

# Health Care Press Coverage

2017 Enrollment Period vs. 2018 Enrollment Period

Prepared for Covered California  
January 22, 2018

*Ogilvy*

# Key Findings

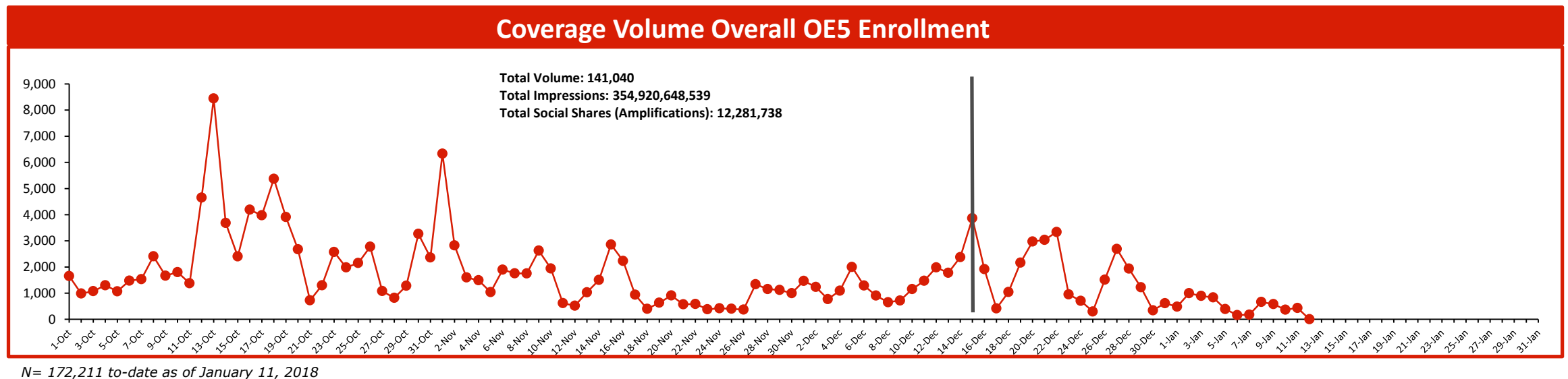
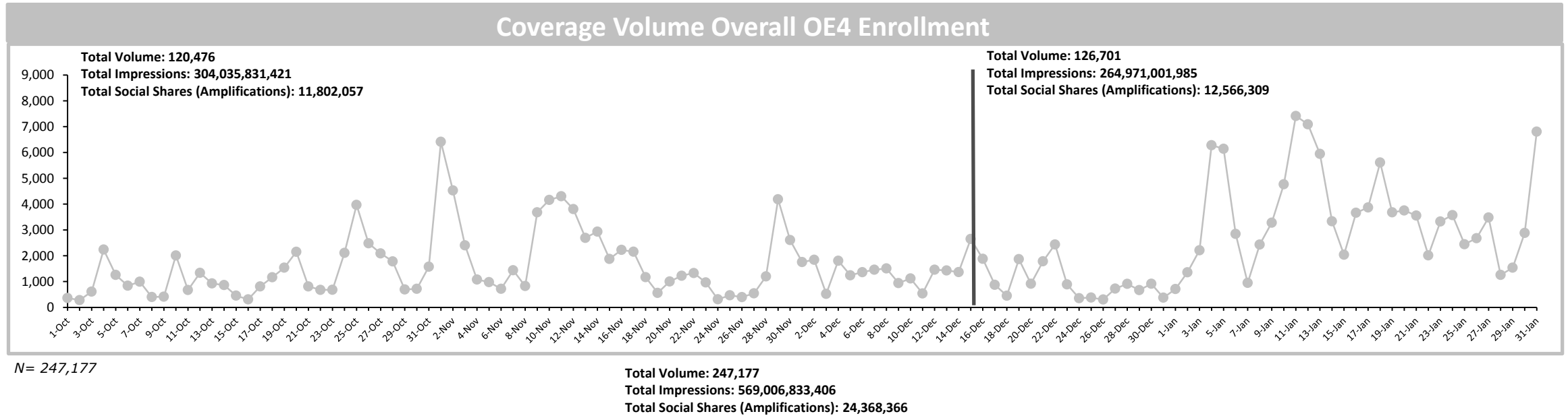
When looking at October 1 - December 15<sup>th</sup> Year-over-Year (2016 vs. 2017), coverage volumes, total impressions were higher in 2017.

