

Communication and Outreach: Campaign Overview



ChooseHealth
DELAWARE

Overview of campaign

- Printed materials use simplified language
- Marketing support PR efforts and more closely connect consumers with assistance
- We have engaged members of the DE Hispanic Commission to get feedback and insights on culturally-competent Spanish-language marketing and outreach

Key Messages

1. Key dates
 - Enrollment opens November 14, 2014
 - Enrollment deadline is February 15, 2015
2. Law/tax penalty
3. Affordability and value
4. Essential Health Benefits
5. Free, in-person assistance is available to help consumers enroll

English Campaign: Communication Tactics



ChooseHealth
DELAWARE

Media Outlets

- Billboards
- Transit (DART bus sides, interior ads, and bus shelters)
- Print ads
- Radio
- Video (TV and Internet)
- Internet ads (computer and mobile device)
- Collateral

Billboard and Bus Side

Get health insurance.
It's the law.

 ChooseHealthDE.com

Sign-up starts



ChooseHealth
DELAWARE

Billboard



Bus Side



Bus Interior



Getting health insurance isn't just easy.
It's the law.

If you get sick or injured you'll have help paying for treatment.



SIGN UP
between November 15, 2014,
and February 15, 2015.



FINANCIAL HELP is available to most who enroll.



YOU'LL PAY
a fine if you don't get it.



GET ANSWERS
ChooseHealthDE.com
24/7 helpline: 1.800.318.2596
TTY: 1.855.889.4325



Your coverage gives you many
IMPORTANT SERVICES.



ChooseHealth
DELAWARE

Your guide to the Health Insurance Marketplace

 Health Insurance Marketplace



ChooseHealth
DELAWARE

Bus Shelter



Getting health insurance isn't just easy. **It's the law.**

If you get sick or injured
you'll have help paying for treatment.



SIGN UP between November 15, 2014, and February 15, 2015.
You have three months to sign up.
Don't miss the deadline!



YOU'LL PAY if you don't get it.
If you are required to have health insurance and don't get it, you'll pay a fine that gets larger every year—and could cost more than your actual health insurance.



Your coverage gives you many **IMPORTANT SERVICES** everyone needs, including emergency room, hospital stays, vaccinations, blood tests, medication, checkups and lots more.



FINANCIAL HELP is available.
In fact, 8 out of 10 people who enrolled in Delaware received help paying for their insurance.



STILL NOT SURE what to do?
We have a support team that can help you, at no cost.

GET HELP NOW
ChooseHealthDE.com
24/7 helpline: 1.800.318.2596
TTY: 1.855.889.4325



ChooseHealth
DELAWARE

Your guide to the Health Insurance Marketplace

Health Insurance Marketplace

Getting health insurance isn't just easy. **It's the law.**

If you get sick or injured
you'll have help paying for treatment.



SIGN UP between November 15, 2014, and February 15, 2015.

You have three months to sign up.
Don't miss the deadline!



YOU'LL PAY if you don't get it.

If you're required to have health insurance and don't get it, you'll pay a fine that gets larger every year—and could cost more than your actual health insurance.



Your coverage gives you many
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ChooseHealth
DELAWARE

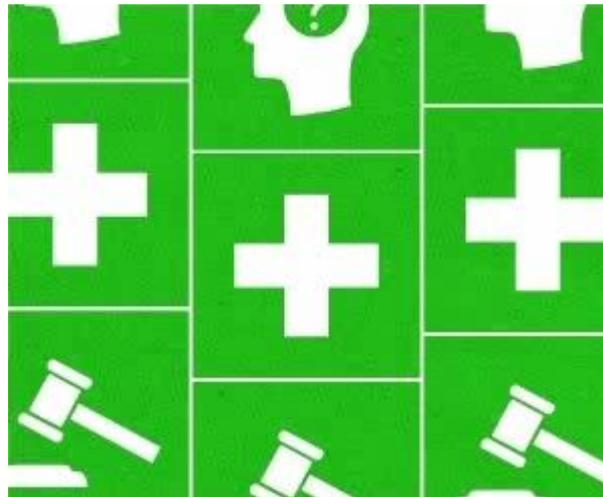
Video (TV and Internet)



Video (TV and Internet)



Internet Ads



CONSUMER COLLATERAL

11x17 Poster

To be displayed at partner organizations where MPGs are located (i.e. State Service Centers, Select Libraries, etc.)

