

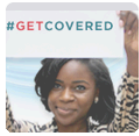


BIG DATA + DIGITAL

The path to finding uninsured Americans
in the Field and Online

THE TOP
AFFORDABLE CARE ACT
BENEFITS YOU





Matthew Saniie

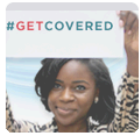
National Data & Analytics Director
@msaniie

Adam Stalker

National Digital Director
@adamstalker



BIG DATA: The search for the uninsured

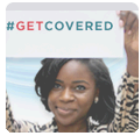


Started thinking about the individual

Public and Commercial Data

- Location
- Race
- Age
- Purchasing habits
- Marriage Status
- No Medical History
- No Social Security Numbers

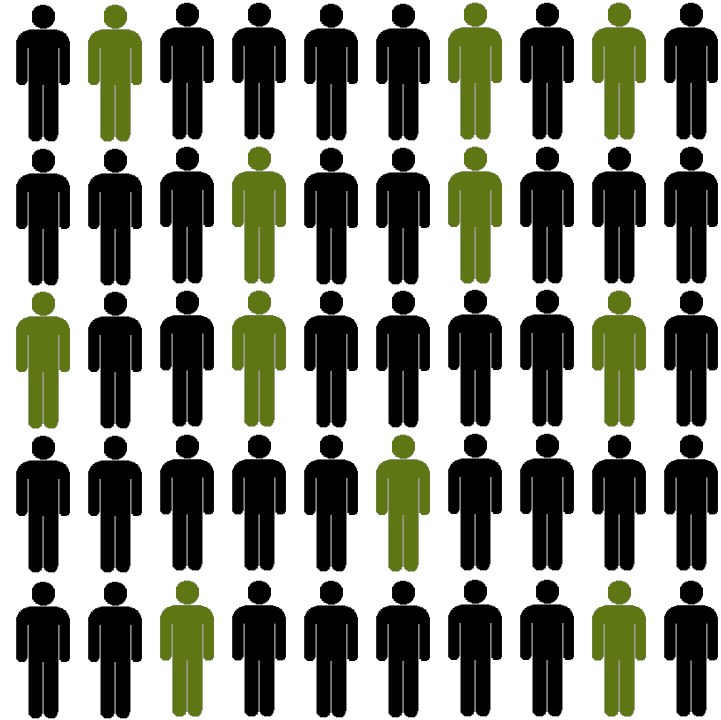


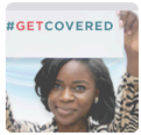


Surveyed a sample and built a model

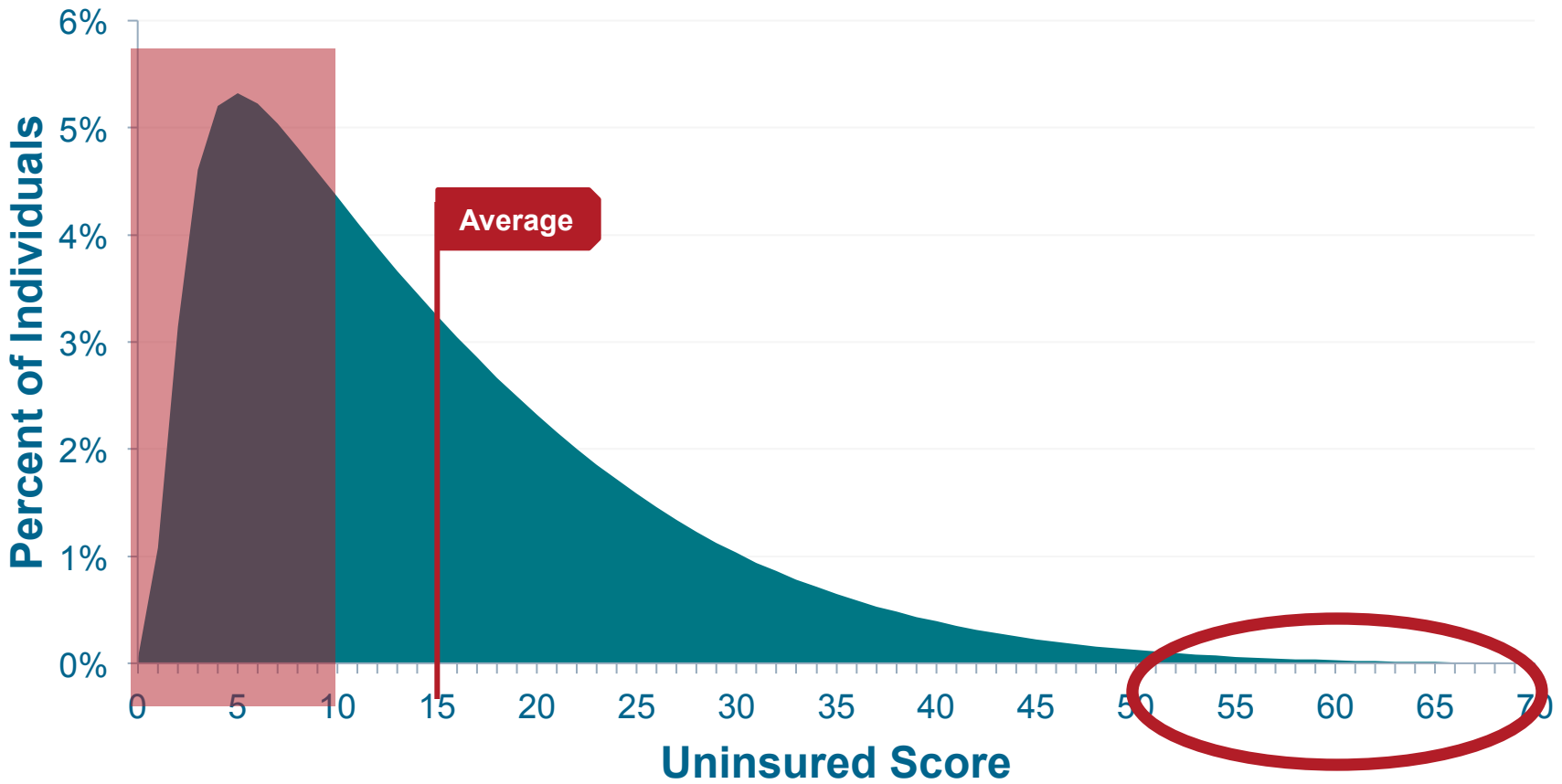
Process

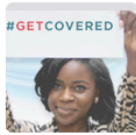
- Surveyed – 10,000+
- Asked about insurance status
- Responses became dependent variable
- Looked for combinations of independent variables
- Ended up with an individual level score
- Strong predictors: age, gender, race, income, voting history



