



MEDICAID PROPOSAL
8/15/13



PREPARED BY THE SUMMIT GROUP COMMUNICATIONS

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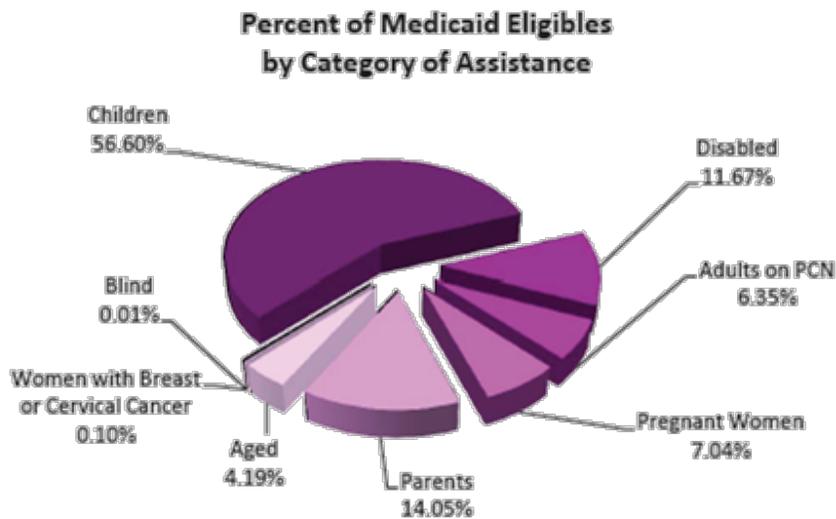
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CURRENT STATE OF MEDICAID

- Currently unsure if Medicaid will be expanded in Utah with implementation of the Affordable Care Act
- Utahns underutilize Medicaid
 - National: 16%
 - Utah: 9%
- 57% of Utah's uninsured make less than 138% of FPL

Top 3 Audiences:

- Children
- Parents
- Disabled



SOURCES: CAP UTAH 2012 POVERTY REPORT & UDOH 2012 UTAH ANNUAL REPORT OF MEDICAID & CHIP

GOAL OVERVIEW

The purpose of this joint venture is to empower the public by providing educational resources to them through Advocates and Navigators by supporting the following three pillars:

- 1.) Education
 - Provide a local, uniformed creative look of educational resources
- 2.) Navigation
 - Drive Traffic to approved online outlets and representatives to assist in completing Medicaid applications
 - Assist Utah Health Policy Project in creation of Navigation Map
- 3.) Retention
 - Provide referrals of new and previous users to Advocates and Navigators
 - Drive sign-ups of new and previous users in need of Medicaid
 - Provide website and phone call analytics for Advocate Resources (Utah Health Policy) to aid in retention efforts.

5-STEP PROCESS

- 1.) Materials created by The Summit Group with collaborative effort from the Plans
- 2.) Creative materials sent to MAC Committee for sign off
- 3.) Creative assets distributed to Navigators and Advocates for educational purposes
- 4.) Navigators and Advocates to utilize creative materials during the Week of Events for Advocates (Sept 30th - Oct 4th) and other events throughout the year
- 5.) The Plans will provide support with any other collateral materials needed by the Navigators and Advocates throughout the year

CREATIVE

- Spanish/English brochure that provides basic information of the essentials of Medicaid
- Spanish/English flyer that drives people to a Navigator or online resource:
 - Healthcare.gov
 - Utah Health Policy
- Local feel, specific to Utah
- Plan names co-branded, including whatever other Government logos that need to be included

TIMELINE

- Proposal Due - 8/7
- Present Proposal - 8/15
- Proposal Decision - 8/23