



Revolutionizing Enrollment

Empowering Health Services through Digital Engagement

Agenda

1

WELCOME + TECH TIPS

2

EMPATHETIC PERSONALIZATION

3

MASTERING ENROLLMENT – CASE STUDY EXAMPLES

4

TRANSFORMING EXPERIENCES WORKSHOP

5

Q&A + CLOSING REMARKS



Empathetic Personalization

Redefining How We Connect

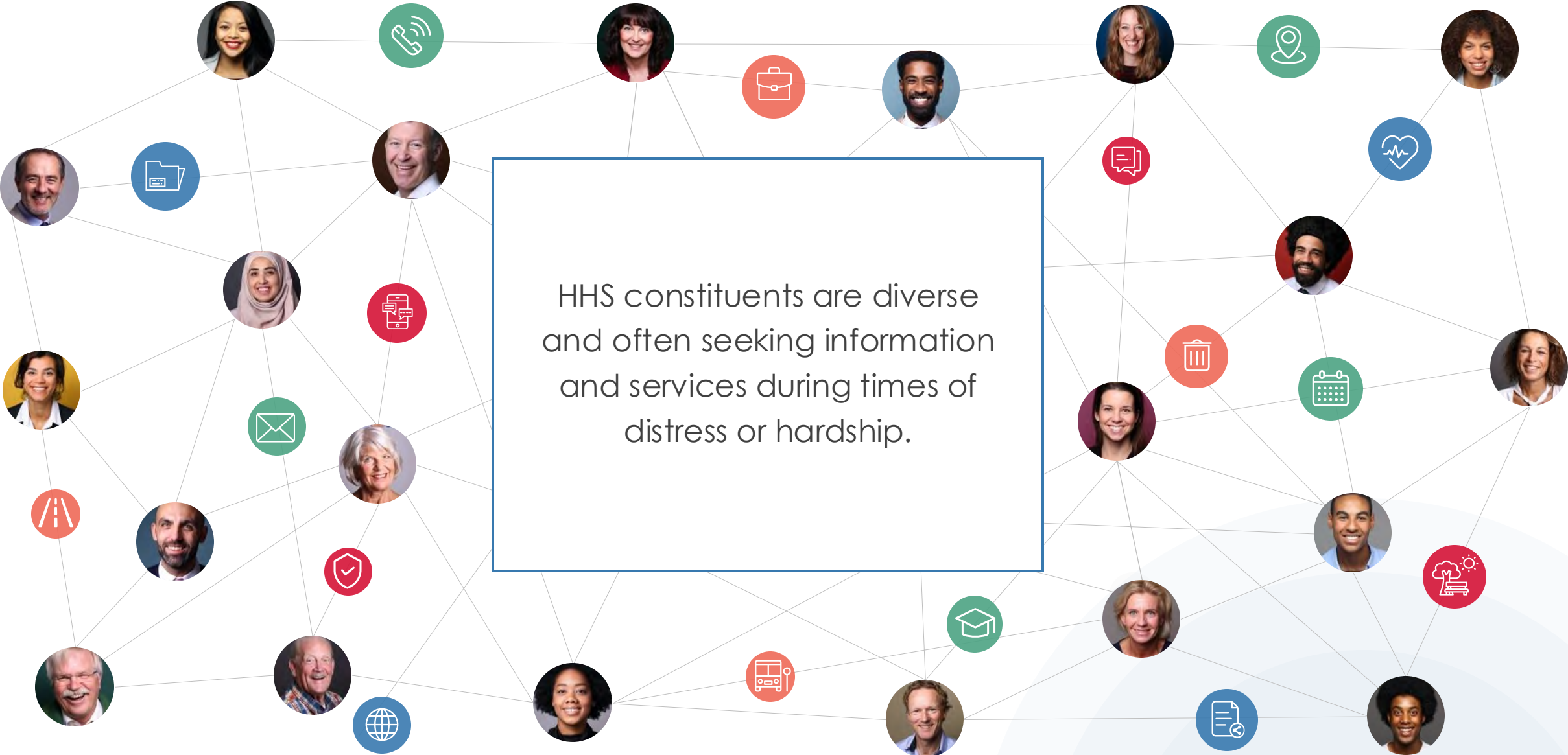


Angy Peterson

Vice President, Experience Services

Why Personalization Matters

HHS constituents are diverse and often seeking information and services during times of distress or hardship.



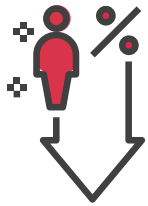
Why Personalization Matters



Not Customizing Connections

Personalization might seem like leaving people out, but generic digital touchpoints introduce risk to the agency

Risks for the agency:



Decreased engagement



Higher bounce rates



Lost opportunities for completion or compliance



Missed insights



Lost trust

Cutting Through the Noise

Personalization helps people prioritize messages and next steps



120

**The average number
of digital messages a person
receives each day**

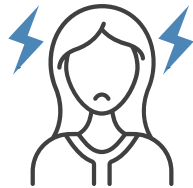
A Message for All is a Message for None

By trying to appeal to a vast, diverse group of people with a generic message, agencies risk not truly connecting with anyone

Risks for the constituent:



Can cause confusion



Can cause stress or concerns about fraud



Not having access to services



Things expiring



Emotional reaction

Personalize to Extend Empathy

People interact with government in major life events and in times of high stress or trauma

Remind

Will you **remind me of important guidelines**, deadlines and updates so I can feel informed and supported throughout a complicated process?

Remember

Will you **remember me after we interact**, especially during important or emotional life events so I don't always feel like I'm repeating myself?



Respect

Will you **respect my preferences** on how and where I'd like to receive information to help assure delivery to me protect my privacy and safety?

Respond

Will you **respond to my requests**, or communicate to alleviate my anxiety if while waiting for your response, so I don't feel the need to call the help line?

Data Powers Personalization

Better understand interests, preferences, and behavior to create custom experiences



Start small, with just a name.

**Then increase complexity
as you have more data.**

Data Powers Personalization

Better understand interests, preferences, and behavior to create custom experiences



Geographic

- Customer Location
- State
- Region
- Rural vs. Urban

Demographic

- Age
- Gender
- Occupation
- Socio-economic group

Psychographic

- Personality
- Lifestyles
- Attitudes & beliefs
- Concerns
- Social status

Behavioral

- Level of familiarity
- Rate of involvement
- Benefits sought

Putting Data to Work

3 key components for building personalized government experiences



Start with strategic program goals —
Digital enrollment, for example

Putting Data to Work

Start with strategic program goals — digital enrollment, for example



Website Goals

The customer has set forth the following goals for the website refresh.

- 24/7 City Hall**
Improve municipal technology to better serve the city, residents, stakeholders and others.
- Government Transparency**
Enhance the County's transparency, efficiency, and accountability.
- Economic Development**
Make it to transform payoffs and keep things coming and on.

Resident Rachel

GOALS

- I need to easily contact the county and report issues in my area.
- I would like to know of all the county resources and services available to me.
- I need to quickly find information on elections, public health, construction updates, and other resident relevant topics.
- I am building an addition to my home and will need my property re-assessed.

PAIN POINTS

- It's difficult to know where or who to reach out to, to get my requests and reports submitted.
- Time is wasted when I get redirected to a different department or agency when I contact the county.
- It's difficult to navigate the large website to find the services and information I need.

DIGITAL LITERACY

Low

FAMILIARITY WITH COUNTY GOVERNMENT

Low

SATISFACTION WITH COUNTY GOVERNMENT

Low

KEY SEARCH TERMS

- Property Taxes
- Deed/Record
- Building Permit
- Trash Collection
- Allegheny County Taxes
- Recap Issue

KEY WEB PAGES

- How to Report a Problem
- Building Permits
- Property Taxes
- Recap Issue

SUSAN
Representative of a local government agency

Goals

- Help my agency fulfill its responsibilities to protect the local environment
- Help residents and other community stakeholders understand their role and opportunities for engagement in local environmental protection programs
- Assist my agency in staying in compliance with DEQ regulations

	Awareness	Consideration	Decision	Management	Renewal
QUESTIONS	<ul style="list-style-type: none"> What is my agency's goal in protecting the local environment? What environmental issues are relevant to my local context? 	<ul style="list-style-type: none"> What is my agency's legal responsibility in protecting the local environment? What is DEQ's legal responsibility in protecting the local environment? 	<ul style="list-style-type: none"> Does my agency need permits or certifications? What is required, how long does the process take? 	<ul style="list-style-type: none"> What is the status of my regulatory or certification? What happens once the process is completed? Do I need anything else? 	<ul style="list-style-type: none"> How long is my permit or certification good for? Does my agency have other obligations? Did regulations change?
ACTIONS	<ul style="list-style-type: none"> Searches Google Reaches out to co-workers Reviews past agency actions 	<ul style="list-style-type: none"> Visits DEQ's website for general information Visits EPA's website for background information Consults with co-workers 	<ul style="list-style-type: none"> Accesses DEQ's website for regulatory information Connects with DEQ staff for clarification Takes a training course 	<ul style="list-style-type: none"> Visits website looking for additional information to answer her question Connects with DEQ staff for clarification 	<ul style="list-style-type: none"> Visits website to see if regulations have changed Reaches out agency to see the full story
INSIGHTS	<ul style="list-style-type: none"> Requires guidance to search relevant regulatory resources Needs content made available 	<ul style="list-style-type: none"> Provides clear guidance on responsibility of local government agencies Explains the relationship between DEQ and local government agencies 	<ul style="list-style-type: none"> Offers user documentation on regulatory requirements Provides clear paths for escalation of questions and concerns 	<ul style="list-style-type: none"> Provides clear guidance on high leverage regulatory requirements Provides clear paths for escalation of questions and concerns 	<ul style="list-style-type: none"> Provides clear guidance and regulatory information Makes content available

Customer Resident

Priority Audience #1

Goals

- Easily access basic city services online in a clear and accessible way
- Find out when my trash will be picked up, how to stay a parking ticket
- Get more engaged in the City and community, and stay attuned to local issues and city happenings
- Maintain a good quality of life and feel confident that Customer Sales care of residents
- Build our trust and faith that local leaders and city government are doing right by the community

Umbrella Message

Customer's digital-first mentality directly helps residents interact with the City online.

Pillar Messages

- City of Customers app is to serve residents
- City Hall has an open door for engaged residents
- Residents can find quick, accessible and accurate answers online
- Participating in our community is easy and rewarding

Proof Points

- Customer's website prominently features key resident needs and interests to ensure it serves these users well
- City Council meetings are recorded and shared online, and public input is welcome
- City boards, commissions and select all leverage resident input to support Customer's communities
- Customer's homepage is looking to the future and inviting in the community
- City Council meetings are recorded and shared online, and public input is welcome
- Online content is written in accessible, inclusive and clear language
- Residents can sign up for notifications and locate levels of public city data online
- Customer's homepage is looking to the future and inviting in the community
- Residents can better understand and access city details all in one place online
- The website contains online information for volunteering on boards and commissions
- The website contains online information for volunteering on boards and commissions
- Neighborhood groups and community centers offer many opportunities to deepen community engagement

Putting Data to Work

3 key components for building personalized government experiences

1

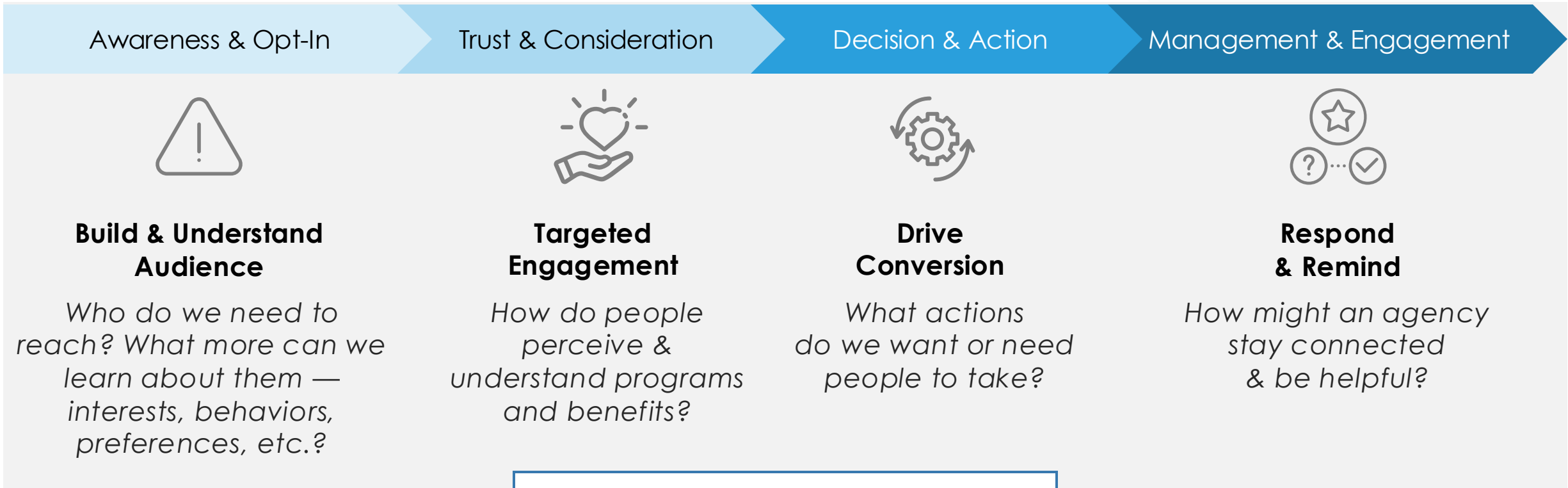
Start with strategic program goals —
Digital enrollment, for example

