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2015 ACCE Awards for Communications Excellence **Category: Campaigns**

Lubbock Chamber of Commerce – Health Connect and Private Exchange Implementation for Renewal of Chamber Employer Health Plan Members

In light of the Affordable Care Act taking effect, the Lubbock Chamber of Commerce and FirstCare Health Plans wants to ensure that the Chamber Employer Health Plan remains an affordable and sustainable solution for West Texas businesses now and in the future.

The Lubbock Chamber of Commerce in conjunction with partner FirstCare Health Plans conducted an 11-week campaign to promote the new Health Connect and Private Exchange for renewing members of the Chamber Employer Health Plan. The new FirstCare Health Connect portal gave businesses access to 10 new plans, as well as eight existing plans for currently enrolled groups.

During the 11-weeks of promoting the open enrollment period for existing Chamber Employer Health Plan members, the Chamber and FirstCare Health Plans implemented several avenues for marketing and promoting this effort. With combined budgets of \$66,000, the Chamber and FirstCare invested \$62,000 in a successful mix of advertising channels including: social media, print, digital and radio, as well as brand awareness achieved through billboards, bus wrap and introduction of an Enrollment Center. There were advertisements in the local paper and on local radio stations as well as Pandora; weekly inserts in the Wall Street Journal, Google Paid Search, Facebook boosted posts and the Lubbock Avalanche-Journal's LubbockOnline.com, along with weekly posts on Chamber social media outlets as well as in weekly and monthly Chamber communications. Earned media included a news conference, stories by the local paper and local television stations as well as Chamber and FirstCare staff doing interviews on local radio stations.

FirstCare flyers and promotional items were handed out at over 30 Chamber events during the 11 weeks as well as a promotional booth at the Business Mercado and Business After Hours. September through November, there were 40 new member packets and 30 relocation packets distributed that contained the health plan flyer.

The results from this campaign were outstanding as gross impressions (people viewing/hearing/reading ad) were 1,534,925 (587,600 were radio). The Firstcare.com/LCC website visits increased 256 percent between August 15 and November 15, 2014. The ad on Pandora led to 3,292 clicks to FirstCare.com/LCC. From September 1 through November 15, 2014, the FirstCare banner displayed on LubbockChamber.com was viewed 177,399 times with 128 clicks, while the FirstCare business listing in the online directory was displayed 599 times.

For chambers who have had similar health care plans, maintaining or keeping their plans has been challenging at best. With this campaign effort, the Lubbock Chamber was able to renew 88 percent of its Chamber Employer Health Plan members, making the 2015 annualized revenue for the Chamber Employer Health Plan approximately \$27,240,000 or roughly \$2,270,000 per month.

