

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		May - Aug																																	
	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		May - Aug																																	
	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		April - Ongoing																																	
	Community partnership events			April - Ongoing																																	
	Health education events			June - Ongoing																																	
Provider																																					
<input type="checkbox"/>	'Get to know us' Welcome kit	For provider audiences only		June - July																																	
	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																																	