Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 9:07 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Hsu, Charles
Subject: RE: facebook.com

Will do. We're at the ready.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 03, 2010 9:02 AM
To: Greene, Imani
Cc: Stolbach, Cally; Hsu, Charles
Subject: Re: facebook.com

I'll get back to you. We're having a conversation about this today.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 08:56 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: facebook.com

Hi Julia. We never heard back regarding your priorities for facebook advertising and we know this is a priority. Will you have info to share today?

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 8:57 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Hsu, Charles
Subject: facebook.com

Hi Julia. We never heard back regarding your priorities for facebook advertising and we know this is a priority. Will you have info to share today?

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Hill, Jamie (HHS/ASPA)
Sent: Thursday, December 16, 2010 8:59 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: help building web content

Hi Julia,

That all sounds good. We can definitely touch base today.

Thanks,
Jamie

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, December 15, 2010 7:53 PM
To: Hill, Jamie (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: help building web content

Hi Jamie –
Just wanted to touch base with you about the possibility of getting your help building page content for our state landing pages with Ogilvy. This would be a tremendous help and a project you might find interesting (at least I hope so!).

Basically, we're building new web pages so that when people click on ads from Google, they're taken to a customized web page instead of existing content pages. So these pages are built specifically for people who click through to HealthCare.gov from our ad campaign.

We do this for various topic areas, and also for state-specific information.

So – this is probably better explained in person and not at 8pm at night, but I'm looking to pull info for each state. The info is pulled from this page on our site: http://www.healthcare.gov/center/ -- just click on the respective state and you'll see.

Here are examples:
For California, the Affordable Care Act provides:

- $3.4 million to protect consumers from some of the worst insurance industry practices.
- $250 rebate checks for the 174,934 Californians who fall into the Medicare Part D "Donut Hole."
- $1 million to crack down on unreasonable insurance premium increases.
- $278 million to produce new therapies and address unmet medical needs.
- $91.5 million to support health centers in local California communities.

For Texas, the Affordable Care Act provides:

- $2.8 million to protect consumers from some of the worst insurance industry practices.
- $250 rebate checks for the 103,929 Texans who fall into the Medicare Part D "Donut Hole."
- $1.8 million for Medicare improvements for patients and providers
- $34 million to produce new therapies and address unmet medical needs.
- $17.8 million to support health centers in local Texas communities.

We've already pulled this info for: FL, TX, CA, IL, & NY. We're looking to do this for every state.

Let's chat more tomorrow and I can explain this in a much coherent way!

Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 23, 2010 9:32 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.22.10

Sure thing!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 23, 2010 9:28 AM
To: Hsu, Charles
Subject: Re: SEM Campaign Recap for 12.22.10

Cool. I may give you a buzz later. Thx!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 23, 2010 09:25 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.22.10

Yup yup! Haha.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 23, 2010 9:24 AM
To: Hsu, Charles
Subject: Re: SEM Campaign Recap for 12.22.10

Hi Charles - are you in the office today?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 23, 2010 09:16 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.22.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.22.10

Google English Campaign
Impressions: 81,782
Clicks: 2,910
CTR: 3.56%

CPC: $4.13
Engaged Visits: 1,511.16
Cost per Engaged Visit: $7.96
Bounce Rate: 48.07%

Google Spanish Campaign
Impressions: 15,947
Clicks: 92
CTR: 0.58%
CPC: $4.57
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 5,101
Clicks: 187
CTR: 3.67%
CPC: $1.37

Yahoo/Bing Spanish Campaign
Impressions: 299
Clicks: 2
CTR: 0.67%
CPC: $0.79

TOTAL
Impressions: 103,129
Clicks: 3,488
CTR: 3.38%
CPC: $3.64

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 23, 2010 9:26 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.22.10

Yup yup! Haha.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 23, 2010 9:24 AM
To: Hsu, Charles
Subject: Re: SEM Campaign Recap for 12.22.10

Hi Charles - are you in the office today?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 23, 2010 09:16 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; OGIMGillman (CMS contact)
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Please let us know if you have any other questions.

Thanks!

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 23, 2010 9:16 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.22.10

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Impressions: 299
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CTR: 0.67%
CPC: $0.79

TOTAL
Impressions: 103,129
Clicks: 3,488
CTR: 3.38%
CPC: $3.64

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 22, 2010 1:29 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS SEM Week 9 12.14 -12.20Report.ppt

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 22, 2010 10:52 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.21.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.21.10

Google English Campaign
Impressions: 81,474
Clicks: 3,258
CTR: 4.00%
CPC: $3.88
Engaged Visits: 1,751.18
Cost per Engaged Visit: $7.23
Bounce Rate: 46.25%

Google Spanish Campaign
Impressions: 17,181
Clicks: 124
CTR: 0.72%
CPC: $4.23
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 4,061
Clicks: 144
CTR: 3.55%
CPC: $1.27

Yahoo/Bing Spanish Campaign
Impressions: 315
Clicks: 1
CTR: 0.32%
CPC: $0.11

TOTAL
Impressions: 103,031
Clicks: 3,527
CTR: 3.42%
CPC: $3.78

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, December 21, 2010 10:48 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.20.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.20.10

Google English Campaign
Impressions: 66,171
Clicks: 3,741
CTR: 5.65%
CPC: $3.67
Engaged Visits: 1932.98
Cost per Engaged Visit: $7.10
Bounce Rate: 48.33%

Google Spanish Campaign
Impressions: 14,348
Clicks: 98
CTR: 0.68%
CPC: $4.50
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 18,262
Clicks: 686
CTR: 3.76%
CPC: $1.71

Yahoo/Bing Spanish Campaign
Impressions: 521
Clicks: 11
CTR: 2.11%
CPC: $0.52

TOTAL
Impressions: 99,302
Clicks: 4,536
CTR: 4.57%
CPC: $3.38

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 1:30 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.17.10 - 12.19.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.17.10 -12.19.10

Google English Campaign
Impressions: 207,802
Clicks: 7,408
CTR: 3.56%
CPC: $4.14
Engaged Visits: 3,838.83
Cost per Engaged Visit: $8.00
Bounce Rate: 48.18%

Google Spanish Campaign
Impressions: 14,490
Clicks: 116
CTR: 0.80%
CPC: $4.32
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 37,171
Clicks: 670
CTR: 1.80%
CPC: $1.67

Yahoo/Bing Spanish Campaign
Impressions: 1,138
Clicks: 17
CTR: 1.49%
CPC: $0.64

TOTAL
Impressions: 260,601
Clicks: 8,211
CTR: 3.15%
CPC: $3.94

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 10:11 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: HHS Google Spanish Analytics

Follow Up Flag: Follow up
Flag Status: Flagged

Hello Julia! After a few conversations with multiple Google technicians we believe the issue with Google Spanish analytics might be due to code placement on the CuidadoDeSalud.gov Web site. If you could help forward some language to your Web site team, they should hopefully be able to assist in fixing the issue. Per Google's recommendation, we would like to ensure that there is only one code on the page and that its format matches the original code found in the help center. This will allow the Google Spanish analytics to report data again. We are happy to connect your web team with Google's so they can directly trouble shoot if necessary. Below is the Google Tech Team's response to fix the issue. Please let us know if we can be of any further assistance!

Technical Team's Response:

Looking through the Analytics for the specified account, we do see the issue you are describing. Since Analytics shows 0 visits from Google (organic) as well as CPC, it is most likely not an account linking problem. We did notice, however, that the website in question links to multiple versions of the tracking code, which all in turn reference multiple Analytics accounts.

Sending Analytics data to multiple accounts has been known to cause discrepancies and other problems, and is not currently supported by our team. If the multiple accounts is a new addition to the tracking code (i.e. as of Dec 8 or 9), we would point to that as a possible reason for this issue. Furthermore, we noticed that there are more than several unsupported customizations, which make it difficult for us to pinpoint what the problem actually is. As a general policy, we're not able to offer support for non-standard code implementations.

We did notice that the Cookie request is not being sent properly (i.e. no UTMZ cookie). This error may be due to the cookie timeout modifications made to the tracking code, but again it is difficult to say. Since you are able to localize this problem to having started on December 9, I would suggest investigating what changes were made on or slightly prior to that date.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, December 17, 2010 5:46 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Greene, Imani; Beakey, Chris
Subject: New HHS Rate Review Group Update
Attachments: Rate review SEM ad copy.xls

Hello Julia!

We wanted to circle back with you about the upcoming Rate Review campaign. I have attached a spreadsheet containing potential keywords and text ad copy for your approval. We based the strategy around a 2 week buy, which can be shortened/extended accordingly. For this time period, we would recommend a $70,000 total budget. Google anticipates the total opportunity available for the proposed keyword group to be approximately 14,000 clicks for the two week period. Please note that all estimates are based on the keyword set provided for approval.

Similar to our strategy for the Medical Loss Ratio campaign, we have extracted applicable terms from the Affordable Care Act group and recommend activating these terms in the Rate Review campaign. This will eliminate cross competition between keywords that are relevant for both campaigns. Below are the terms we propose to move from the Affordable Care Act group into the Rate Review campaign ad group:

annual health care costs
control health care costs
health care costs america
health care costs rising
illegal immigration health care costs
national health insurance exchange
obama health care costs
rising health care costs

Please let us know your thoughts or if you have any questions! We look forward to connecting with you Monday morning to discuss any feedback you might have.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 16, 2010 3:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report

Since MLR went down we are currently not doing any display ads. They are all texts ads across Google Yahoo/Bing in English and Spanish. The reason for reporting data on display in our last report was due to MLR coming down mid week.

