Consumer Outreach Timeline

2012	2013	2014
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	JAN FEB MAR APR ....

Preparation

- Build the infrastructure and customer service channels
- Conduct consumer research
- Attend state Design Reviews and provide support to states
- Procurements
- Coordinate Federal Agency Workgroup and FACA
- Technical assistance with states

Basic Education / Stakeholder Engagement

- Train partners and stakeholders
- Build awareness
- Provide information on value of insurance, health and financial literacy, basic program parameters

Anticipation / Get Ready

- Local assistance
- Customer service – Navigators, website & call center

Act Now / Enroll

Open Enrollment Begins

- Major launch effort
- Field in action

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