

# Enrollment 3.0

**It's in Your Hands: Using Cell Phones and Text-Messaging to Advance Outreach and Enrollment**



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**Michigan Primary Care Association**

Connecting Kids to Coverage: 2nd National Children's Health Insurance Summit

# Enrollment 3.0

- **Mobile Websites**
- **Social Media**
- **Voice Broadcast Messaging**

# Mobile Internet Access *Background*

- **Low-income groups in the U.S. are now the fastest adopters mobile Web devices**
  - 46% of households earning less than \$30,000 and growing
  - Nearly two-thirds of African-Americans (64%) and English-speaking Latinos (63%)
  - 81 minutes was the average daily use of mobile apps in June 2011, compared to 74 minutes for the Web
  - Likely to be using mobile internet to access social media, watch videos, post and shop

<http://bit.ly/cCrgAt>

# Mobile Websites for Outreach

- **Powerful tool to convey short messages, key program and enrollment information and offer families easy ways to get in touch**
  - **1-2 Paragraphs on Medicaid and CHIP Programs**
  - **Information Needed for Enrollment**
  - **Integrated Search Functionality to Find Enrollment Locations/Staff**
  - **Phone, Email and Text Contact Information**


<http://bit.ly/p1do>


# Mobile Websites in Action


KAYAK

 Flight Search

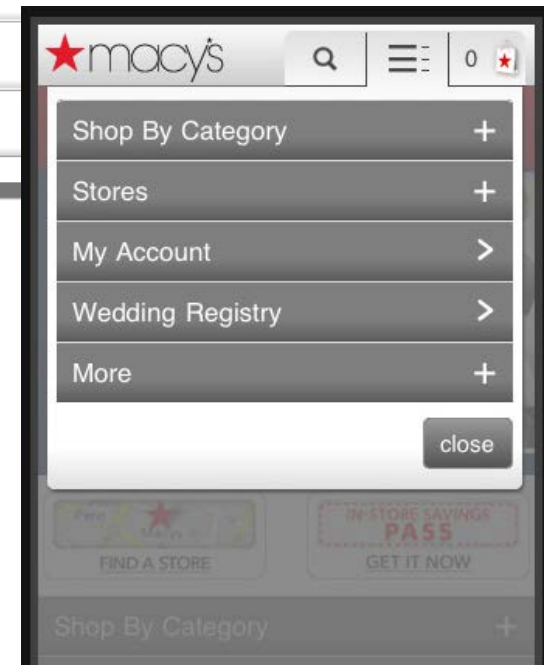
 Hotel Search

 Car Search

 Flight Tracker

 Feedback

© 2011 KAYAK.com [Full Website](#)



# Social Media *Background*

- 132.5 million people in the US will use Facebook this year; by 2013 the number will increase to 152.1 million
- 176,000,000 US Internet users watched online video content in May 2011, an average of 15.9 hours per viewer

<http://bit.ly/kKPJfT>

# Social Media for Outreach

- **Social networks can be powerful vehicles to spread awareness and create some buzz**
  - Be willing to “let go” of control over the precise content as long as the message gets delivered
  - Be prepared for people to edit, amplify and editorialize
  - Social media is more interactive than broadcast media, leverage the interaction
  - Join online communities before you try to create your own
  - Not a new way to “reach” people - it is an “attract and join” space (people actively seek rather than wait)

# Social Media In Action

Insights > Michigan Consumers for Healthcare > Overview

+ Create an Ad

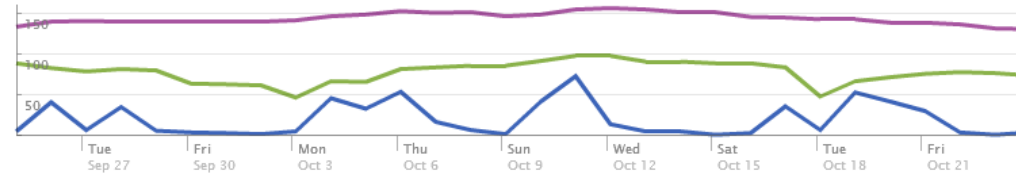
Week Month 09/25/2011 - 10/24/2011 Export

## Users [See Details](#)

New Likes? **13** ↑ 8.3%    Lifetime Likes? **115**    Monthly Active Users? **130** ↓ 3%

### Active Users?

Daily Active Users     Weekly Active Users     Monthly Active Users

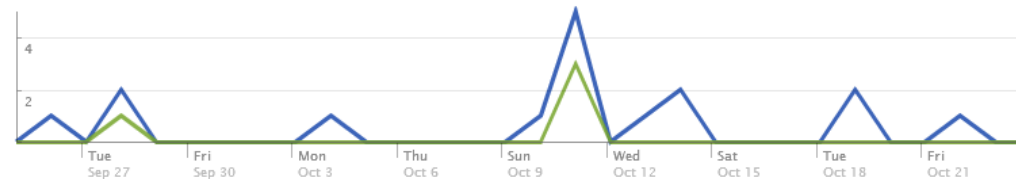


## Interactions [See Details](#)

Post Views? **5,669** ↑ 9.5%    Post Feedback? **20** ↑ 33%

### Page Content Feedback?

Likes     Comments





# Social Media In Action

- Utilizing video as part of social media engagement has been rewarding (and fun)
  - <http://www.youtube.com/user/michiganpca>
  - <http://www.youtube.com/user/MIHospitalAssoc>

# Voice Broadcast Messaging

- **A new frontier in delivering messages to our clients...**
  - Quickly record a message and upload your phone list
  - Schedule a time & date for your message to go out
  - Vendor can place thousands of calls to clients & customers at quick speeds
  - You can even include a transfer option for instant connections

# Voice Broadcast in Outreach

- **Can be used in conjunction with text messaging or by itself for a variety of purposes**
- **Has the added benefit that messages are easily delivered to both mobile phones and land lines**
- **Has to come from a trusted source and be delivered to an audience that is interested**
- **Offer the ability to develop a more personal tone with the convenience of mass delivery**

# Questions? Comments...

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