2

Connect program goals & experience
to personalized communications

Putting Data to Work

2 Connect program goals & experience to personalized communications



Four Phases of Communications

Putting Data to Work

3 key components for building personalized government experiences

1

Start with strategic program goals —
Digital enrollment, for example

2

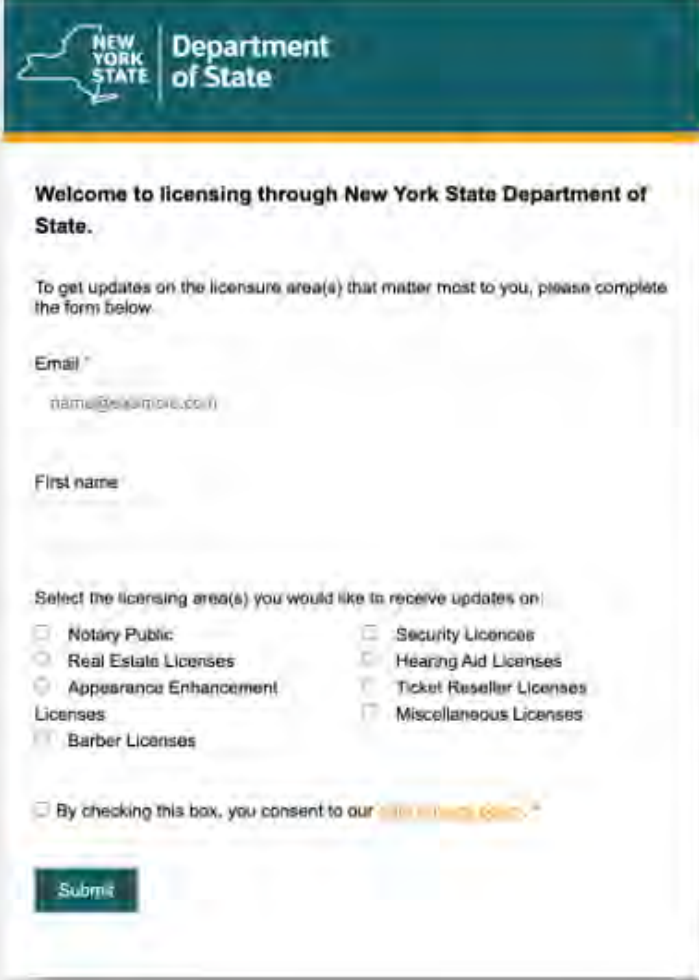
Connect program goals & experience
to personalized communications

3

Optimize technology for data to drive
more complex personalization over time

Putting Data to Work

- 3 Optimize technology for data to drive more complex personalization over time



The screenshot shows a web form from the New York State Department of State. The header includes the state logo and the text 'NEW YORK STATE Department of State'. The main heading is 'Welcome to licensing through New York State Department of State.' Below this, a paragraph asks the user to complete a form to receive updates on licensure areas. The form includes an 'Email' field with a placeholder 'name@delaware.com', a 'First name' field, and a section titled 'Select the licensing area(s) you would like to receive updates on!'. This section contains eight radio button options: Notary Public, Real Estate Licenses, Appearance Enhancement Licenses, Barber Licenses, Security Licenses, Hearing Aid Licenses, Ticket Reseller Licenses, and Miscellaneous Licenses. At the bottom, there is a consent checkbox and a 'Submit' button.

★ **Option A - Questions**


Using questions allows you to create criteria for segmentation. When a user "Answers" a question, the selected response gets added to the subscribers govDelivery profile.

Example: When sending future messaging, you could target users in the 'Licensing Services news and updates' topic who provided an interest response for Notary Public.

Putting Data to Work

3 Optimize technology for data to drive more complex personalization over time

M2 - Nail Specialty PREVIEW



Recipients Subscribers of Licensing Services news and updates who answered "Nail Specialty Licenses" to "Select the licensing area(s) you would like to receive updates on:", and subscribed to topics in the last 1 days, and were not sent this campaign message ever where destination contains "@"

Subject line Be Your Own Boss: Nail Specialty 📧

From NYS Department of State <NYSDeptofState@updates.dos.ny.gov>

🔄 Repeat every **1 week** 📅 Start the week of **Sep. 22, 2024** ⌚ Send at **11:00 am Eastern Time (US & Canada)**

Send on

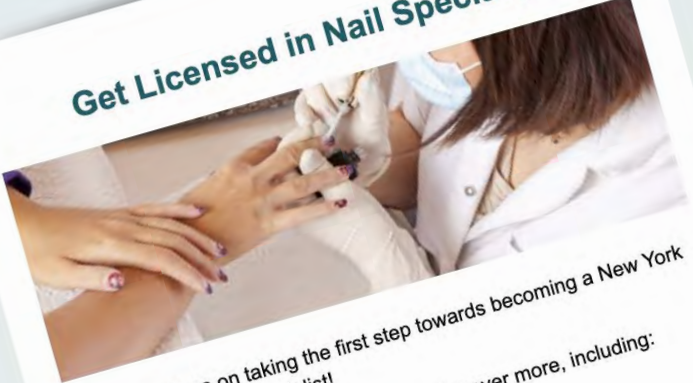
Sun Mon Tue Wed Thu Fri Sat

Putting Data to Work

3 Optimize technology for data to drive more complex personalization over time

NEW YORK STATE | Department of State

Get Licensed in Nail Specialty



Congratulations on taking the first step towards becoming a New York State licensed nail specialist!

[Check out our nail specialty page](#) to discover more, including:

- License requirements
- Exams
- Fees
- Renewals

[Start Your Career](#)

About Nail Specialty Licensure

[Nail specialty licensure](#) allows you to cut, shape or enhance the appearance of the nails of the hands or feet. Nail specialty includes the application and removal of sculptured or artificial nails.

Need assistance completing your application? [Review this application user guide](#).

Have a specific question about the nail specialty license and are unable to find answers on the licensing webpage? Get help through our [Licensing Contact Form](#).

If you are looking for information on renewal, you can [renew your license here](#). You are eligible to renew your license three months prior to the expiration date.

Putting Data to Work

Measure impact to inform future strategies for further personalization

Bulletin Subject Line	Total Delivered	Email Open Rate	Email Click Rate	Shared Bulletin Page Views
Be Your Own Boss (Message 1)	368,634	53.4%	6.8%	1,507
Be Your Own Boss: Barber	1,142	62.7%	17.8%	43
Be Your Own Boss: Cosmetologist	2,040	68.3%	17.2%	52
Be Your Own Boss: Esthetician	1,598	65.0%	16.3%	46
Be Your Own Boss: Home Inspector	3,506	60.2%	20.4%	63
Be Your Own Boss: Nail Specialty	1,176	61.1%	17.1%	40
Be Your Own Boss: Natural Hair Stylist	1,076	57.6%	14.1%	56
Be Your Own Boss: Real Estate	4,079	62.3%	18.2%	57
Be Your Own Boss: Security Guard	2,477	60.8%	18.2%	53
Be Your Own Boss: Waxing	1,142	61.2%	14.2%	45
Comprehensive Metrics (10 messages)	386,870	53.9%	7.4%	1,962



*Granicus State & Local Benchmarks: Unique Open Rate – 35% or 44% (top 20%)
Unique Click Rate – 3% or 6% (top 20%)*



Thank you



Mastering Enrollment: A Four-Stage Approach

Exploring case studies that drive desired program outcomes

Speakers



Jeff Tzucker

Manager,
Granicus Experience Group



Nick Geier

Manager,
Granicus Experience Group



Four Phases of Communications

Maximize digital communications to drive experience and outcomes.



Build & Understand Audience

Who do we need to reach? What more can we learn about them — interests, behaviors, preferences, etc.?

Remember Me



Targeted Engagement

How do residents perceive & understand our programs and benefits?

Respect Me



Drive Conversion

What actions do we want or need people to take?

Respond To Me



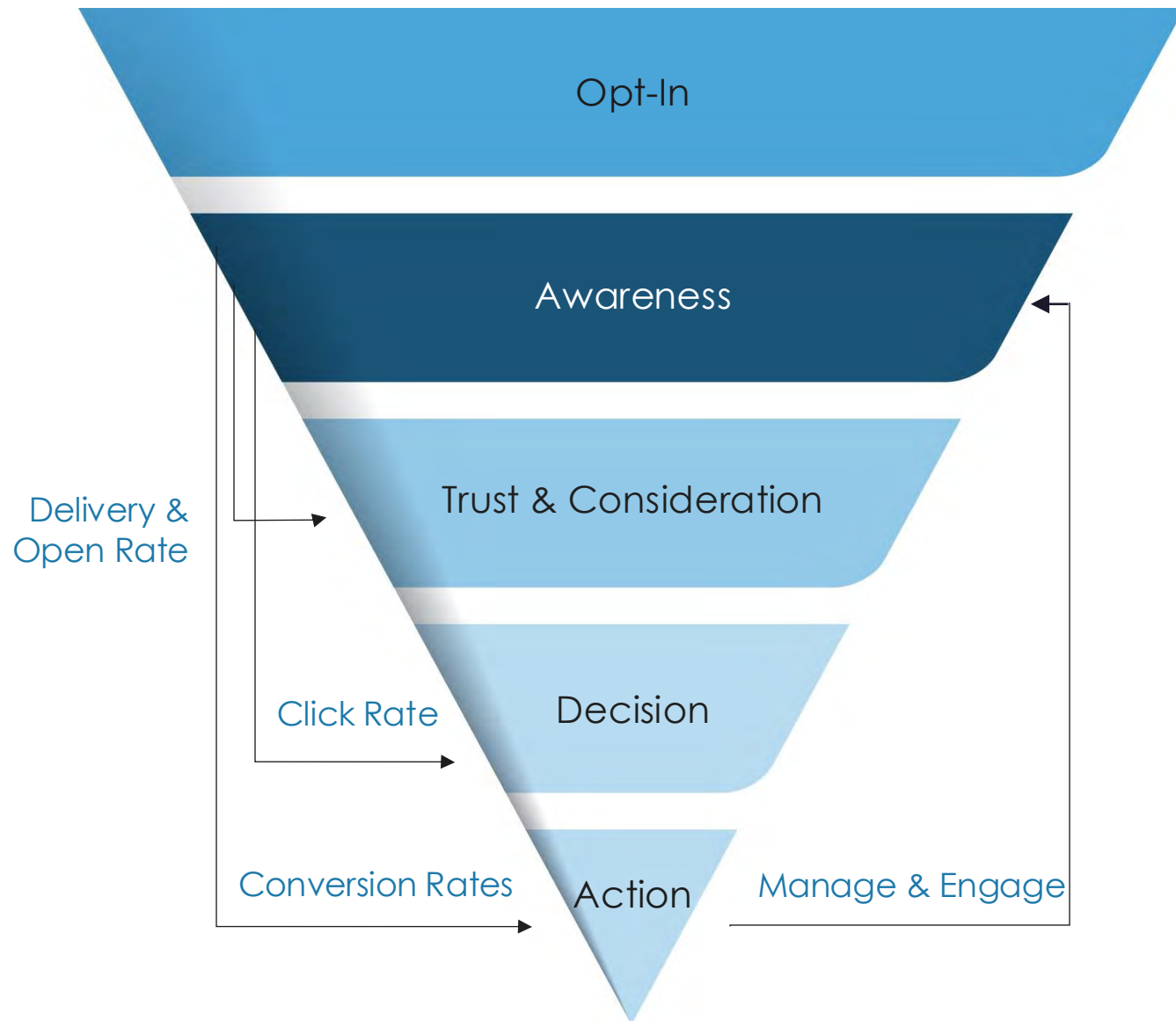
Respond & Remind

How might you stay connected & be helpful?

