



Georgia Access Public Awareness Campaign and Outreach Approach

July 15, 2022

Document Sections

The State of Georgia is implementing a robust and comprehensive public awareness campaign for Georgia Access to drive consumer awareness and enrollment in addition to conducting outreach activities with key stakeholders. The purpose of this document is to outline the State’s marketing and outreach approach across six key areas.

- 1 | Georgia Access Campaign Strategy & Media Plan
- 2 | Georgia Access Website
- 3 | GAEP Marketing
- 4 | Community Partner Engagement
- 5 | Agent Engagement
- 6 | Consumer Noticing



Section 1: Georgia Access Campaign Strategy & Media Plan

Georgia Access Public Awareness Campaign: Our Approach

The State has partnered with a marketing and advertising vendor to increase awareness of Georgia Access and effectively target current consumers and the uninsured population, focusing on removing barriers to access and ultimately driving enrollments. The following outlines the 5 phases of the public awareness campaign.

1. DISCOVER

Conduct quantitative and qualitative research to understand the intended audience's needs, values, motivators, and behaviors.

2. STRATEGIZE

Develop a media strategy with a mix of paid and owned channels and statewide partnerships using the segmentation and channel analysis conducted in the *Discover* phase.

3. CREATE

Develop graphics and print lay-outs to build brand recognition, trust, and credibility of Georgia Access with Georgians across the State.

4. EXECUTE

Launch and manage the Public Awareness Campaign across social and traditional media channels.

5. MEASURE & REPORT













Disseminate regular performance reports based on analytics and social media monitoring and apply those findings to further optimize creative and messaging.

Strategic Media Planning

The Georgia Access Campaign Strategy & Media Plan uses a mix of owned and paid media and leverages partnerships throughout Georgia to target eligible individuals across counties, ages, and demographic groups to encourage enrollment at all stages of the customer journey.

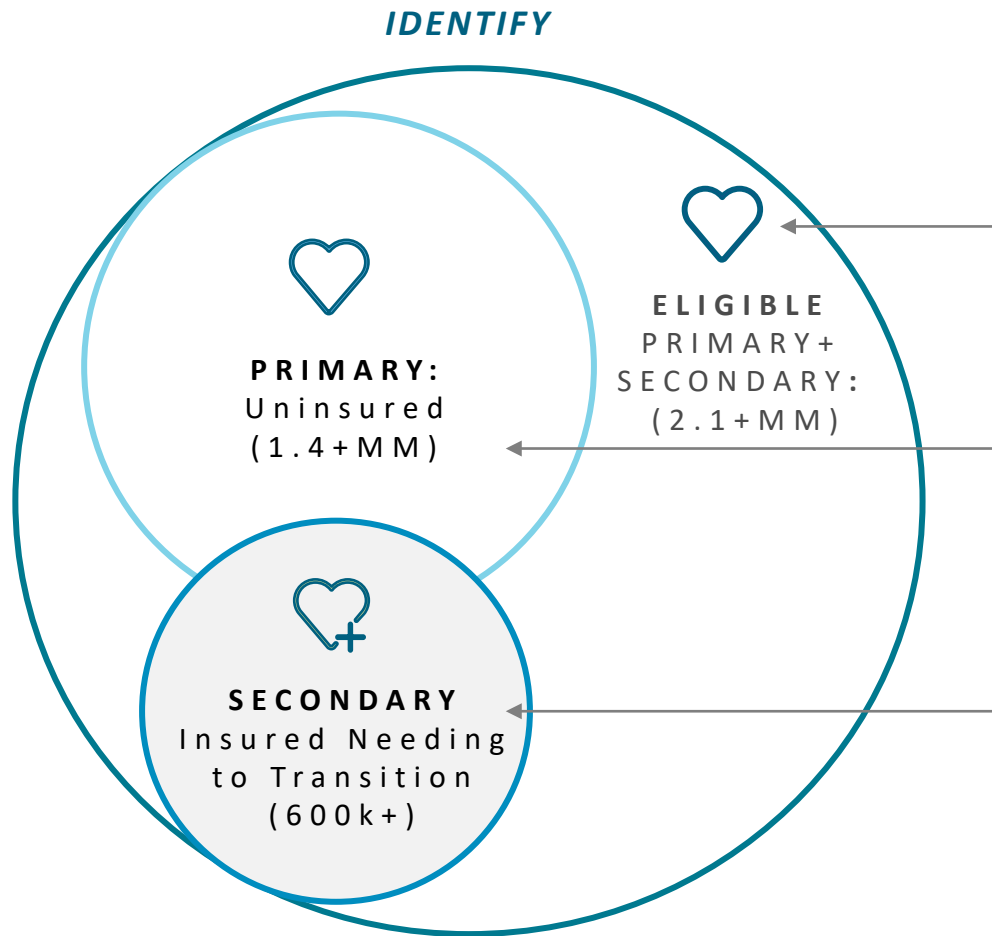
KEY COMPONENTS

APPROACH FOR GEORGIA

 <p><i>OWNED MEDIA</i></p> <p>Develop and distribute educational content that can be published or distributed by others, including website updates, op-eds, press releases, etc.</p>	 <p>Leverage Georgia OCI social media pages</p>	 <p>Ensure brand and message alignment on Georgia Access website</p>	 <p>Encourage state leaders to spread awareness of Georgia Access program</p>
 <p><i>PARTNERSHIPS</i></p> <p>Empower organizations and local communities to connect with citizens directly.</p>	 <p>Frequently engage with carriers, web-brokers, Georgia DCH, and Georgia DHS to answer questions</p>	 <p>Provide toolkit for partners to utilize and educate their communities or customers</p>	 <p>Encourage partners to distribute Georgia Access content on their channels independently</p>
 <p><i>PAID MEDIA</i></p> <p>Leverage digital and traditional media to effectively amplify messaging and target eligible audiences.</p>	 <p>Drive mass awareness through TV, radio, and print channels</p>	 <p>Increase brand recognition through social and programmatic placements</p>	 <p>Meet users where they are searching through keyword targeting</p>

Identifying Our Audience

The primary and secondary audiences are identified and were translated into actionable audience personas to develop the marketing approach.