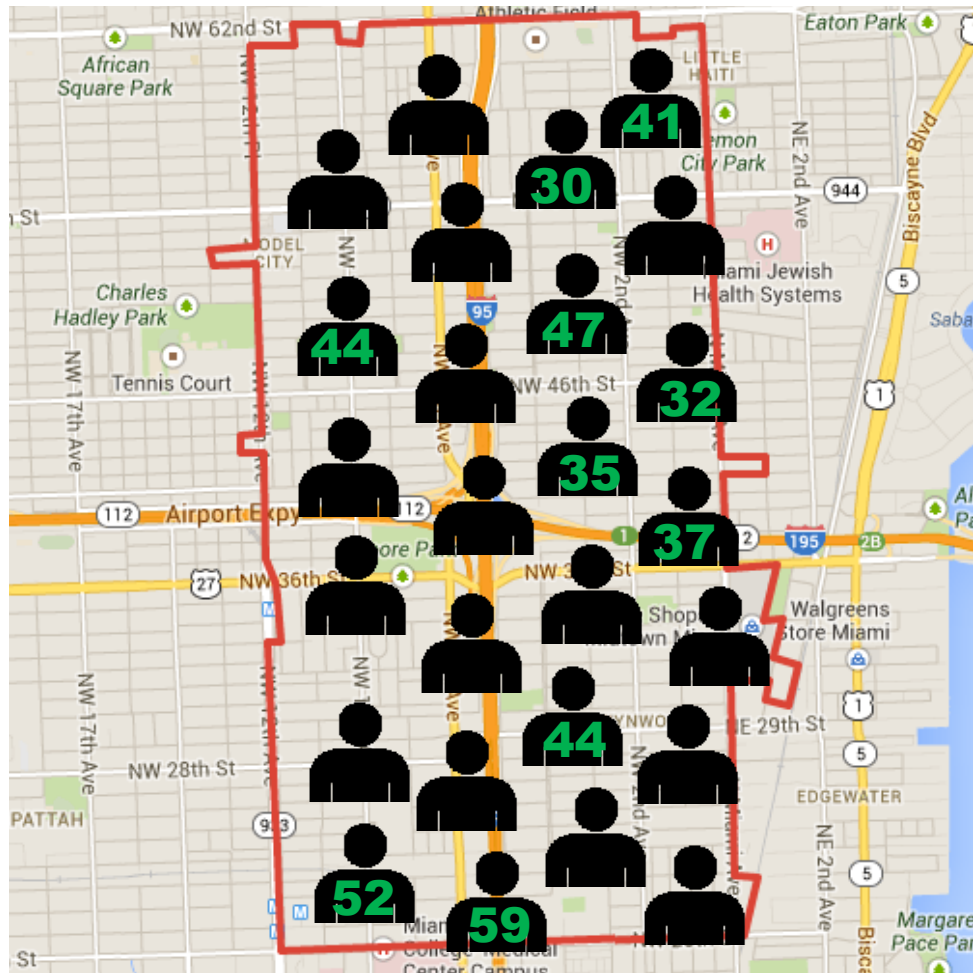


Model distribution





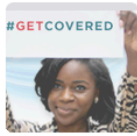
Knowing who the best targets are



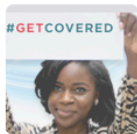


DIGITAL:

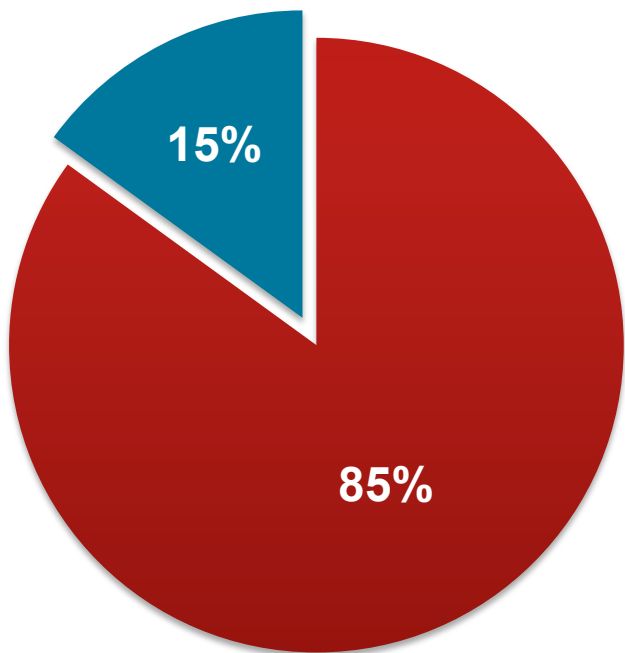
Reaching the uninsured online



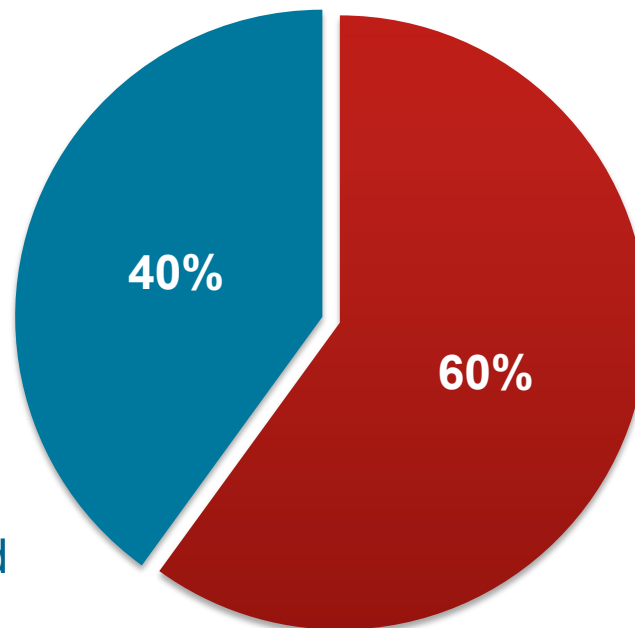
KEEP
CALM
AND
ELIMINATE
WASTE



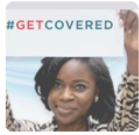
Broadcast

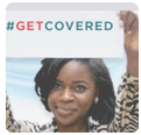


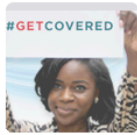
Demo/Geo Targeting



- Waste/Insured
- Uninsured





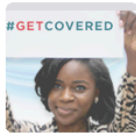


PAID MEDIA

- Direct Mail practices finally available to online media
- Connect offline physical addresses with online cookies through 3rd parties
- Append our data for even more precise targeting
- Makes paid media a true extension of our field program