Hope that helps!
Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 16, 2010 3:16 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Charles – Since the MLR campaign ended, which exactly are the display ads we're running?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 15, 2010 6:11 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 16, 2010 1:22 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.15.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.15.10

Google English Campaign
Impressions: 74,140
Clicks: 3,186
CTR: 4.30%
CPC: $4.21
Engaged Visits: 1,750.07
Cost per Engaged Visit: $7.66
Bounce Rate: 45.07%

Google Spanish Campaign
Impressions: 18,745
Clicks: 129
CTR: 0.69%
CPC: $4.37
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 21,377
Clicks: 372
CTR: 1.74%
CPC: $1.57

Yahoo/Bing Spanish Campaign
Impressions: 300
Clicks: 9
CTR: 3.00%
CPC: $1.02

TOTAL
Impressions: 114,562
Clicks: 3,696
CTR: 3.23%
CPC: $3.94

** We are still unable to report numbers for the Spanish analytics account and Google is now looking into other possibilities. We will report on Spanish Google analytic numbers as soon as possible.

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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202.729.4265
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 15, 2010 6:11 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS SEM Week 8 12.07 -12.13 Report.ppt

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 15, 2010 11:03 AM
To: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: quick Q

Yes Obamacare is still live and active.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 15, 2010 10:39 AM
To: Stolbach, Cally; Hsu, Charles
Subject: quick Q

Hey guys – Quick question for you. Is "obamacare" still one of our keywords? I thought so, but I'm not seeing it in the Adwords analytics page.

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 15, 2010 10:18 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.14.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.14.10

Google English Campaign
Impressions: 71,198
Clicks: 3,292
CTR: 4.62%
CPC: $4.16
Engaged Visits: 1,779.33
Cost per Engaged Visit: $7.70
Bounce Rate: 45.95%

Google Spanish Campaign
Impressions: 20,363
Clicks: 121
CTR: 0.59%
CPC: $4.08
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 24,343
Clicks: 502
CTR: 2.06%
CPC: $1.68

Yahoo/Bing Spanish Campaign
Impressions: 20
Clicks: 4
CTR: 20.00%
CPC: $0.13

TOTAL
Impressions: 115,924
Clicks: 3,919
CTR: 3.38%
CPC: $3.84

** We are still unable to report numbers for the Spanish analytics account and Google is now looking into other possibilities. We will report on Spanish Google analytic numbers as soon as possible.

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, December 14, 2010 10:49 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.13.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.13.10

Google English Campaign
Impressions: 84,858
Clicks: 3,202
CTR: 3.77%
CPC: $4.34
Engaged Visits: 1,697.06
Cost per Engaged Visit: $8.19
Bounce Rate: 47.00%

Google Spanish Campaign
Impressions: 23,349
Clicks: 149
CTR: 0.64%
CPC: $4.21
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 28,916
Clicks: 548
CTR: 1.90%
CPC: $1.50

Yahoo/Bing Spanish Campaign
Impressions: 5
Clicks: 1
CTR: 20.00%
CPC: $0.73

TOTAL
Impressions: 137,128
Clicks: 3,900
CTR: 2.84%
CPC: $3.93

**We are still waiting for our Spanish account to reset and start tracking data. We will report on Spanish Google analytic numbers as soon as possible.

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 13, 2010 10:40 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.10.10 - 12.12.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.10.10 - 12.12.10

Google English Campaign
Impressions: 200,934
Clicks: 7,304
CTR: 3.64%
CPC: $4.70
Engaged Visits: 3,846.29
Cost per Engaged Visit: $8.93
Bounce Rate: 47.34%

Google Spanish Campaign
Impressions: 48,653
Clicks: 336
CTR: 0.69%
CPC: $4.88
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 44,001
Clicks: 887
CTR: 2.02%
CPC: $1.58

Yahoo/Bing Spanish Campaign
Impressions: 8
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 293,596
Clicks: 8,527
CTR: 2.90%
CPC: $4.39

**We seem to have figured out the Spanish Google analytics reporting issue and have re-linked the account. We should be able to report numbers again by tomorrow.

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, December 10, 2010 2:24 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.9.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.09.10.

Google English Campaign
Impressions: 75,369
Clicks: 2,693
CTR: 3.57%
CPC: $4.64
Engaged Visits: 1,419.75
Cost per Engaged Visit: $8.81
Bounce Rate: 47.28%

Google Spanish Campaign
Impressions: 16,796
Clicks: 127
CTR: 0.76%
CPC: $3.47
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 24,529
Clicks: 420
CTR: 1.71%
CPC: $1.64

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 116,695
Clicks: 3,240
CTR: 2.78%
CPC: $4.07

*Medical Loss Ratio campaign ended as of 12/8/2010

**We are experiencing some Google Analytic issues with our Spanish page, cuidadodesalud.com and are investigating with Google. We can provide numbers as soon as we figure out what the issue is.

Please let us know if you have any questions.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 09, 2010 3:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report

Yes. It has delivered over 100K clicks to date

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 2:59 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Charles-
Can you confirm that the campaign to date has delivered over 100k clicks – from Search and Display?

Thanks!!
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 08, 2010 5:29 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 09, 2010 9:02 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.8.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.08.10.

Google English Campaign
Impressions: 26,681
Clicks: 1,359
CTR: 5.09%
CPC: $3.39
Engaged Visits: 580.02
Cost per Engaged Visit: $7.95
Bounce Rate: 57.32%

Google Spanish Campaign
Impressions: 10,264
Clicks: 118
CTR: 1.15%
CPC: $3.00
Engaged Visits: 68.31
Cost per Engaged Visit: $5.18
Bounce Rate: 42.11%

Yahoo/Bing English Campaign
Impressions: 22,724
Clicks: 362
CTR: 1.59%
CPC: $1.63

Yahoo/Bing Spanish Campaign
Impressions: 4
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 59,673
Clicks: 1,839
CTR: 3.08%
CPC: $3.26

****

MLR Engagement Campaign ***(Ended 12/8/2010)***

Google MLR
Impressions: 51,006
Clicks: 1,087
CTR: 2.13%
CPC: $3.04

Google DISPLAY NETWORK MLR
Impressions: 22
Clicks: 0
CTR: 0.00%
CPC: $0.00

Yahoo/Bing MLR
Impressions: 4,065
Clicks: 85
CTR: 2.09%
CPC: $1.25

Kontera
Impressions: 36,114
Clicks: 1,109
CTR: 3.07%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 08, 2010 5:29 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS SEM Week 7 11.30 -12.06 Report.ppt

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 08, 2010 1:35 PM
To: Hsu, Charles; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.07.10

Below please find the performance of HHS's Healthcare.gov-related campaign for 12.07.

healthcare.gov/cuidadodesalud.gov Engagement Campaign (12/07)

Google English Campaign
Impressions: 25,273
Clicks: 1,400
CTR: 5.54%
CPC: $3.63
Engaged Visits: 801.22
Cost per Engaged Visit: $6.35
Bounce Rate: 42.77%

Google Spanish Campaign
Impressions: 23,381
Clicks: 121
CTR: 0.52%
CPC: $3.52
Engaged Visits: 46.98
Cost per Engaged Visit: $9.06
Bounce Rate: 61.17%

Yahoo/Bing English Campaign
Impressions: 30,637
Clicks: 322
CTR: 1.05%
CPC: $1.96

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00

TOTAL
Impressions: 79,291
Clicks: 1,843
CTR: 2.32%
CPC: $3.34

****

MLR Engagement Campaign (12/07)
Google MLR
Impressions: 43,249
Clicks: 1,164

CTR: 2.69%
CPC: $2.88

Google DISPLAY NETWORK MLR
Impressions: 6,915,541
Clicks: 1,848
CTR: 0.03%
CPC: $3.50

Yahoo/Bing MLR
Impressions: 4,299
Clicks: 114
CTR: 2.65%
CPC: $1.58

Kontera
Impressions: 36,114
Clicks: 1,109
CTR: 3.07%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, December 07, 2010 9:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.06.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.06.10.

Google English Campaign
Impressions: 30,159
Clicks: 1,457
CTR: 4.83%
CPC: $3.55
Engaged Visits: 766.24
Cost per Engaged Visit: $6.74
Bounce Rate: 47.41%

Google Spanish Campaign
Impressions: 26,697
Clicks: 179
CTR: 0.67%
CPC: $3.49
Engaged Visits: 84.67
Cost per Engaged Visit: $7.38
Bounce Rate: 52.70%

Yahoo/Bing English Campaign
Impressions: 29,080
Clicks: 313
CTR: 1.08%
CPC: $1.82

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 85,936
Clicks: 1,949
CTR: 2.27%
CPC: $3.26

****

MLR Engagement Campaign

Google MLR
Impressions: 301,438
Clicks: 824
CTR: 0.27%
CPC: $4.15

Google DISPLAY NETWORK MLR
Impressions: 6,638,865
Clicks: 1,682
CTR: 0.03%
CPC: $3.06

Yahoo/Bing MLR
Impressions: 4,373
Clicks: 103
CTR: 2.36%
CPC: $1.12

Kontera
Impressions: 34,521
Clicks: 1,038
CTR: 3.01%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 06, 2010 10:52 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.03.10 - 12.05.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 12.03-12.05.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(12/03-12/05)**

Google English Campaign
Impressions: 88,824
Clicks: 3,570
CTR: 4.02%
CPC: $4.22
Engaged Visits: 1,965.64
Cost per Engaged Visit: $7.67
Bounce Rate: 44.94%

Google Spanish Campaign
Impressions: 32,299
Clicks: 253
CTR: 0.78%
CPC: $3.63
Engaged Visits: 121.26
Cost per Engaged Visit: $7.58
Bounce Rate: 52.07%

Yahoo/Bing English Campaign
Impressions: 50,776
Clicks: 705
CTR: 1.39%
CPC: $1.90

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00

TOTAL
Impressions: 171,899
Clicks: 4,528
CTR: 2.63%
CPC: $3.83

****

MLR Engagement Campaign **(12/03-12/05)**

Google MLR
Impressions: 217,364
Clicks: 2,550
CTR: 1.17%
CPC: $3.45

Google DISPLAY NETWORK MLR
Impressions: 7,211,873
Clicks: 2,020
CTR: 0.03%
CPC: $2.89

Yahoo/Bing MLR
Impressions: 5,510
Clicks: 133
CTR: 2.41%
CPC: $1.42

Kontera
Impressions: 84,847
Clicks: 2,346
CTR: 2.76%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 06, 2010 10:44 AM
To: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

Apologies! They are not for the weekend. I am pulling numbers for over the weekend now. Let me check with Cally on her schedule and we will get back to you soon!

-Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, December 06, 2010 10:41 AM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

Hello there!
Hope you both had a good weekend.

Just wanted to check in this morning about a few things. First, I wanted to get clarification about the dates which these stats represent. Are they from the weekend?

Secondly, I'd love to jump on the phone with you to talk next steps regarding our search terms versus display terms surrounding MLR. Let me know when there's a good time to catch up briefly.

And finally, we are happy to announce our new and improved customized landing pages for our top five states driving content. I've pasted the URLs below. Please redirect adgroups/keywords that reflect the following states to the associated landing pages:

California
http://www.healthcare.gov/states/ca.html

Florida
http://www.healthcare.gov/states/fl.html

Illinois
http://www.healthcare.gov/states/il.html

New York
http://www.healthcare.gov/states/ny.html

Texas
http://www.healthcare.gov/states/tx.html

Thanks much and talk soon-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, December 06, 2010 8:52 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.03.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 12.03.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(12/03)**

Google English Campaign
Impressions: 37,716
Clicks: 1,474
CTR: 3.91%
CPC: $4.34
Engaged Visits: 807.75
Cost per Engaged Visit: $7.93
Bounce Rate: 45.20%

Google Spanish Campaign
Impressions: 13,234
Clicks: 119
CTR: 0.90%
CPC: $3.64
Engaged Visits: 63.00
Cost per Engaged Visit: $6.88
Bounce Rate: 47.06%

Yahoo/Bing English Campaign
Impressions: 19,553
Clicks: 320
CTR: 1.64%
CPC: $1.86

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00

TOTAL
Impressions: 70,503
Clicks: 1,913
CTR: 2.71%
CPC: $3.89

****

MLR Engagement Campaign ***(12/03)***
Google MLR
Impressions: 64,974
Clicks: 819
CTR: 1.26%
CPC: $3.71

Google DISPLAY NETWORK MLR
Impressions: 3,225,980
Clicks: 674
CTR: 0.02%
CPC: $3.03

Yahoo/Bing MLR
Impressions: 2,298
Clicks: 55
CTR: 2.39%
CPC: $1.47

Kontera
Impressions: 29,967
Clicks: 783
CTR: 2.61%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 06, 2010 8:52 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.03.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 12.03.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(12/03)**

Google English Campaign
Impressions: 37,716
Clicks: 1,474
CTR: 3.91%
CPC: $4.34
Engaged Visits: 807.75
Cost per Engaged Visit: $7.93
Bounce Rate: 45.20%

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Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00

TOTAL
Impressions: 70,503
Clicks: 1,913
CTR: 2.71%
CPC: $3.89

****

MLR Engagement Campaign ***(12/03)***

Google MLR

Impressions: 64,974
Clicks: 819
CTR: 1.26%
CPC: $3.71

Google DISPLAY NETWORK MLR

Impressions: 3,225,980
Clicks: 674
CTR: 0.02%
CPC: $3.03

Yahoo/Bing MLR

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Clicks: 55
CTR: 2.39%
CPC: $1.47

Kontera

Impressions: 29,967
Clicks: 783
CTR: 2.61%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, December 03, 2010 2:50 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Stolbach, Cally
Subject: RE: facebook.com
Attachments: HHSFB.docx

I have attached a word doc that hopefully answers your questions!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 03, 2010 9:26 AM
To: Greene, Imani
Cc: Stolbach, Cally; Hsu, Charles
Subject: RE: facebook.com

Thank you!

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 9:19 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Hsu, Charles
Subject: RE: facebook.com

Hmm. I'm not sure we have generic best practices. We were actually going to offer recommendations for copy and re-directs based on our specific recommendation to you. Let me see of we can rustle up something evergreen in short order.

Imani Greene

202.721.9656 (o)
(b)(6) m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 03, 2010 9:13 AM
To: Greene, Imani
Cc: Stolbach, Cally; Hsu, Charles
Subject: Re: facebook.com

On this note, we had requested some info on best practices about where to redirect - our facebook page or our homepage, or any other material/research you have on fb ads. Any chance we could get that this morning? I'd like to share with the crew here.

Many thanks.

Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 09:07 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: RE: facebook.com

Will do. We're at the ready.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 03, 2010 9:02 AM
To: Greene, Imani
Cc: Stolbach, Cally; Hsu, Charles
Subject: Re: facebook.com

I'll get back to you. We're having a conversation about this today.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 08:56 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: facebook.com

Hi Julia. We never heard back regarding your priorities for facebook advertising and we know this is a priority. Will you have info to share today?

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, December 03, 2010 8:54 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.02.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 12.02.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(12/02)**

Google English Campaign
Impressions: 35,089
Clicks: 1,792
CTR: 5.11%
CPC: $4.67
Engaged Visits: 994.56
Cost per Engaged Visit: $8.41
Bounce Rate: 44.50%

Google Spanish Campaign
Impressions: 25,120
Clicks: 161
CTR: 0.64%
CPC: $3.70
Engaged Visits: 73.95
Cost per Engaged Visit: $8.06
Bounce Rate: 54.07%

Yahoo/Bing English Campaign
Impressions: 27,982
Clicks: 400
CTR: 1.43%
CPC: $1.55

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00

TOTAL
Impressions: 88,191
Clicks: 2,353
CTR: 2.57%
CPC: $4.11

****

MLR Engagement Campaign ***(12/02)***

Google MLR

Impressions: 67,710
Clicks: 1,610
CTR: 2.38%
CPC: $3.35

Google DISPLAY NETWORK MLR

Impressions: 3,528,022
Clicks: 698
CTR: 0.02%
CPC: $3.05

Yahoo/Bing MLR

Impressions: 2,942
Clicks: 73
CTR: 2.48%
CPC: $1.30

Kontera

Impressions: 27,729
Clicks: 880
CTR: 3.17%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, December 02, 2010 9:32 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.02.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 12.01. For purposes of comparative evaluation, we offer two distinct sets of metrics going forward: 1) the healthcare.gov/cuidadodesalud.gov Engagement Campaign; and 2) the MLR Engagement Campaign. The latter includes SEM results as well as results from the ad networks (including Google Content and Kontera).

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(12/01)**

Google English Campaign
Impressions: 38,360
Clicks: 1,889
CTR: 4.92%
CPC: $4.55
Engaged Visits: 1,023.84
Cost per Engaged Visit: $8.39
Bounce Rate: 45.80%

Google Spanish Campaign
Impressions: 10,885
Clicks: 117
CTR: 1.07%
CPC: $2.97
Engaged Visits: 66.69
Cost per Engaged Visit: $5.20
Bounce Rate: 43.00%

Yahoo/Bing English Campaign
Impressions: 20,924
Clicks: 141
CTR: 0.67%
CPC: $1.98

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.00%
CPC: $0.00

TOTAL
Impressions: 70,170
Clicks: 2,147

CTR: 3.06%
CPC: $4.29

****

MLR Engagement Campaign ***(12/01)***
Google MLR
Impressions: 100,508
Clicks: 1,464
CTR: 1.46%
CPC: $3.71

Google DISPLAY NETWORK MLR
Impressions: 3,310,311
Clicks: 705
CTR: 0.02%
CPC: $3.02

Yahoo/Bing MLR
Impressions: 12,108
Clicks: 360
CTR: 2.97%
CPC: $1.66

Kontera
Impressions: 35,255
Clicks: 934
CTR: 2.65%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 01, 2010 5:24 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS SEM Week 6 11.23 -11.29 Report.ppt

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:03 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.30.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 11.30. For purposes of comparative evaluation, we offer two distinct sets of metrics going forward: 1) the healthcare.gov/cuidadodesalud.gov Engagement Campaign; and 2) the MLR Engagement Campaign. The latter includes SEM results as well as results from the ad networks (including Google Content and Kontera).