DEFINE + SIZE

Prospective profiles are **seeded from a combination of core audience (primary + secondary) attributes and researched data.**

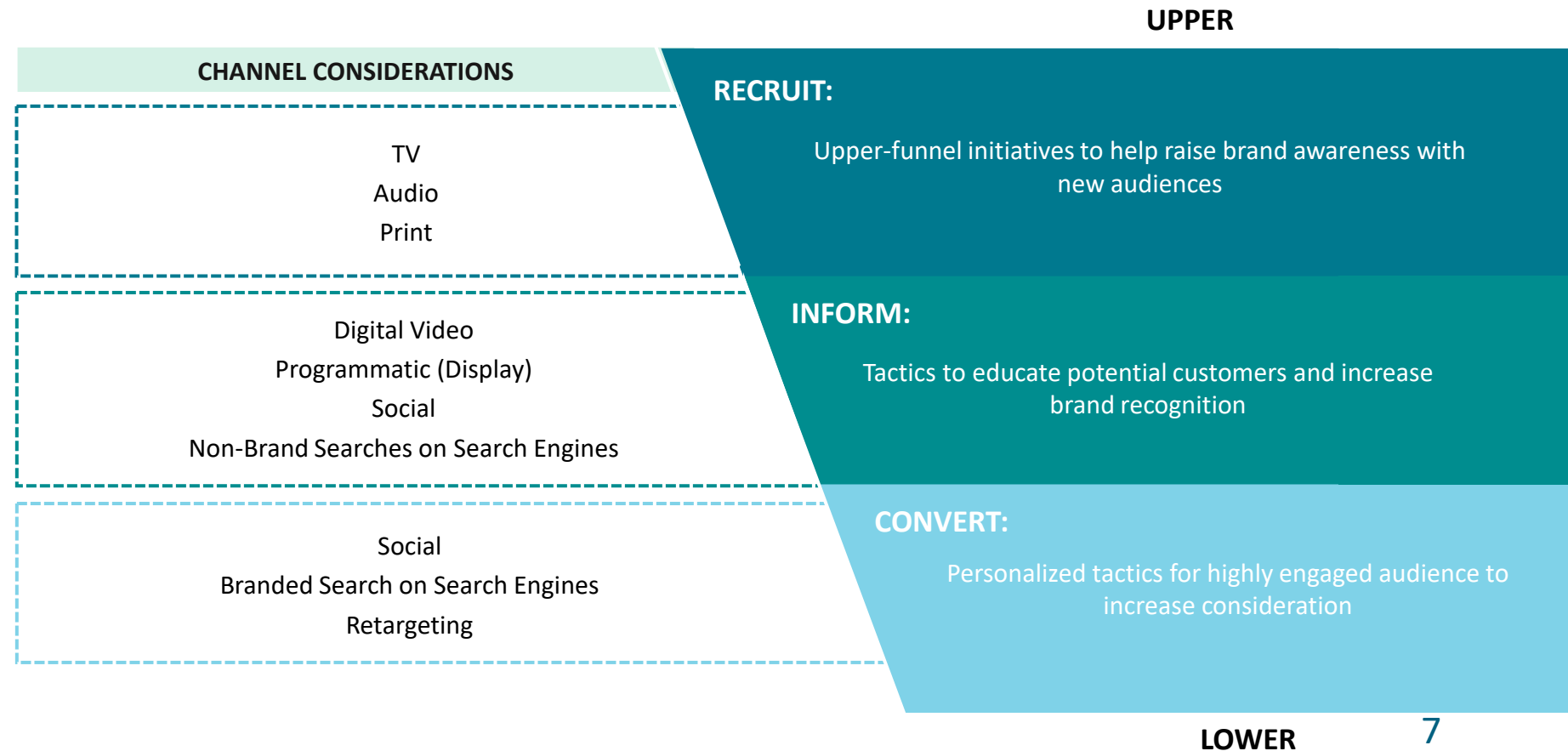
Primary audience profiles **remain a priority** with the highest likelihood to convert. This audience is **identified via third party data and activated against across channels.**

Secondary audiences can be **segmented into multiple, smaller subsets or personas** (e.g., geographically, with children in home)

Our Media Plan Approach

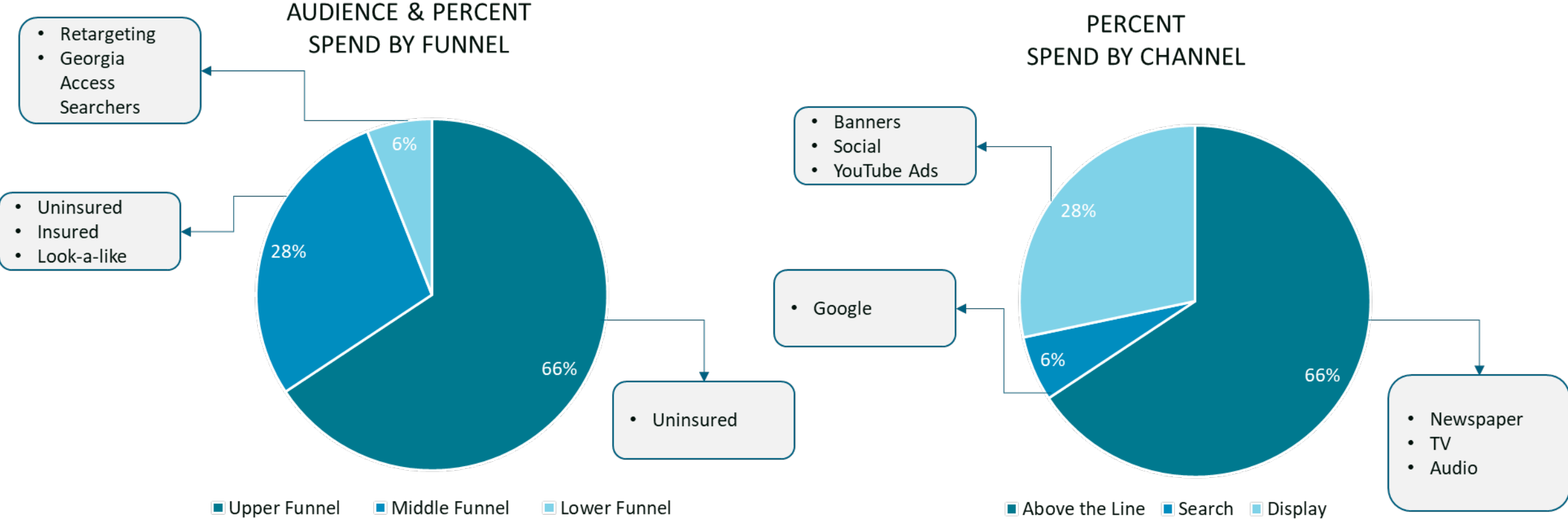
A conversion funnel demonstrates the different stages in a customer's or user's journey, which helps determine the right media plan and tactics to increase awareness and eventually adoption.

An integrated marketing mix will increase awareness and consideration and lead into an individual taking an action.



Media Plan Overview

Below is a breakdown of how the budget will be spent per audience and channel to align with customer journey and media approach.