While President Trump's actions drove news nationally and locally - that news spurred calls to action for enrollment in media markets across the nation.

Coverage of 'enrollment,' 'enrollment period' and 'deadline' increased by 53%, 125% and 129%, respectively, Year-over-Year.

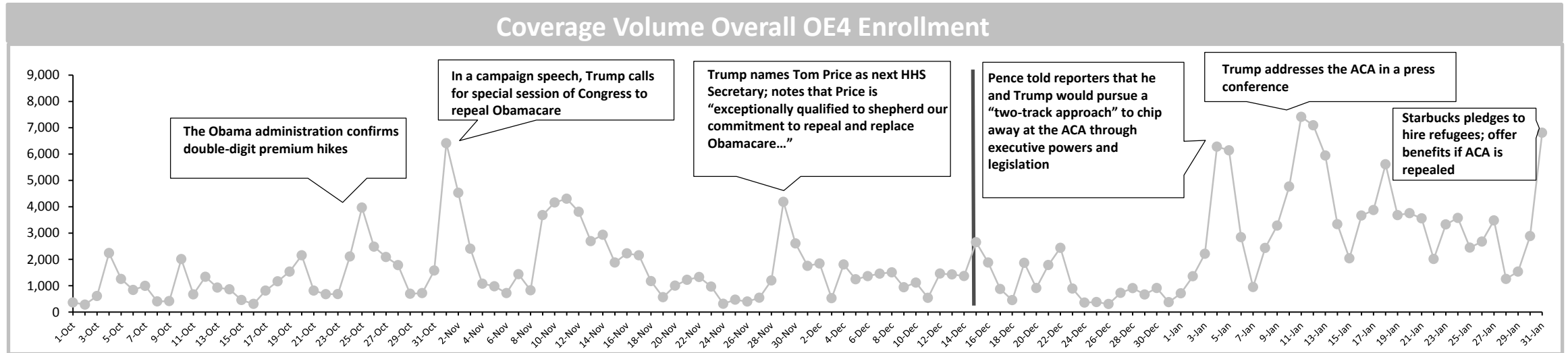
- When comparing it to full OE4 (through January 31, 2017), coverage of the phrase 'enrollment period' was higher in OE5 coverage, despite the shorter time period.

# Coverage Nationally: When looking at October 1 - December 15th Year-over-Year (2016 vs. 2017), coverage volumes, total impressions and social shares were higher in 2017

