

**2020 Marketing Plan - SAMPLE
Kentucky Medicaid**

MARKETING TACTICS & TIMING		Notes	Timing	March				April				May				June				July				August				September								
				31	5	12	19	26	31	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	
Pre-Launch																																				
Consumer																																				
<input type="checkbox"/>	Information Sessions	Education on UnitedHealthcare																																		
	Informational events @ community locations	English, Spanish(Chinese, German, Vietnamese, Arabic)	May - Aug																																	
	Local advertising for event awareness		Apr - Aug May - Aug																																	
Provider																																				
<input type="checkbox"/>	Information Sessions	Education on working with UHCCP																																		
	Lunch & learn events (in person & webinar)		May - Aug																																	
Partner																																				
<input type="checkbox"/>	Community Education Sessions	Educate on UnitedHealthcare, identify partnership opportunities	Apr - Jun																																	
<input type="checkbox"/>	Social Service Partner Education Sessions	Housing, food, education, employment partners	Apr - Jun																																	
Launch																																				
Mass Media		To continue through switch period																																		
<input type="checkbox"/>	Brand Media: Statewide Radio		April - Aug																																	
<input type="checkbox"/>	Brand Media: Spot Radio		April - Aug																																	
<input type="checkbox"/>	Brand Media: Print	Newspaper, community publications, church bulletins	April - Aug																																	
<input type="checkbox"/>	Brand Media: Outdoor	Billboards, public transit, laundromat, convenience stores	April - Aug																																	
<input type="checkbox"/>	Brand Media: Digital	Social media, website display	April - ongoing																																	
Consumer Outreach																																				
<input type="checkbox"/>	Community Events	Identified partnership opportunities																																		
	Community partnership events		April - Ongoing																																	
	Health education events		June - Ongoing																																	
Provider																																				
<input type="checkbox"/>	'Get to know us' Welcome kit	For provider audiences only																																		
	Quick reference guides		June - July																																	
	ID card samples/information		June - July																																	
	Co-brand opportunity samples		June - July																																	
	Billing/enrollment staff education		June - July																																	
Partner																																				
<input type="checkbox"/>	Benefit Information Sessions	Continued education on UHCCP benefits and network	Aug - Sept																																	