




# Access Health CT SHOP Advisory Committee Meeting

July 26, 2022

access health CT 

# AGENDA:

- A. Call to Order and Introduction
- B. Public Comment
- C. Review and Approval of Minutes
- D. Rate Filing Overview 2023
- E. Discussion of 2023 Marketing Plan for AHCT SHOP
- F. Adjournment

# FY22 Marketing Campaign Recap

The integrated marketing approach for FY22 continued to focus on reaching **small business owners** and **brokers** through a mix of paid, earned, owned and shared media.

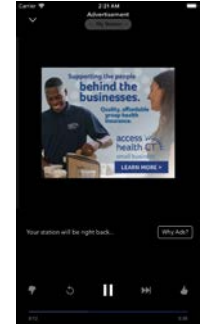
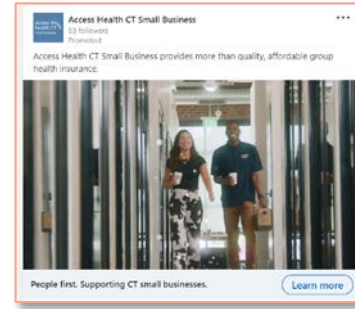
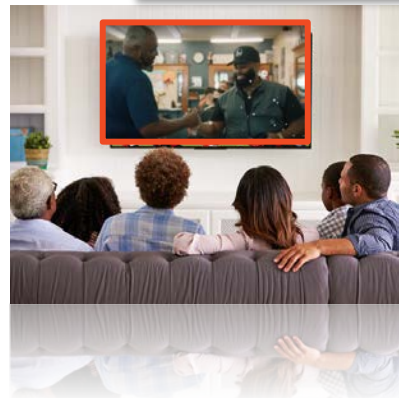
**Campaign goals:** Build awareness of Access Health CT Small Business in order to grow new membership through increased leads and connections, retain current membership (annual renewals) and increase leads and connections with new and existing brokers.

**Media campaign timing:** October 2021-June 2022

**Campaign messaging and creative approach:** “Coming Together” campaign centered around the Access Health Small Business team out in the community, supporting employers and employees as a trusted partner and resource.



# FY22 Creative Snapshot





# FY23 Marketing Campaign Approach

We plan to bring an elevated focus to our lead generation efforts throughout the year. In addition to our core foundational owned, earned, shared and paid media elements that are built into the plan; we've outlined new opportunities for each as well as additional tactical ideas and evolved messaging + creative approaches to be more call-to-action oriented. These are 3 overall themes that we would like to incorporate into marketing this year:

- From this point forward, tactics and media are going to be focused on meeting the business owner where they are. We will explore partners, communities, groups, and otherwise that we know have a following and the ability to reach business owners on their level. This means a transition from broader reach, awareness tactics and a need to go a level deeper on targeting. The team will need to continuously evaluate geography and industries to optimize the campaign performance.
- One of the biggest sources of lead generation can be through advocacy. Referrals. We need to institute more tactics that incorporate the client/business owner POV directly. Again, speaking to them on their level – it's one thing for us to say it but the level of confidence and assurance from another business owner that is faced with similar challenges goes a step above.
- This year is going to be more feet on the street to drive leads/meet these business owners where they are. There will be an amplified focus on identifying business expos, job fairs, community events that have the potential to create conversations and drive leads. Also exploring other physical opportunities such as radio villages, networking functions, and partnering/creating unique events.

