

MOBILE COMMONS

reach everyone, *everywhere*

Using Text Messaging for ACA Health Insurance Marketplace Education and Enrollment

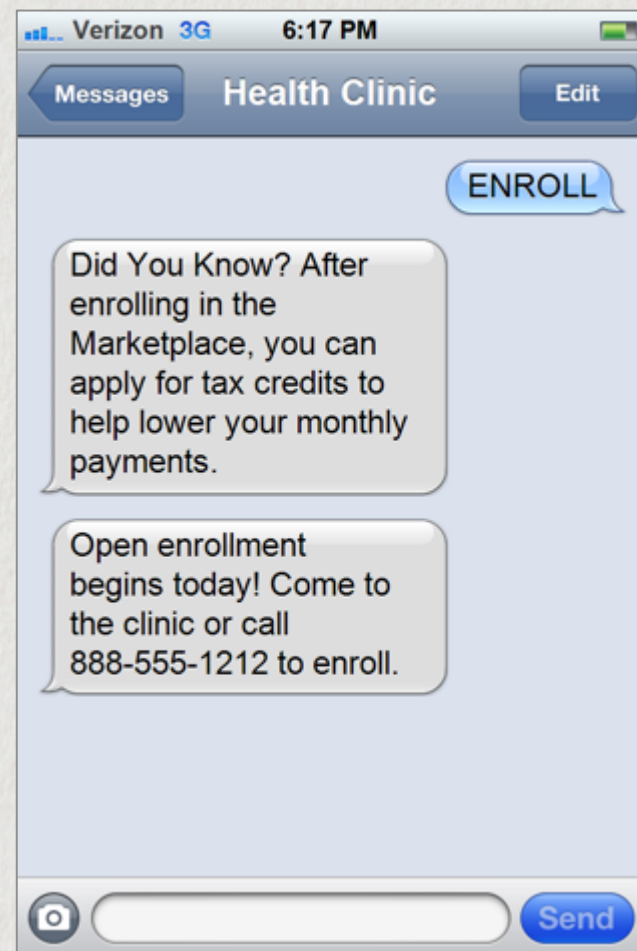
info@mobilecommons.com

Copyright 2013, Mobile Commons, Inc.

About Mobile Commons Enroll

Mobile Commons is an out-of-the-box text messaging solution to educate consumers about the new health insurance marketplaces and drive enrollment.

Our customers include insurance providers, marketplaces, hospitals, clinics, health departments, and nonprofits.



The ACA Challenge

The majority of Americans do not have enough information to understand how the Affordable Care Act will impact their own family.

- Open enrollment begins in October
- Consumer outreach and education must begin **TODAY**

“Now it is crunch time for health insurance exchanges. The Obama administration and state governments must have a robust plan to reach Americans — especially young people — through every media available”

- Wall Street Journal, May 9, 2013

59% of Americans with income < \$30K and **51%** age 18-29 are **unaware that ACA is the law of the land and going into effect this year***

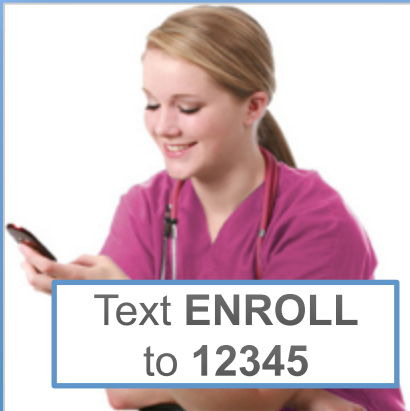
*KFF.org Health Tracking Poll, April 2013

Three Easy Steps for Success

1. Outreach

Consumers sign up to learn about health insurance via text message

Add simple instructions to your flyers, social media, and web site. Mobile Commons handles all the technical details.



Text **ENROLL**
to **12345**

2. Education

Consumers receive text messages about health insurance marketplaces

Mobile Commons provides the content which can be customized for your brand and target population(s). Messages include key facts, application instructions, links to online resources, and call center support.

Did you know? After enrolling in the marketplace, you can apply for tax credits to help lower monthly payments

3. Enrollment

Starting October 1, 2013, consumers get alerts about open enrollment deadlines

Send instructions about how to enroll, either online, phone hotline, or in-person. Track enrollments, measure your ROI, and send follow-up messaging and surveys

Open enrollment begins today! To get started, call 888-555-1212

Why Text Messaging

Text messaging is the most effective method for reaching underserved populations, young people, and minorities.

Text Messaging Volume

326.4 million mobile subscribers in the US sending over **6 billion** messages a day

Text messaging users send or receive an average of **41.5 text messages** per day

Key Statistics



99% of text messages are read

97% of 18-29 year olds text

Households under \$30K **text 2x more** than households \$75K+

Hispanics **text 156% more** than Caucasians

African Americans **text 224% more** than Caucasians

*Sources: Conversational Advertising 2010, SinglePoint; Cell Phone Activities 2012, Pew Research ; How Americans Use Text Messaging 2011, Pew Research; CTIA

Sample Calls to Action



**DO YOU KNOW
SOMEONE WHO
NEEDS HEALTH
INSURANCE?**

**BECAUSE THE
MAMMOGRAM
WASN'T INVENTED
FOR JUST CERTAIN
WOMEN**

Text **ENROLL**
to **12345**



Ellas lo tienen. Usted lo necesita.

Marque **SALUD** to **12345**




Health Insurance Exchange
July 2, 2012

Open Enrollment for Individuals and Families interested in purchasing health insurance start on October 1, 2013! Text **ENROLL** to **12345** to get up to date information and important deadlines straight to your phone!

Like · Comment · Share

2 6 2



Health Insurance Exchange @healthexchange 12 Apr

Avoid tax penalties of up to \$912 this year. Text **ENROLL** to **12345** for more information and deadlines on open enrollment.

Expand

Mobile Commons Enroll

Packages include:

- ✓ 5-digit short code + keyword (e.g. “Text ENROLL to 12345”)
- ✓ Content library of text messages, customizable for your target population(s)
- ✓ Automated messaging scheduling with alerts before key enrollment deadlines
- ✓ Follow-up surveys to collect data and run assessments
- ✓ Detailed reporting and statistics

Discounts available for nonprofits & federally qualified health centers

MOBILE COMMONS

reach everyone, *everywhere*

To learn more:

212-537-5175

info@mobilecommons.com