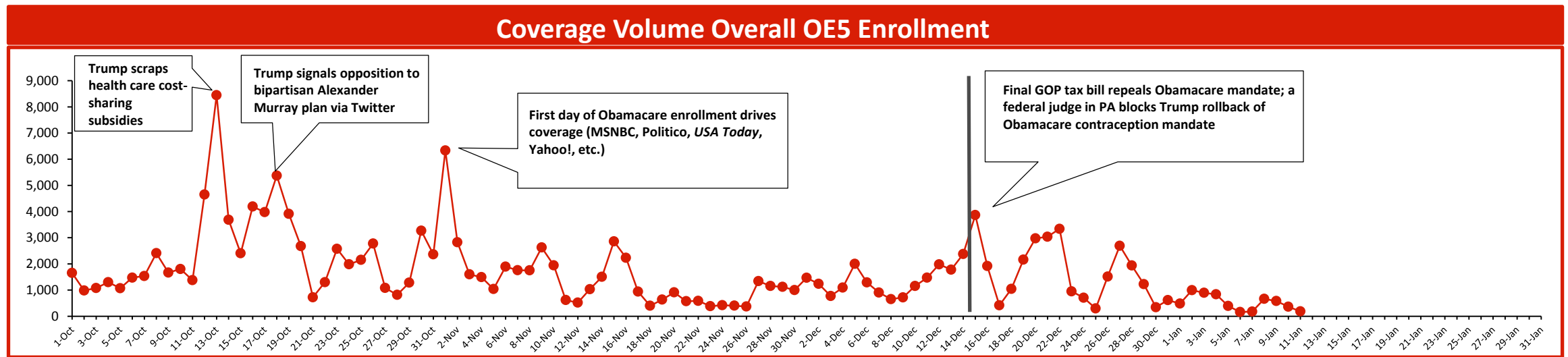


# Coverage Nationally: GOP efforts to repeal the ACA drove news in both 2016 and 2017

- While national news focused efforts on Trump and Congress, local publications (e.g., WSPA, STLtoday, *Miami Herald*, etc.) focused on what changes meant to local residents and reminded their readers of the enrollment deadline





N= 247,177



N= 172,211 to-date as of January 11, 2018

# Coverage nationally about potential repeal or the national political debate on health care drove impressions (awareness) during both respective enrollment periods

	October 1, 2016 – January 31, 2017	October 1, 2016 – December 15, 2016	December 16, 2016 - January 31, 2017	October 1, 2017 – December 15, 2017	YoY Change
<b>Total Volume of Coverage*</b>	247,177	120,476	126,701	141,040	17% 
<b>Top Coverage Impressions**</b>	569,006,833,406	304,035,831,421	264,971,001,985	354,920,648,539	17% 
<b>Highest Readership Articles (Top 3)</b>	<ol style="list-style-type: none"> <li><a href="#">Health insurance deadline looms in spite of Trump's order</a></li> <li><a href="#">Big insurance merger looks doubtful, impacting Obamacare</a></li> <li><a href="#">CT exchange wants to require broker commissions for health plans</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Do Increases in Health Insurance Premiums Spell Doom for Obamacare? No, and Here's Why.</a></li> <li><a href="#">Trump nominates Obamacare critic as health secretary</a></li> <li><a href="#">Trump firm on agenda but says Americans have nothing to fear</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Health insurance deadline looms in spite of Trump's order</a></li> <li><a href="#">Big insurance merger looks doubtful, impacting Obamacare</a></li> <li><a href="#">CT exchange wants to require broker commissions for health plans</a></li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Trump and GOP Sen. Bob Corker get into a Twitter flame war</a></li> <li><a href="#">WATCH: Rand Paul appears wildly distraught upon greeting Trump at White House</a></li> <li><a href="#">Trump's health care order: What's in it?</a></li> </ol>	N/A
<b>Top Markets in Coverage (Top 3)</b>	New York California Texas	New York California Texas	New York California Texas	New York California Texas	N/A

