



Merced Outreach & Enrollment Workshop  
December 11, 2015

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### Agenda

- 9:00 am Welcome, Introductions and Breakfast
- 9:30 am What do we know about the remaining uninsured?
- Survey results
  - Modeled data
  - Local experience
- 10:15 am Creating an Outreach Work Plan #1
- Elements of a plan
  - Science of outreach and enrollment
- 10:30 am Activity: Draft your plan - identify goals
- 11:00 am BREAK
- 11:20 am Messaging: what do consumers need to hear?
- Key phrases
  - Define your core message (ACTIVITY)
- 11:45 am LUNCH
- 12:30 pm Best Practices: Identify, follow up, and enroll
- 12:45 pm Activity: Draft your own plan - Calendars and metrics
- 1:30 pm BREAK
- 1:45 pm Presentation of plans