Remind Me

Communications Connected to Experience

- ✓ Human-centered approach
- ✓ Strategy + technology
- ✓ Engagement drives action
- ✓ Measure to optimize

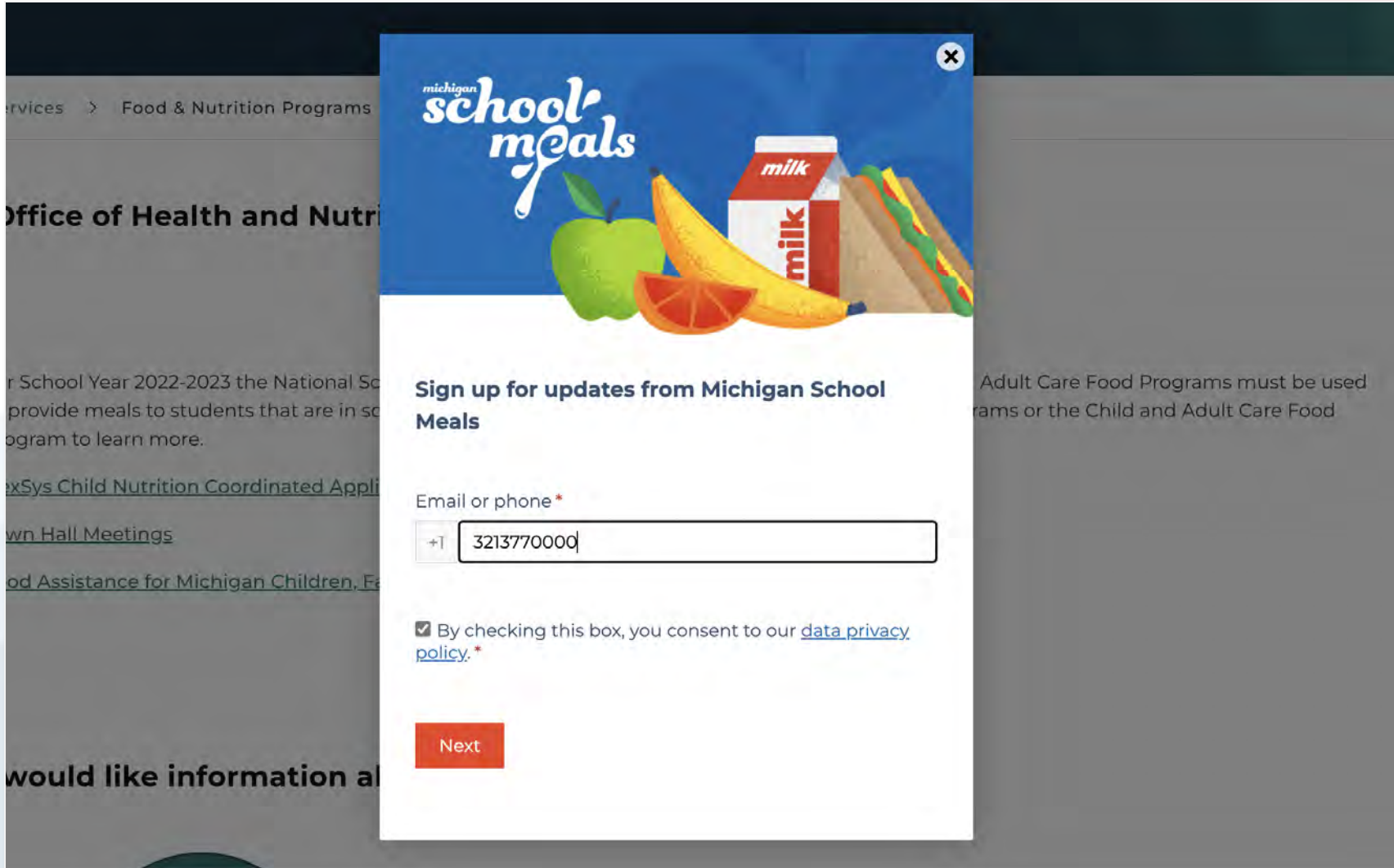


Awareness and Opt-in

Remember Me

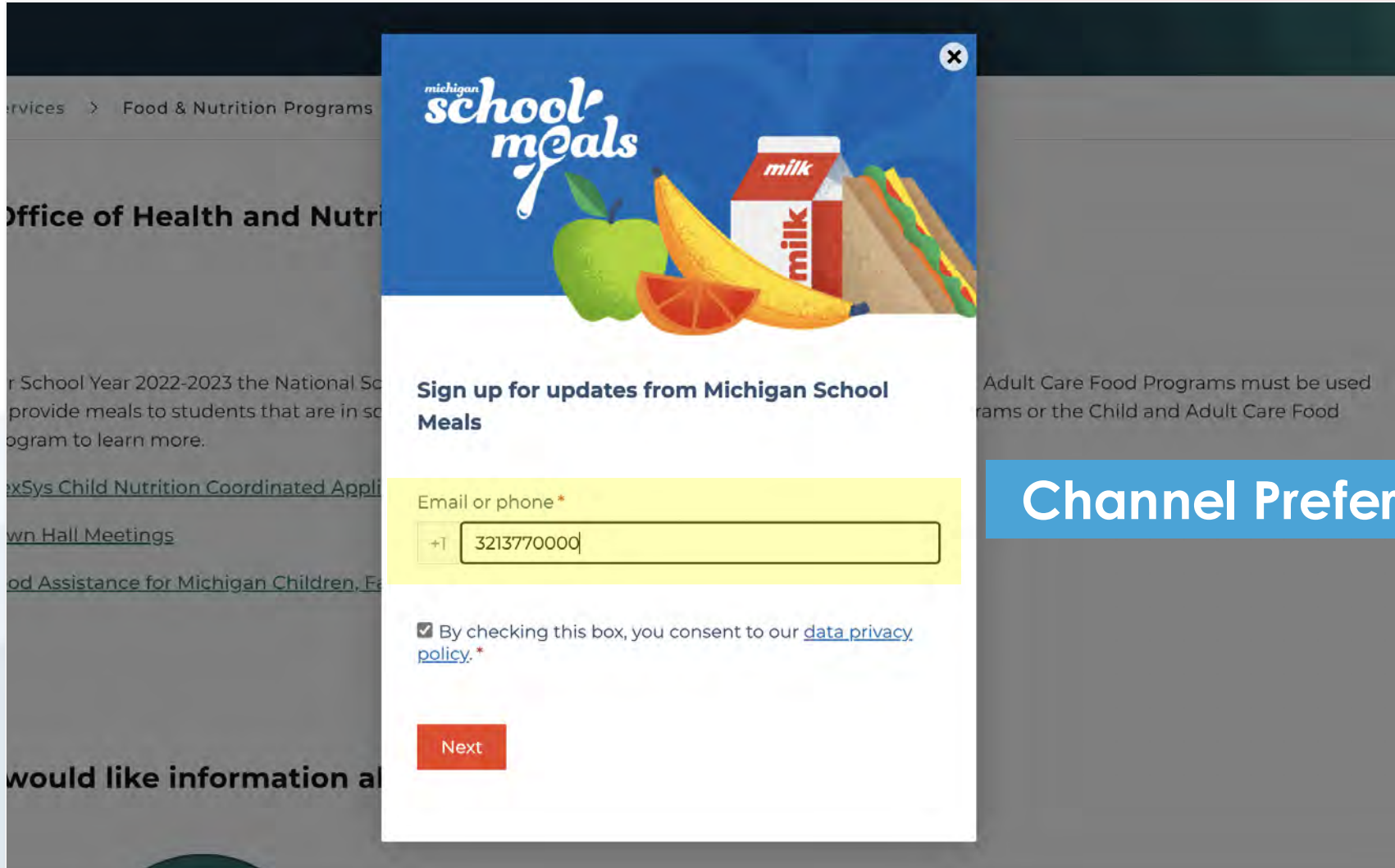
Acquire & Understand Your Audience

Capture Strategy: With GXG's enhanced sign-up experience, customers learn about their audience & capture data for personalized outreach



Acquire & Understand Your Audience

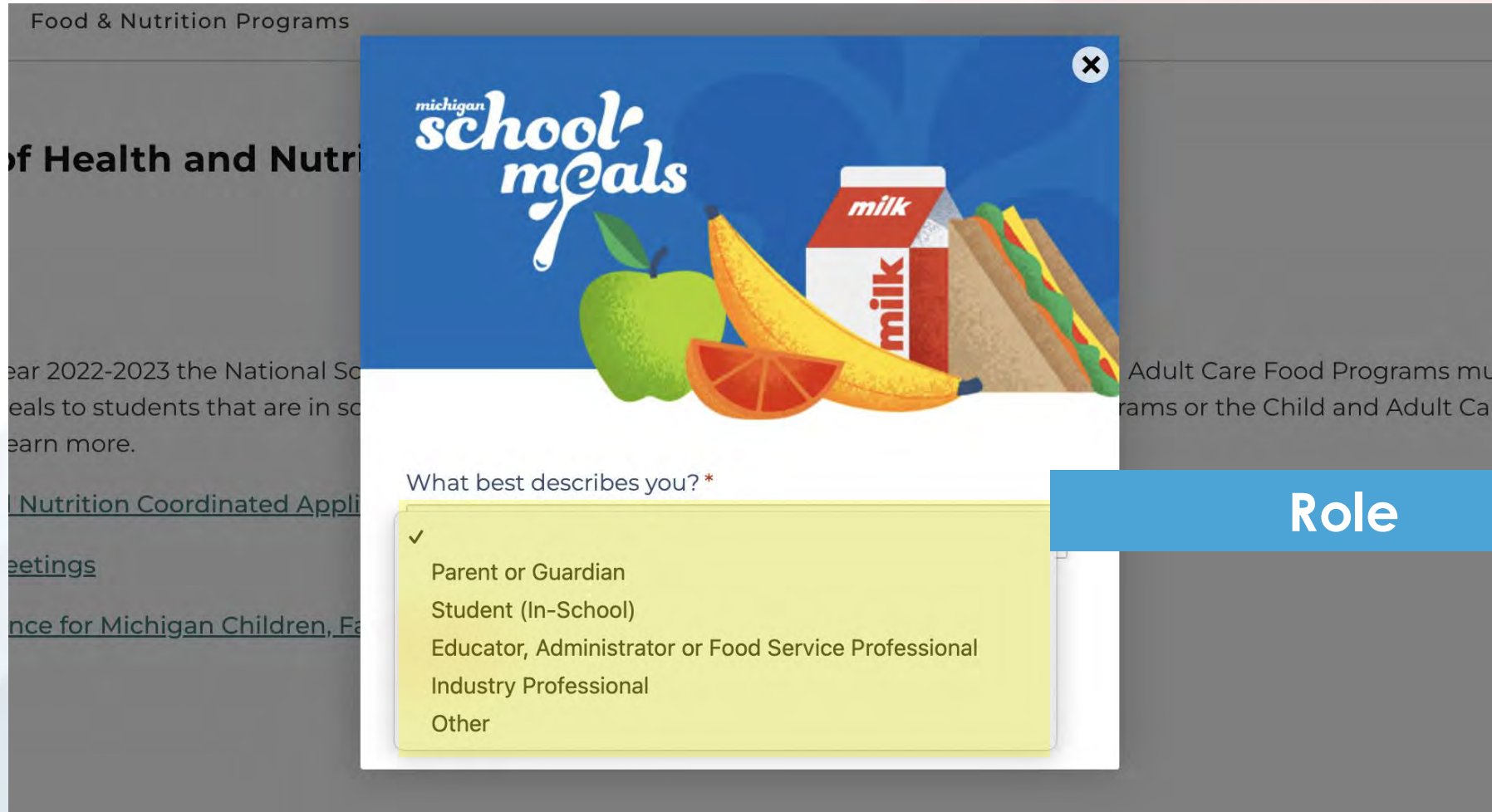
Capture Strategy: With GXG's enhanced sign-up experience, customers learn about their audience & capture data for personalized outreach



Channel Preference

Acquire & Understand Your Audience

Capture Strategy: With GXG's enhanced sign-up experience, customers learn about their audience & capture data for personalized outreach



Food & Nutrition Programs

of Health and Nutri

ear 2022-2023 the National So
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earn more.

Nutrition Coordinated Appli

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Adult Care Food Programs mus
rams or the Child and Adult Care

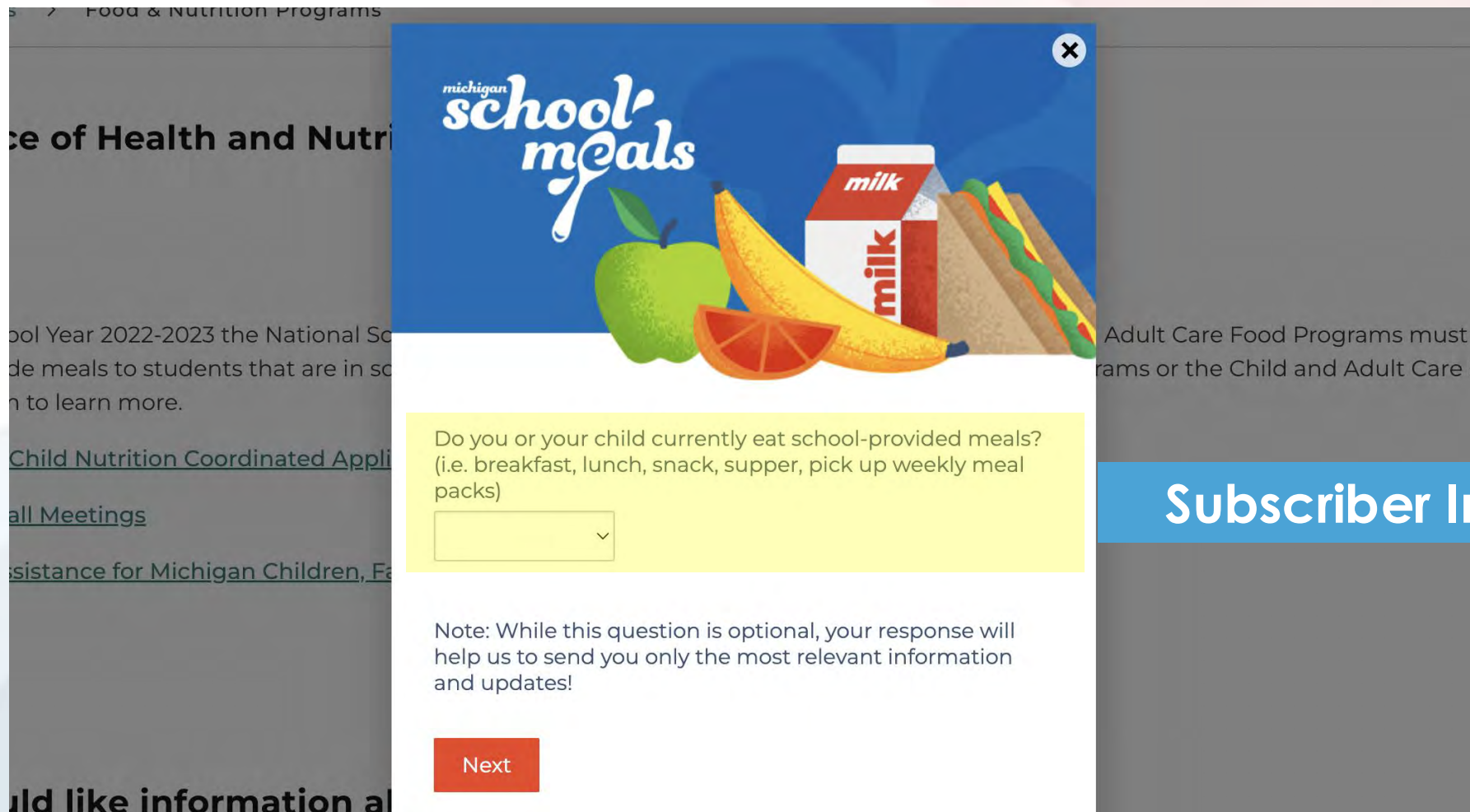
What best describes you? *

- ✓ Parent or Guardian
- Student (In-School)
- Educator, Administrator or Food Service Professional
- Industry Professional
- Other

Role

Acquire & Understand Your Audience

Capture Strategy: With GXG's enhanced sign-up experience, customers learn about their audience & capture data for personalized outreach



Food & Nutrition Programs

Department of Health and Nutrition

School Year 2022-2023 the National School Lunch Program...

