## 2020 Marketing Plan - SAMPLE
### Kentucky Medicaid

### MARKETING TACTICS & TIMING

<table>
<thead>
<tr>
<th>Pre-Launch</th>
<th>Timing</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
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<tr>
<td>Notes</td>
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#### Consumer
- **Information Sessions**
  - Education on UnitedHealthcare
  - Informational events @ community locations: English, Spanish, Chinese, German, Vietnamese, Arabic
  - Local advertising for event awareness
  - May - Aug

#### Provider
- **Information Sessions**
  - Education on working with UHCCP
  - May - Aug

#### Partner
- **Community Education Sessions**
  - Educate on UnitedHealthcare, identify partnership opportunities
  - Apr - Jun

- **Social Service Partner Education Sessions**
  - Housing, food, education, employment partners
  - Apr - Jun

#### Launch
- **Mass Media**
  - To continue through switch period
  - Brand Media: Statewide Radio
  - April - Aug
  - Brand Media: Spot Radio
  - April - Aug
  - Brand Media: Print
  - Newspaper, community publications, church bulletins
  - April - Aug
  - Brand Media: Outdoor
  - Billboards, public transit, laundromat, convenience stores
  - April - Aug
  - Brand Media: Digital
  - Social media, website display
  - Apr - ongoing

#### Consumer Outreach
- **Community Events**
  - Identified partnership opportunities
  - April - Ongoing
  - Health education events
  - June - Ongoing

#### Provider
- **Get to know us' Welcome kit**
  - For provider audiences only
  - Quick reference guides
  - June - July
  - ID card samples/information
  - June - July
  - Enrollment opportunity samples
  - June - July
  - Billing/enrollment staff education
  - June - July

#### Partner
- **Benefit Information Sessions**
  - Continued education on UHCCP benefits and network
  - Aug - Sept

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Attachment C.15 Sample Marketing Plan