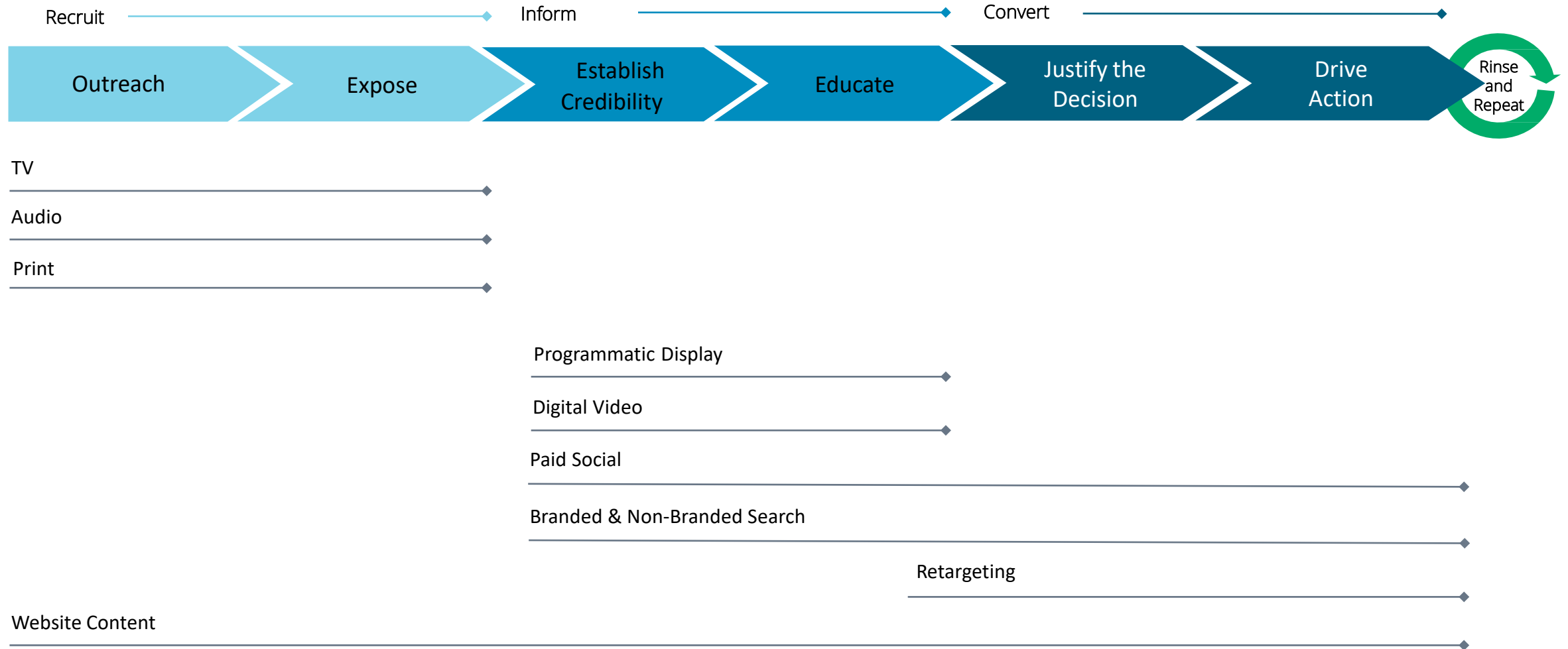


Planned Media Mix Overview

MEDIA PLAN									
Campaign	Split	Audience/Targeting	Channel	Tactic	Publisher/Network Considerations	Approach	% Mix	Total Spend	Anticipated Reach
Upper Funnel	66%	Uninsured	TV / Video	Linear TV & Zoned Cable, GAB TV PSAs Data-Driven Cable Streaming Video: OTT	Local Broadcast Stations (including Hispanic), Local Cable Providers, Georgia Association of Broadcasters, Premium Video Inventory via The Trade Desk	Local Broadcast TV & Cable to drive awareness and achieve a high impact presence across the State of Georgia. Data-Driven Cable to deliver ads in programming that is proven to be consumed by an audience with attributes and behaviors that go beyond age & gender. Premium Streaming Video reaches audiences consuming TV content delivered via internet-enabled devices (CTV / OTT).	39.2%	\$1,960,000	75-90% of total available reach
			Print	Local Newspaper & Magazine	Recommended Publications: The Albany Southwest Georgian, La Voz De Dalton El Periodico de la Comunidad Hispana, Rolling Out Atlanta, Columbus Times, On Common Ground News, The Savannah Tribune, Atlanta Inquirer, Mundo Hispanico – Atlanta, The Atlanta Voice, Que Pasa, La Voz Latina, Farmers and Consumers Market Bulletin	Local newspapers & magazines allow for sustained brand awareness within local communities. Focus on publications reaching Hispanic & African American audiences across the State of Georgia. Also includes the Farmers and Consumers Market Bulletin	2.5%	\$125,000	TBD based on final vendor negotiations
			Audio	News/Traffic/Weather/Info Reads, Local Radio, GAB PSAs. Streaming, Podcast	Local Radio Stations (including Hispanic), Georgia Association of Broadcasters, Pandora, iHeart, Spotify	Utilize Audio as awareness driver targeting all radio metros across the state of Georgia. Format Recommendations: News, Urban, Country, Hispanic.	16.0%	\$800,000	50-75% of total available reach
			Sports	In-Game TV & Radio Spots	Local CBS broadcast stations for SEC Football Game of the Week Atlanta Braves Radio Network	Align the Georgia Access brand with Sports during the soft launch phase of this campaign, starting as early as late-August. Positioning GA in beloved sports programming will help to build awareness within safe and high-visibly programming.	8.0%	\$400,000	TBD based on final vendor negotiations
Campaign Total Upper Funnel Spend							65.7%	\$3,285,000	
Middle Funnel	28%	Uninsured Insured Look-a-likes	Search (Non-Brand)	Industry Searches Competitive Conquesting	Google	Reach target audience that is researching healthcare to increase brand awareness and site traffic	5.0%	\$250,000	366,000
			Social	Prospecting Lookalike Modeling	Facebook	Reach uninsured & insured audience based on age, income level, education, relationship status, interests, and language to create awareness for Georgia Access.	5.0%	\$250,000	2,240,000
				Prospecting Lookalike Modeling	Instagram	Reach the younger uninsured & insured audience to create awareness for Georgia Access	2.0%	\$100,000	840,000
			Programmatic (Display, Video)	Contextual Prospecting Lookalike Modeling	The Trade Desk	Programmatic display & video offers efficiency and scale. By using leading media tactics like retargeting and sequential messaging, coupled with high IQ targeting strategies, we can ensure we are reaching the right prospects with the right message across the web	10.3%	\$515,000	75-90% of total available reach
Digital Video	Contextual + Competitive Pre-roll/mid-roll	YouTube	Increase brand awareness by reaching optimal audiences with dynamic ads and copy while driving full price revenue and urgency during promotion periods	6.0%	\$300,000	1,000,000			
Campaign Mid Funnel Spend							28.3%	\$1,415,000	
Lower Funnel	6%	Insured Look-a-likes Retargeting	Social	Retargeting	Facebook	Retarget the uninsured audience based on engagement, followers, and site lands to create more awareness around Georgia Access. Create LAL audience based on engagement.	2.5%	\$125,000	896,000
				Retargeting	Instagram	Retarget the younger uninsured audience based on engagement, followers, and site lands to create more awareness around Georgia Access. Create LAL audience based on engagement for the younger audience.	2.5%	\$125,000	336,000
			Search (Brand)	Brand Searches	Google	Support audiences that have declared explicate intent for Georgia Healthcare and maintain user loyalty by preventing competitor conquering	1.0%	\$50,000	10,000
Campaign Total Lower Funnel Spend							6.0%	\$300,000	
Total Media Spend								\$5,000,000	