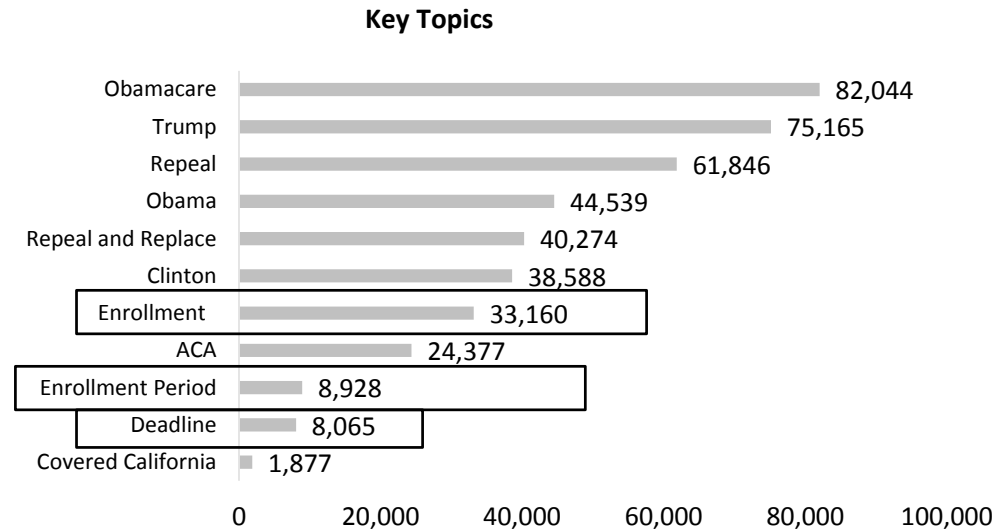
Source: TrendKite

\* Volume of coverage = the number of articles appearing during the timeframe that fit the criteria of the established search string.

\*\* Impressions = the number of viewers of a piece of content. Calculated using unique monthly visitors. Monthly unique visitors are determined by tracking first-time visitors to a site over a 30-day period.

# Coverage nationally: Core terms intrinsic to enrollment increased dramatically during the 2018 open-enrollment period.

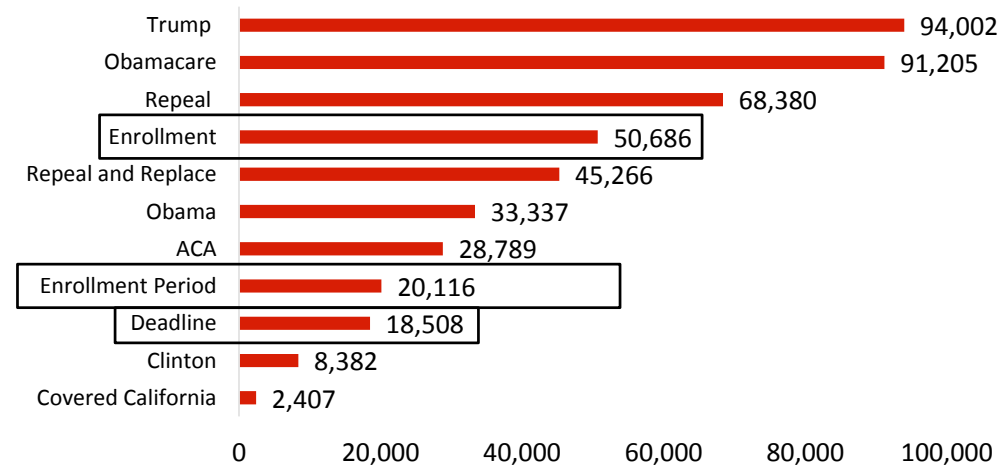
October 1, 2016 -  
December 15, 2016



## Key Articles by Impact\*\* Top Topics

- [Here Is What Donald Trump Wants To Do In His First 100 Days](#)
- [Trump Confirms That He Just Googled Obamacare](#)
- [Donald Trump, Loser-in-Chief](#)
- [President-elect Trump speaks to a divided country](#)
- [‘I Had Nothing to Do With That!’ Obama Dodges Blame For Skyrocketing Premiums](#)

