts

STRATEGY

Selling messages Communications planning

JUMP START

Initial creative development

CREATIVE & PLAN DEVELOPMENT

Alternative creative concepts

Create tactical plan

IMPLEMENTATION

Produce materials Implement plan Monitor campaign

Deliver

Core team kick-off/deep dive to define goals, challenges.

to define goals, challenges, deliverables and set accountability.

Audit research/data dig/

competitive review of any intelligence available from completed market research and perform competitive assessment.

Stakeholder interviews and external research to gain first hand perspective and better

understand strategic implications.

Deliver:

Buyer Journey tracking route to initial contact/sale and beyond.

Brand Expression concepts articulate value propositions.

Message platform defines overall selling message and audience specific selling messages.

Measurement plan and tools.

Deliver:

Broker engagement tactics identified and recommended for first round launch.

Preliminary collateral development to support launch tactics.

Recommend small business support events/resources to reach and engage with key business owners/influencers. Deliver:

Creative concepts exploring message and delivery ideas.

Identify tactics and content to fulfill each phase of Buyer Journey.

Integrated plan detailing implementation and budget.

Deliver:

Final creative tactics and materials.

Launch campaign and ongoing measurable marketing support.

Performance report against established metrics.

Timing 9-12 Weeks 3-4 Weeks 4 Weeks Ongoing

SHOP Strategic Development Goals

- Develop a detailed strategy to:
 - Build enrollment in SHOP by 200-400% over 2 years
 - Implement a business development approach
 - Identify operational and internal efficiencies to address the Exchange's ability to grow
 - Understand what types of ancillary products AHCT should sell through a subsidiary



Working Session



Adjournment

