

State Launches HIP 2.0 Ad Campaign Aimed at Helping More Hoosiers Take Charge of Their Health

Healthy Indiana Plan starts strong; officials work to build more awareness of new Medicaid reform program

Indianapolis – Starting Monday, Indiana officials will blanket the state with a broad advertising campaign to build awareness of the new Healthy Indiana Plan or “HIP 2.0” – targeting the hundreds of thousands of Hoosiers who qualify for the plan.

On June 15, the state will start running advertisements on TV, radio and digital media in all corners of Indiana - expanding to include print, outdoor and transit ads over ensuing months. The state will receive federal matching funds for its \$1.1 to \$1.2 million investment in the outreach effort.

“We’re off to a great start implementing the Healthy Indiana Plan 2.0 and enrolling Hoosiers in this proven program,” said Governor Mike Pence. “Through this new awareness effort, we aim to reach low-income Hoosiers and ensure they have the information necessary to take charge of their health and lead healthier lives.”

To develop an advertising concept, state officials sought feedback from HIP 2.0 members and eligible potential members. The campaign focuses on the health benefits of HIP 2.0, underscoring its provision of preventive measures and medical services that traditionally have failed to reach people without coverage.

The Pence administration worked for months to secure the necessary waiver from the federal government that eventually enabled Indiana officials to reform Medicaid in the state by expanding the Healthy Indiana Plan to cover more uninsured Hoosiers.

Since Gov. Pence announced approval of HIP 2.0 in January, the Indiana Family and Social Services Administration (FSSA) has successfully administered the program -- growing membership to more than 283,000 Hoosiers. Some 177,000 Hoosiers have been determined eligible since the program’s launch in January. The state has received nearly 260,000 applications for health coverage, and its call centers have received nearly 185,000 inquiries about HIP 2.0.

“Our team eagerly met the challenge to implement HIP 2.0 immediately,” said John. J. Wernert, M.D., FSSA secretary. “Now that the initial influx of new members has been processed, it’s time to enter the next phase of our outreach efforts to continue to build awareness.”

Agency leaders such as Dr. Wernert and other state officials have participated in more than 60 events across the state since HIP 2.0 was launched. Such events will continue to help educate community groups, residents, health care providers and stakeholders about the program.

More than 71 percent of enrolled HIP 2.0 members are participating in the HIP Plus program, which provides vision and dental benefits. HIP Plus also enables members to avoid copayments because they make monthly payments into a type of health savings account.

“As the ads say, the vision of HIP 2.0 has always been about helping Hoosiers purchase coverage so they can take better care of themselves and be there for their families,” said Governor Pence. “And that’s exactly what we’re seeing happen with this program.”

To view the HIP 2.0 TV commercial and/or listen to the radio spots that launch Monday, visit <http://www.in.gov/fssa/hip/2497.htm>