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Overview of MPA Program



Marketplace Assistance

Six partner organizations:

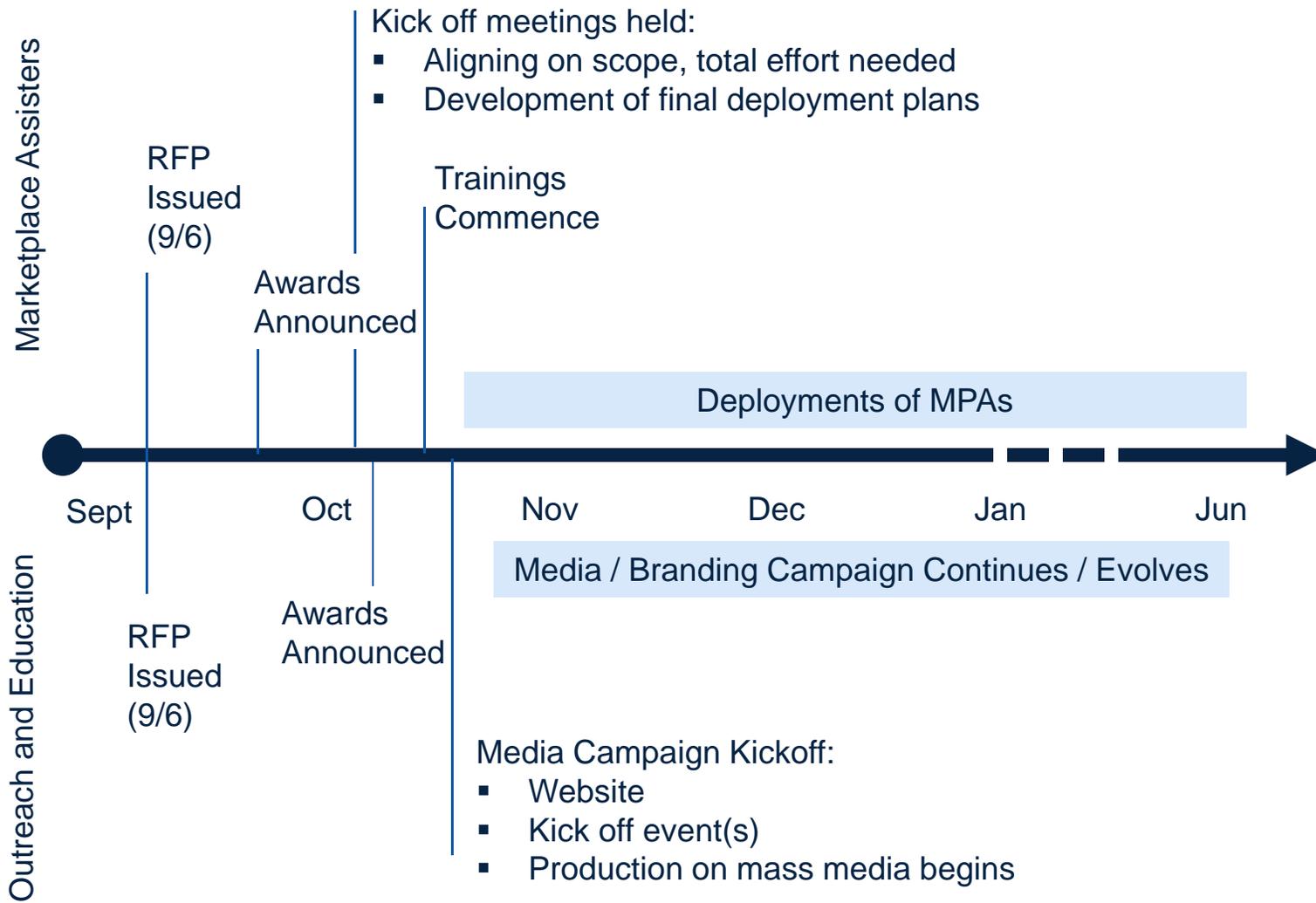
- ServiceLink
- Foundations for Healthy Communities
- North Country Health Consortium
- Planned Parenthood of Northern New England
- Bhutanese Community of New Hampshire
- Greater Derry Community Health Services

Outreach and Education Campaign

One media vendor

- TBD

Process and Timeline



How we fit in?