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(11/30)**

Google English Campaign
Impressions: 45,811
Clicks: 1,896
CTR: 4.14%
CPC: $4.84
Engaged Visits: 992.18
Cost per Engaged Visit: $9.25
Bounce Rate: 47.67%

Google Spanish Campaign
Impressions: 15,735
Clicks: 135
CTR: 0.86%
CPC: $3.29
Engaged Visits: 68.07
Cost per Engaged Visit: $6.52
Bounce Rate: 49.58%

Yahoo/Bing English Campaign
Impressions: 28,415
Clicks: 453
CTR: 1.59%
CPC: $1.52

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 1
CTR: 100.00%
CPC: $0.07

TOTAL
Impressions: 89,962
Clicks: 2,485
CTR: 2.76%

CPC: $4.15

****

MLR Engagement Campaign ***(11/30)***
Google MLR
Impressions: 197,634
Clicks: 1,506
CTR: 0.76%
CPC: $3.88

Google DISPLAY NETWORK MLR
Impressions: 2,417,597
Clicks: 383
CTR: 0.02%
CPC: $8.76

Yahoo/Bing MLR
Impressions: 3,062
Clicks: 82
CTR: 2.68%
CPC: $0.97

Kontera
Impressions: 34,163
Clicks: 1,011
CTR: 2.96%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Julia Eisman [jeisman78@gmail.com]
Sent: Tuesday, December 21, 2010 2:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Fwd: Fw: Meeting tomorrow - quick but important question

---------- Forwarded message ----------
From: **Mulligan, Jaime (HHS/ASPA)** <Jaime.Mulligan@hhs.gov>
Date: Tue, Dec 21, 2010 at 2:07 PM
Subject: Fw: Meeting tomorrow - quick but important question
To: (b)(6) "Backus, Jenny (HHS/ASPA)" <Jenny.Backus@hhs.gov>

? Is there another Jaime on the ogilvy team? Fyi I don't talk to these guys directly, am only going through you all

---

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Tuesday, December 21, 2010 02:03 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Meeting tomorrow - quick but important question

Hello – happy holidays! Margo, Jaime and I are out of the office tomorrow and would like to call in for our meeting if that's ok with you all. Please let me know.

Chris Beakey

Vice President, Social Marketing

Ogilvy Public Relations Worldwide

1111 19th Street, NW

Washington, D.C. 20036

Phone: 202 729-4268

Fax: 202 729-4001

smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Kohan, Behnaz (HHS/ASPA)
Sent: Friday, December 10, 2010 11:07 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Yes, please stop by if you can.

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, December 10, 2010 9:57 AM
To: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Is now a good time?

From: Kohan, Behnaz (HHS/ASPA)
Sent: Friday, December 10, 2010 7:33 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

Can you please stop by my office today thx

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, December 09, 2010 06:59 PM
To: OGIMGillman (CMS contact); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); 'Hsu, Charles' <Charles.Hsu@ogilvypr.com>; 'HHS Healthcare.gov' <HHSHealthcare.gov@ogilvypr.com>; 'Healthcare.gov HMA' <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo-
Looks like scheduling got the best of us this week and are unable to meet tomorrow. We'll be back in touch about a time early next week (hopefully Monday) when we can meet. If there are times that don't work for your team on Monday, please let me know. We'd like to be sure the online team can join us for this.

Thanks much,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 3:00 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Jaime – we have it on our calendars and will wait to hear back from you later tonight.

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Thursday, December 09, 2010 1:41 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

We won't be able to hard confirm this until this evening but hold this time on your calendars if possible.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 12:23 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>; HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Healthcare.gov HMA <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

When you have a moment, can you please confirm that we will have our meeting at 2:30pm tomorrow, but we will discuss SEM and the other proposed paid advertising tactics in a separate meeting next week?

Please advise.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Wednesday, December 08, 2010 3:43 PM
To: 'Mulligan, Jaime (HHS/ASPA)'; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

Unfortunately, Imani no longer is available to participate in the call on Friday, and Callie only can participate from 9am to 10am. We can proceed with having a call at 2:30pm as you suggested, but a separate call will be needed to be scheduled to discuss SEM and the paid advertising tactics presented within the strategic campaign plan. Are you okay with this? Just let us know.

Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
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Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 2:15 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jaime:

On Friday, it looks like most of us can talk by phone from 9am to 10am; 11am to 12pm; or from 1:30pm to 3:30pm. Please let me know if any of these options work.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
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202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 9:26 AM

To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo, we're actually going to need to move this meeting to Friday. Me or Julia will circle back with times but feel free to throw out a few to get the conversation started

---

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, December 07, 2010 2:27 PM
To: 'Backus, Jenny (HHS/ASPA)'
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Kohan, Behnaz (HHS/ASPA)
Sent: Friday, December 10, 2010 9:58 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Yes, please stop by

Behnaz Kohan
Executive Officer
Office of Assistant Secretary for Public Affairs
Department of Health and Human Services
(202) 205-2819 Office
(b)(6) *Cell*

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, December 10, 2010 9:57 AM
To: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Is now a good time?

From: Kohan, Behnaz (HHS/ASPA)
Sent: Friday, December 10, 2010 7:33 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

Can you please stop by my office today thx

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, December 09, 2010 06:59 PM
To: OGIMGillman (CMS contact); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); 'Hsu, Charles' <Charles.Hsu@ogilvypr.com>; 'HHS Healthcare.gov' <HHSHealthcare.gov@ogilvypr.com>; 'Healthcare.gov HMA' <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo-
Looks like scheduling got the best of us this week and are unable to meet tomorrow. We'll be back in touch about a time early next week (hopefully Monday) when we can meet. If there are times that don't work for your team on Monday, please let me know. We'd like to be sure the online team can join us for this.

Thanks much,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 3:00 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Jaime – we have it on our calendars and will wait to hear back from you later tonight.

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
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202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Thursday, December 09, 2010 1:41 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

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Sent: Thursday, December 09, 2010 12:23 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>; HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Healthcare.gov HMA <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

When you have a moment, can you please confirm that we will have our meeting at 2:30pm tomorrow, but we will discuss SEM and the other proposed paid advertising tactics in a separate meeting next week?

Please advise.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Wednesday, December 08, 2010 3:43 PM
To: 'Mulligan, Jaime (HHS/ASPA)'; Backus, Jenny (HHS/ASPA)

Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

Unfortunately, Imani no longer is available to participate in the call on Friday, and Callie only can participate from 9am to 10am. We can proceed with having a call at 2:30pm as you suggested, but a separate call will be needed to be scheduled to discuss SEM and the paid advertising tactics presented within the strategic campaign plan. Are you okay with this? Just let us know.

Many thanks!

Margo

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Senior Vice President
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Washington, DC 20036
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202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 2:15 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jaime:

On Friday, it looks like most of us can talk by phone from 9am to 10am; 11am to 12pm; or from 1:30pm to 3:30pm. Please let me know if any of these options work.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 9:26 AM
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Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
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---

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, December 07, 2010 2:27 PM
To: 'Backus, Jenny (HHS/ASPA)'
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

Many thanks!

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From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Kohan, Behnaz (HHS/ASPA)
Sent: Friday, December 10, 2010 7:33 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

Can you please stop by my office today thx

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, December 09, 2010 06:59 PM
To: OGIMGillman (CMS contact); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); 'Hsu, Charles' <Charles.Hsu@ogilvypr.com>; 'HHS Healthcare.gov' <HHSHealthcare.gov@ogilvypr.com>; 'Healthcare.gov HMA' <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo-
Looks like scheduling got the best of us this week and are unable to meet tomorrow. We'll be back in touch about a time early next week (hopefully Monday) when we can meet. If there are times that don't work for your team on Monday, please let me know. We'd like to be sure the online team can join us for this.

Thanks much,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 3:00 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Jaime – we have it on our calendars and will wait to hear back from you later tonight.

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Thursday, December 09, 2010 1:41 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

We won't be able to hard confirm this until this evening but hold this time on your calendars if possible.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 12:23 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>; HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Healthcare.gov HMA <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

When you have a moment, can you please confirm that we will have our meeting at 2:30pm tomorrow, but we will discuss SEM and the other proposed paid advertising tactics in a separate meeting next week?

Please advise.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Wednesday, December 08, 2010 3:43 PM
To: 'Mulligan, Jaime (HHS/ASPA)'; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

Unfortunately, Imani no longer is available to participate in the call on Friday, and Callie only can participate from 9am to 10am. We can proceed with having a call at 2:30pm as you suggested, but a separate call will be needed to be scheduled to discuss SEM and the paid advertising tactics presented within the strategic campaign plan. Are you okay with this? Just let us know.

Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036

202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 2:15 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jaime:

On Friday, it looks like most of us can talk by phone from 9am to 10am; 11am to 12pm; or from 1:30pm to 3:30pm. Please let me know if any of these options work.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
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1111 19th Street NW, 10th Floor
Washington, DC 20036
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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 9:26 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo, we're actually going to need to move this meeting to Friday. Me or Julia will circle back with times but feel free to throw out a few to get the conversation started

---

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
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Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

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From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

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Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Monday, December 20, 2010 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Creative input needed for Ogilvy on Healthcare.gov

Hi Julie,

I'm waiting to hear back from our producer and will let you know as soon as find out.

I hope you had a great weekend,
Meredith

On 12/20/10 12:48 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi Meredith - quick question for you. If we approved a script, how long would it take for us to see a final version of the "anything can happen" video?

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, December 16, 2010 9:22 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Greene, Imani; Beakey, Chris
Subject: Creative input needed for Ogilvy on Healthcare.gov

Good morning Jenny, Julia and Jaime,

We're very much looking forward to starting the creative but have some critical questions we need answers to before we can proceed. They're attached.

I've reached out to Michael Wilkins and Lisa Laden for the list of your approved actors.

Thanks so much and stay warm today!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, December 16, 2010 9:23 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Greene, Imani; Beakey, Chris
Subject: Creative input needed for Ogilvy on Healthcare.gov
Attachments: HealthCare.Gov_CreativeQuestions.docx

Importance: High

Good morning Jenny, Julia and Jaime,

We're very much looking forward to starting the creative but have some critical questions we need answers to before we can proceed. They're attached.

I've reached out to Michael Wilkins and Lisa Laden for the list of your approved actors.