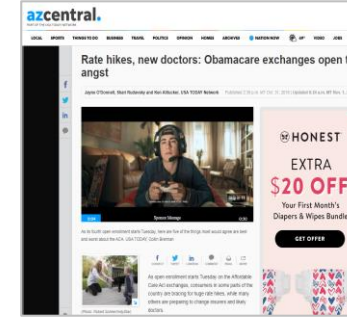
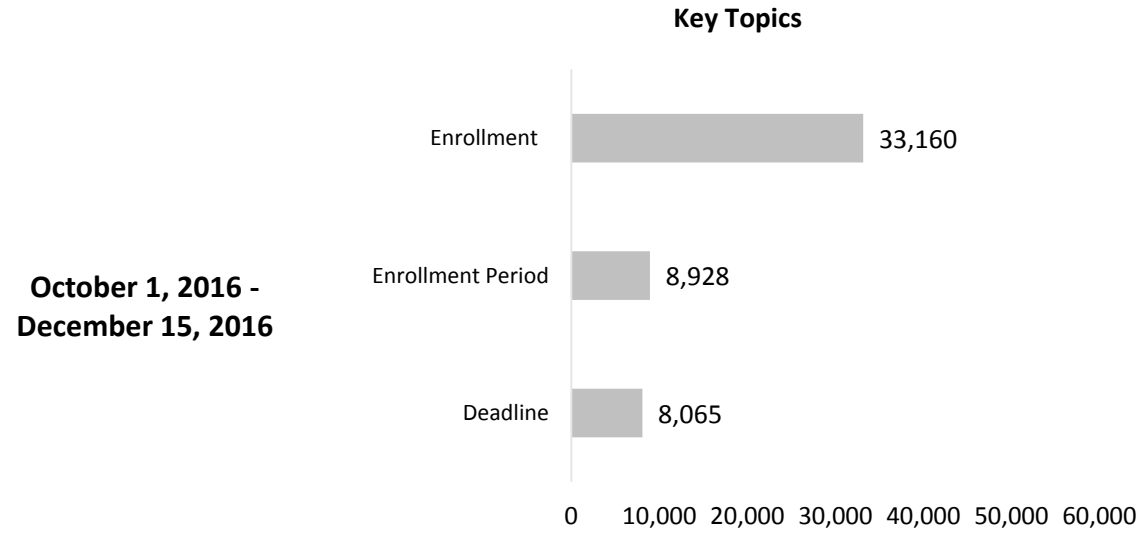
October 1, 2017 -  
December 15, 2017



- [Trump Administration Guts Obamacare Birth Control Rule](#)
- [Boom! Trump Unloads Gargantuan Executive Order—Obama, Democrats Are Devastated](#)
- [ObamaCare signups surge in early days to set new record](#)
- [President Trump admits he’s trying to kill Obamacare. That’s illegal.](#)
- [Trump’s acting like Obamacare is just politics. It’s people’s lives.](#)

\*\*Impact is an estimate of the awareness and engagement generated by an article  
Key topic coverage includes English language coverage only

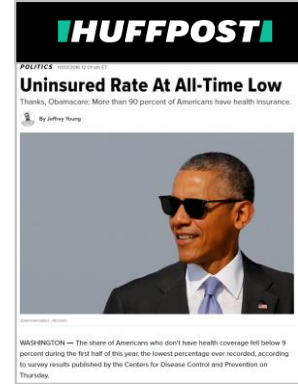
# Coverage nationally: Coverage of 'enrollment,' 'enrollment period' and 'deadline' jumped by 53%, 125% and 129% Year-over-Year