NHHP's Marketplace Assisters Program will complement the various outreach efforts currently ongoing across the state

- Coordinate —
- NHHP hopes to coordinate with existing planning structures to align coverage plans
 - Through the size of the program, NHHP hopes to close gaps



- Brand —
- Through its state-wide media campaign, NHHP hopes to compliment ongoing educational campaigns and create a state specific identity for the exchange

We want to fit in where we are needed, and the HNH Foundation's research is our tool for identifying that

NHHP is leveraging HNH Foundations and John Snow, Inc. Data

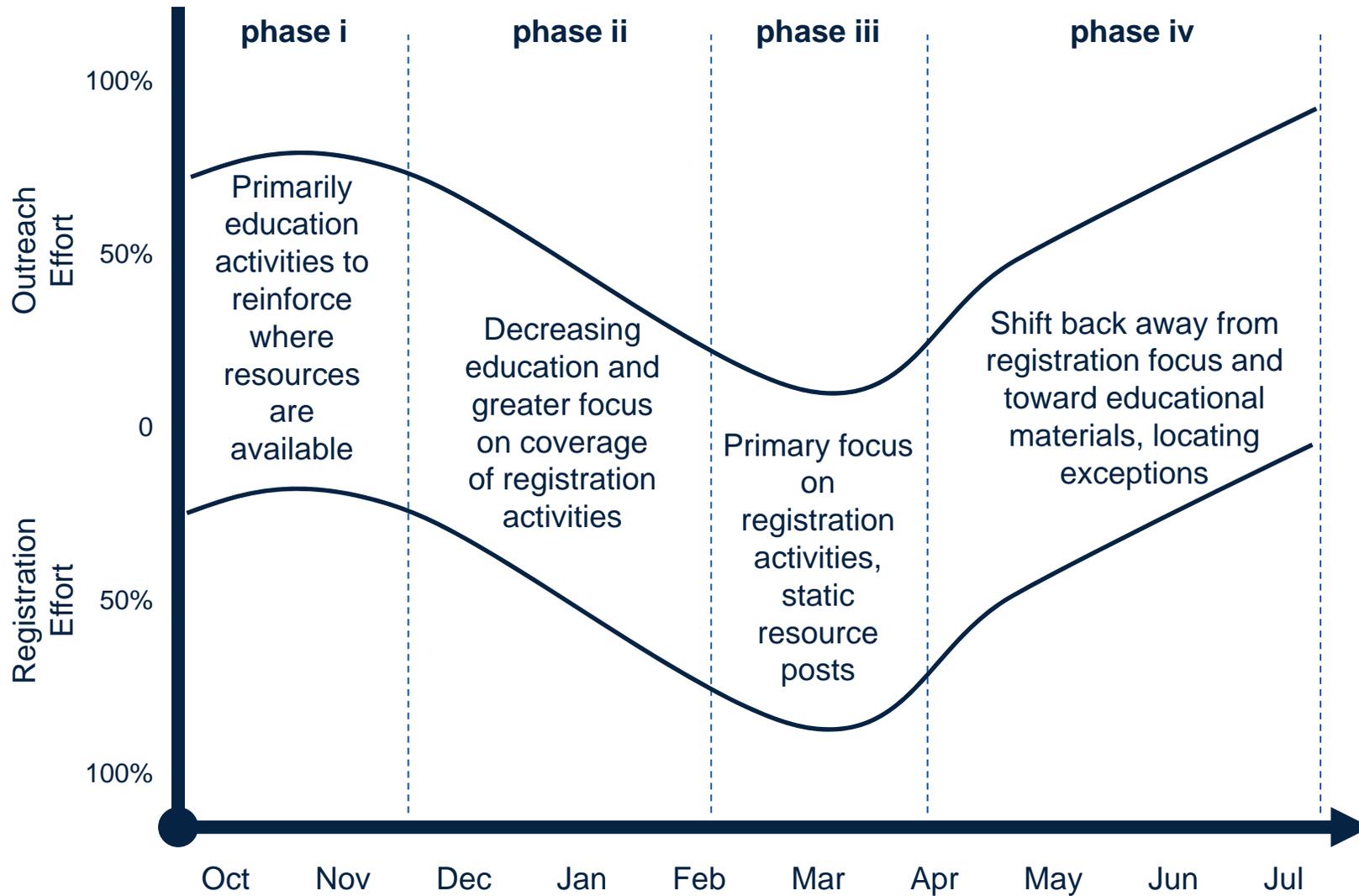
IDENTIFY AND MATCH DEMAND...