Thanks so much and stay warm today!
Meredith

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime [Jaime_E_Mulligan@who.eop.gov]
Sent: Wednesday, December 22, 2010 1:48 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Following Up on Important Healthcare.gov Items

Head, desk. Head, desk.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 22, 2010 1:48 PM
To: Mulligan, Jaime
Subject: RE: Following Up on Important Healthcare.gov Items

Yep.

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Wednesday, December 22, 2010 1:46 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Following Up on Important Healthcare.gov Items

Some of the questions here are ones we answered in that last meeting with them---the call to action, for example, is to highlight specific provisions that speak to the audiences Jenny outlined and drive people to the website, but to make sure that the focus of the ad gets across the benefit of a provision. Kind of odd.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 22, 2010 12:48 PM
To: Mulligan, Jaime
Subject: FW: Following Up on Important Healthcare.gov Items
Importance: High

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 21, 2010 4:36 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items
Importance: High

Thanks, Julia!

For reference during tomorrow's call, attached are the questions from Meredith and Imani, as well as the additional TV PSA scripts that I sent yesterday. We are hoping to discuss these and the other items detailed at the bottom of this email chain during our 1pm call.

Also, as a reminder, here is the dial-in information:

(b)(4),(b)(6)

Looking forward to speaking with you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 21, 2010 8:53 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Hi Margo - Thanks for the check-in. We're definitely still on for 1pm tomorrow and hope to have more answers to you by then, if not sooner. Regarding a meeting time/date for the long range strategic plan I'll look into times that work for everyone and get back to you.

Talk soon,
Julia

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, December 20, 2010 5:39 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: Following Up on Important Healthcare.gov Items

Hi, Jenny, Julia, and Jaime:

We wanted to touch base with you on the following healthcare.gov items. Please review and advise ASAP. **We'd also like to confirm that you are still available to participate in our team call at 1pm on Wednesday.**

REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback at your earliest convenience.

TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other

markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

PAID RADIO SPOTS

For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you at 9:23am on 12/16. We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you at 4:29pm on 12/17. Please advise on all of this at your earliest convenience.

LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you early next year to obtain a full debrief on the strategic campaign plan that we developed last month. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 7, 2pm – 6pm
- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Many thanks, and hope to hear from you soon—

Margo and Team

Margo A. Gillman, MPH
Senior Vice President
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Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

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Talk soon,
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Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
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Many thanks, and hope to hear from you soon—

Margo and Team

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Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime [(b)(6)]
Sent: Monday, December 20, 2010 1:25 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: assets

Thanks so much. Q: what's graphs? I'm sorry. I'm trying not to eat as much sugar and I swear it is having an effect on my brain.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, December 20, 2010 1:02 PM
To: Mulligan, Jaime
Subject: assets

Here's the status of the web assets:

Facebook page:
- page content working its way through clearance
- graphs: in development
- video: in-house TBD; Ogilvy - Feb-ish for "anything can happen"
- online ads: 1 week after we authorize creative
- Launch date estimate: 2nd week in Jan IF we make it "high priority"

Landing pages in development:
- Rate review - in development. Launching tomorrow.
- PCIP - in clearance
- Additional state pages - content drafted, pages need to be built

Pages TO BE DEVELOPED
Jan. 1 provisions - wellness visitis & 50% drug discount for seniors

Let me know if you need more.

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (b)(6)
Sent: Monday, December 20, 2010 11:45 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: code armadillo

Add video development to this here list..even if it's just "Ogilvy building out several youtube videos around the Anything Can Happen theme by x date"

From: Mulligan, Jaime
Sent: Monday, December 20, 2010 11:43 AM
To: 'Eisman, Julia (HHS/ASPA)'
Subject: code armadillo

Need a status on the facebook pre-ex page (by around 1)

And statuses on all the landing pages related to the online ad campaign (even if it's just in development) by around the same time

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 15, 2010 10:29 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE:

dude! what is it

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, December 15, 2010 10:24 AM
To: Mulligan, Jaime (HHS/ASPA)
Subject: RE:

FAIL!

Yes. I will add it to my ever growing list.

p.s. you got a really awesome holiday card thingy from Ogilvy. Berit's having a lot of fun with it.

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 15, 2010 10:20 AM
To: Eisman, Julia (HHS/ASPA)
Subject:

I failed to get Jenny's final signoff on the "I Get Coverage" script so Ogilvy can start running before I left. Wanted to flag it for you. Am trying to figure out what it is inappropriate for me to do and I think weighing in on the Ogilvy campaign at all right now might fall in that category.

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To: Eisman, Julia (HHS/ASPA)

I failed to get Jenny's final signoff on the "I Get Coverage" script so Ogilvy can start running before I left. Wanted to flag it for you. Am trying to figure out what it is inappropriate for me to do and I think weighing in on the Ogilvy campaign at all right now might fall in that category.

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, December 13, 2010 3:52 PM
To: Phillips, Macon
Cc: Eisman, Julia (HHS/ASPA); Sutton, Nikki E.
Subject: heads up---4 pm with Ogilvy re: hc.gov

Think you're on the invite but just in cases. Julia and I will be on it.

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 09, 2010 1:41 PM
To: OGIMGillman (CMS contact); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); 'Charles.Hsu@ogilvypr.com'; 'HHSHealthcare.gov@ogilvypr.com'; 'Healthcare.govHMA@ogilvypr.com'; Perry, Dionte (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

We won't be able to hard confirm this until this evening but hold this time on your calendars if possible.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 12:23 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>; HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Healthcare.gov HMA <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

When you have a moment, can you please confirm that we will have our meeting at 2:30pm tomorrow, but we will discuss SEM and the other proposed paid advertising tactics in a separate meeting next week?

Please advise.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Wednesday, December 08, 2010 3:43 PM
To: 'Mulligan, Jaime (HHS/ASPA)'; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

Unfortunately, Imani no longer is available to participate in the call on Friday, and Callie only can participate from 9am to 10am. We can proceed with having a call at 2:30pm as you suggested, but a separate call will be needed to be scheduled to discuss SEM and the paid advertising tactics presented within the strategic campaign plan. Are you okay with this? Just let us know.

Many thanks!

Margo

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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 2:15 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jaime:

On Friday, it looks like most of us can talk by phone from 9am to 10am; 11am to 12pm; or from 1:30pm to 3:30pm. Please let me know if any of these options work.

Many thanks—

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Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo, we're actually going to need to move this meeting to Friday. Me or Julia will circle back with times but feel free to throw out a few to get the conversation started

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

Many thanks—

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From: Gillman, Margo
Sent: Tuesday, December 07, 2010 2:27 PM
To: 'Backus, Jenny (HHS/ASPA)'
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
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1111 19th Street NW, 10th Floor
Washington, DC 20036

202.729.4192 phone
202.729.4009 fax

From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

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Sent: Wednesday, December 08, 2010 2:15 PM
To: OGIMGillman (CMS contact); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jaime:

On Friday, it looks like most of us can talk by phone from 9am to 10am; 11am to 12pm; or from 1:30pm to 3:30pm. Please let me know if any of these options work.

Many thanks—

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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
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Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

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From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
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To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

Many thanks—

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To: 'Backus, Jenny (HHS/ASPA)'
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

Many thanks!

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From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

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Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 08, 2010 2:09 PM
To: Perry, Dionte (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: Healthcare.gov Project Tracker Attached for 1pm Team Call

Any of these times work for Jenny?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
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Many thanks—

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Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
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Importance: High

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Washington, DC 20036
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202.729.4009 fax

From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

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Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 08, 2010 11:14 AM
To: Eisman, Julia (HHS/ASPA); Rosero, Luis (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: RE: Tweaks to Spanish language Yahoo search

Hi—just checking in on this. Luis, is there anything else you need from us? We're trying to get the ad campaign on this tweaked by no later than the end of the day today/early tomorrow.

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, December 03, 2010 11:12 AM
To: Rosero, Luis (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Mulligan, Jaime (HHS/ASPA)
Subject: RE: Tweaks to Spanish language Yahoo search

Hi Luis –
Just following up on this in our efforts to drive more traffic to CuidadodeSalud.gov. Could you take a look at these suggested keywords Ogilvy sent over for our online ad campaign?

Many thanks!
Julia

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 15, 2010 6:12 PM
To: Rosero, Luis (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Mulligan, Jaime (HHS/ASPA)
Subject: Tweaks to Spanish language Yahoo search

Jenny and Luis,
Ogilvy and Yahoo! put together a new set of keywords and search ads for CuidadodeSalud.gov in an effort to generate a higher demand for clicks and create messages that are resonating with the Spanish-language audience. The first go-round wasn't so successful, so we're trying to revise and optimize. In any case, the updated list of suggested keywords is attached.

Unfortunately for me, it's all in Spanish.

Luis – could you take a look and provide feedback? Happy to answer any questions you have…

Gracias.
Julia

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 08, 2010 9:26 AM
To: OGIMGillman (CMS contact); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo, we're actually going to need to move this meeting to Friday. Me or Julia will circle back with times but feel free to throw out a few to get the conversation started

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From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

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Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

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Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

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smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 08, 2010 9:25 AM
To: Scarborough, Tori (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Richard's schedule tomorrow!

Hi hi---Tori, would 1 pm work for this?

From: Mulligan, Jaime (HHS/ASPA)
Sent: Tuesday, December 07, 2010 7:30 PM
To: Scarborough, Tori (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: Richard's schedule tomorrow!

Hi Tori---we (the cc'ed) are requesting some time with Richard tmw to discuss the Ogilvy hc.gov promotional campaign. Hoping for 1 pm. Can you let us know the possibilities? Throwing DeeDee on here too for Jenny's schedule in case 1 doesn't work.