Our Approach to Channel Mix & Tactics

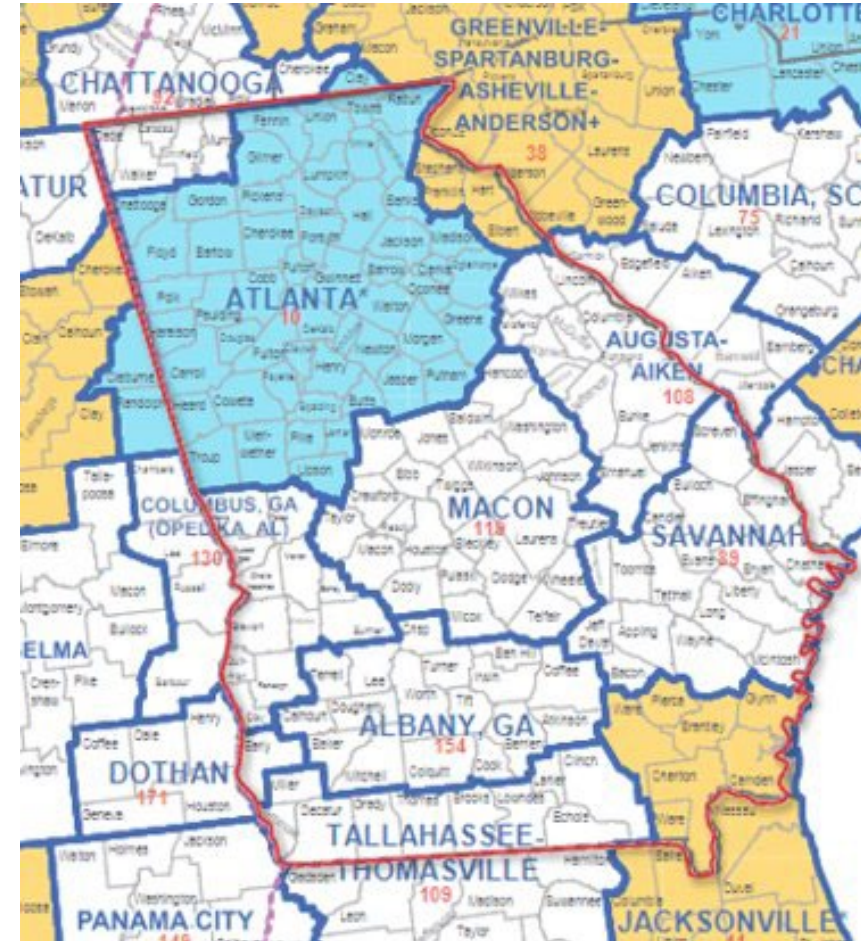
Traditional media offers broad reach and initiates the customer journey, while digital allows us to better personalize marketing efforts and inform users based on where users are within the conversion funnel.



Television Coverage Map

Linear TV and Zoned Cable campaign tactics will reach the entire State of Georgia.

- Television campaign will reach entire state of Georgia
- 6 Primary DMAs*:
 - Albany
 - Atlanta
 - Augusta
 - Columbus
 - Macon
 - Savannah
- 5 Markets to receive Zoned Cable for coverage in Georgia Counties:
 - Chattanooga
 - Dothan
 - Greenville-Spartanburg-Asheville-Anderson
 - Jacksonville
 - Tallahassee-Thomasville



Television: Linear TV & Zoned Cable



SPEND BUDGET

- \$1,330,950

MESSAGING

- Linear TV & zoned cable
 - November 28-January 15: Enroll Now
- Georgia Associate of Broadcasters (GAB)
 - September 1-November 1: Learn More
 - November 1-December 31: Enroll Now

PARTNERS

- Local broadcast & cable providers
- Georgia Associate of Broadcasters (GAB)

METRICS

- Estimated impressions
- Analysis of website traffic compared against TV spend



MARKET COVERAGE: STATE OF GEORGIA

- Linear DMAs: Albany, Atlanta, Augusta, Columbus, Macon, Savannah
- Zoned DMAs: Chattanooga, Dothan, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Tallahassee-Thomasville
- GAB: State of Georgia

CREATIVE UNITS

- 0:15 & 0:30 second ads in English & Spanish
- Supply translated script for Hispanic station to record VO in Spanish

TARGETING









- Adults 25-54

TIMING

- Linear TV & zoned cable: November 28 – January 15
 - Heaviest presence in January leading up to registration deadline
- Georgia Association of Broadcasters (GAB): 4 months, September 1 - December 31

Cable TV: Data-Driven



-  **SPEND BUDGET**
 - \$178,550
-  **MESSAGING**
 - November 28 – January 15: Enroll Now
-  **PARTNERS**
 - Local Georgia cable interconnects
 - Effectv, MediaCom, Spectrum/MediaCom
 - Thanksgiving Day Parade, football games, holiday programming and specials
-  **METRICS**
 - Estimated impressions
 - Analysis of website traffic compared against TV spend
-  **MARKETS**
 - Primary DMAs in Georgia: Albany, Atlanta, Augusta, Columbus, Macon, Savannah
 - Cable and OTT¹ : State of Georgia
-  **CREATIVE UNITS**
 - Primarily 0:30 second videos
 - Minimal inclusion of 0:15 second videos
-  **TARGETING**
 - Adult 25-64 + Behavioral
-  **TIMING**
 - November 28 – January 15