Child Nutrition Coordinated Application

All Meetings

Assistance for Michigan Children, Families...

Adult Care Food Programs must be...

Programs or the Child and Adult Care F...


Subscriber Insight

Next

Welcome Messages

Building the foundation for trust for each audience segment

Audience 1



Could You Be a Foster Parent?

Interested in becoming a foster parent, but not sure if you qualify? There's a good chance you already have what it takes to make a big difference in a child's life.

The most important necessity is a willingness to help children in your community. Here are some basic requirements and common misconceptions about becoming a foster parent.

<p>✓ You Need To:</p> <ul style="list-style-type: none">• Be patient, loving, compassionate, and accepting• Provide a safe, stable, and nurturing environment• Be able to work with children who may have emotional and behavioral needs• Be supportive of efforts to return the child home and willing to work with the child's parents• Consider providing a permanent home if necessary• Support and celebrate diversity in all its forms	<p>✗ You Don't Need To:</p> <ul style="list-style-type: none">• Be married or a stay-at-home parent• Own a home – rented house or apartment is fine• Be perfect to make a positive impact on a child• Have a college degree• Work to become a foster parent alone – there are many resources and support groups available• Uphold "traditional" family standards – we support and encourage diverse backgrounds
--	---

To learn more about requirements and to hear what being a foster parent is like firsthand, talk to one of our [Foster Care Navigators](#). Our Navigators have real-life experience welcoming children into their homes and can answer any questions you have—no strings attached.

[Meet a Navigator](#)

MICHIGAN.GOV/HOPEFORAHOME 1-855-MICHKIDS

Audience 2



Meet the Faces of Foster Care



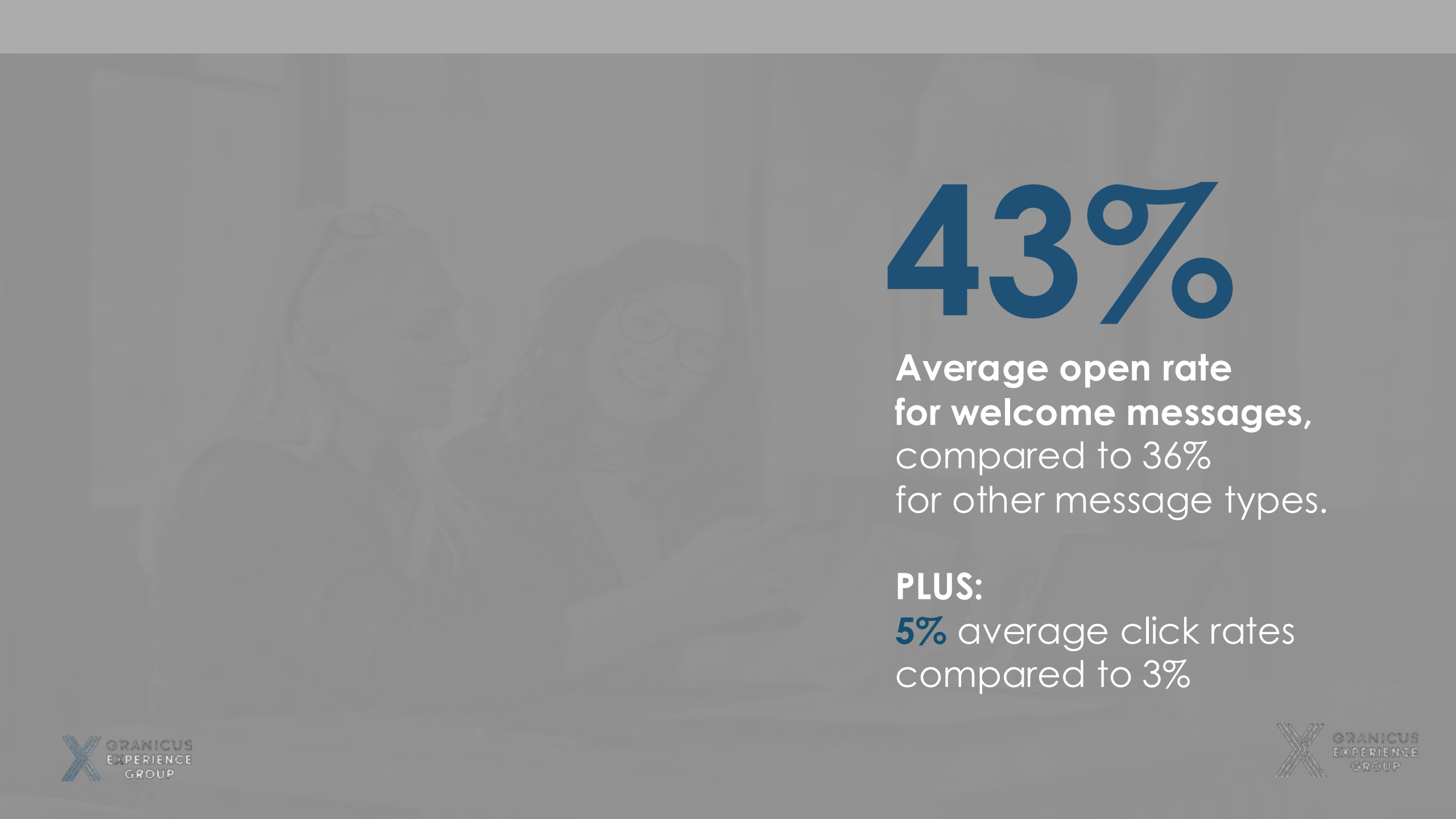
We are proud to introduce you to the [Faces of Foster Care](#). This series tells the stories of people who have made a difference in the lives of youth experiencing foster care in Michigan. Read about inspiring foster and adoptive parents, advocates, kinship caregivers, and more.

[Explore the Stories](#)

Every person connected to foster care has a unique experience and perspective. We hope that each story provides you with some insight and encouragement to [find a way to get involved](#).

MICHIGAN.GOV/HOPEFORAHOME 1-855-MICHKIDS

- Customized content for audience
- Audience-specific imagery
- CTA button to continue awareness building
- Consistent branding builds trust & awareness



43%

**Average open rate
for welcome messages,
compared to 36%
for other message types.**

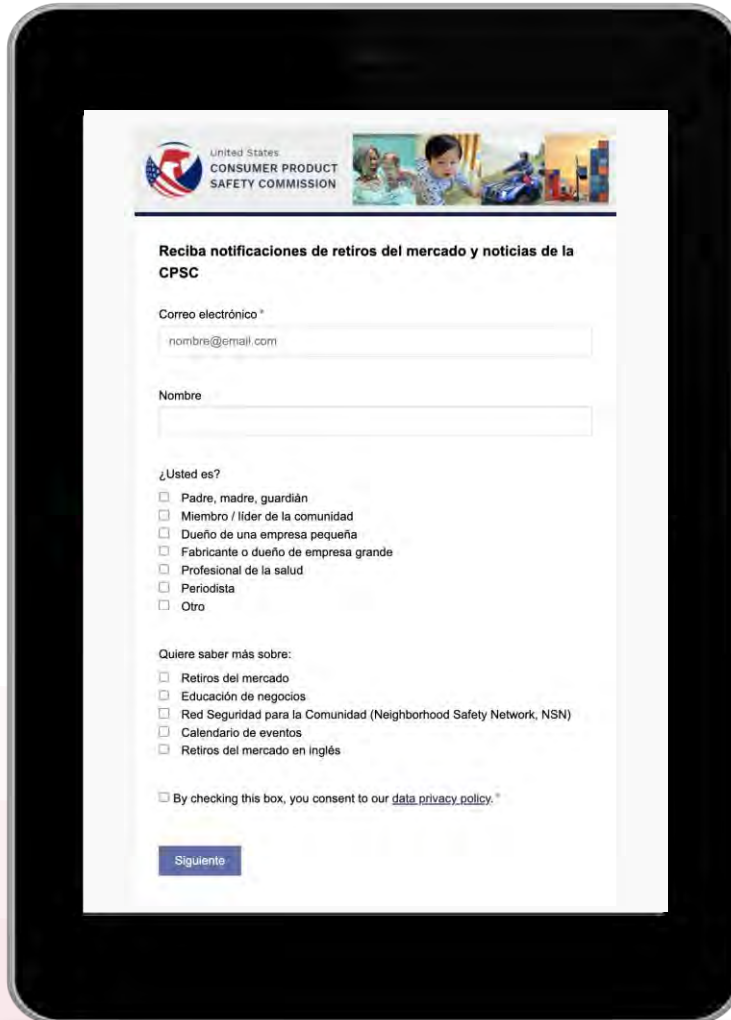
PLUS:

5% average click rates
compared to 3%

Trust & Consideration

User-Centered Segmentation

Multi-Language: Develop a controlled and streamlined opt-in journey that supports DE&I goals and aligns topics to audience preferences.



United States
CONSUMER PRODUCT
SAFETY COMMISSION

Reciba notificaciones de retiros del mercado y noticias de la CPSC

Correo electrónico *

nombre@email.com

Nombre

¿Usted es?

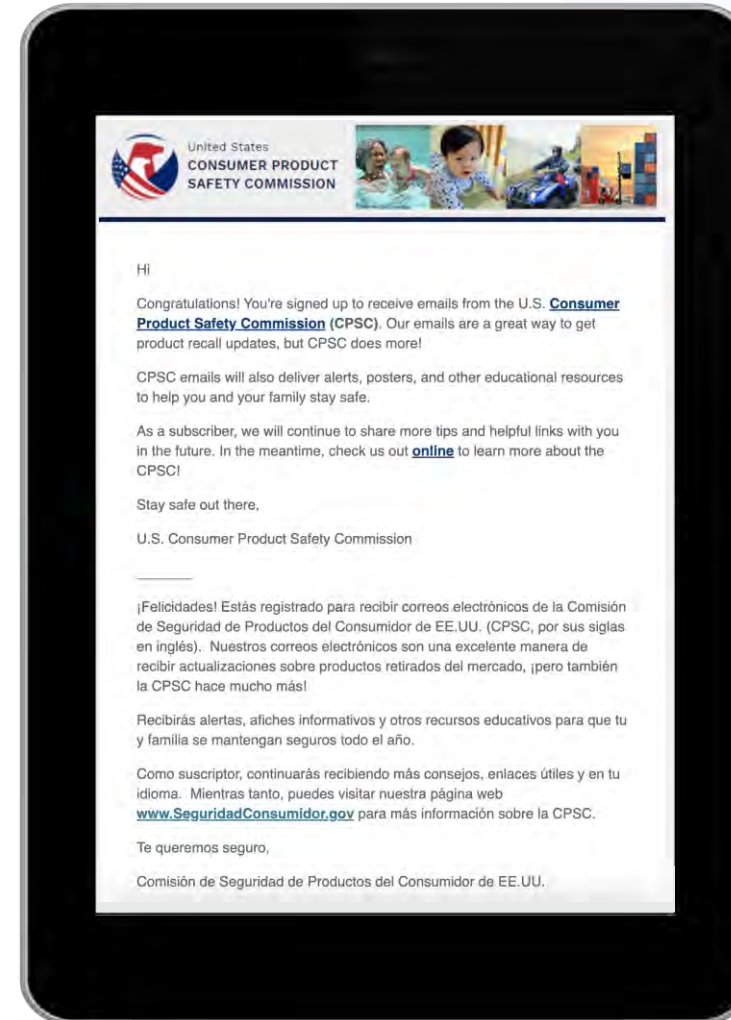
- Padre, madre, guardián
- Miembro / líder de la comunidad
- Dueño de una empresa pequeña
- Fabricante o dueño de empresa grande
- Profesional de la salud
- Periodista
- Otro

Quiere saber más sobre:

- Retiros del mercado
- Educación de negocios
- Red Seguridad para la Comunidad (Neighborhood Safety Network, NSN)
- Calendario de eventos
- Retiros del mercado en inglés

By checking this box, you consent to our [data privacy policy](#).

Siguiente



United States
CONSUMER PRODUCT
SAFETY COMMISSION

Hi

Congratulations! You're signed up to receive emails from the U.S. [Consumer Product Safety Commission](#) (CPSC). Our emails are a great way to get product recall updates, but CPSC does more!

CPSC emails will also deliver alerts, posters, and other educational resources to help you and your family stay safe.

As a subscriber, we will continue to share more tips and helpful links with you in the future. In the meantime, check us out [online](#) to learn more about the CPSC!

Stay safe out there.

U.S. Consumer Product Safety Commission

¡Felicitades! Estás registrado para recibir correos electrónicos de la Comisión de Seguridad de Productos del Consumidor de EE.UU. (CPSC, por sus siglas en inglés). Nuestros correos electrónicos son una excelente manera de recibir actualizaciones sobre productos retirados del mercado, ¡pero también la CPSC hace mucho más!