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

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Sent: Tuesday, December 07, 2010 7:30 PM
To: Scarborough, Tori (HHS/ASPA)
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Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Tuesday, December 07, 2010 7:29 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: update to memo

Just talked to Jenny---we're probably going to push back the 1 pm Ogilvy meeting tomorrow. I'm going to email Tori and try to get on Richard's schedule for that time tomorrow so we can all hammer this out

---

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, December 07, 2010 4:56 PM
To: Mulligan, Jaime (HHS/ASPA)
Subject: update to memo

Let me know if you have any changes....

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 02, 2010 6:29 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: strategic plan

Hey Jenny—I bugged Julia before for this---but alas, neither of us seem to have it---do you have an e-version of the comm. Strategic plan Ogilvy sent our way? If no I'll email Chris. Thanksforyourtimeeeee.

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:40 PM
To: Santillo, Jessica (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Hallberg, Berit (HHS/ASPA)
Subject: RE: i just want to say

Also, fyi, I have watched this a couple of times now to try to figure out exactly why it's so amazing. Berit says she's going to have to hit me

---

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:38 PM
To: Santillo, Jessica (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: i just want to say

Exactly re: Ogilvy

+ Julia

Also now I want a breakfast quesadilla.

From: Santillo, Jessica (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:38 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: i just want to say

When did bacon become healthy? That is excellent news.

Jessica Santillo
202-690-7263 (o)
(b)(6) (c)

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:37 PM
To: Mulligan, Jaime (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: RE: i just want to say

CEREAL AND MILK baby

This proves why the Ogilivy songs are GENIUS

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:35 PM
To: Backus, Jenny (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: i just want to say

That this video is the most watched let's move video

http://www.youtube.com/user/letsmove#p/u/0/8TO7FLxZRSM

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile (b)(6)

Eisman, Julia (HHS/ASPA)

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Sent: Thursday, December 02, 2010 12:38 PM
To: Santillo, Jessica (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: i just want to say

Exactly re: Ogilvy

+ Julia

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Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:51 AM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

Let's do it! (Julia, that ok for you?)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:50 AM
To: Mulligan, Jaime (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

4:30-5 works for Richard and Jenny

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:43 AM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: We need to figure out

Hey guys---long story short, can we get ½ hour tomorrow with Jenny and Richard? (We being me and Julia)
Topic is the Ogilvy creatives.

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Sent: Wednesday, December 01, 2010 11:38 AM
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Note: Julia is also working on a broader online ad strategy we could discuss as a part of this to make sure things are cohesive-y.

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To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)

Subject: We need to figure out

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Sent: Wednesday, December 01, 2010 11:51 AM
To: Scarborough, Tori (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

Giggling..I'm in between. They need another week-ish to get my badge stuff squared away

---

From: Scarborough, Tori (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:49 AM
To: Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

Aren't you supposed to be at the White House?

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:43 AM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:42 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

Yuppers—thanks thanks

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:38 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:45 AM
To: 'Beakey, Chris'; Perry, Dionte (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: RE: Latest on today's meeting

Haha, disregard my last email. Talk to everyone at 12.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:44 AM
To: Perry, Dionte (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: RE: Latest on today's meeting

Ok I'll be there at 12 and will have others on the phone.

From: Perry, Dionte (HHS/ASPA) [mailto:Dionte.Perry@hhs.gov]
Sent: Wednesday, December 01, 2010 10:40 AM
To: Beakey, Chris; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara
Subject: RE: Latest on today's meeting

Sorry, Jenny's schedule is booked for tomorrow and she's only available today from 12-1pm or 2-3pm.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:35 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: Latest on today's meeting

Hello everyone – can we possibly meet either later today or tomorrow? I won't be able to get our whole team on the line for a 12 o'clock call and would like to have Jenny there for the meeting given all of the info we have to go over. If you give me some times that work for you I'll check with our people.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, December 01, 2010 10:19 AM
To: Mulligan, Jaime (HHS/ASPA); Beakey, Chris; Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

If I am the issue – you all can meet at 1 with out me

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:50 AM
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Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

Adding Dee Dee for Jenny's schedule

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 9:50 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
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Hello everyone – Cara forwarded your message about not being able to meet at 1. Unfortunately Margo and I can't meet at 2. Can you give me some other times that work for you? I can schedule our team around those.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

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Cc: OGIMGillman (CMS contact); 'Perellis, Cara'
Subject: RE: Latest on today's meeting

Team Ogilvy---option is to do it without Jenny at 1 pm, or with Jenny at 2 pm. I know you have a 2 pm but let us know what you want to do.

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:40 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
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From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 9:50 AM
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Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:18 AM
To: Perry, Dionte (HHS/ASPA); 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: RE: rescheduling today's meeting

Chris, can you guys do 12 pm? I have a meeting then I can try to move if that works for you guys but I'd need to do it soon

---

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:01 AM
To: Mulligan, Jaime (HHS/ASPA); 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: RE: rescheduling today's meeting

Jenny can also do 12-1pm today?

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Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:22 AM
To: 'Perellis, Cara'; Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Updated: Weekly HHS Healthcare.gov Team Meeting

I can do 2 pm if that works for you guys

-----Original Appointment-----
From: Backus, Jenny (HHS/ASPA) **On Behalf Of** Perellis, Cara
Sent: Wednesday, December 01, 2010 8:57 AM
To: Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: FW: Updated: Weekly HHS Healthcare.gov Team Meeting
When: Occurs every Wednesday effective 11/10/2010 from 1:00 PM to 2:00 PM GMT -0500 (Standard) / GMT -0400 (Daylight).
Where: Reagan/Conference call

I am triple booked for this time
Can we move or can you two do

-----Original Appointment-----
From: Perellis, Cara [mailto:Cara.Perellis@ogilvypr.com]
Sent: Friday, November 05, 2010 6:10 PM
To: HHS Healthcare.gov; Backus, Jenny (HHS/ASPA); von Westphalen, Javier; von Westphalen, Javier; Kohan, Behnaz (HHS/ASPA); Johnson, Robin; Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA); Perellis, Cara
Cc: Taylor, Erica; Hughes, Alexandra; Beakey, Chris; OGIMGillman (CMS contact); Esquivel, Kety; Light, Meredith; Wayman, Jennifer
Subject: Updated: Weekly HHS Healthcare.gov Team Meeting
When: Occurs every Wednesday effective 11/10/2010 from 1:00 PM to 2:00 PM GMT -0500 (Standard) / GMT -0400 (Daylight).
Where: Reagan/Conference call

When: Occurs every Wednesday effective 11/10/2010 from 1:00 PM to 2:00 PM (GMT-05:00) Eastern Time (US & Canada).

Where: Reagan/Conference call

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*

Jenny,

Please pass this invitation along to any additional HHS colleagues whom you would like to include in each weekly meeting.

Call in information:

(b)(4),(b)(6)

Eisman, Julia (HHS/ASPA)

Subject:	Canceled: Weekly HHS Healthcare.gov Team Meeting
Location:	Reagan/Conference call
Start:	Wed 12/29/2010 1:00 PM
End:	Wed 12/29/2010 2:00 PM
Show Time As:	Free
Recurrence:	(none)
Meeting Status:	Not yet responded
Organizer:	Perellis, Cara
Importance:	High

When: Wednesday, December 29, 2010 1:00 PM-2:00 PM (GMT-05:00) Eastern Time (US & Canada).

Where: Reagan/Conference call

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*

Ogilvy offices will be closed for the holiday.

Eisman, Julia (HHS/ASPA)

From: Perellis, Cara [Cara.Perellis@ogilvypr.com]
Sent: Monday, December 13, 2010 9:08 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; P Green; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 4pm Team Call
Attachments: HHS Weekly Project Tracker - Week of December 13.xlsx

Hi Jenny,

Attached, please find our current project tracker to help facilitate our 4pm conference call this afternoon. Please let me know if you have any questions.

Best,
Cara

Cara Perellis
Ogilvy Washington
1111 19th Street, NW, 10th Floor I Washington, DC 20036
202.729.4113 I smexchange.ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 22, 2010 3:26 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Following Up on Important Healthcare.gov Items

Jenny is out tomorrow. She went to a meeting w/ ACA this afternoon.

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, December 22, 2010 3:10 PM
To: Perry, Dionte (HHS/ASPA)
Subject: Re: Following Up on Important Healthcare.gov Items

Nudge.

Any word on today? Another alternative is between 11:30 -2 tomorrow.

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 22, 2010 02:18 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Following Up on Important Healthcare.gov Items

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Sent: Wednesday, December 22, 2010 1:00 PM
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Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
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Happy holidays!

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Sent: Tuesday, December 21, 2010 4:36 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
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(b)(4),(b)(6)

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Margo A. Gillman, MPH
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Washington, DC 20036
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Talk soon,
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Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
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LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you early next year to obtain a full debrief on the strategic campaign plan that we developed last month. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 7, 2pm – 6pm
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Many thanks, and hope to hear from you soon—

Margo and Team

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202.729.4192 phone
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Eisman, Julia (HHS/ASPA)

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Subject: RE: Following Up on Important Healthcare.gov Items

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Hey Dee Dee- Is Jenny free today around 4:30 or 5 for a call with Ogilvy?

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Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items
Importance: High

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Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Friday, December 10, 2010 1:40 PM
To: OGIMGillman (CMS contact); Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); 'HHS Healthcare.gov'; 'Hsu, Charles'; 'Healthcare.gov HMA'; 'pgreen@hmaassociates.com'
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

12/13 4-5 works for Jenny

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Friday, December 10, 2010 1:33 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA; pgreen@hmaassociates.com
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call
Importance: High

Hi, Julia, et al:

It looks like the following days and times will work best for us next week. Please advise on your preference.