- John Snow, Inc. (JSI) and the HNH Foundation have determined where the uninsured are and what the best ways to reach them may be

... WITH SUPPLY

- Through the incorporation of the VOICES survey and other Navigator data and health provider location information, JSI and HNH are attempting to identify where gaps are in current outreach / assistance
- These gaps will help to inform the Marketplace Assisters program deployment requirements and its operational needs
- This research represents not a point in time but an ongoing assessment of how best to target education on the Marketplace

In Person Assistance Resource Deployment Strategy



Complementary media deployment strategy

The media strategy will likely follow four primary phases corresponding to the various deadlines set throughout and following open enrollment, each phase will compliment a shifting deployment strategy of in person assisters

phase i identification

- Branding the Marketplace locally and distinguishing the state's 'seal of authenticity'
- Introducing the resources available to those eligible

phase ii education

- Driving the case of participating, moving beyond just an introduction and speaking directly to the most important aspects of the marketplace: financial security
- Focusing both on the cost of care and the cost of insurance and how the marketplace can assist with this

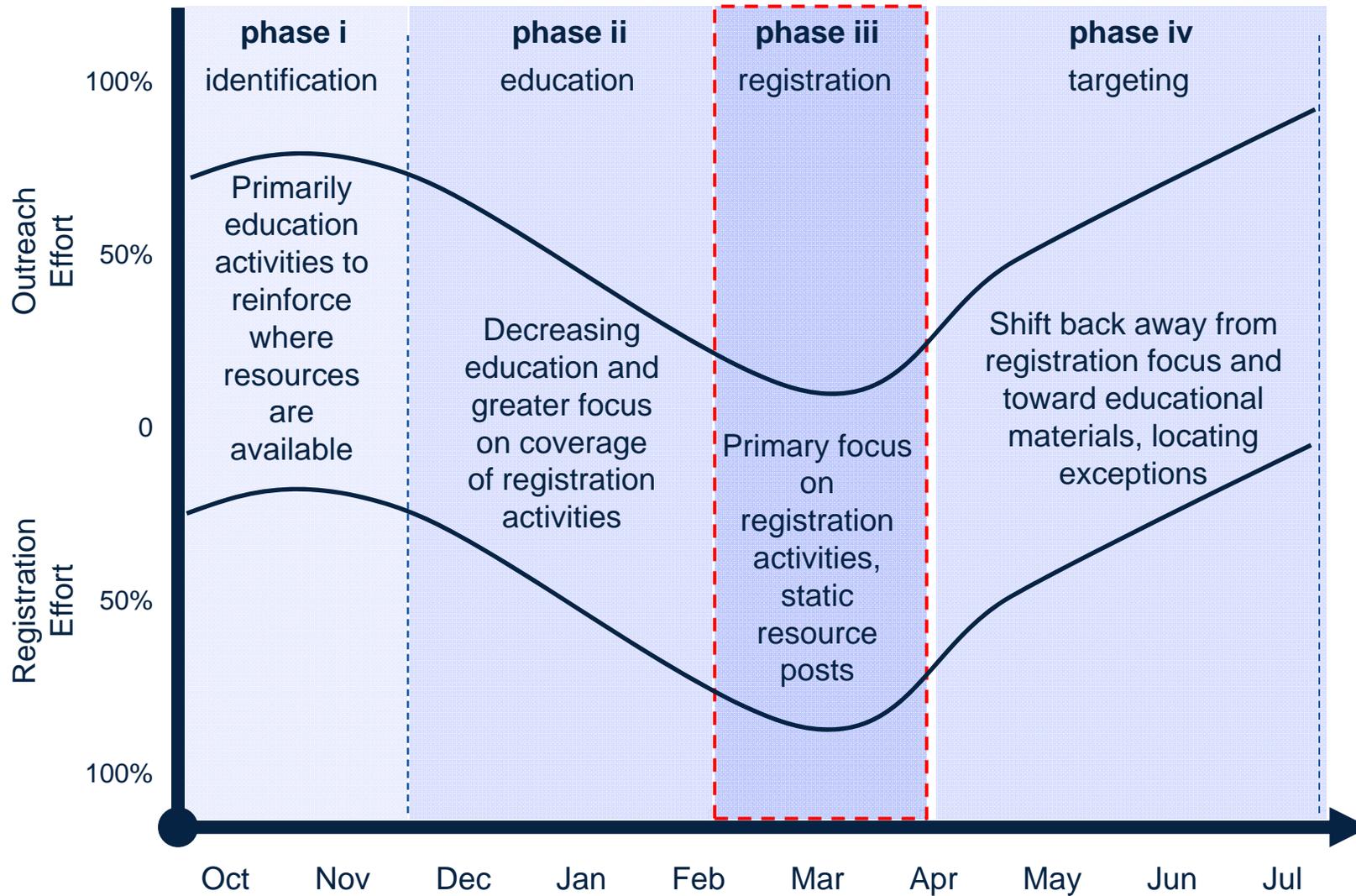
phase iii registration

- Beating the deadline to death in the eyes of those eligible
- Reinforcing the resources available, driving traffic toward the assisters

phase iv targeting

- Shifting back to education and preparation for the next round of open enrollment
- Focusing on those that may still be eligible to enroll given special standing

Defining and measuring complimentary outreach and assistance campaigns



Questions?

Mike Degnan jmdegnan@helmsco.com
Sean Huse shuse@pcgus.com
Aaron Holman aholman@pcgus.com