Recibirás alertas, afiches informativos y otros recursos educativos para que tú y familia se mantengan seguros todo el año.

Como suscriptor, continuarás recibiendo más consejos, enlaces útiles y en tu idioma. Mientras tanto, puedes visitar nuestra página web [www.SeguridadConsumidor.gov](#) para más información sobre la CPSC.

Te queremos seguro,

Comisión de Seguridad de Productos del Consumidor de EE.UU.

Multiple Touches to Connect to Experience

Journey-driven content developed to guide subscriber from awareness to action



#CoverVA   

Virginia Medicaid: What's Covered?



Having health insurance can help you protect your family. It gives you greater financial stability and can bring you peace of mind that your family is covered.

Virginia Medicaid offers comprehensive and quality coverage, so you no longer have to worry about you or your child getting sick or going to the doctor.


Coverage includes:

- Doctor and hospital visits
- Prescription drugs
- Laboratory tests
- Behavioral health services
- X-Ray services
- Long-term care
- Home health services
- Dental care

Visit our website to learn more about what is covered and find out how you can apply.

[Find Out What is Covered](#)

Ready to apply? Visit our website to learn how.



#CoverVA   

3 Easy Ways to Apply

Having health coverage can help protect you and your family from the unexpected. Cover Virginia makes it easy to apply for quality low or no-cost health coverage so you no longer have to worry about you or your child getting sick or the expense of going to the doctor.

If you think you may qualify, there are 3 easy ways to apply:

ONLINE	Visit Commonhelp.virginia.gov
PHONE	Call the CoverVA Call Center at 1-833-522-5582 (TDD: 1-888-221-1590)
IN PERSON	Visit CoverVA to locate your nearest Department of Social Services agency.

[Apply Today](#)



#CoverVA   

Still Need Help Applying?

Even more Virginians now have access to quality, low or no-cost health insurance. If you are unsure if you are eligible or if you need assistance with your application, we are here to help.

Call the Cover Virginia call center at 833-522-5582 or visit us online at [CoverVA](#) for information on eligibility and tips on submitting an application.

[Get Help Applying](#)


Decision & Action

Decision & Action

Respond to me: Confirm or complete an action

Thank You for Starting Your Application

Complete Your Application



Hello Friend,

Congratulations! By submitting your application, **you have completed the first step** in applying for _____ for your child. There are still several steps to complete the process, but our _____ County Project Managers are here to help!

Step Two: Upload All Documents

Have you uploaded these documents to your application? If not, please begin doing so. Forms are fillable online. Please remember, once completed, you will need to save it to a file on your device and then upload the form to your online application under document upload.

To complete your application in a timely manner, upload all documents in the next 2 weeks. _____ vouchers are awarded on a first-come, first-served basis, so completing within this time frame is very important.

_____ County Project Manager if you need help uploading your application. Your Project Manager is: _____
_____ County Project Manager:
_____ <http://www.ks.gov/find-a-childcare-program/>
_____ Phone: 317-452-0390

[Upload Documents](#)

[Find a Program](#)


Step Three: Eligibility Determination

_____ documents have been received, your application will be screened by _____ office for final determination. Whether you are approved or not, you will be contacted by an eligibility specialist with further directions.

Need additional assistance or still have questions on the application process? Contact your local county Project Manager.

Reminder: Complete Your Application

Time is Running Out!



Hello Friend,

Our records indicate you started an _____ application a couple of weeks ago, but have not uploaded all of the required documents. Please verify your information and complete the following steps:

- Log back into your application.
- Upload the required documents requested — please remember, once completed, you will need to save it to a file on your device and then upload the form to your online application under document upload.

Your local Project Manager is here to help, but you need to act quickly as you only have a few days left to finish the process.


Please don't miss out on this opportunity for your child! Studies have recently shown that children who attend _____ are better prepared for school and that those benefits continue well into elementary school.

[Upload Documents](#)

Need additional assistance or still have questions on the application process? Contact your local county Project Manager.

Your Application Is Now Inactive Until It's Completed

Oops, Did You Forget?



We have some important news concerning your **2023-2024 application**. Your status has been moved to **inactive** due to your application not being completed in a timely manner.

Good news, **we can reactivate your application** once all necessary documents have been received and you won't need to submit a new application! Forms are fillable online. Please remember, once completed, you will need to save it to a file on your device and then upload the form to your online application under document upload.

If you would like our help to complete the process, please contact the Consultant for your county. Don't miss out on this opportunity for your child, complete uploading documents to your application today. Please contact us, we are here to help!

[Upload Documents](#)

Decision & Action

Respond to me: Confirm or complete an action

Thank You for Starting Your Application

Complete Your Application

1539 Email Recipients
68.4% Open Rate
21.8% Click Rate

1467 SMS Recipients
452 Clicks

Step Two: Upload All Documents

Need additional assistance or still have questions on the application process?
Contact your local county Project Manager.

Reminder: Complete Your Application

Time is Running Out!

1812 Email Recipients*
76.5% Open Rate
44.2% Click Rate

1751 SMS Recipients
1343 Clicks

Need additional assistance or still have questions on the application process?
Contact your local county Project Manager.

Your Application Is Now Inactive Until It's Completed

Oops, Did You Forget?

471 Email Recipients
71.1% Open Rate
16.3% Click Rate

460 SMS Recipients
224 Clicks

Need additional assistance or still have questions on the application process?
Contact your local county Project Manager.

*As a rolling program, some recipients were part of a cohort from the previous quarter.

Respond to Me

Confirm an application or action is complete





KC Elections received your ballot.

Hello, Nick!

Your ballot has been received at King County Elections headquarters. It will now be processed and verified before being counted.

Learn more about how ballots are verified and counted at kce.wiki/process



Thanks for voting!


Have questions?

Call us at
206-296-VOTE (8683)
or email elections@kingcounty.gov.

Follow us!

 twitter.com/kcelections
 facebook.com/kcelections
 instagram.com/kcelections





KC Elections was unable to verify the signature on your ballot.

Hello Nick,




There was an issue with your signature. **Take action now** to make sure your vote counts.



Learn more about the issue and how to fix it at kce.wiki/TrackMyBallot


Have questions?

Call us at
206-296-VOTE (8683)
or email elections@kingcounty.gov.

Follow us!

 twitter.com/kcelections
 facebook.com/kcelections
 instagram.com/kcelections





Your signature has been verified, and your ballot will be counted.

Hello Nick,

Your vote counts! Your signature has been verified and your ballot will be counted in this election.




Visit kce.wiki/results for election results after 8 p.m. on Election Day.

Thanks for voting!

Have questions?

Call us at
206-296-VOTE (8683)
or email elections@kingcounty.gov.

Follow us!

 twitter.com/kcelections
 facebook.com/kcelections
 instagram.com/kcelections



King County

67%

Greater cure rate among voters opted in for alerts

91%

Greater turnout among opt-in voters in Special Election

“

We strongly believe in radical transparency and strive to be as transparent as we possibly can, to lift the curtain for our voters in every single way possible, to let them know when they stick their ballot in the mailbox or in one of our drop boxes: What happens to that ballot? Everything that we can do to build that trust with a voter, even something as simple as a text message, really goes a long way.

Halei Watkins
KCE Communications Director

Management & Engagement

Guide the Journey

Alleviate anxiety, communicate to empathize and plan for customers going through complex, multi-step processes

HealthCare.gov Medicare.gov

2024:

21.3 Million Enrollments
HealthCare.gov

1

HealthCare.gov

Welcome! Let's get you covered

Thank you for taking the first step toward getting health coverage!

Open Enrollment is over but you may be able to get covered if you qualify for a Special Enrollment Period, Medicaid, or CHIP.

[Get Started](#)

[Find out if you qualify for a Special Enrollment Period, Medicaid, or CHIP.](#)

We'll be in touch soon! We're here to help and we'll send you reminders before important dates so you don't miss a deadline.

The [Heal](#)

2

HealthCare.gov

Two days left to enroll

The final day to enroll is two days away and you have not finished your application or selected a 2019 Marketplace plan at [HealthCare.gov](#).

Your 2019 Coverage Status	
2019 Application:	✔ STARTED
2019 Plan:	❌ NONE SELECTED
Assistance:	ℹ SEE IF YOU QUALIFY

New, better or more affordable plans may be available to you for 2019. Visit [HealthCare.gov](#) today to finish your application and pick a plan that meets your needs for next year.

[Submit](#)

REMEMBER e for 2019 closes on Saturday, De

The [HealthCare.gov](#) Team

3

HealthCare.gov

Your premium is due today

Urgent: If you haven't already done so, you have just hours left to pay your premium directly to your insurance company or risk losing coverage.

Log in to your [HealthCare.gov](#) account, select your application and then click the 'Pay Your Premium' button.

[Log In](#)

If you're having trouble making your payment, contact your insurance company right away.

Remember: Today is the last day to pay your premium to ensure you have coverage.

The [HealthCare.gov](#) Team

If you've already paid your premium, click [here](#) to stop receiving premium payment reminders.


Management & Engagement

Remind Me: Keep Me Eligible & Enrolled

Administrator Notification

Includes name(s) of employees
120-Day Notice

Your Employee(s) Must Submit Fingerprints Within 120 Days



The Office of Early Childhood and Out-of-School Learning requires up-to-date background checks with completed fingerprints for child care providers. Our records indicate that the following employees must submit fingerprints for their background check within the next 120 days:


- Your Employees

Please encourage employees to be proactive about scheduling their appointments through [IdentoGo](#) and submitting their fingerprints. If you or your employees have any questions regarding fingerprints or consent forms, please contact your Licensing Consultant / LLEP Consultant.

Employee Notification

Personalized with first name
120-Day Notice

Your Fingerprints are Expiring Soon



Hi,

The _____ requires background checks and updated fingerprints for child care providers. Our records indicate that your fingerprints are due to be updated within the next 120 days. We recommend that providers are proactive about scheduling an appointment and submitting their fingerprints.


Your fingerprints must be completed and postmarked ASAP. If you have questions or have recently completed your fingerprints as part of your background screening, please reach out to your assigned Licensing Consultant / LLEP Consultant. [Visit IdentoGO to complete your fingerprints.](#)

After completing your fingerprints, the next step is to complete the required consent forms within _____. If you have any questions regarding consent forms, please reach out to your Licensing Consultant / LLEP Consultant as well.

[Visit IdentoGO](#)

90-Day Notice

Submit Your Fingerprints Within 90 Days



Hi,

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Did You Submit Your Fingerprints?



Hi,


The _____ requires updated fingerprints for child care providers every three years, and updated consent forms each year. Our records indicate that your updated fingerprints were due.

If you have already submitted your fingerprints, thank you! If you were not able to submit your fingerprints or have submitted them and think you are receiving this message in error, please reach out to your Licensing Consultant / LLEP Consultant.

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[Visit Portal](#)

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[Visit Portal](#)

If completed


Management & Engagement

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288 Email Recipients
66.1% Open Rate
5.3% Click Rate

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Employee Notification

Personalized with first name
120-Day Notice

Your Fingerprints are Expiring Soon

427 Email Recipients
408 SMS Recipients
59.1% Open Rate
4.2% Click Rate*

Hi, _____

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***SMS Clicks Not Trackable**

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4.2% Click Rate*

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Your fingerprints must be completed and submitted. If you have questions or have recently completed your fingerprints as part of your background screening, please reach out to your assigned Licensing Consultant / LLEP Consultant. [Visit IdentoGO to complete your fingerprints.](#)

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[Visit IdentoGO](#)

90-Day Notice

Submit Your Fingerprints Within 90 Days

392 Email Recipients
378 SMS Recipients
55.1% Open Rate
2.8% Click Rate*

Hi, [Name],

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As a reminder, the deadline to complete and mail your updated fingerprints is ASAP. If you have questions or have recently completed your fingerprints as part of your background screening, please reach out to your assigned Licensing Consultant. ***SMS Clicks Not Trackable**


[Visit IdentoGO](#)

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Only ~8% Completed

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[Visit Portal](#)

If completed

Management & Engagement

Remind Me: Keep Me Eligible & Enrolled

Administrator Notification

Includes name(s) of employees
120-Day Notice

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288 Email Recipients
66.1% Open Rate
5.3% Click Rate

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408 SMS Recipients
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4.2% Click Rate*

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[Visit IdentoGO](#)

90-Day Notice

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378 SMS Recipients
55.1% Open Rate
2.8% Click Rate*

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[Visit IdentoGO](#)

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Please note: If you have already completed your fingerprints in response to our previous message, action is no longer needed. Your program manager can confirm if your updated fingerprints have been approved.

Only ~8% Completed

If completed

Did You Submit Your Fingerprints?

39 Email Recipients
32 SMS Recipients
55.3% Open Rate
5.3% Click Rate*

Hi, [Name],

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8.5% Incomplete

Your Fingerprints Have Processed

355 Email Recipients
337 SMS Recipients
61.3% Open Rate
16.1% Email Click Rate
24.9% SMS Click Rate

Hi, [Name],

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Take the next step to [complete the required consent forms within](#) [Timeframe]. If you have any questions, please reach out to your Licensing Consultant / LLEP Consultant.

91.5% Completed*

***~8% Bounced/Scrubbed**

[Visit Portal](#)



Mastering Enrollment: A Four-Stage Approach

Thank you!



