

## Public Relations Bidders' Conference Meeting Questions and Answers

Tuesday, March 20, 2019

### Question and Answer Session

**Carolyn Becker, Mercury Public Affairs: The first deadline doesn't come until the onsite visit, correct?**

That's correct.

**Erika Bergen, Weber Shandwick: Around stage two, there's mention of an assignment. Once we're notified of the next round, is it correct that that is when those agencies would receive the assignment?**

That's correct — we'll give you the assignment at that point.

**Can you share any reports from the past open enrollment?**

I would direct you to [coveredca.com](http://coveredca.com). In the footer, there's a link to the [Newsroom](#) where you can find press releases. On [HBEX](#), our sister site, you can visit [Data and Reports](#) to find those.

**Sierra Griffin, Cerrell Associates: In the language in the scope, you requested embedded staff. Does that mean full time or part time?**

We will answer that question in writing on Friday. We're somewhat flexible about that, but we expect that a staff member would be embedded during the onboarding process one or two days a week.

**In the administrative requirements section, there's a request to update the scope using tracked changes.**

That will be explained in writing on Friday.

**Michelle Douglas, Omnicom Health Group: Are your enrollment goals set internally, or dictated from anywhere?**

We're an independent state entity with a [five-member board](#). Our [budget](#) is autonomous from the state-budget process. We include enrollment targets in our budget. Our goal is always of universal coverage, but there's no outside entity setting what our targets are.

It's easy to count impressions, but it's hard to precisely measure whether they signed up because of 14 ads or an article in the Tribune.

**Can you provide color around the detail or scope of current executive thought-leadership efforts?**

Amy Palmer: It's undeveloped. We are in a Trump-centric time, and we could've had Peter on every station discussing repeal and replace if we thought it was advisable to do so — but we're trying not to do that. We need thoughtfulness and recommendations around strategy.

Peter V. Lee: Our [press releases](#) over the past year often link to analytic reports we've issued. We share these in conferences. Some of the issues are around executive thought leadership. Part of our role is to inform policy makers — not just lawmakers but also people who run health plans, the employer sector, etc.

**You have a robust marketing, sales and communications effort. Are they run internally? How are they coordinated?**

Amy Palmer: We have a marketing contract with Campbell Ewald.

Colleen Stevens: We coordinate across all areas. We try to make sure key staff members see our focus groups. As much as possible, we stay coordinated despite how activities are different.

Peter V. Lee: It is not in the budget for the communications and public relations partner to do focus groups and surveys. Those are overseen by marketing, but we invite people from Comms to sit in when we do focus groups.

**Regarding the bus tour, is there data on the demographics of the people who come out or their reactions? Any analysis of what's been successful?**

Amy Palmer: Generally, we have measured the impact through impressions, and they have been large enough to justify the investment in the bus. We are generating the same amount of coverage, but there are fewer people watching. This year we adapted the visual content from earned media events to Instagram Stories. We are still experimenting with this kind of stuff. Beyond measurement of impressions and our analysis of coverage and our own thoughtfulness, we have a good sense that the bus tour has generated a successful amount of coverage every year.

Peter V. Lee: We will look at whether we can share data. California is a big state, and we're a numbers-based organization. L.A. is a big market. We want to make sure every Californian gets covered. We think about resource allocation based on where people are. Both our marketing and communications efforts are seeking to reach and affirm our value to every Californian. ... We know that 93 percent of readers are not eligible, but they may be next year due to churn.

We still do P.R. because there's new low-hanging fruit every year. People lose employer coverage and need to sign up.

Murals worked. TV reporters were there because it looked flashy. What's the hook? It may not be a bus.

### **Anything other than earned media?**

Amy Palmer: We've dabbled in that. Convince me why we should do that and how we would know if it's working or not working. The PR industry is undergoing massive change, and experimentation may be necessary.

Peter V. Lee: We look to marketing for paid buys.

### **As it relates to multicultural and in-language media, is there a subset that could be penetrated more?**

We've done a good job, and part of that is media coverage. For Latino and Spanish speakers, we've done a really good job. There is Asian-language media coverage. The African-American press is vitally important, as is LGBT press. The numbers drop off a lot after those in terms of identifiable population.

### **Do you own the bus?**

Amy Palmer: No. We looked into it.

Peter V. Lee: It's wrapped new every year.

### **For the bus tour, what's your appetite for partnering with health care providers?**

We contract with 11 health plans. We're very conscious of the fact that having 11 carriers is a selling point. We are careful not to put the thumb on the scale to one in particular. In terms of providers, we are careful not to influence negotiations.