# Our Audiences

"If I hire somebody, I want to be able to offer them insurance, benefits – **so they feel taken care of and I'm able to retain them; and bring in more people while I grow my business.**"

"Being able to provide healthcare for our employees and having that as part of who we are, **was just as important as the business we chose to open.**"

"The ability to offer health insurance to our employees **has certainly been a huge draw for the candidates we've been interviewing.**"

"Today, with everything going on in the world, **it's the duty of the employer to take on and put in place health insurance policies for their team.**"

"For years we didn't offer health insurance – it was out of reach, not affordable. But not offering it, it lessened our pool of talent. As we grew, **we started to look into ways to access it. By having it now, it opens us up to attracting talent that we need to be successful.**"

# Creative Evolution: 3 Approaches

## Don't take our word for it.

In the past we've gotten business owners to notice Access Health CT Small Business, but this year we need them to trust us. So rather than talking to our audience, we'll give the spotlight to someone else to speak on our behalf. In this campaign we unabashedly put real customer testimonials front and center, making it clear that not only can AHCT be trusted—but other CT businesses are already on board and benefitting from the partnership.



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- Client testimonials are incentivized with the free publicity of having their business name and quote on the campaign materials.
- Cherry-picked quotes from more well-known customers will get the most public and wide-reaching media placements for the best recognition potential.

Banner ads in this campaign feature quotes from clients and will click through to a landing page where visitors will be able to view the client video series, other testimonial videos, and a simple lead gen form. As the campaign takes shape, the content can change to feature signups for the forum event, etc.

“We went from  
a rotating door  
to celebrating work  
anniversaries



“It was truly  
what was  
missing.

Rodney Hodgkins, Owner, SmallCo.  
Middletown, CT

Quality, affordable  
group health  
insurance.

Don't take our word for it.

[Learn more>](#)

access  
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small business



# Covering CT, together.

To drive urgency, and ultimately leads, we need to inject more gravitas into this year's message. We need to make the audience feel they're being called to aid something bigger than themselves, or even their business. With almost 200,000 uninsured CT residents, AHCT, together with business owners, are in a unique position to take large chunks out of this number—potentially 50 at a time. This campaign rallies CT business owners to a higher call, one that gives them the opportunity to be a part of something bigger, improving their business and community at the same time.

# Covering CT, together.

- A call-to-arms of currently uninsured CT small businesses, highlighting the number of uninsured people in the state and the unique opportunity small business owners have to reduce it.
- We keep a running tally of new group plans activated during this time. Tracking and updating the impact over the course of the campaign and giving tangible goals to rally behind.

Banner ads in this campaign will call attention to the unique position small business owners are in to help CT, and the responsibility they have to their own employees. Banners would click through to a landing page where they're met with engaging infographic information about the need for coverage in the state, and the benefits to small businesses who offer group health insurance. The page would also include a lead gen form, and as the campaign makes an impact, we can track progress on the landing page as well.

Over  
**200,000**  
CT residents are  
***uninsured***

And small business  
owners are in a  
***unique***  
position to

***protect***  
***Connecticut.***

Help reduce  
the number of uninsured,  
starting with your  
employees.

[Learn more >](#)

access  
health CT  
small business





# No more beating around the bush.

No more beating around the bush, this year we need to be blunt. Offering health insurance to employees is no longer just good for your business or employees—it's basically mandatory for any of hope of attracting and retaining top talent. This campaign unapologetically makes this message loud and clear for any CT small businesses still sleeping on getting group health insurance.



# No more beating around the bush.

- Messaging in this campaign is a blunt wakeup call to any CT businesses still not offering health insurance benefits to employees.
- We attack traditional media hard, targeting small business owners with blunt, direct messaging that is hard to miss.

Banner ads in this campaign feature blunt messaging that hits on the importance and benefits of offering health insurance as a small business. The banners drive to a landing page with a lead gen form, and further campaign messaging that includes the featured on-the-street interviews.



# Next Steps

- Feedback and selection of creative approach and tactical ideas
- Creative development + plan finalization
- Ongoing quarterly measurement across all channels based on KPIs

# Thank You



# Appendix

# Forum event:

We create a cosponsored CT Forum-style event with the topic being, “the pulse of CT small business.” The panelists will consist of CT small business owners with the first choice being current AHCT clients, followed by other notable CT small business owners. The panel will focus on all aspects of CT small business in 2022, and we’d be sure to touch on the necessity of offering health insurance. Tickets are offered for free, only gated behind basic lead gen information (name, business, email).



