

Florida Health Choices Marketplace

Launch Marketing Plan

Phase I: Soft launch of pilot program

Components of Marketplace/Phase I:

- For businesses with 4-50 employees
- Basic rate plans will be available
- Single, standard medical questionnaire will be used
- Employers can request a quote from various insurance companies participating; will receive quote within two weeks' time.
- Employer picks one plan, then employees can choose from among 3-4 different options within the plan
- Employer pays 50% of the coverage cost
- Shop and compare online function allows anyone to "window" shop
- Several insurance companies signed up to participate
- Agents may get opportunity to have application fee (\$150) waived if they sign up in first several months

Strategy: Promote Marketplace soft launch to Agents

Tactics:

- Create collaterals for use in all Launch Phases:

Collaterals Needed:

- FAQs
- One-page summary with key messages/benefits of marketplace (downloadable for agents on website)
- Template newsletter article for agent-interest publications
- Template newsletter article for employee-interest publications
- Key messages document
- Ad copy and design for various publications/online sites
- Portal guidance fact sheet
- Invitation letter and creative
- Special correspondence for legislators
- Prepare and submit articles to organizations interested in health insurance coverage issues that agents read
 - Associations (FAHU; NAHU; NAIFA)
 - Health Insurance journals
 - Health care journals
- Create printed "invitation" to join Marketplace and mail to targeted agents with info

- Use DBPR/DFS mailing list to provide info on Marketplace to agents
 - FAQs on how the Marketplace works
 - Benefits of using the Marketplace
 - One-pager key messages/benefits of Marketplace
- Update FHC web site with specific agent info and resource links
 - Provide updated FAQs on site
- Create regular correspondence from FHC to agents on tips; updates; “question of the week” etc through email-type blast; provide links to documents on site
- Provide updates to legislators through emails and reports
- Provide fact sheet with step-by-step portal guidance
- Create banner ads about Marketplace that can be put on insurance association websites and/or FB
- Target niche reporters (Galewitz/Kaiser Health News; Carol Gentry) to pitch progress of Pilot Program for earned media
- Create listing of statewide conferences that insurance agents are likely to attend; participate with booth or provide handouts on the Marketplace for attendee packets
- Continue to work with Agent Steering Committee for ideas and feedback
- Look for opportunities to speak about marketplace (in conjunction with an agent from the Steering Committee) such as conferences, seminars, Rotary Clubs, small business orgs etc.

Phase II: Public Launch of Marketplace for small businesses

Strategy: Promote availability and benefits to small businesses

Tactics:

- Prepare and submit articles to organizations small employers would be interested in
 - Associations (TSAE, FSAE, specific trade associations, HR, etc.)
- Highlight expanded product offerings to employers (vision, dental)
- Feature employers who sign up with Marketplace on the web site with testimonials about why these offerings benefit their employees
- Target niche reporters for earned media stories on progress of Marketplace and businesses who join (Florida Trend, 850, etc.)
- Banner ads on Facebook
- Other niche advertising opportunities such as *Florida Trend*
- Provide web button/link to Marketplace site on “partner” web sites
- Editorial board visits after the program is running successfully to provide information to consumers
- Work with agents on steering committee to serve as “ambassadors” of the program with media and businesses
- Participate in “Insurance” Day at the Capitol with table/display etc.

Phase III: Promote additional product offerings/expansion

Strategy: Initiate Broad Public Outreach and Stakeholder Involvement

Tactics:

- Earned media opportunities expanded to general assignment reporters about full offerings
- Continue to highlight businesses that join; pitch stories to niche reporters on success of programs and additional offerings
- Regular correspondence to legislators
- Work with potential “partners” (FHCA, orgs interested in health/wellness; small businesses) to promote the Marketplace to their employees and customers through newsletters, their web site and other already-established communication channels