Getting health insurance isn't just easy. It's the law.

Get help signing up while you're here.

Certified and bilingual Marketplace Guides are available to help you enroll in a plan. Ask the receptionist where you can find a certified Marketplace Guide in this building.

TO ENROLL in a health insurance plan, you'll need the following:

- 1) Birth dates
- 2) Social Security numbers of those applying for coverage
- 3) Paystubs, W-2 forms or other information about your family's income
- 4) Policy/member numbers for any current health coverage
- 5) Information about any health coverage that's available to you or your family from an employer.

Get more information at ChooseHealthDE.com

Or call the 24/7 Helpline: 1.800.318.2596 (TTY: 1.855.889.4325)

Collateral Brochure

Detailed info for consumers

Make your health a top priority.

ChooseHealth DELAWARE
Your guide to the Health Insurance Marketplace

ChooseHealthDE.com
24/7 Helpline: 1.800.318.2596
TTY: 1.855.889.4325

MPG Toolkit

Pocket folder for consumer info

ChooseHealth DELAWARE
Your guide to the Health Insurance Marketplace

My Health Insurance Toolkit

ChooseHealthDE.com
24/7 Helpline: 1.800.318.2596
TTY: 1.855.889.4325

Rack Card

Getting health insurance isn't just easy. It's the law.

If you get sick or injured you'll have help paying for treatment.

- SIGN UP** between November 15, 2014, and February 15, 2015. You have three months to sign up. Don't miss the deadline!
- YOU'LL PAY** if you don't get it. If you're required to have health insurance and don't get it, you'll pay a fine that gets larger every year and could cost more than your actual health insurance.
- Your coverage gives you many **IMPORTANT SERVICES** everyone needs, including emergency rooms, hospital stays, vaccinations, blood tests, medication, checkups and lab work.
- FINANCIAL HELP** is available. In fact, 8 out of 10 people who enrolled in Delaware received help paying for their insurance.
- STILL NOT SURE** what to do? We have a support team that can help you, at no cost.

For more information please see the other side >>>

ChooseHealth DELAWARE
Your guide to the health insurance marketplace

Standup Display

ChooseHealth DELAWARE
Your guide to the health insurance marketplace

How will health insurance reform affect you?

Take a brochure and find out.

ChooseHealthDE.com
24/7 Helpline: 1.800.318.2596
TTY: 1.855.889.4325

Delaware Health Resources | CHRISTIANA CARE PARTNERSHIP
The Delmarva Foundation | Westside Family Healthcare

Health Insurance Marketplace

Event Flyer

Customizable Word document

AFFORDABLE CARE ACT Information & Enrollment Event

NEED HELP navigating the Health Insurance Marketplace?
Delaware certified and bilingual Marketplace Guides are available to help you enroll in a plan before March 31 to receive coverage in 2014.

Wilmington Library
February 14, 2014
6:00 pm to 8:00 pm

For questions or to register, please contact:
Kristen Isaac at 302-472-8655

ChooseHealth DELAWARE | Westside Family Healthcare

THE VALUE of having health insurance

When you have health insurance, you'll always have peace of mind because you'll be covered when health concerns arise. From surgery to sudden illness to everyday bumps and bruises...and much more:

- Prescription drugs
- Outpatient care
- Emergency services
- Maternity and newborn care
- Mental health services
- Blood work and lab services
- Routine shots and screenings
- Help with chronic diseases like diabetes
- Dental and vision care for help
- Substance abuse services

VS.

