

**Department of Consumer and Business Services
Oregon Health Insurance Marketplace**

On February 23rd, the Transportation and Economic Development Subcommittee voted to recommend acknowledging receipt of a report from the Department of Consumer and Business Services on the Health Insurance Marketplace publicity and publication plan as required by budget note, with instructions that DCBS submit a follow-up report to the Emergency Board on the full review of the 2016 open enrollment plan year campaign and the agency's plan for the 2017 open enrollment plan year campaign, including base-line metrics for the campaign goals, during the September 2016 legislative days.

In accordance with the budget note included in the agency's budget, DCBS submitted a publicity and publication plan and report to the Joint Committee on Ways and Means in January prior to the 2016 session, noting that 137,820 Oregonians have enrolled in health insurance through the marketplace as of January 16, 2016; 25,000 more people than the prior year. DCBS segmented the plan in to two outreach and education campaigns; one for the 2016 plan year and one for the 2017 plan year. Although the 2016 campaign plan is well detailed in the report, there is no detail provided for the 2017 campaign. DCBS states that it believes the 2017 campaign will be similar in scope and tactics as the 2016 campaign, but that DCBS will begin planning the 2017 campaign only after it has had time to analyze the results of the 2016 campaign.

The report presents the methodology for developing the campaign, the information gained from its research activities, and the tactical activities through which the agency would be implementing its campaign. The 2016 campaign focuses on targeted activities and markets, eschewing mass-media campaign activities that are pursued by the federal

marketing program in order to avoid duplication of effort and to address specific populations that have a high percentage of uninsured individuals.

Since this is the first year that DCBS had conducted a marketing and outreach campaign for the Marketplace, it has not set specific targets or metrics for the detailed activities. DCBS intends to complete a full review of the campaign following the end of the open enrollment period. DCBS also included potential key performance indicators and potential metrics for each of the goals.

The Transportation and Economic Development Subcommittee recommends acknowledging receipt of the report, with instructions.