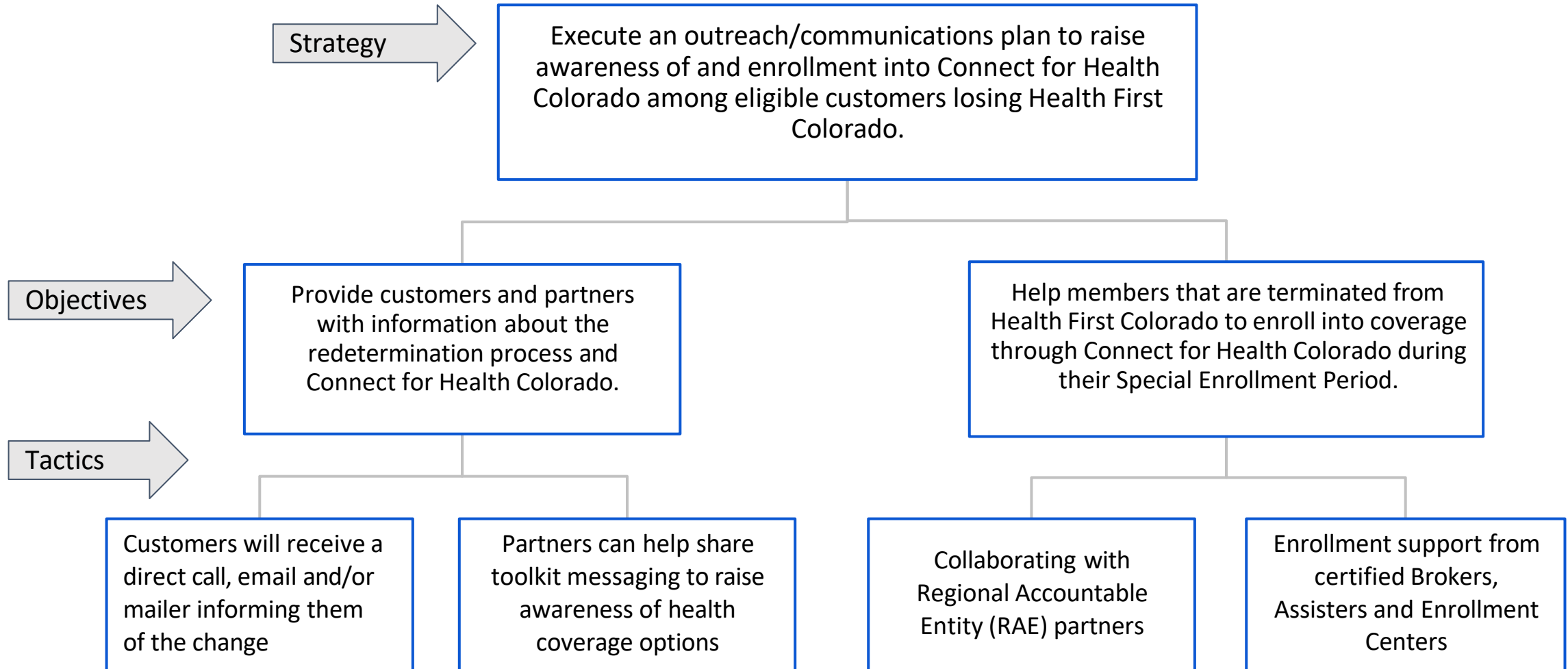


Marketing Initiatives to support the Medicaid Unwind



M2MB - Medicaid to Marketplace Bridge



Ongoing activities to support awareness

Direct Outreach

- *Notice of Action:* Sent by HCPF
- *Joint Letter:* From HCPF and C4 to customers who prefer mail
- *Email marketing:* 1 email sent to everyone with an email address
- *Outbound calls:* To those without emails
- *Follow-up calls:* To customers who haven't completed the process

Indirect Outreach

- *Social media:* Utilizing messages from the HCPF toolkit each week
- *Earned media:* Pre-Unwind activities as well as additional press activities planned in May/June
- *Stakeholder Newsletters:* Shared with existing lists across the state (ex DHS, with a 10,000 member list)
- *HCPF PSA campaign* - Running through End of Year

SB81 – September 2022 Proposal

Year 1 Funding Proposals	Fall '22 Plan	Funding Amount
Assister/Broker Led Education & Marketing	\$355k	\$425k
Open-Enrollment Advertising	\$100k	\$115k
Additional Outreach Capacity (memberships, sponsorships, enrollment events)	\$95k	\$35k
Outbound Call Pilot for Medicaid Unwind	\$100k	\$50k
Collaboration with HCPF expanding communications during renewals Post-Federal PHE	\$200k	\$100k
Retainer		\$275k
Projected Totals:	\$850,000	\$1,000,000