THE PENALTY for not having health insurance

Not having health insurance is against the law. And if you refuse it, you'll pay a costly penalty—a penalty that gets larger every year you don't have health insurance. The penalty is different for everyone. To calculate what yours might be, visit ChooseHealthDE.com/TID.

5 in 10 uninsured young adults could pay **\$50 or less** for health coverage.

How to enroll

Go online and sign up for health insurance coverage by visiting ChooseHealthDE.com. There you can find the health insurance plan that best meets your needs and budget.

When you apply for coverage you'll need to provide some information about you and your household, including your income and any insurance you currently have.

- ☑ **Social Security numbers** (for document numbers for legal immigrants)
- ☑ **Employer and income information** for every member of your household who needs coverage (for example, from pay stubs or W-2 Forms, Wages and Tax Statements)
- ☑ **Policy numbers** for any current health insurance plans covering members of your household
- ☑ A completed **Employer Coverage Tool** for every job-based plan you or someone in your household is eligible for

Finally, after 20 years, I have health insurance.

Be the Smart Member. Now. Choose.

Premiums

Various giveaway examples:

- Grocery guide
- Draw-string bag
- Message pen



Spanish Campaign: Communication Tactics



ChooseHealth
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Media Tactics

- Radio
- Print ad
- Collateral
- Public Relations
 - Univision
 - Op-eds in local publications
 - Interviews on radio stations

Print Ad

TENER SEGURO DE SALUD ES MUY IMPORTANTE PARA MANTENER A SU FAMILIA PROTEGIDA

Algunas razones por las cuales usted debe tener seguro de salud:



AYUDA FINANCIERA

Por primera vez, las personas con ingresos medianos o bajos son elegibles para recibir ayuda financiera para compensar el costo en su factura mensual y los gastos adicionales.

ES LA LEY

Estar sin seguro de salud es contra la ley. Si no obtiene seguro de salud, va a terminar pagando una multa que será mayor cada año que pase.



CUIDADOS PREVENTIVOS

El seguro de salud le cubre chequeos anuales, mamografías, vacunas y exámenes médicos sin pago adicional.

BENEFICIOS DE SALUD

También están cubiertos los servicios de emergencia, maternidad y cuidados a recién nacidos, medicinas con receta médica, salud mental y servicios por abuso de drogas.



PROTEJA A SU FAMILIA

Tener seguro de salud significa que usted y su familia estarán preparados para cualquier evento crítico relacionado con su salud, ya sea una lesión por accidente automovilístico, una enfermedad súbita o una condición médica inesperada.

CÓMO INSCRIBIRSE

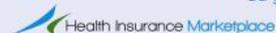
Visitando la página de internet ChooseHealthDE.com, podrá encontrar toda la información que necesita acerca de los seguros de salud, costos y ayuda sobre cómo inscribirse. También puede llamar a nuestra línea de ayuda, donde nuestros guías para el mercado de seguros de salud le ayudarán y atenderán en español. Este servicio es completamente gratis.

INFÓRMESE AHORA Y RECUERDE QUE LA FECHA LÍMITE PARA INSCRIBIRSE ES FEBRERO 15, 2015

ChooseHealthDE.com
24/7 Línea de ayuda: 1.800.318.2596
TTY: 1.855.889.4325



Su guía para el mercado de seguros de salud



Collateral Piece

Tener un seguro de salud nunca ha sido tan fácil....ni tan barato

ChooseHealth
DELAWARE

Tu guía para el
"Mercado de Seguros de Salud"



Estar sin seguro de salud es contra la ley. Si no obtienes seguro de salud, vas a terminar pagando una multa que será mayor cada año que pase.



Tu seguro cubre chequeos anuales, mamografías, vacunas y exámenes médicos sin pago adicional. También están cubiertos los servicios de emergencia, maternidad y cuidados a recién nacidos, medicinas con receta médica, salud mental y servicios por abuso de drogas.