Premium Streaming Video: OTT (Over-the-Top)



SPEND BUDGET

- \$ 450,500

MESSAGING

- November 28 – January 15: Enroll Now

PARTNERS

- The Trade Desk

METRICS

- Impressions
- CPM
- Video views
- Cost per video view

MARKETS

- State of Georgia

CREATIVE UNITS

- 0:30 second video ad

TARGETING

- Adults 25-64, English & Spanish
- Unemployed
- Lower Income
- Adults 25+ Hulu
- Adults 25+ Roku
- Adults 25+ Sling

TIMING

- November 28 – January 15



Sports: TV & Radio



SPEND BUDGET

- \$400,000



MESSAGING

- September 3- November 1: Learn More
- November 1 – November 26: Enroll Now



PARTNERS

- CBS-TV for SEC Football Game of the Week
- Atlanta Braves Radio Network: Note this is a network that expands beyond the State of Georgia
- Negotiate spots in UGA Football and/or Atlanta Falcons, as budget allows



METRICS

- Estimated impressions
- Analysis of website traffic compared against TV spend



MARKETS

- SEC Game of the Week in Primary DMAs: Albany, Atlanta, Augusta, Columbus, Macon, Savannah
- Braves Radio Network: 76 radio stations are in the State of Georgia



CREATIVE UNITS

- 0:30 second TV & radio ads



TARGETING

- Adults 25-54



TIMING

- SEC Football: September 3 - November 26
- Atlanta Braves Radio: Mid-to-Late August - October

Radio – Coverage Map

Radio and audio streaming campaign tactics will reach the entire State of Georgia.

- Radio campaign will reach entire State of Georgia
- Radio MSAs* are shown in green:
 - Albany
 - Atlanta
 - Augusta
 - Brunswick
 - Chattanooga
 - Columbus
 - Macon
 - Savannah
 - Valdosta
- Digital audio reaches all counties in the State



Audio: Radio & Streaming



SPEND BUDGET

- \$800,000

MESSAGING

- News/Traffic/Weather/Info Sponsorship
 - Augusts 29 – September 11: [Learn more](#)
- Terrestrial Radio & Digital Audio
 - November 28 – January: [Enroll Now](#)

PARTNERS

- Local Radio Stations
- Streaming: Pandora, Spotify
- Streaming & Podcasts: iHeart
- Georgia Association of Broadcasters (GAB)

METRICS

- Estimated reach
- Analysis of website traffic compared against radio spend
- Podcast listeners

MARKETS

- Terrestrial Radio Metros: Albany, Atlanta, Augusta, Brunswick, Chattanooga, Columbus, Macon, Savannah, Valdosta
- GAB & Digital Audio: State of Georgia

CREATIVE UNITS

- 0:15 & 0:30 second Radio Ads
- Companion banner ads: 728x90, 300x250, 320x50, 640x640

TARGETING

- Terrestrial Radio:
 - Adults 25-54
 - Format Recommendations: News, Urban, Country, Hispanic
- Digital Audio:
 - Adults 25-64 + Behavioral + Contextual + Audience Targeting

TIMING

- 0:15 News/Traffic/Weather/Info Sponsorship: August 29 – September 11 (two weeks surrounding Labor Day weekend)
- Terrestrial Radio & Digital Audio: November 28 – January 15 (heaviest presence in January)
- GAB: September 1 – December 31

Print: Newspaper



SPEND BUDGET

- \$125,000



MESSAGING

- August 17 – November 1: Learn More
- November 1 – January 13: Enroll Now



PARTNERS

- Local Publications Recommended: The Albany Southwest Georgian, La Voz De Dalton El Periodico de la Comunidad Hispana, Rolling Out Atlanta, Columbus Times, On Common Ground News, The Savannah Tribune, Atlanta Inquirer, Mundo Hispanico – Atlanta, The Atlanta Voice, Que Pasa, La Voz Latina



METRICS

- Subscribers
- Analysis of website traffic compared against print spend



MARKETS

- State of Georgia



CREATIVE UNITS

- Half page, full-color



TARGETING

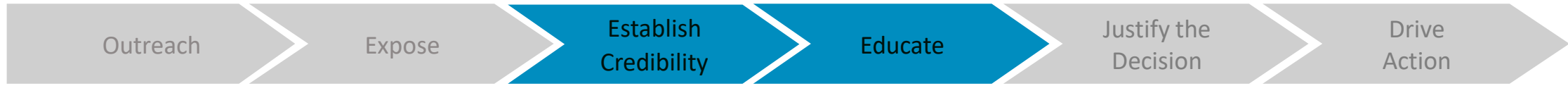
- Hispanic & African American audiences
- Also includes the Farmers and Consumers Market Bulletin



TIMING

- Insertions to run August 17 – January 13

Programmatic: Display & Video



SPEND BUDGET

- \$515,000

MESSAGING

- August 17– November 1: Learn More
- November 1 – January 15: Enroll Now

PARTNERS

- The Trade Desk

METRICS

- Impressions
- CPM
- Click-through Rate
- Cost per Click
- Website Sessions
- New vs. Returning Users
- Bounce Rate



MARKETS

- State of Georgia

CREATIVE UNITS

- Display: 728x90, 300x250, 300x600, 160x600, 970x250, 970x90, 320x50
- 0:15 & 0:30 second Video Ads

TARGETING

- A25-64 English & Spanish
- Single mothers, new parents
- Uninsured, Unemployed, Low income
- Site pixel lookalike
- OLV Retargeting
- Contextual Search Terms Category, Contextual Health Insurance Category

TIMING

- September 12 – January 15

Digital Video: YouTube



SPEND BUDGET

- \$300,000

MESSAGING

- August 17 – November 1: Learn More
- November 1 – January 15: Enroll Now

PARTNERS

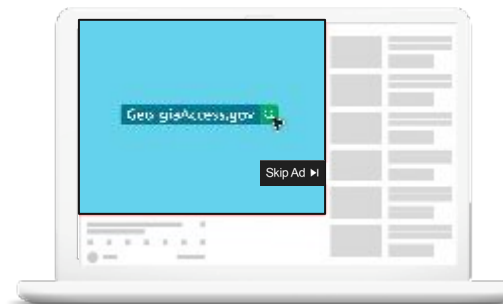
- YouTube, purchased within Google Ads account

METRICS

- Impressions
- Cost per thousand impressions (CPM)
- Video views
- Cost per video view

Establish Credibility

True-View: Option to skip after 5 seconds



Bumper Ads: Non-skippable, short videos before videos



MARKETS

- State of Georgia
 - Emphasis on targeting counties with highest uninsured rates
- English and Spanish speakers

