

Rhode Island Health Care Reform Commission
Health Benefits Exchange Workgroup
May 2, 2013
8:00 – 9:30 am
Brown Continuing Education – 200 Dyer Street, Providence
Minutes

Attendees: Rele Abiade, Jim Beasley, Jill Beckwith, John Coolise, Sadie Decourcy, Mark Deion, Dominic Delmonico, Zachary Gavry, Jill Glickman, Peter Howland, Linda Katz, Mark Kerin, SaraBeth Labanara, Betsy Loucks, Ellen Lynch, Jason Martesian, Cindy McDermott, Angelo Miccoli, Lauren Oliver, Marti Rosenberg, Genevieve Smith, Neta Taylor-Post, Michael Varadian, Dawn Wardyga, Jennifer Wood

- I. Call to Order: Amy Black, Exchange Staff announced that there will be a research briefing May 17th at 10:30am at Brown Continuing Education building, 200 Dyer Street, Providence.

II. Communications Planning Discussion

Overview of Community Listening Sessions, Megan Hall, Outreach Lead, Exchange
Ms. Hall presented an overview of listening sessions conducted with various communities in Rhode Island. The presentation is available at http://www.gov.ri.gov/healthcare/interest/documents/listening_sessions.pdf

Workgroup members suggested conducting listening sessions and outreach with workers from the health and beauty industry, home day care providers, sole proprietors, and financial counselors at hospitals.

Communications Plan Discussion, Ian Lang, Director of Marketing and Communications, Exchange

Mr. Lang provided an overview of the communications and marketing goals of the Exchange. Mr. Lang also discussed key audiences and vehicles to reach them. Attendees provided suggestions on how to best reach key target audiences, including disseminating information through employers, bus ads, and schools.

Presentation available here:

http://www.gov.ri.gov/healthcare/interest/documents/Exchange%20Messaging%20Discussion_FINAL.pdf

- IV. Public Comment – No additional comments offered at this time.

- V. Adjourn