Transforming Experiences: Insights from Practical Use Cases

2024

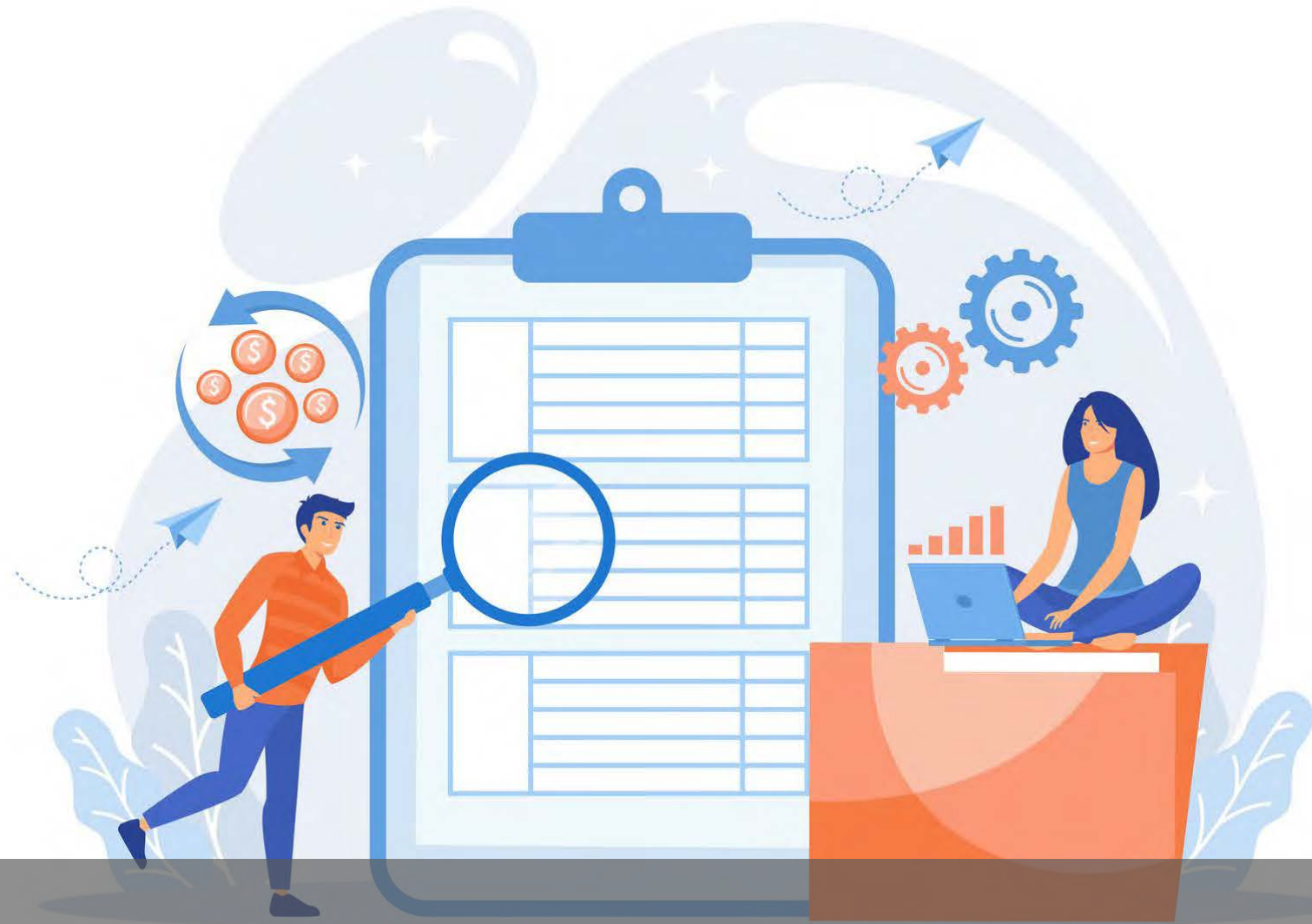
Speakers



Jeff Tzucker



Nick Geier



Campaign Strategy | Increase Enrollment



Four Phases of Communications

Maximize digital communications to drive experience and outcomes.



Build & Understand Audience

Who do we need to reach? What more can we learn about them — interests, behaviors, preferences, etc.?

Remember Me



Targeted Engagement

How do residents perceive & understand our programs and benefits?

Respect Me



Drive Conversion

What actions do we want or need people to take?

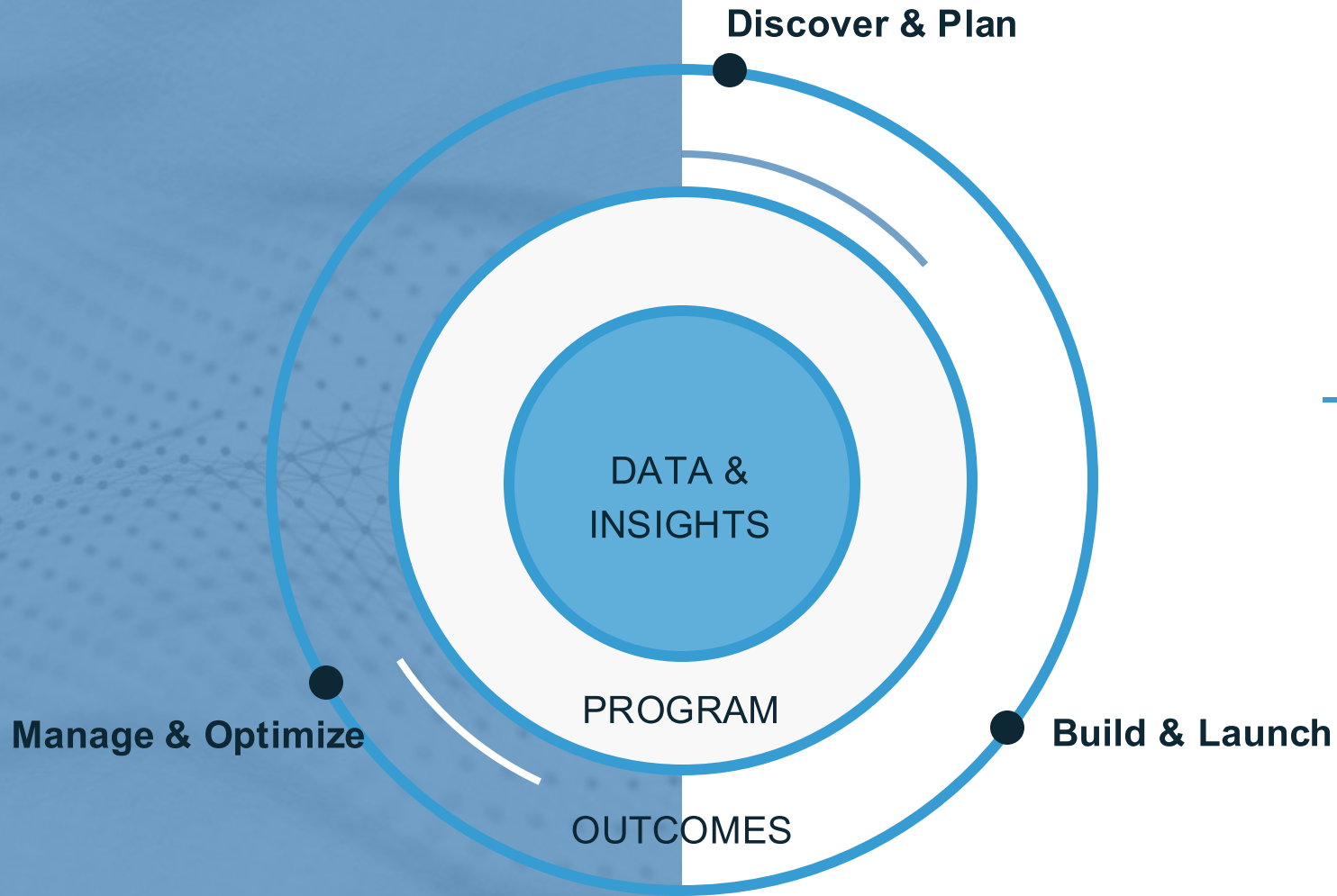
Respond To Me



Respond & Remind

How might you stay connected & be helpful?

Remind Me



MAKE A PLAN

Organizations often skip over the Discover & Plan phase and jump right in to Build & Launch.

4 Steps to Designing a Campaign

HUMAN-CENTERED

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

CONTENT

Access and create content needed at various touchpoints and phases of the journey.





Warm Up Exercise



Question:

What are the universal things about the Starbucks Experience people love?

Human-Centric Communications for Digital Service Delivery

“Lift-and-Shift” Digitization Defeats the Purpose of Digital Transformation

Respect

Will you **respect my preferences** on how and where I'd like to receive information to help assure delivery to me protect my privacy and safety?

Remember

Will you **remember me after we interact**, especially during important or emotional life events so I don't always feel like I'm repeating myself?

Respond

Will you **respond to my requests**, or communicate to alleviate my anxiety if while waiting for your response, so I don't feel the need to call the help line?

Remind

Will you **remind me of important guidelines, deadlines and updates** so I can be successful I feel informed and supported throughout a complicated process?



Sign up

1



Goal

2



Audience

3




Journey

4



Content

Step 1: Goals & Objectives

 20 minutes



GOALS: Know where you are going

Website Goals

The customer has set forth the following goals for the website refresh.



24/7 City H
Improve mun
technology to
serve the city
stakeholders
others.



Website Objectives

Customer will need to achieve the following objectives in order to achieve larger goals.

Website Goals



24/7 City Hall: Improve municipal technology to better serve the city, residents, stakeholders and others.



Government Transparency: Enhance the City's transparency, efficiency, and accountability.



Economic Development: Make the City easier to transact with, make payments, permitting and licensing and keeping the community informed and engaged.



Talent Recruitment: Education and recruitment of young professionals for the future City of Montgomery.

Website Objectives

- **Streamline** the user experience to complete popular actions like checking Sanitation schedules, getting Covid-19 information, contacting the Police, booking Riverboat Harriall tickets, and checking Employee payroll.
- **Create** all website content with a mobile-first mentality.
- **Lower** reading level across website to a 6th-grade reading level.
- **Set up** Goal Completions in Google Analytics to iterate towards a better user experience.
- **Increase** visibility of Contact information across city departments.
- **Dedicate** section of website to dynamic news-sharing, including live-streaming town-halls.
- **Create** a 'City Council' webpage where constituents can interact with city councilors and sign up to speak at City Council meetings.
- **Create** 'Public Safety Portal' to share statistics on crime in Montgomery.
- **Create** a uniform user experience for all online permit and payment processes for businesses.
- **Promote** Business Toolkit and steps to open a business in Montgomery.
- **Create** dedicated section of the website to highlight newly opened businesses, entrepreneur success stories, and target minority-owned businesses.
- **Create** dedicated section of website to prioritize tourism, culture, and history to recruit visitors, students, and entrepreneurs.
- **Increase** awareness of Montgomery's attractive business environment and reputation as an economic hub of the South.
- **Highlight** Montgomery's livability for current and prospective residents.

When developing a strategy, it is important to first align around a set of goals.

These goals should support your overall agency goals and objectives.

These goals will help inform what types and categories of content and experiences should be prioritized at different phases.

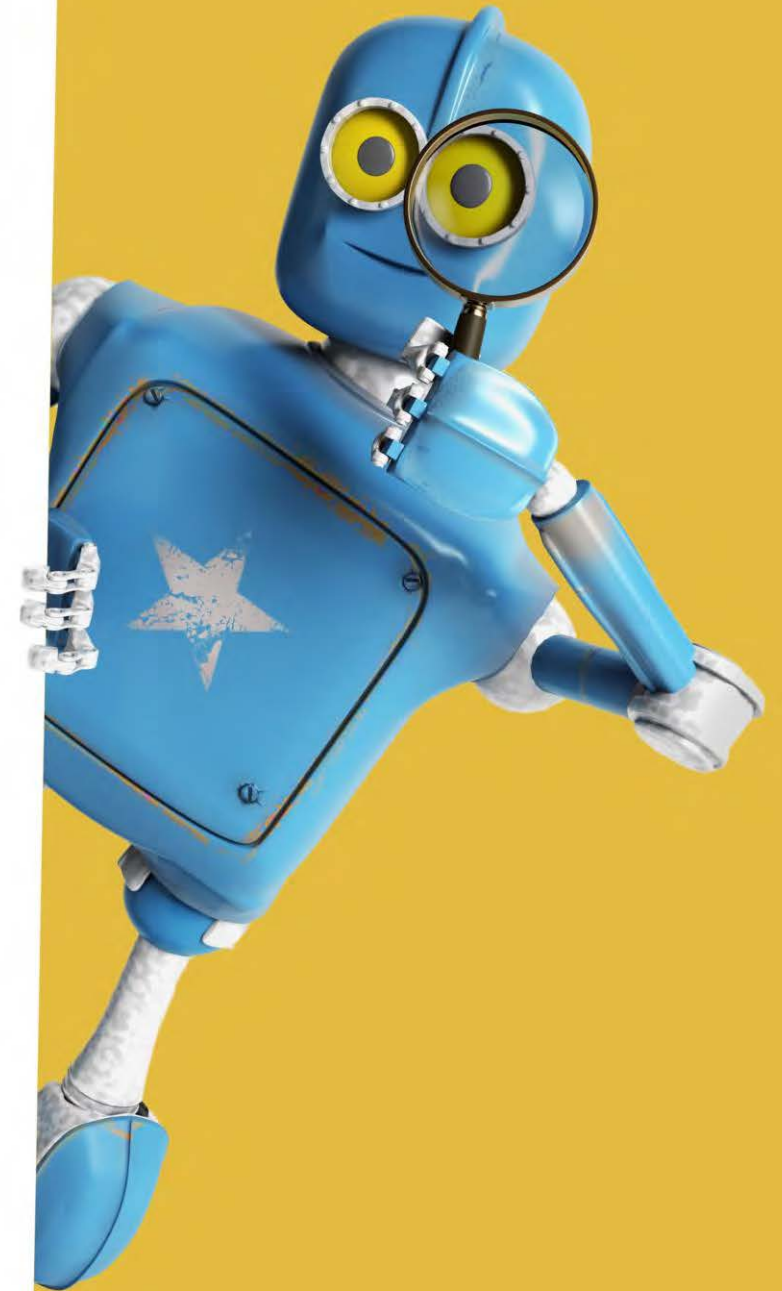
Goals

Why are we here?