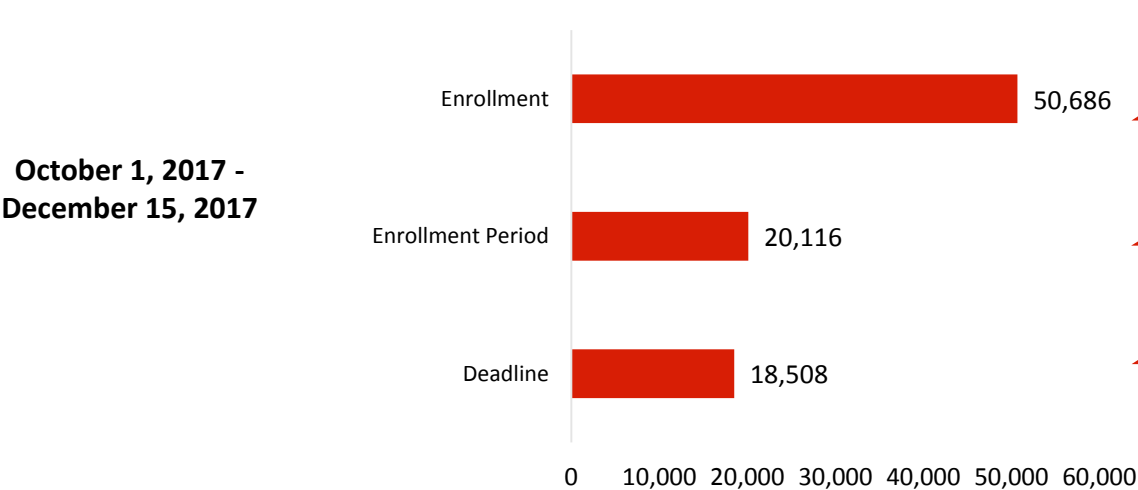
**Rate hikes, new doctors: Obamacare exchanges open to angst**



**Obama administration confirms double-digit premium hikes**



**Uninsured Rate At All-Time Low**



**ObamaCare signups surge in early days to set new record**



**Obamacare fact vs. fiction: What you need to know before open enrollment**



*Remember, Trump fans: Sign up for Trumpcare at [www.healthcare.gov](http://www.healthcare.gov). That'll show that Obama.*

**Jimmy Kimmel admits he was wrong, urges everyone to sign up for TrumpCare—at HealthCare.gov**

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## Objective & Methodology

Ogilvy was commissioned by Covered California to develop a report on national media amplification of ACA enrollment coverage during the respective 2017 and 2018 enrollment periods.



### Topic:

- Enrollment in the ACA, or Obamacare

### Timeframe:

- October 1, 2016 - Present
  - October 1, 2016 - December 15, 2016
  - October 1, 2016 - January 31, 2017
  - December 16, 2016 - January 31, 2017
  - October 1, 2017 - December 15, 2017
  - October 1, 2017 - Present

### Sources:

- TrendKite, a media monitoring platform

### Channels:

- Online versions of traditional news outlets, online news and broadcasts news, where available (excluding radio, social media and pay walled content)

### Market:

- U.S. coverage for all markets nationally (Includes national publications like the *New York Times*, as well as local publications such as the *Cleveland Plains Dealer* and *Miami Herald*, etc.)

### Languages:

- English
- Spanish

### Questions:

- How did the overall media environment around ACA enrollment change YoY?
- How did media coverage specifically of the ACA change YoY?

### Search String:

- (("obamacare" OR "ACA" OR "affordable care act" OR "trumpcare" OR "health exchange") AND ("enrollment" OR "open enrollment" OR "enroll" OR "register" OR "signup" OR "sign up" OR "get covered" OR "get America covered" OR "sign-up" OR "exchange" OR "deadline" OR "marketplace" OR "repeal and replace" OR "healthcare law" OR "save our care")) OR (((("obamacare" OR "ACA" OR "la Ley de Protección al Paciente y Cuidado de Salud" OR "Ley de Cuidado de Salud a Bajo Precio" OR "trumpcare" OR "AHCA" OR "seguro médico" OR "Intercambio de seguros"))) AND ("inscripción abierta" OR "período especial de inscripción" OR "inscribir" OR "registrar" OR "obtenga cobertura" OR "Mercado de Seguros Médicos" OR "derogar y reemplazar" OR "revocar y reemplazar" OR "save our care"))) AND (tk\_location:"United States") NOT (tk\_filter:"Press Release)

### Additional Questions (to be addressed with further research):

- How has influencer engagement impacted enrollment coverage and amplification on social media?
- What is the breakout of coverage by specific regions (i.e., California, Ohio, Florida)



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