

## Connecticut Health Insurance Exchange Consumer Outreach Forum Providers Discussion Guide

### **Session Introduction:**

The following set of questions provides a glimpse of the insights and information that we'll be seeking out in learning what is truly important across healthcare provider organizations as it relates to needs, expectations and desires for the Exchange. The discussion is not limited to only these questions. Forum discussions are dynamic and allow for Mintz & Hoke strategic influences to probe on specific points and subjects that occur throughout the session. The Forum discussion allows Mintz & Hoke to reach out to a wide range of audiences as one of the initial key steps in a series of audience engagements geared toward helping set the framework of the Exchange development.

### **Consumer Perception:**

As a healthcare provider, what are your current mindsets about the health insurance industry? What is affecting these attitudes?

How do patients access healthcare when they do not have coverage? How does this differ from how clients who have coverage access healthcare? How does this affect your organization?

What are your perceptions about the forthcoming changes in healthcare insurance? How do you think these changes will affect your organization? How do you think they will affect your patients?

What kinds of questions do you have about how these changes affect your organization?

What is your current level of awareness of healthcare exchanges? What impact do you see this having on your organization?

### **Establishing a Dynamic:**

What do you think are the greatest challenges the Connecticut Health Insurance Exchange faces in consumer outreach efforts?

What role do you think healthcare providers should play in the communications about the Exchange? How does this differ from the role healthcare providers play in communications about health insurance today?

How would you want your organization to be represented by the communications about the Exchange?

What type of positioning do you expect your patients to be most responsive to?

### **Focusing the Message:**

What elements of the Exchange do you think cause the most confusion or apprehension for you as a healthcare provider? For your patients?

What is the most important information the Exchange needs to make available to consumers?

What tone or personality do you think the Exchange should use in their messaging?

### **Vision/Approach for Outreach:**

Who or what are your patients' trusted source(s) for information? What is the best way to leverage these sources to reach this audience? What role should ambassadors play in communicating the Exchange?

As we consider ways to publicize the Exchange, how do we reach small businesses beyond traditional media?

Who or what are small businesses trusted source(s) for information? What is the best way to leverage these sources to reach this audience? What role should ambassadors play in communicating the Exchange?

How can we make it easier for your patients to understand the Exchange and feel more comfortable with it?

What do you need to enable you to help consumers better understand the Exchange (i.e. communications, tools, education materials, etc)?

What can we do to help how the Exchange impacts your organization in a positive manner? Your patients?

Describe what you would consider to be a successful outreach effort. What are the key elements that must be a part of the introductory outreach efforts?