What are we trying to accomplish?

What problems are we trying to solve?

Where do we want to be?



Exercise

What is your division or departmental goal?

(Share it out loud!)

 **2 minutes**

Know What You Are Trying to Achieve

Is everyone aligned on what indicates “success”?



GOAL

Increase Enrollment
and Renewals



OBJECTIVES

How will we
measure success?


Exercise

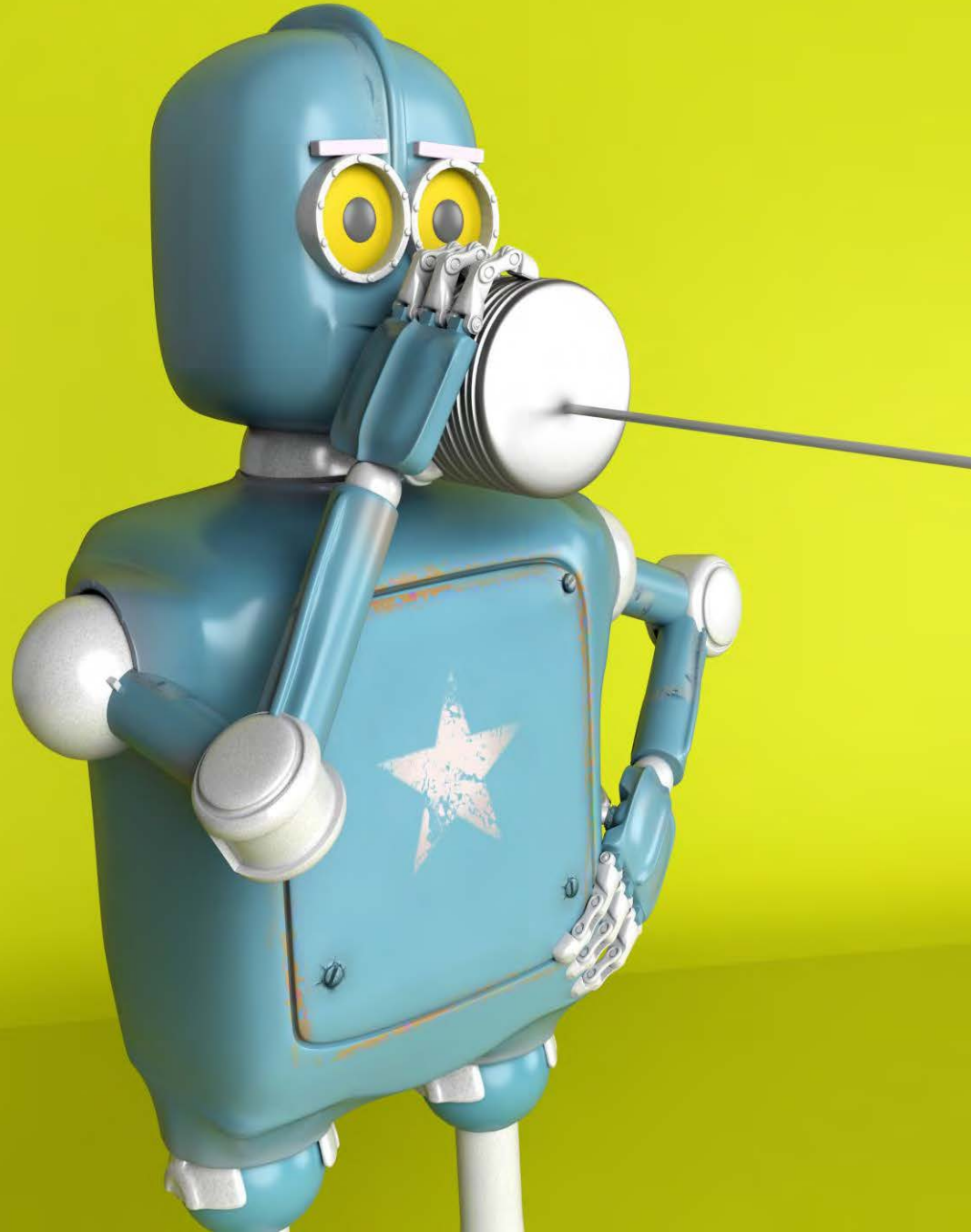
How would you measure success
for your campaign?

Specific, Measurable, Actionable, Reasonable, Time-bound

(Share it out loud!)

Step 2: Understanding Your Audience

 20 minutes



Audience

Who are we talking to?

Who is listening?

What do they hear?

Segmenting Your Audience



Geographic

Customer location
State
Region
Rural vs. Urban



Demographic

Age
Gender
Occupation
Socio-economic group



Psychographic

Personality
Lifestyles
Attitudes and Beliefs
Concerns
Social Status



Behavioral

Level of familiarity
Rate of involvement
Benefits sought

Discovery Methods

Activities to gain insights and audience understanding



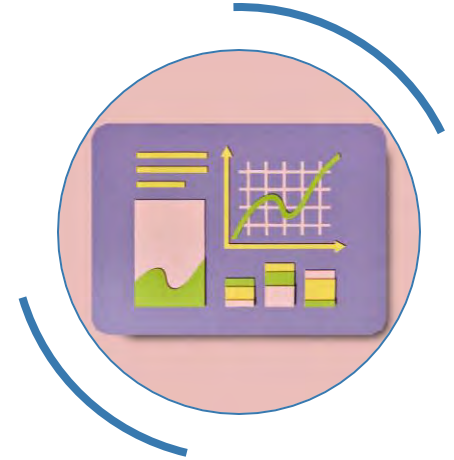
Stakeholder Interviews



Survey and Sentiment Analysis



Customer Observation & User Testing




Data Dive: Web Analytics, Content Audit

Audience Tools to Drive a User-Centered Strategy

Understanding your audience will better inform content decision to fit your users' needs.

User Scenario



I am _____

I need to _____

in order to _____

Name: _____

Audience Landscape



User Persona



JASON & TRISH
Customer Residents

WHO AM I?

- Married couple with two children, both of whom are old enough to be looking for work and school opportunities, hopefully in Customer
- Relatively new to Customer - recently moved here to be close to Maxwell-Gunter Air Force Base
- Both worked in the defense industry and consider themselves to be natural leaders with a firm belief in service to others.
- Fairly strong tech background with a preference for digital solutions

WHAT ARE MY GOALS?

- Easily access basic city services online in a clear and accessible way
- Find out when my trash will be picked up, how to pay a parking ticket
- Get more engaged in the City and community, and stay attuned to local issues and city happenings
- Maintain a good quality of life and feel confident that Customer takes care of residents
- Build our trust and faith that local leaders and city government are doing right by the community

WHAT ARE MY PAIN POINTS?

- Our trash isn't getting picked up regularly and we need to talk to someone at sanitation
- We still haven't updated our voter registrations to our Customer address and we're not sure how to do that before the next local election
- I don't know anyone who works for the city and I'm not sure where I can go to get answers

WHAT DO I NEED?

- A City website that makes it easy for me to find the information I need, contact the appropriate representatives, and complete routine actions
- User friendly and mobile friendly interfaces with clear and logical information about city services
- Opportunities to engage local government as a voter, citizen and member of the public
- Online information on local jobs and education opportunities for our kids

DEMOGRAPHICS

- 53 and 57 years old
- Married couple, with two children (ages 16 and 20)
- Jason is a retired Veteran, Trish works at Maxwell-Gunter Air Force base

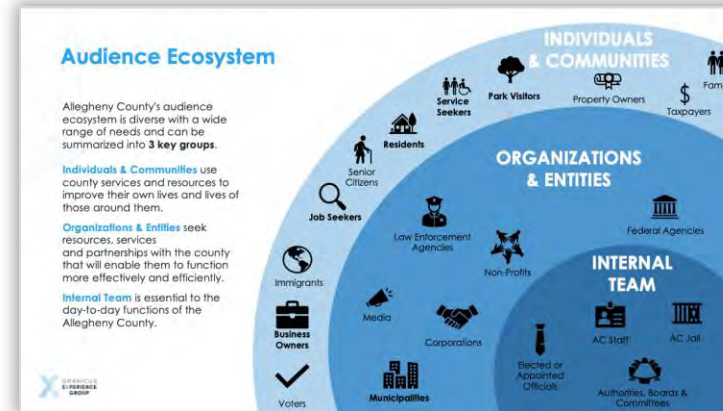
KEY WEBSITE PAGES

- City Council
- Meetings and Agendas
- City TV
- Colleges and Universities
- Communications Department
- E-Notifications
- How Do I... Register To Vote
- Mayor Steven Reed
- Senior Customer Police Department
- Online Citation Payment Portal
- Sanitation
- Share Ideas
- Traffic Tickets
- Volunteer

KEY SEARCH TERMS

- "City of Customer 311"
- "Customer garbage schedule"
- "Customer sanitation"
- "City spending ticket Customer Albanna"
- "Red light camera fine"
- "Where to park in Customer"
- "Customer city council"
- "Customer mayor"

Audience Ecosystem



Audience Tools to Drive a User-Centered Strategy

Understanding your audience will better inform content decision to fit your users' needs.

User Scenario



I am _____

I need to _____

in order to _____

Name: _____

Audience Landscape



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- We still haven't updated our voter registrations to our Customer address and we're not sure how to do that before the next local election
- I don't know anyone who works for the city and I'm not sure where I can go to get answers

WHAT DO I NEED?

- A City website that makes it easy for me to find the information I need, contact the appropriate representatives, and complete routine actions
- User friendly and mobile friendly interfaces with clear and logical information about city services
- Opportunities to engage local government as a voter, citizen and member of the public
- Online information on local jobs and education opportunities for our kids

DEMOGRAPHICS

- 53 and 57 years old
- Married couple, with two children (ages 16 and 20)
- Jason is a retired Veteran, Trish works at Maxwell-Gunter Air Force base

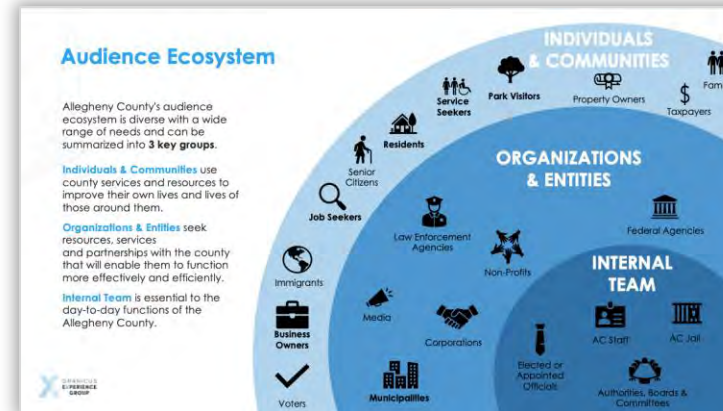
KEY WEBSITE PAGES

- City Council
- Meetings and Agendas
- City TV
- Colleges and Universities
- Communications Department
- E-notifications
- How Do I... Register To Vote
- Mayor Steven Reed
- Customer Police Department
- Online Citation Payment Portal
- Sanitation
- Share Ideas
- Traffic Tickets
- Volunteer

KEY SEARCH TERMS

- "City of Customer 311"
- "Customer garbage schedule"
- "Customer sanitation"
- "City spending ticket Customer Albanna"
- "Red light camera fine"
- "Where to park in Customer"
- "Customer city council"
- "Customer mayor"

Audience Ecosystem



Exercise



In your group or individually, discuss and identify three primary audiences

Who are you engaging with the most *right now*?

 **4 minutes**

Exercise



In your team or individually, discuss and identify three audiences/targeted segments for this campaign?

Who are you trying to engage with, but aren't today?

 **4 minutes**

Audience Landscape

KNOW WHO YOU ARE TALKING TO

Primary Audience Focus & Personas



Residents

Live in Allegheny County and benefit from county resources and services.



Park Visitors

Visit county parks for recreational activities, exercise or to relax and enjoy the natural surroundings.

WHO ARE WE TALKING TO? Primary Audience Focus



New Business Owners

A new or potential business owner registering their business and beginning to file in the current year.



Established Business Owners

An owner who was comfortable navigating the previous digital system. This group includes experienced bookkeepers for established businesses.



Primary Audience Groups

In addition to understanding the overall audience ecosystem, it's important for ACME to understand the goals and challenges of each of its primary audience groups.