SMS/TEXT

- Text COVERED to 877877
- Connects our Field efforts directly to digital – at the door and events
- Helps email acquisition
- Gives consumers without internet or uncomfortable online access to info
- Still lets us connect consumers to offline assistance



Like 7.6

Follow @GetCovered

Español

Get Covered 101

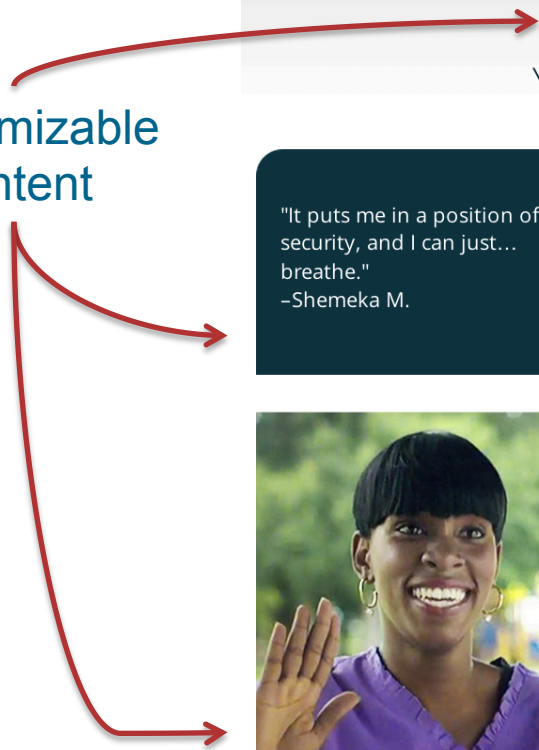
Help Center

Personal Stories



Affordable Health Insurance is Here.
You've Got New Options. We've Got You Covered.

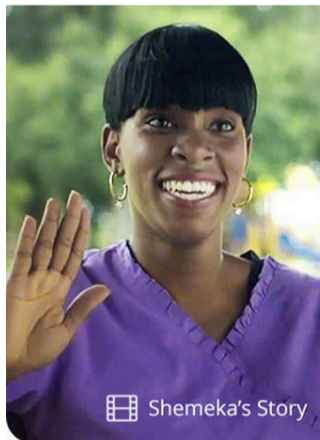
Customizable content



"It puts me in a position of security, and I can just... breathe."
-Shemeka M.



"Now, you don't have to decide between paying for electricity or health insurance."
-Jesse F.



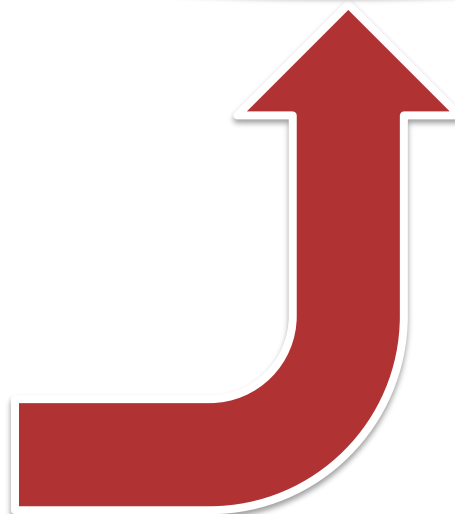
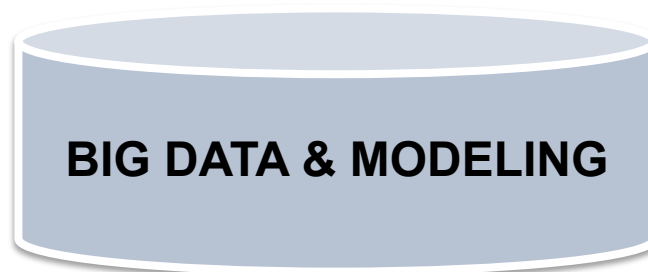
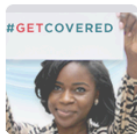
Shemeka's Story

"Whatever my family needs health-wise, I won't have to worry. We'll be covered."
-Jill L.



Jesse's Story

"Peace of mind for my daughter and me."
-Deanne L.





Thanks:
Questions?