CREATIVE UNITS

- 0:15 second TrueView In-stream Ad
- 0:30 second TrueView In-stream Ad
- 0:06 second Bumper Ad

TARGETING

- Demographic: location, age, gender, parental status, household income
- Location: state, city, zip, and DMAs
- Demographic: age, gender, parental status, household income
- Affinity: target users based on their likes and hobbies based on personas
- In-market: behavior-based audiences of people searching for health services
- Search-based: based on user's YouTube search history
- Interests: values, attitudes, lifestyle, interests, and hobbies

Paid Social: Facebook & Instagram

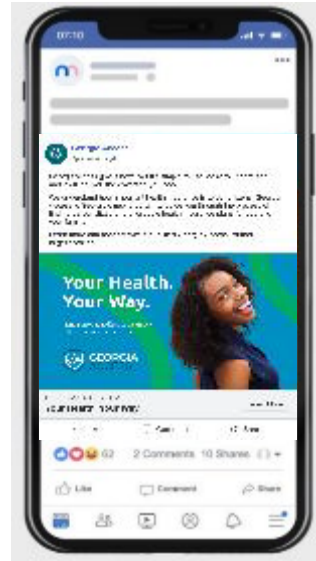


- \$ SPEND BUDGET**
- Total: \$600,000
 - Facebook: \$375,000
 - Instagram: \$225,000

- MESSAGING**
- August 17 – November 1: Learn More
 - November 1 – January 15: Enroll Now

- PARTNERS**
- Facebook
 - Instagram

- METRICS**
- Impressions
 - CPM
 - Reach
 - Click-through rate
 - Cost per click
 - Website sessions
 - New vs. returning users
 - Bounce rate



- MARKETS**
- State of Georgia by County
 - Emphasis on targeting counties with highest uninsured rates
 - English and Spanish speakers
 - Georgia population percentage <20% female seniors, food stamps, young adults, ruralite, married men, married women

- CREATIVE UNITS**
- 3 Static ads
 - 1 Video :06 & :15 seconds
 - 1 Carousel
 - 3 Spanish static ads

- TARGETING**
- Location: county
 - Demographic: gender, parental status, household income, education, language
 - In-market: target users based on their likes and hobbies based on personas
 - Remarketing lists: target users by engagement, along with website visits
 - Similar audiences: target similar users to those who are interested in Georgia Access

Google Ads: Branded & Non-Branded Search



SPEND BUDGET

- Branded: \$50,000
- Non-Branded: \$250,000



MESSAGING

- August 17 – November 1: Learn More
- November 1 – January 15: Enroll Now



PARTNERS

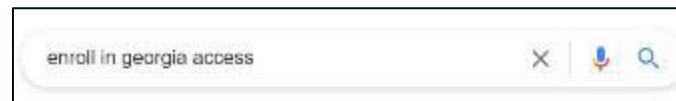
- Google



METRICS

- Click-through rate
- Cost per click
- Website sessions
- New vs. returning users
- Bounce rate

Branded:



Non-branded:



MARKETS

- State of Georgia
 - Emphasis on targeting counties with highest uninsured rates
- English and Spanish speakers



CREATIVE UNITS

- 2 text ads per ad group
- 1 responsive ad per ad group
- 8 ad extensions per campaign
- 1 translated Spanish text ad



TARGETING

- Keyword: search terms related to Georgia Access and healthcare
- Location: state, city, zip, and DMAs
- Demographic: age, gender, parental status, household income
- Affinity: target users based on their likes and hobbies based on personas
- In-market: behavior-based audiences of people searching for health services
- Remarketing lists: target users who have already visited the Georgia Access website
- Similar audiences: target similar users to those who are interested in Georgia Access

Our Approach to Campaign Planning & Flighting

Integrated performance and audience data throughout the customer journey improves the user experience and optimizes spend.

LEARN MORE

ENROLL TODAY

PHASE 1: RECRUIT & INFORM

STRATEGY

Build mass awareness of Georgia Access focusing on reaching and exposing the most Georgians to our high-level messaging on digital and traditional media.

AUDIENCE

Primarily, those not currently enrolled in healthcare who may qualify for affordable health coverage. And secondarily, those currently enrolled and are unaware of the transition.

FLIGHT

~2.5 months (Mid August – November 1)

CHANNELS

Television

Audio

Print

Digital Video

Programmatic
Display

Instagram

Facebook

Google Search

PHASE 2: INFORM & CONVERT

STRATEGY

Continue driving awareness and brand recall of Georgia Access, while ramping up on media spend, as Open Enrollment ends and our audience moves down the funnel towards consideration to acting.

AUDIENCE

Those targeted in Phase 1, in addition to look-a-like*/similar audiences. We will also be focused on retargeting users who have engaged with the Georgia Access website or other media channels in Phase 1.

FLIGHT

~2.5 months (November 1 – January 15)