Monday, 12/13: 4pm-5pm, or 1pm-2:30pm
Tuesday, 12/14: 2pm-3pm

Many thanks—

Margo

Margo A. Gillman, MPH
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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 7:04 PM
To: Gillman, Margo
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Sounds good. Thank you!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 7:02 PM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks for following up, Julia. We will check our schedules and send you some options tomorrow morning. I will be at an offsite meeting on Monday and Tuesday of next week, so unable to participate, but Chris Beakey will be back in the office and able to lead the call in my absence.

Talk with you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 7:00 PM
To: Gillman, Margo; Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo-
Looks like scheduling got the best of us this week and are unable to meet tomorrow. We'll be back in touch about a time early next week (hopefully Monday) when we can meet. If there are times that don't work for your team on Monday, please let me know. We'd like to be sure the online team can join us for this.

Thanks much,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 3:00 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Jaime – we have it on our calendars and will wait to hear back from you later tonight.

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Thursday, December 09, 2010 1:41 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

We won't be able to hard confirm this until this evening but hold this time on your calendars if possible.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 12:23 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>; HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Healthcare.gov HMA <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

When you have a moment, can you please confirm that we will have our meeting at 2:30pm tomorrow, but we will discuss SEM and the other proposed paid advertising tactics in a separate meeting next week?

Please advise.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Wednesday, December 08, 2010 3:43 PM
To: 'Mulligan, Jaime (HHS/ASPA)'; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

Unfortunately, Imani no longer is available to participate in the call on Friday, and Callie only can participate from 9am to 10am. We can proceed with having a call at 2:30pm as you suggested, but a separate call will be needed to be scheduled to discuss SEM and the paid advertising tactics presented within the strategic campaign plan. Are you okay with this? Just let us know.

Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 2:15 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jaime:

On Friday, it looks like most of us can talk by phone from 9am to 10am; 11am to 12pm; or from 1:30pm to 3:30pm. Please let me know if any of these options work.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 9:26 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo, we're actually going to need to move this meeting to Friday. Me or Julia will circle back with times but feel free to throw out a few to get the conversation started

---

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)

Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, December 07, 2010 2:27 PM
To: 'Backus, Jenny (HHS/ASPA)'
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Friday, December 10, 2010 8:57 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Ogilvy

Jenny is only free from 12-1pm

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, December 09, 2010 6:57 PM
To: Perry, Dionte (HHS/ASPA)
Subject: Ogilvy

Hello hello.
Can you give me a few times on Monday when Jenny is free for 45 to an hour?

Gracias!

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:50 AM
To: Mulligan, Jaime (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

4:30-5 works for Richard and Jenny

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:43 AM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: We need to figure out

Hey guys---long story short, can we get ½ hour tomorrow with Jenny and Richard? (We being me and Julia)
Topic is the Ogilvy creatives.

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:38 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

Okay that makes sense. Can you ask Tori to schedule?

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:35 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

Meet for 20-30 min tomorrow?

Julia and I were just talking---there's a few separate pieces---

- The evergreen radio PSAs
- The radio jingles
- The potential videos/jumbotrons
- The guerilla campaign

Macon said he'd defer to Cutter on all this. At this point, I think we should present it all to the White House with recommendations.

The 20-30 min meeting would be to figure out exactly what ASPA's recommendations on these would be. Which ones we like and why but also which ones we feel more strongly about definitely doing? My gut is that the ones we'd really want to push for would be the evergreen radio PSAs and the videos, potentially one big guerilla campaign splash in a targeted area. But I want to make sure that makes sense to both of you.

Note: Julia is also working on a broader online ad strategy we could discuss as a part of this to make sure things are cohesive-y.

-----Original Message-----
From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 29, 2010 5:54 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

I guess so. It might be nice if we could get Macon's read 1:1 first so that if they don't pass the laugh test we don't have to deal with a gang.

----- Original Message -----

From: Backus, Jenny (HHS/ASPA)

Sent: Monday, November 29, 2010 05:12 PM

To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)

Subject: We need to figure out

How we respond to ogilvy's proposals for creative around healthcare.gov

That they just presented

Do we need to set up a briefing with the wh

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:48 AM
To: 'Beakey, Chris'; Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); 'Perellis, Cara'
Subject: RE: Latest on today's meeting

Jenny will be there.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:47 AM
To: Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: RE: Latest on today's meeting
Importance: High

Ok – just want to make sure – can Jenny be there if we do it at 12?

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 01, 2010 10:44 AM
To: Perry, Dionte (HHS/ASPA); Beakey, Chris; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara
Subject: RE: Latest on today's meeting

Team Ogilvy---option is to do it without Jenny at 1 pm, or with Jenny at 2 pm. I know you have a 2 pm but let us know what you want to do.

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:40 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); 'Perellis, Cara'
Subject: RE: Latest on today's meeting

Sorry, Jenny's schedule is booked for tomorrow and she's only available today from 12-1pm or 2-3pm.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:35 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: Latest on today's meeting

Hello everyone – can we possibly meet either later today or tomorrow? I won't be able to get our whole team on the line for a 12 o'clock call and would like to have Jenny there for the meeting given all of the info we have to go over. If you give me some times that work for you I'll check with our people.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, December 01, 2010 10:19 AM
To: Mulligan, Jaime (HHS/ASPA); Beakey, Chris; Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

If I am the issue – you all can meet at 1 with out me

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:50 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

Adding Dee Dee for Jenny's schedule

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 9:50 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: rescheduling today's meeting

Hello everyone – Cara forwarded your message about not being able to meet at 1. Unfortunately Margo and I can't meet at 2. Can you give me some other times that work for you? I can schedule our team around those.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:40 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); 'Perellis, Cara'
Subject: RE: Latest on today's meeting

Sorry, Jenny's schedule is booked for tomorrow and she's only available today from 12-1pm or 2-3pm.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:35 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: Latest on today's meeting

Hello everyone – can we possibly meet either later today or tomorrow? I won't be able to get our whole team on the line for a 12 o'clock call and would like to have Jenny there for the meeting given all of the info we have to go over. If you give me some times that work for you I'll check with our people.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, December 01, 2010 10:19 AM
To: Mulligan, Jaime (HHS/ASPA); Beakey, Chris; Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

If I am the issue – you all can meet at 1 with out me

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:50 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

Adding Dee Dee for Jenny's schedule

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 9:50 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: rescheduling today's meeting

Hello everyone – Cara forwarded your message about not being able to meet at 1. Unfortunately Margo and I can't meet at 2. Can you give me some other times that work for you? I can schedule our team around those.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:01 AM
To: Mulligan, Jaime (HHS/ASPA); 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: RE: rescheduling today's meeting

Jenny can also do 12-1pm today?

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:50 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

Adding Dee Dee for Jenny's schedule

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 9:50 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: rescheduling today's meeting

Hello everyone – Cara forwarded your message about not being able to meet at 1. Unfortunately Margo and I can't meet at 2. Can you give me some other times that work for you? I can schedule our team around those.

Chris Beakey
Vice President, Social Marketing
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1111 19th Street, NW
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Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:25 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); 'Perellis, Cara'
Cc: Backus, Jenny (HHS/ASPA)
Subject: RE: Updated: Weekly HHS Healthcare.gov Team Meeting

Jenny's fine with 2pm

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:24 AM
To: Mulligan, Jaime (HHS/ASPA); 'Perellis, Cara'; Perry, Dionte (HHS/ASPA)
Subject: RE: Updated: Weekly HHS Healthcare.gov Team Meeting

Works for me. Is that good for Jenny?

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:22 AM
To: 'Perellis, Cara'; Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Updated: Weekly HHS Healthcare.gov Team Meeting

I can do 2 pm if that works for you guys

-----Original Appointment-----
From: Backus, Jenny (HHS/ASPA) **On Behalf Of** Perellis, Cara
Sent: Wednesday, December 01, 2010 8:57 AM
To: Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: FW: Updated: Weekly HHS Healthcare.gov Team Meeting
When: Occurs every Wednesday effective 11/10/2010 from 1:00 PM to 2:00 PM GMT -0500 (Standard) / GMT -0400 (Daylight).
Where: Reagan/Conference call

I am triple booked for this time
Can we move or can you two do

-----Original Appointment-----
From: Perellis, Cara [mailto:Cara.Perellis@ogilvypr.com]
Sent: Friday, November 05, 2010 6:10 PM
To: HHS Healthcare.gov; Backus, Jenny (HHS/ASPA); von Westphalen, Javier; von Westphalen, Javier; Kohan, Behnaz (HHS/ASPA); Johnson, Robin; Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA); Perellis, Cara
Cc: Taylor, Erica; Hughes, Alexandra; Beakey, Chris; OGIMGillman (CMS contact); Esquivel, Kety; Light, Meredith; Wayman, Jennifer
Subject: Updated: Weekly HHS Healthcare.gov Team Meeting
When: Occurs every Wednesday effective 11/10/2010 from 1:00 PM to 2:00 PM GMT -0500 (Standard) / GMT -0400 (Daylight).
Where: Reagan/Conference call

When: Occurs every Wednesday effective 11/10/2010 from 1:00 PM to 2:00 PM (GMT-05:00) Eastern Time (US & Canada).

Where: Reagan/Conference call

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*~*

Jenny,

Please pass this invitation along to any additional HHS colleagues whom you would like to include in each weekly meeting.

Call in information:

(b)(4),(b)(6)

Eisman, Julia (HHS/ASPA)

From: Rosero, Luis (HHS/ASPA)
Sent: Tuesday, December 07, 2010 11:18 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Tweaks to Spanish language Yahoo search

Hi, thanks but out of the office today, should be in tomorrow. We can do both tomorrow.

