

THA CAMPAIGN OVERVIEW

What Is Insure Health. Insure Texas.?

Insure Health. Insure Texas. is a new campaign spearheaded by the Texas Hospital Association and implemented by our member hospitals with the goal of increasing the number of eligible but currently uninsured Texans in the federal health insurance marketplace.

What are the goals?

Insure Health. Insure Texas. has the primary goal of compelling currently uninsured Texans to enroll in comprehensive health insurance through the federal health insurance marketplace once open enrollment begins on Nov. 1.

Secondary goals are to engage THA member hospitals in the common goal of reducing the number of uninsured in Texas and to begin laying the groundwork for improving health insurance literacy.

Who Is Involved?

To succeed, Insure Health. Insure Texas. needs the commitment and involvement of Texas hospital leadership, boards of trustees and communications/marketing staff.

What Is the Campaign Message?

Insure Health. Insure Texas. was developed using the most current research on what makes consumers enroll in the marketplace ... or not.

- The research clearly indicates that the decision to enroll is not a political or moral decision; rather it is a personal, financial decision.
- The politics surrounding Obamacare particularly in Texas have fostered confusion, uncertainty and apathy on the part of consumers rather than clear understanding of the availability of coverage and the affordability enhancements.

First and foremost, Insure Health. Insure Texas is promoting the message that available coverage is affordable.

Secondarily, the campaign is promoting the messages that there is a financial cost associated with not enrolling in the form of a penalty and that the timeframe for purchasing coverage is limited.

How Does It Work?

THA is developing tools and resources outlined below that member hospitals can use in their entirety or select from depending on their budget and resource capacity. The intent is to give hospitals all of the creative and technical resources so that they can promote health insurance enrollment in their communities easily and efficiently.

For the campaign to succeed, hospitals will need to implement these available resources.

What Are the Available Tools and Resources?

1. Consumer-focused microsite -- InsureHealthTx.org
 - Simple, clear and focused site that gives consumers the tools and information they need to make the financial decision to purchase coverage through the marketplace and how to use their insurance once purchased.
2. Digital ads
3. Print ads
4. Radio ads
5. TV ads

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www.InsureHealthTx.org