CHANNELS

Television

Audio

Print

Digital Video

Programmatic
Display

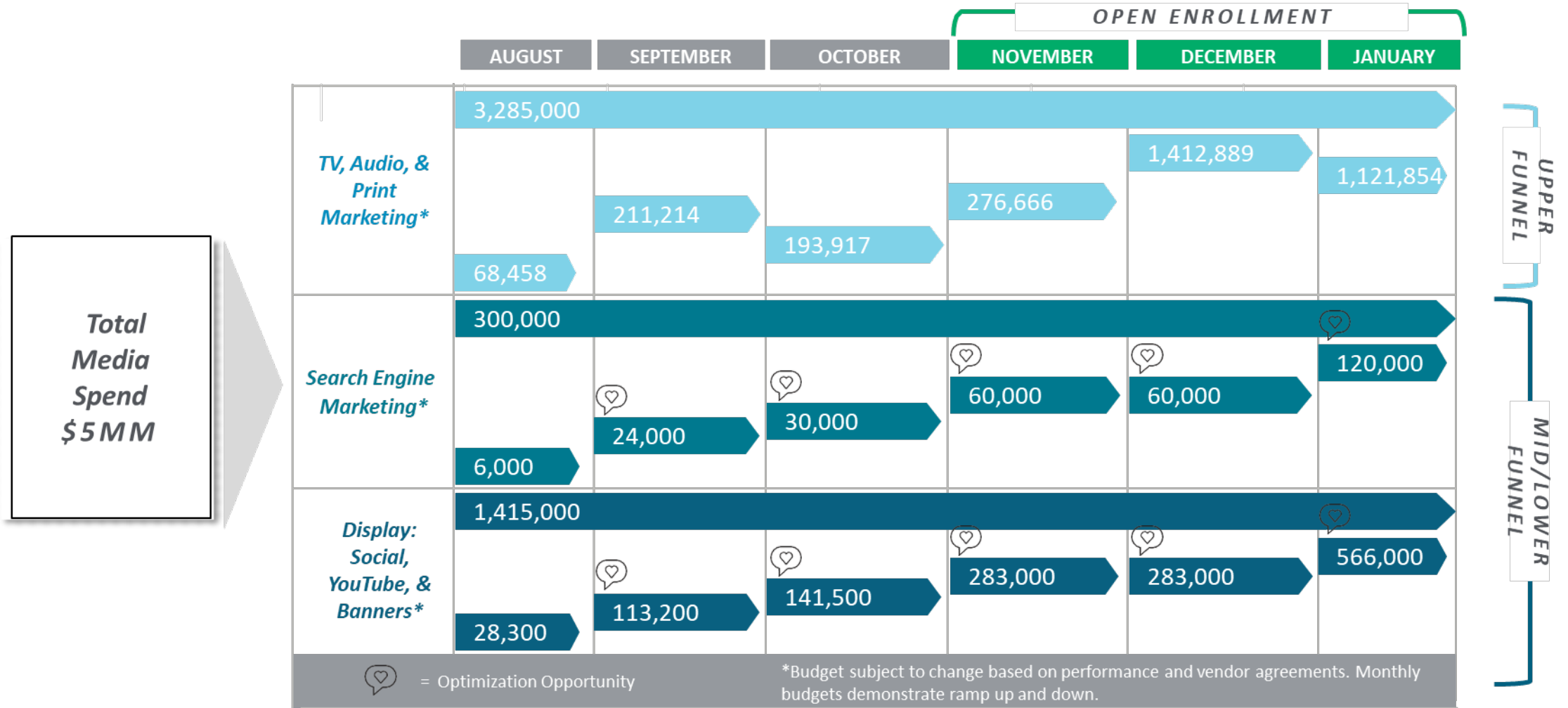
Instagram

Facebook

Google Search

Draft Flighting Gantt Chart Over the Next 5 Months

Our total budget will be split among an upper, mid, and lower funnel, serving ads through a mix of social media platforms, search engines, television, radio, and print channels. We will continuously monitor engagement outputs and optimize our marketing strategy to reach the most Georgians in need of affordable healthcare.



Our Approach to Measurement & Optimization

Throughout the campaign, we track performance through analytics and social media monitoring, optimizing creative, messaging, channel mix, and budget accordingly.

KEY ACTIVITIES SUPPORTING THIS STAGE

CAMPAIGN PERFORMANCE	Provide regular campaign performance measurements. Examples of metrics could include media delivery data (reach, impressions, clicks), response data (visits, calls, quotes, and policies), enrollments (total and by source), summary view, and geographic cuts
	Produce competitive spend reports and ad tracking research to quantify the impact of campaigns
CAMPAIGN OPTIMIZATION	Optimize campaign on an ongoing basis to refine content strategy, creative, targeting, and channel mix, drawing on data from Google Analytics, first-party publisher reporting, and social media dashboards
SPEND TRACKING	Perform overall project and/or channel budget tracking, adhering to approved budget parameters (including breakdown by carrier, by market, and by tactics, if required)
	Track and compare estimated costs to actual costs, providing feedback to OCI as needed
OPEN LINE OF COMMS	Maintain regular communications (e.g., conference calls, POV, news media management, conference reports, status reports)
FINAL REPORT	Deliver a final campaign report that encapsulates activities across all social and paid channels and identifies new, untapped opportunities for future campaigns

Georgia Access Public Awareness Campaign Measurement Framework

The campaign measurement framework helps establish each channel's role and showcases the range of channels and metrics represented in determining success towards the channels stated goals.

CHANNEL	PROGRAMMATIC DISPLAY	PAID SEARCH	PAID SOCIAL	DIGITAL VIDEO	TV	AUDIO	PRINT
Program Goal	Increase awareness of Georgia Access as an affordable healthcare option for Georgians						
Strategic KPIs	Awareness and Consideration	Awareness and Consideration	Awareness and Consideration	Awareness	Awareness	Awareness	Awareness
Operational KPIs	Reach and Website Traffic	Reach and Website Traffic	Reach and Website Traffic	Reach	Reach	Reach	Reach
Diagnostic Metrics	<ul style="list-style-type: none"> • Impressions • CPM • Click-through Rate • Cost per Click • Website Sessions • New vs. Returning Users • Bounce Rate 	<ul style="list-style-type: none"> • Click-through Rate • Cost per Click • Website Sessions • New vs. Returning Users • Bounce Rate 	<ul style="list-style-type: none"> • Impressions • CPM • Reach • Click-through Rate • Cost per Click • Website Sessions • New vs. Returning Users • Bounce Rate 	<ul style="list-style-type: none"> • Impressions • CPM • Video Views • Cost per Video View 	<ul style="list-style-type: none"> • Estimated Impressions • Analysis of website traffic compared against TV spend 	<ul style="list-style-type: none"> • Estimated Reach • Analysis of website traffic compared against Radio spend • Podcast listeners 	<ul style="list-style-type: none"> • Subscribers • Analysis of website traffic compared against Print spend
Data Sources	In-Platform (i.e., Google Display Video 360, Google Analytics)	In-Platform (i.e., Google Search, Google Analytics)	In-Platform (i.e., Facebook, Google Analytics)	In-Platform (i.e., YouTube, CTV Partner)	Media Agency	Media Agency	Media Agency

Georgia Access Public Awareness Campaign: Key Activities and Milestones

Milestone	Target Date	Status
Contract with PAC vendor	4/13/2022	Complete
Approve Project Plan	5/11/2022	Complete
Conduct Interviews	6/1/2022	Complete
Finalize GA Access Logo	6/2/2022	Complete
Develop Audience Segments And Personas	6/3/2022	Complete
Deliver Marketing Channel Assessment	6/16/2022	Complete
Finalize Style Guide	6/27/2022	Complete
Complete Georgia Access Branding	7/1/2022	Complete
Approve Campaign Strategy & Media Plan	7/15/2022	Complete
Deliver Campaign Assets	7/29/2022	In Progress
Provide Georgia Access Partner Toolkit	7/31/2022	In Progress
Purchase Media	8/1/2022	In Progress
Launch External Campaign	8/17/2022	In Progress



Section 2: Georgia Access Website

Georgia Access Website

The State contracted with its Georgia Access Eligibility System vendor to build the Georgia Access website which will serve as a comprehensive resource for consumers and stakeholders on the program and how to shop for and enroll in coverage.