# Follow-up webinar and resources:

Following the small business forum, we'll retarget the attendees with a thank you message and a link to view a free, prerecorded webinar demystifying group health insurance specifically for CT small businesses—no strings attached, just as a thank you for attending. We could also offer this “early” to forum attendees, and later release it to a broader audience to garner more leads.



# Follow-up webinar and resources:

We'll also create resources specific to AHCT Small Business with the intent of further warming the leads nurtured to this point. These resources would also act as a second touchpoint or follow-up to viewers of the webinar.

- **Cost calculator:** this would be a simplified version of the tool. Something that lets a business owner get a quick ballpark cost estimate—noncommittal—so they know they aren't wasting their time or ours.
- **Enrollment video:** we often talk about how simple enrolling is. But here we show it. We create a short video—under two minutes—that shows the entire process, step-by-step, highlighting how truly simple the process is with AHCT.



# Featured client video series:

We create a short video series that showcases current client stories and the benefits they've gained with AHCT. These videos would be pushed out in various channels (social, website, email, etc.), further elevating our client's voice and our message at the same time. Clients are incentivized by the positive light their business will be featured in—showing they provide for their employees.





# Radio village small business event:

Similar to what we did at Parkville Market, we'll create an event at a location central to a number of small businesses. The event will be focused on our message of coming together to create a healthier CT and will include a Radio Village where we'll actively promote, track, and try to get a number of new small business owners to come down and get information on group health insurance. The AHCT team will be at the event, giving interviews, giving away swag, collecting leads, etc. Business owners could be incentivized to come down with the promise of 5 minutes of Radio Village airtime to promote their business once they've met with the AHCT team.



# Bus stop takeovers:

We take over covered bus stops near small businesses, transforming the shelter with our message of working together to get CT covered. The takeover would include simple talking points and easy-to-access resources that arm uninsured small business employees with the information they need to pitch the idea of group health insurance to their employers.



# Old school, feet on the street:

We arm the AHCT team with a new referral kit, and new business kit. Including new swag to hand out, a newly designed one-sheeter on their referral program, and an easy, on-the-spot way for people to make a referral or sign up their business—this could be a simple printed sheet or a full-blown landing page. Equipped with these new kits, the AHCT team then splits up, stopping in to see current customers and ask for referrals, and current targets to ask for the business.





# Visualized uninsured numbers:

We create a series of social posts that visualize the number of uninsured in CT, giving people a more relatable understanding of the gravity of the situation. The goal of the visual isn't just awareness, but also to inspire action to reduce the number. These visuals can be updated throughout the campaign to reflect any noticeable impacts made.



# Geotarget job fairs/business conventions:

While it's always a good idea to have a presence at these types of events, we're suggesting that we target these events for a geotargeted media push. We would create digital ads that will hit anyone inside the event location—so any small business owners checking their phones would be met with our ads. We'd also have the AHCT team walking around the events, networking, following up on our messaging, and capturing leads.



# AHCT pop-up storefront:

We create a physical location that gives business owners an easy way to get information about group health insurance—no more fumbling around online, just come and get all your information in a quick, convenient location. We could even leverage NBC spaces at Westfarms or elsewhere to create a more physical, tangible experience.





# On-the-street employee interviews:

We create a video of quick on-the-street style interviews with different people, and one question only—would you accept a job without health insurance? The video then acts as an informal poll, showcasing how actual CT employees feel about health insurance as an employment benefit. We then post the video online and to social, highlighting our message that offering health insurance is basically necessary for attracting and retaining quality employees today.



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### Tactics:

- Forum event
- Follow-up webinar and resources
- Featured client video series

- Radio village small business event
- Bus stop takeovers
- Old school, feet on the street
- Visualized uninsured numbers

- Geotarget job fairs/business conventions
- AHCT pop-up storefront
- On-the-street employee interviews