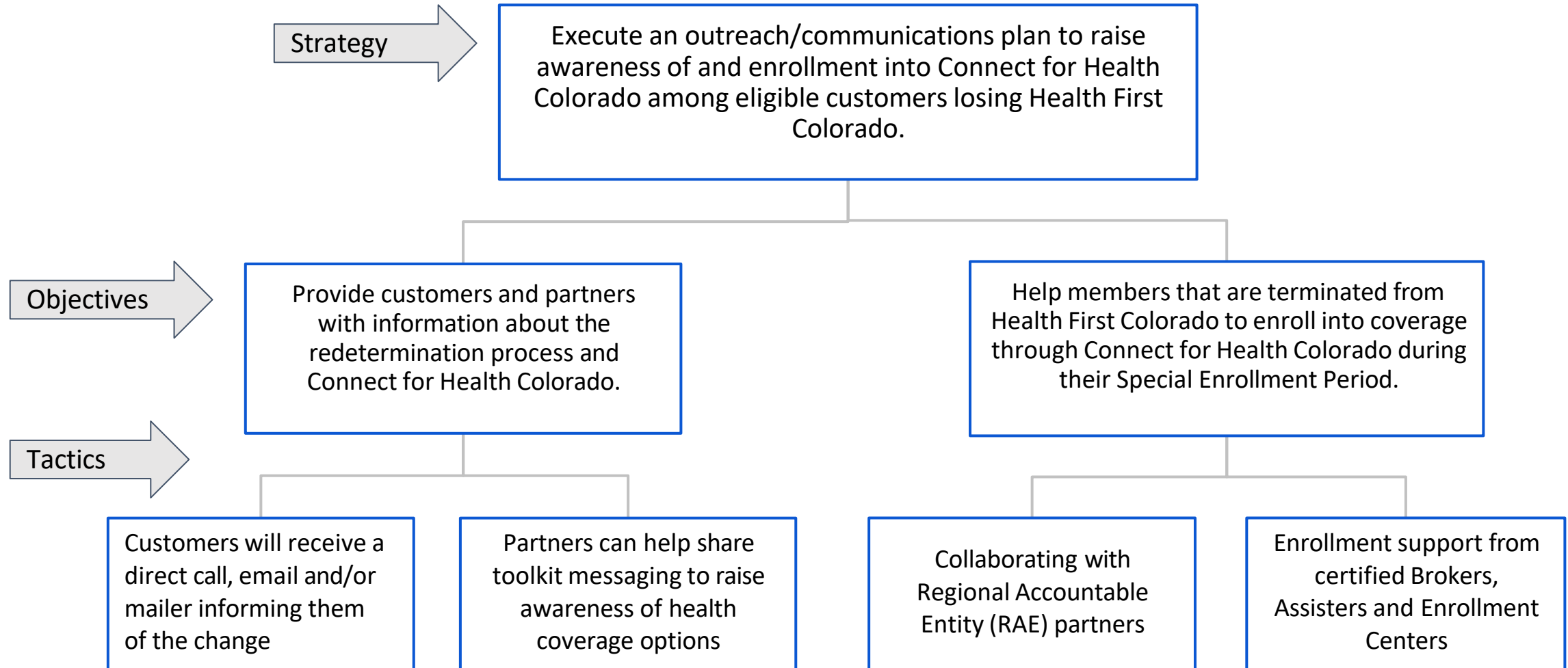


# Marketing Initiatives to support the Medicaid Unwind



# 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 Funds	Spring '23	Total Year 1 Funds
Assister/Broker Led Education & Marketing	\$355,000	\$425,000	<b>\$780,000</b>
Open-Enrollment Advertising	\$100,000	\$115,000	<b>\$215,000</b>
Additional Outreach Capacity (memberships, sponsorships, enrollment events)	\$95,000	\$35,000	<b>\$130,000</b>
Outbound Call Pilot for Medicaid Unwind	\$100,000	\$50,000	<b>\$150,000</b>
Collaboration with HCPF expanding communications during renewals Post-Federal PHE	\$200,000	\$100,000	<b>\$300,000</b>
Retainer	\$39,743	\$275,000	<b>\$314,743</b>
<b>Projected Totals:</b>	<b>\$850,000</b>	<b>\$1,000,000</b>	<b>\$1,889,743</b>