Included on the website:

- Information on Georgia Access
- Information on how to submit applications online, by phone, or by paper
- Links to enroll through certified GAEPs (web-brokers and carriers)
- Search tool to find local agents
- Screening tool for eligibility
- Secure inbox for consumers to access notices and view their current GAEP and Agent association
- Information on how to file an appeal
- Information on how to access customer support
- Frequently asked questions
- Chatbot help support
- Public Use Files
- Resources for Agents
- Resources for Enrollment Partners
- Information on Qualified Life Events (QLEs) and Special Enrollment Periods (SEPs)



Georgia Access Website: Key Activities and Milestones

Milestone	Target Date	Status
Secure GeorgiaACcess.gov domain rights	2/7/2022	Complete
Develop GeorgiaAccess.gov website	6/29/2022	Complete
Conduct user testing on website	7/15/2022	In progress
Incorporate changes and retest	8/14/2022	Not started
Launch website	8/15/2022	Not started



Section 3: GAEP Marketing

GAEP Marketing

Once a GAEP is certified for Georgia Access, either as a primary or upstream entity, they will be able to market to consumers, both by informing their current consumers that they can still use their platform for Georgia Access and by attracting uninsured consumers to the market.

Approach

- The State anticipates that GAEPs (both web-brokers and carriers) will conduct marketing and outreach to gain new consumers.
- GAEPs must adhere to federal and state regulations for marketing.
- The State has provided specific Georgia Access marketing requirements and guidelines to GAEPs.
- The State will provide a toolkit of marketing materials and branding assets that GAEPs may leverage.
- GAEPs will be referred to publicly as “certified Georgia Access Partners”.
- GAEPs cannot begin marketing until they have received certification for Georgia Access.
- All GAEP marketing materials must be submitted to the State for review and approval prior to public release.

GAEP Marketing: Key Activities and Milestones

Milestone	Target Date	Status
Release GAEP marketing guidelines	6/3/2022	Complete
Share Georgia Access branding materials	6/3/2022	Complete
Update and re-release marketing guidelines	6/30/2022	Complete
Provide Georgia Access Partner Toolkit	7/31/2022	In progress
Start receiving marketing materials for review	8/1/2022*	Not started
Certify GAEPs	8/19/2022*	Not started
GAEPs begin marketing activities	8/19/2022*	Not started

*Dates will vary based on the status of GAEP readiness and certification.

Section 4: Community Partner Engagement

Community Partners

Community organizations play an important role in providing information and resources to the constituents they serve, particularly in underserved areas. The State is implementing a Georgia Access Community Partner Program to supplement the State's Public Awareness Campaign and enhance outreach and awareness efforts.

Approach

- Community organizations across the State can opt to be Georgia Access Community Partners.
- The State conducted a market scan to identify organizations for outreach and inclusion in the Community Partner Program.
- The State will be conducting outreach to Navigators and Certified Application Counselors (CACs) to inform them how they can participate as Community Partners.
- The State will not be implementing a Navigator or CAC program.
- The State will provide Community Partners with information about Georgia Access throughout Open Enrollment and materials to assist consumers in understanding how to shop for and enroll in coverage through Georgia Access.

Community Partner Engagement: Key Activities and Milestones

Milestone	Target Date	Status
Conduct market scan to identify potential community organizations	4/1/2022	Complete
Conduct outreach to Navigator organizations	7/18/2022	In progress
Hold one-on-one meetings with Navigators	8/5/2022	Not started
Conduct outreach to CACs	8/1/2022	Not started
Conduct outreach to identified community organizations	8/17/2022	Not started
Hold webinar with CACs	8/26/2022	Not started
Launch Georgia Access Community Partner Program	9/6/2022*	Not started

*The state will release information about Georgia Access and answer questions ongoing through OE.

Section 5: Agent Engagement

Agent Engagement

The State is leveraging completion of CMS Agent Certification for PY 2023 to streamline and simplify the process for agents currently selling on the FFE to be able to participate in Georgia Access. The State has engaged with agents and associations representing agents in Georgia throughout 1332 Waiver development and implementation.

Approach

- The State will email all agents who hold active Accident and Sickness Licenses in Georgia to notify them of the upcoming transition, key dates, and requirements.
- The State will post information about Georgia Access on Agent Organization Memo Boards.
- The State will post information for agents and online trainings on the Georgia Access website.
- Agents will be able to contact the Georgia Access Contact Center with inquiries.

Agent Engagement: Key Activities and Milestones

Milestone	Target Date	Status
Present at the Georgia Health Underwriters Association	5/17/2022	Complete
Present at the Professional Insurance Agents Southern Alliance Conference	5/19/2022	Complete
Email all Agents in Georgia with Accident & Sicknesses licenses	7/20/2022	In progress
Post Georgia Access Agent Training on the Georgia Access website	8/15/2022	In progress
Post Georgia Access information on Agent Organization Memo Boards	8/15/2022	Not started
Import Agent Licensure and CMS 2023 Certification data for ARR	8/24/2022	Not started
Launch Georgia Access Contact Center which provides support for Agents	9/1/2022	Not started
Post Georgia Access Agent Portal Trainings	9/15/2022	Not started
Import updated Agent Licensure and CMS PY 2023 Certification for OE	10/24/2022*	Not started

*After this data transfer, new agents entering the market will have profiles created and certified manually

Section 6: Consumer Noticing

Consumer Noticing

In order to inform PY 2022 marketplace consumers of the transition to Georgia Access, the State will be sending a series of notices ahead of OE.

Approach

- HealthCare.gov will send a **Transition notice** to active consumers on the upcoming migration to Georgia Access.
- All migrated consumers will receive a **Welcome to Georgia Access notice**.
- The Welcome to Georgia Access notice will inform the consumer if they are already associated with a GAEP or if they are unaffiliated and will need to select a GAEP for OE 2023.
- All migrated consumers will receive **Auto Re-enrollment (ARR) and Eligibility Determination (EDN) notices** prior to OE.
- All migrated consumers will receive Georgia Access notices from the State based off their delivery preference from the FFE (paper vs electronic).
- All consumers will be able to access and view their Georgia Access notices on GeorgiaAccess.gov (secure inbox).
- Consumers who are affiliated with GAEPs in Georgia Access will be able to access and view their Georgia Access notices on their GAEP platform.

Consumer Noticing: Key Activities and Milestones

Milestone	Target Date	Status
HealthCare.gov sends notice to consumers on migration	9/16/2021	Not started
Send Welcome to Georgia Access notice to migrated consumers	10/21/2022	Not started
Send ARR and EDN notices to migrated consumers	10/28/2022	Not started