Por primera vez, las personas con ingresos medianos o bajos son elegibles para recibir créditos en su declaración de impuestos, recibir ayuda para compensar el costo de las facturas mensuales y los gastos adicionales.



Tener seguro de salud significa que usted está preparado para cualquier evento crítico relacionado con su salud, ya sea una lesión por accidente automovilístico, una enfermedad súbita o una condición médica inesperada.



Visitando la página de internet ChooseHealthDE.com, podrás encontrar toda la información que necesitas acerca de los seguros de salud, costos y ayuda sobre como inscribirte. También puedes llamar a nuestra línea de ayuda, donde nuestros guías para el mercado de seguros de salud te ayudarán y atenderán en español. Este servicio es completamente gratis.



ChooseHealth
DELAWARE

Website

The screenshot shows the ChooseHealth Delaware website. At the top, there is a green navigation bar with links for "Individuals & Families", "Business Owners", and "Providers & Partners". Below this is a secondary navigation bar with "Get Help", "In The News", "FAQs", "Contact", and an "Español" button. The main header features the ChooseHealth Delaware logo and a row of six circular icons with questions: "What is health insurance?", "Why do I need health insurance?", "What will it cost me?", "I need help with the process.", "I want to enroll now.", and "I'm enrolled. Now what?". A prominent yellow box on the right says "ENROLL NOW! Enrollment ends February 15".

The main content area contains a paragraph explaining the program and a grey box with the text: "Already enrolled? You may still need to re-enroll by December 15. Learn more »". Below this are two columns: "Don't pay a penalty." with a calculator form, and "Help is here!" with a link to find a Marketplace Guide.

My adjusted gross income (AGI):
\$

This is the amount you make each year that you use on your tax return.

My tax filing status:
--Choose:--

My household size:
Total: **Under age 18:**

[Calculate »](#)

*Some people who don't have health insurance may be exempt from paying a penalty [↗](#).

Find a Marketplace Guide near you:

ZIP Code: Language: Choose: County: Choose: [Go »](#)

A photograph showing two people, a man in a green polo shirt and a woman in a striped shirt, standing behind a blue table with the ChooseHealth logo. They are in a well-lit indoor space, possibly a community center or store, with various items on the table and posters in the background.



What is health insurance?

Why do I need health insurance?

What will it cost me?

I need help with the process.

I want to enroll now.

I'm enrolled. Now what?

ENROLL NOW! Enrollment ends February 15

Choose Health Delaware is our state's free official program, created to help you better understand health insurance reform and the Health Insurance Marketplace. We are not an insurance company. However, through this website you can see what our partner health insurance companies, Highmark BCBS and Aetna, can offer you. In order for your insurance coverage to begin on January 1, 2015, you must enroll or re-enroll in a plan by December 15, 2014.

Already enrolled? You may still need to re-enroll by December 15. Learn more >>

Don't pay a penalty.

If you don't have health insurance, you'll pay a costly penalty*. Find out how much it could be:

My adjusted gross income (AGI):

\$

This is the amount you make each year that you use on your tax return.

My tax filing status:

Help is here!

Need help understanding or signing up for health insurance? Our certified and bilingual Marketplace Guides are people who can walk you through whatever it is you need.

Find a Marketplace Guide near you:

ZIP Code:

Language: Choose:

County: Choose:



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Total: ▾

Under age 18: ▾

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County: Choose: ▾

[Go »](#)



Living without health insurance isn't worth the risk. Hear from real Delawareans who now have affordable coverage. [View testimonials »](#)

[Calculate »](#)



*Some people who don't have health insurance may be exempt from paying a penalty [↗](#).



Living without health insurance isn't worth the risk. Hear from real Delawareans who now have affordable coverage. [View testimonials »](#)

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User@domain.com

Send me updates for... ▾

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© 2014. Choose Health Delaware.

This is the state of Delaware's official site for Health Insurance Marketplace information.

Stay in touch:



Thank you!



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