EXAMPLE

	Primary Focus						
Who are they?	Professional researchers who are college or university faculty.	Students who are relatively new to research. They may be in college, graduate school, or postdoc.	K-12 teachers and parents of K-12 children.	Anyone who interacts with ACME strictly as an interested observer and not for a professional reason.	Private companies, whether start-ups or established companies pushing the edge of scientific research for industrial purposes.	Gather and share info. between researchers, gov., general public, and media. Assists in identifying funding opportunities, writing proposals, and publicizing findings.	Decision makers in federal government, specifically those who allocate federal funding to agencies like ACME.
What does ACME want them to do?	<ul style="list-style-type: none"> Apply for grants Encourage colleagues to apply for grants Vouch for the accessibility of ACME Report on research findings to ACME 	<ul style="list-style-type: none"> Apply for grants Vouch for the accessibility of ACME Build a career-long relationship with ACME Report on research findings to ACME 	<ul style="list-style-type: none"> Use ACME resources in the classroom and at home Introduce kids/students to ACME Get students/kids excited about science and research 	<ul style="list-style-type: none"> Think the ACME is cool and makes a difference in everyday life Rely on ACME as a source of science news and breakthrough research Get their friends and family excited about ACME 	<ul style="list-style-type: none"> Apply for grants Vouch for the accessibility of ACME Report on research findings back to ACME Credit ACME in media and owned assets as a valued partner in advancing science and improving lives 	<ul style="list-style-type: none"> Assist in grant application process Encourage colleagues to apply for grants Vouch for the accessibility of ACME Report back to ACME on research findings 	<ul style="list-style-type: none"> Increase the allocation of federal funding to the ACME Subscribe to ACME success stories Vouch for ACME on Capitol Hill

Audience Tools to Drive a User-Centered Strategy

Understanding your audience will better inform content decision to fit your users' needs.

User Scenario



I am _____

I need to _____

in order to _____

Name: _____

Audience Landscape



User Persona



JASON & TRISH
Customer Residents

WHO AM I?

- Married couple with two children, both of whom are old enough to be looking for work and school opportunities, hopefully in Customer
- Relatively new to Customer - recently moved here to be close to Maxwell-Gunter Air Force Base
- Both worked in the defense industry and consider themselves to be natural leaders with a firm belief in service to others.
- Fairly strong tech background with a preference for digital solutions

WHAT ARE MY GOALS?

- Easily access basic city services online in a clear and accessible way
- Find out when my trash will be picked up, how to pay a parking ticket
- Get more engaged in the City and community, and stay attuned to local issues and city happenings
- Maintain a good quality of life and feel confident that Customer takes care of residents
- Build our trust and faith that local leaders and city government are doing right by the community

WHAT ARE MY PAIN POINTS?

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Audience Ecosystem



Exercise

Let's create user scenarios.

User scenarios are actionable tools to help us empathize with our audience and identify how we can create messaging that will push them along a journey.

User Scenario



I am _____

I need to _____

in order to _____.

Name: _____

Exercise Example

User Scenario



I am a 25 year-old, single, self-employed/freelance graphic designer living in Ohio

I need to find a viable healthcare plan since I don't have an employer option and I roll off my parents' plan next year

In order to have regular doctor check-ups and emergency coverage just in case.

Exercise: Worksheet

Create User Scenarios

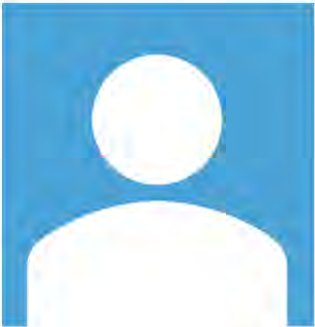
- Select One Primary Audience: Who you communicate with now
- Select One Target Audience: Who you want to reach for this campaign

 **1 minute**

Exercise

Uncover the user scenario and fill out the worksheet.

User Scenario



I am _____

I need to _____

in order to _____.

Name: _____



5 minutes



SHARE OUT WITH THE GROUP



Step 3: Building a Journey

1

Goal

**Increase
enrollment**

2

Audience

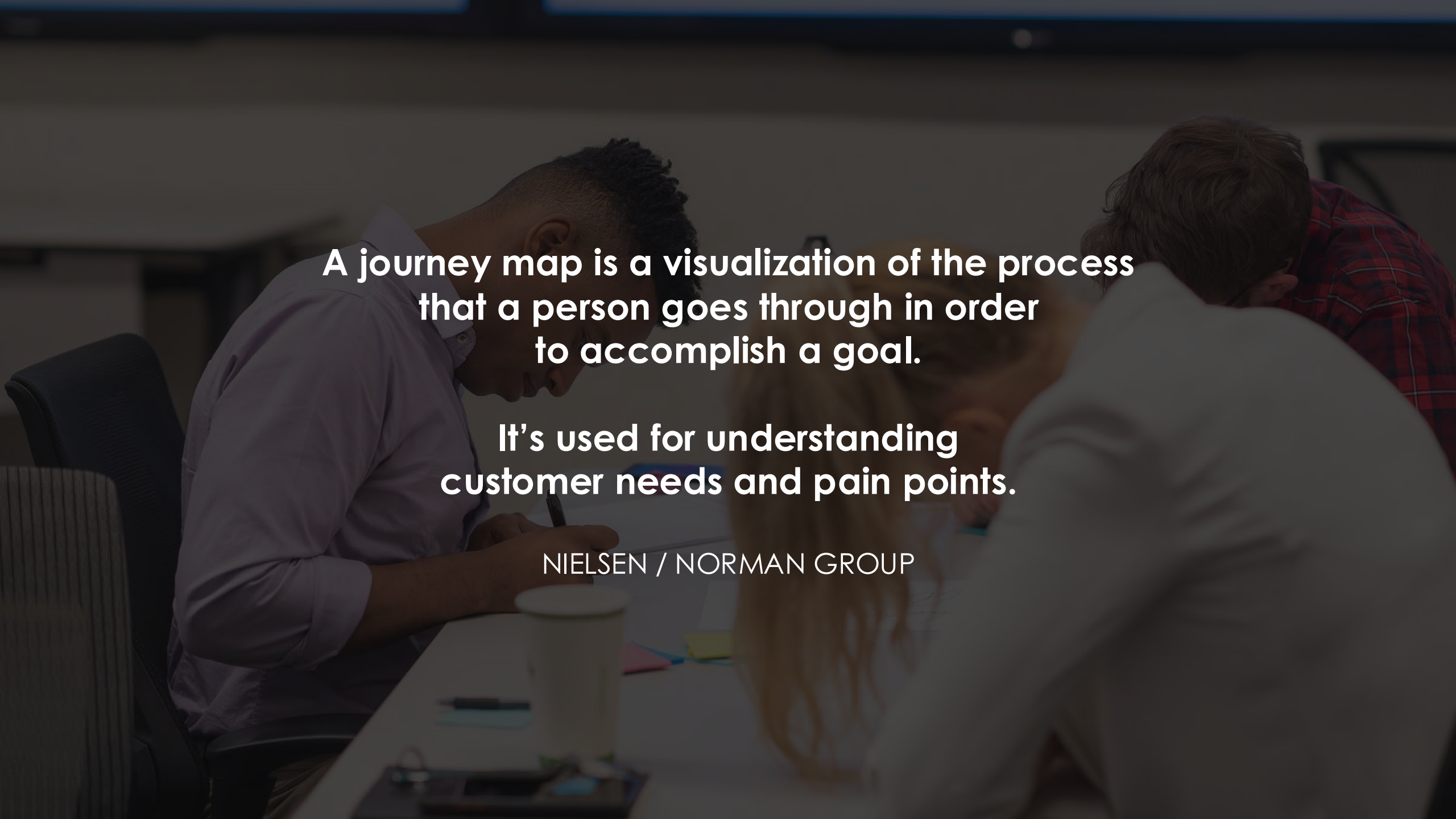
3

Journey

4

Content



A group of people in a meeting room, with one man in the foreground writing on a document. The background is dark and out of focus, showing other people and office equipment.

A journey map is a visualization of the process that a person goes through in order to accomplish a goal.

It's used for understanding customer needs and pain points.

NIELSEN / NORMAN GROUP

Journey Framework




What key steps does your audience need to take for you to achieve your goals?

What questions are they asking?

What information do they need?

Journey Samples




Michael
Student

Goals

- Keep up to date with the research that's happening in my field
- Find, apply for, and win grant and funding opportunities
- Progress in my career – break big story and make my name known

EXAMPLE

	Awareness	Consideration	Decision	Action	Management
QUESTIONS	<ul style="list-style-type: none"> • What research opportunities are available in my field? • What can I do to progress my research career? 	<ul style="list-style-type: none"> • What do these ACME funding opportunities offer? • Are any of these opportunities right for me and my career ambitions? 	<ul style="list-style-type: none"> • How do I complete this application? • What makes a good application? • Who won the grant and why? 	<ul style="list-style-type: none"> • How do I publicize my research findings? • What new ACME grant opportunities are available? 	<ul style="list-style-type: none"> • Who else in my field and my university could benefit from these ACME funding opportunities?
ACTIONS	<ul style="list-style-type: none"> • Reads department emails • Talks with supervisor, colleagues, grant office • Googles for research funding opportunities 	<ul style="list-style-type: none"> • Visits ACME website and reads grant details • Identifies a grant that may be a good fit • Discusses opportunity with supervisor 	<ul style="list-style-type: none"> • Works with supervisor and grant office to complete grant • Submits grant • Awaits feedback 	<ul style="list-style-type: none"> • Shares with u • Explore oport • Routine emails 	
INSIGHTS	<ul style="list-style-type: none"> • Key conduit to early career researchers are established researchers working as supervisors and university grant office staff 	<ul style="list-style-type: none"> • Detailed segmentation will allow more targeted funding opportunity emails • Funding opportunity emails need to explain why the opp is available, who it's right for, and how to apply 	<ul style="list-style-type: none"> • Create "proposal communities" to provide updates to all applicants of an opportunity at once 	<ul style="list-style-type: none"> • Resea public share will de involve incent their fil ACME 	



New Business Owner
Business registration

- **Comply with all registration requirements of the Commonwealth of Kentucky.**
- **Learn what taxes I need to pay on my new business.**
- Ask questions about taxes that are new to me.
- File my taxes successfully for the first time.
- Understand what to expect at the end of the tax year.
- Grow my business to the point where I can hire employees within the year.

Planned Content

Potential Content

	Awareness	Exploration	Action	Ongoing Engagement	
STEPS	<p>Opts into communications with DOR</p> <p>Seeks info on a new business</p> <p>Visits the website</p> <p>Fills out the overlay signup</p>	<p>Reads up on registration</p> <p>Reads registration steps on the website</p> <p>Learns that registration begins in the online portal</p>	<p>Logs into online portal successfully</p> <p>Creates new online account</p> <p>Logs in for the first time</p> <p>Configures online account, explores interface</p>	<p>Registers business</p> <p>Fills out form</p> <p>Learns relevant tax types</p>	<p>Pays taxes</p> <p>Logs in online</p> <p>Files and pays taxes</p>
QUESTIONS	<p>Where do I register my business?</p> <p>Do I register in multiple places?</p>	<p>Where do I register my business?</p>	<p>What tasks do I need to do on the online portal?</p> <p>What should I do to stay organized?</p>	<p>Do I need a new account for each business?</p> <p>How long will this take me?</p> <p>Will my types ever change?</p> <p>What does my tax calendar look like?</p>	<p>Can I get updates on due dates?</p>
CONTENT	<p style="background-color: #fff9c4; padding: 2px;">Optimized overlay</p> <p style="background-color: #fff9c4; padding: 2px;">Campaign: Business Welcome</p>	<p style="background-color: #fff9c4; padding: 2px;">Campaign: How Tos and FAQs</p>	<p style="background-color: #fff9c4; padding: 2px;">Campaign: Business Basics</p>	<p style="background-color: #fff9c4; padding: 2px;">Campaigns based on tax type</p> <p style="background-color: #ffe0b2; padding: 2px;">Potential TMS – Registration Support</p> <p style="background-color: #ffe0b2; padding: 2px;">Policy Updates</p>	

Exercise: Increasing Enrollment

AWARENESS	CONSIDERATION	ACTION
<i>What is the goal of each phase?</i>		
Learn where and how to get healthcare	Understand health plan options	Apply for coverage
<i>What are the actions you're taking?</i>		
<p>Google search, ChatGPT prompts</p> <p>Finding social media content/influencers</p> <p>Talking to friends/families/co-workers</p>	<p>Google search for plan reviews</p> <p>Review plans on Healthcare.gov</p> <p>Prompt ChatGPT for a summary of plans</p>	<p>Applying on Healthcare.gov</p> <p>Gathering necessary documentation</p>
<i>What is the content available?</i>		
<p>Google and ChatGPT Results</p> <p>TikTok, YouTube</p> <p>Healthcare.gov</p> <p>Word of Mouth</p>	<p>Plans on Healthcare.gov</p> <p>Whatever ChatGPT comes up with</p>	<p>Healthcare.gov information</p>



Exercise: Build a Journey

AWARENESS	APPLICATION	ENROLLMENT
<i>What are the activities at each phase?</i>		
<i>What are the questions they might ask?</i>		
<i>Are there any gaps, barriers, pain points?</i>		

MURAL



Exercise 3: Journey

Get to know your audience's journey by capturing answers to key questions.



15 minutes

Exercise

Questions to Consider

- **Awareness & Opt-in:** What are all the steps someone might take to learn about healthcare options? What questions might they ask?
- **Decision & Action:**
 - What are all the steps to apply? What questions might an applicant ask?
 - What are all the steps that happen post-application? What questions might an applicant have after submission?
- **Enrollment:** What are all the steps that happen when approved applicants enroll in a plan? What questions might they ask?



Exercise: Build a Journey

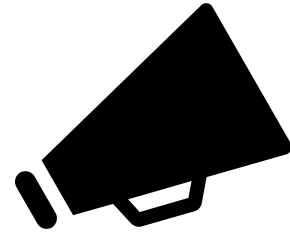
Marking Insights

1. Pain points
2. Service strengths
3. Opportunities
4. Need more data



5 minutes

Exercise: Build a Journey



SHARE OUT WITH THE GROUP



10 minutes

Checkout

What is one thing you can take away from today?



Thank you!

Transforming Experiences:
Insights from Practical Use Cases

Q&A





Thank you!

Feedback survey will open at the close.

If you have questions, contact info@granicus.com