

access  
health CT



small business

# Advisory Committee

September 18, 2019



# Agenda

- Call to Order and Introductions
- Public Comment
- Review and Approval of Minutes
- SHOP Director Update
- Mintz+Hoke
- Next Steps
- Adjournment



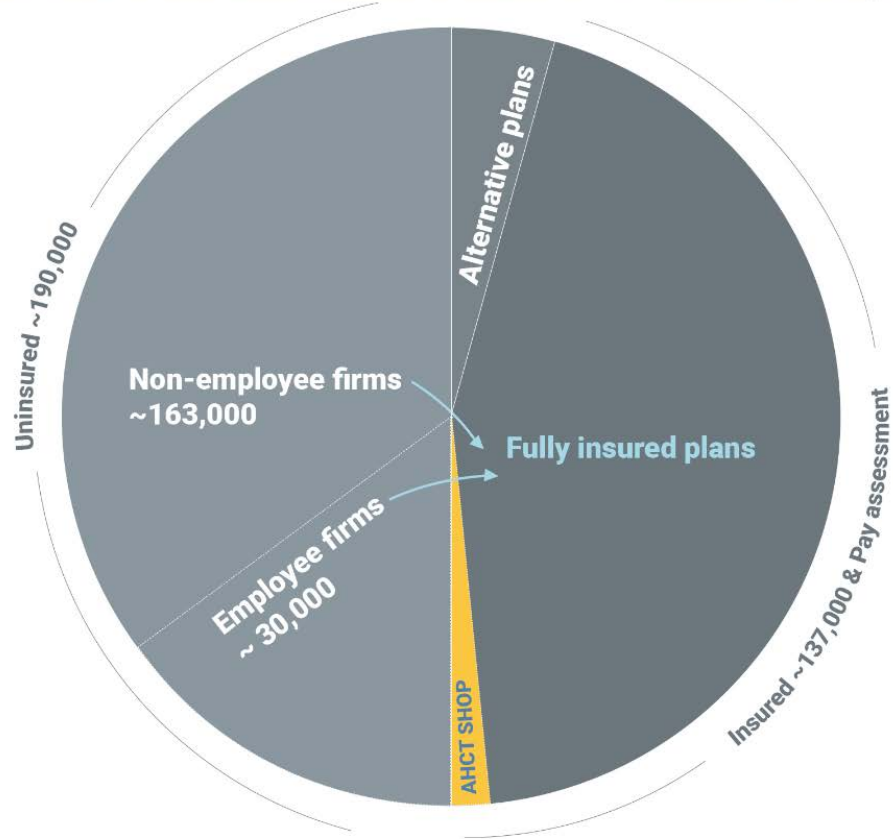
# AHCT SHOP Advisory Meeting

Message and Campaign Development  
Sept 18, 2019

# Agenda

- Defining our Audience
- Positioning SHOP
- Short-term + Long-term Approach

~330,000 total small businesses in state of CT under 20 employees



# Defining our Audience

The audiences we want to reach with our communications:

- Broker
- Uninsured Small Business Owner
- Carrier
- Providers

# Positioning SHOP

**AHCT Small Business is focused on getting uninsured business owners and their employees committed to their health and well-being by providing assistance and guidance and a clear pathway to getting the coverage they need.**

# Short-Term + Long-Term Approach

## Short-Term

Engage brokers to educate around ACA opportunities for this enrollment cycle to make coverage possible for uninsured small business owners.

## Long-Term

Engage full audience group to support us in the pursuit to reach, educate and convert this hard to move population—the uninsured small business owner.



# Short-term Campaign

Developed short-term campaign focusing on the **Enrollment Waiver Period** between November 15<sup>th</sup> – December 15<sup>th</sup>

## Jump Start with Brokers

- Group and 1:1 discussions with John Carbone
- Email announcement of Enrollment Waiver period to all brokers
- Webinar series starting with a focus on the Enrollment Waiver period

# Long-term Campaign

Long-term campaign focused on **new message** and **recommitment to mission**.

Campaign currently in development and will focus on **long-term growth, collaboration, and educate** small business owners and brokers.

**Thank You**

# Adjournment