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, December 07, 2010 09:48 AM
To: Rosero, Luis (HHS/ASPA)
Subject: RE: Tweaks to Spanish language Yahoo search

Luis- any interest in getting together today to talk social media?

Also, if you wouldn't mind sending any edits you have to the Spanish language keywords today, that would also be great.

Thanks!
Julia

From: Rosero, Luis (HHS/ASPA)
Sent: Friday, December 03, 2010 11:21 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Tweaks to Spanish language Yahoo search

Am reviewing, how exactly will this be used, type in phrase and Cuidadodesalud.gov pops up?

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, December 03, 2010 11:12 AM
To: Rosero, Luis (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Mulligan, Jaime (HHS/ASPA)
Subject: RE: Tweaks to Spanish language Yahoo search

Hi Luis –
Just following up on this in our efforts to drive more traffic to CuidadodeSalud.gov. Could you take a look at these suggested keywords Ogilvy sent over for our online ad campaign?

Many thanks!
Julia

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 15, 2010 6:12 PM
To: Rosero, Luis (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Mulligan, Jaime (HHS/ASPA)
Subject: Tweaks to Spanish language Yahoo search

Jenny and Luis,
Ogilvy and Yahoo! put together a new set of keywords and search ads for CuidadodeSalud.gov in an effort to generate a higher demand for clicks and create messages that are resonating with the Spanish-language audience. The first go-round wasn't so successful, so we're trying to revise and optimize. In any case, the updated list of suggested keywords is attached.

Unfortunately for me, it's all in Spanish.

Luis – could you take a look and provide feedback? Happy to answer any questions you have…

Gracias.
Julia

Eisman, Julia (HHS/ASPA)

From: Rosero, Luis (HHS/ASPA)
Sent: Friday, December 03, 2010 11:21 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Tweaks to Spanish language Yahoo search

Am reviewing, how exactly will this be used, type in phrase and Cuidadodesalud.gov pops up?

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, December 03, 2010 11:12 AM
To: Rosero, Luis (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Mulligan, Jaime (HHS/ASPA)
Subject: RE: Tweaks to Spanish language Yahoo search

Hi Luis –
Just following up on this in our efforts to drive more traffic to CuidadodeSalud.gov. Could you take a look at these suggested keywords Ogilvy sent over for our online ad campaign?

Many thanks!
Julia

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 15, 2010 6:12 PM
To: Rosero, Luis (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Mulligan, Jaime (HHS/ASPA)
Subject: Tweaks to Spanish language Yahoo search

Jenny and Luis,
Ogilvy and Yahoo! put together a new set of keywords and search ads for CuidadodeSalud.gov in an effort to generate a higher demand for clicks and create messages that are resonating with the Spanish-language audience. The first go-round wasn't so successful, so we're trying to revise and optimize. In any case, the updated list of suggested keywords is attached.

Unfortunately for me, it's all in Spanish.

Luis – could you take a look and provide feedback? Happy to answer any questions you have…

Gracias.
Julia

Eisman, Julia (HHS/ASPA)

From: Scarborough, Tori (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:49 AM
To: Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

Aren't you supposed to be at the White House?

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:43 AM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: We need to figure out

Hey guys---long story short, can we get ½ hour tomorrow with Jenny and Richard? (We being me and Julia)
Topic is the Ogilvy creatives.

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:38 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

Okay that makes sense. Can you ask Tori to schedule?

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:35 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

Meet for 20-30 min tomorrow?

Julia and I were just talking---there's a few separate pieces---

- The evergreen radio PSAs
- The radio jingles
- The potential videos/jumbotrons
- The guerilla campaign

Macon said he'd defer to Cutter on all this. At this point, I think we should present it all to the White House with recommendations.

The 20-30 min meeting would be to figure out exactly what ASPA's recommendations on these would be. Which ones we like and why but also which ones we feel more strongly about definitely doing? My gut is that the ones we'd really want to

push for would be the evergreen radio PSAs and the videos, potentially one big guerilla campaign splash in a targeted area. But I want to make sure that makes sense to both of you.

Note: Julia is also working on a broader online ad strategy we could discuss as a part of this to make sure things are cohesive-y.

-----Original Message-----
From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 29, 2010 5:54 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

I guess so. It might be nice if we could get Macon's read 1:1 first so that if they don't pass the laugh test we don't have to deal with a gang.

----- Original Message -----

From: Backus, Jenny (HHS/ASPA)

Sent: Monday, November 29, 2010 05:12 PM

To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)

Subject: We need to figure out

How we respond to ogilvy's proposals for creative around healthcare.gov

That they just presented

Do we need to set up a briefing with the wh

Eisman, Julia (HHS/ASPA)

From: Scarborough, Tori (HHS/ASPA) on behalf of Sorian, Richard (HHS/ASPA)
Sent: Tuesday, December 21, 2010 4:06 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Declined: Next steps with Ogilvy

Richard can't make this because he has been asked to go to the Hill.

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, December 01, 2010 11:38 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
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To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)

Subject: We need to figure out

How we respond to ogilvy's proposals for creative around healthcare.gov

That they just presented

Do we need to set up a briefing with the wh

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, December 17, 2010 9:58 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: new keywords

Sure, I am actually working remotely right now, but can call you in a few. What's your office line?

Cally Stolbach
Strategic Planner
Ogilvy Washington
1111 19th St. NW, 10th Fl
Cally.Stolbach@ogilvypr.com

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Stolbach, Cally; Greene, Imani
Sent: Fri Dec 17 09:54:53 2010
Subject: RE: new keywords

Any chance you're free now for a short call, then we could catch up more later? ☺

I'm going to be in a meeting from about 11-2...

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, December 17, 2010 9:54 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: Re: new keywords

Happy Friday!

absolutely have time :) would around 11 work? I can call you at your desk if so. Let me know!

Thanks!

Cally Stolbach
Strategic Planner
Ogilvy Washington
1111 19th St. NW, 10th Fl
Cally.Stolbach@ogilvypr.com

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Stolbach, Cally; Greene, Imani
Sent: Fri Dec 17 09:48:45 2010
Subject: new keywords

Hello! Happy Friday.

Wanted to touch base with you this morning about adding new keywords related to a particular topic for next Tuesday. Do you have time to jump on the phone?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, December 17, 2010 9:54 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: Re: new keywords

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Strategic Planner
Ogilvy Washington
1111 19th St. NW, 10th Fl
Cally.Stolbach@ogilvypr.com

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Sent: Fri Dec 17 09:48:45 2010
Subject: new keywords

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Wanted to touch base with you this morning about adding new keywords related to a particular topic for next Tuesday. Do you have time to jump on the phone?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, December 16, 2010 5:51 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE:
Attachments: image001.jpg

Hi Julia,

Below are the ***exact match*** keywords that we're using to drive users to the state specific URLs. Sorry for the massive list in email form, didn't know if you wanted to be able to read on your bb. Also, I spoke with Eric at Google, and he believes that the broad match, higher performing keywords might actually be "stealing" the searches from the state specific words. So what we've set up as a test is: we've put in a "don't target" for California and new York for the Affordable Care Act words. We then set up NEW California and New York ONLY targeted campaigns with all of the Affordable Care Act words. This will let us see how the words do when they are displayed in these specific states, and drive to the state specific URLs.

We can chat about this tomorrow if you want to! I'll be in all day. We have our holiday party tonight, so I'm out for the evening, but would love to touch base tomorrow ☺

Have a great night!
Thanks,
Cally

texas health insurance
Texas individual health insurance
Texas family health insurance
Health insurance quote texas
Texas medical insurance
Low cost health insurance texas
Texas health insurance plans
Texas affordable health insurance
Cheap health insurance texas
New York health insurance
Health insurance plan new York
Health insurance new York city
New York state health insurance
Individual health insurance new York
Cheap health insurance new York
Health insurance Illinois
Illinois individual health insurance
Illinois affordable health insurance
Florida health insurance
Florida health insurance quote
Florida medical insurance
Florida individual health insurance
Florida health insurance plans
Florida health insurance coverage
Florida state health insurance
Health insurance companies in florida
Florida kids health insurance

Florida student health insurance
Florida health plans
Florida group health insurance
Florida family health insurance
Florida affordable health insurance
Low cost health insurance florida
Florida individual health plans
California health insurance
California individual health insurance
California health insurance quote
California medical insurance
California health insurance plans
Low income health insurance California
California low cost health insurance
Cheap California health insurance
Affordable California health insurance

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 16, 2010 1:29 PM
To: Stolbach, Cally
Subject: FW:

Hey Cally - Can you send me a list of the keywords that we're currently using to drive traffic to the state landing pages? I've done a few state-based searches and never seem to see them appear. Also, I was under the assumption that all the state-related keywords (for the handful of states we picked) were being directed towards the state pages. Yet in doing a search for health insurance CA, the link below takes you to the homepage.

Any insights here would be helpful.

Thanks,
Julia

From: Stoltz, Craig (HHS/ASPA)
Sent: Thursday, December 16, 2010 1:17 PM
To: Eisman, Julia (HHS/ASPA)
Subject:



Craig Stoltz
Web Communications Division/HHS
Hubert H. Humphrey Building, Room 625E.9
phone: **202-205-9741**
mobile: (b)(6)
craig.stoltz@hhs.gov

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, December 16, 2010 4:13 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: state landing pages

Hi Julia,

Just writing you a response. Can I give you a ring in 5 minutes?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 16, 2010 4:13 PM
To: Stolbach, Cally
Subject: RE: state landing pages

Hey Cally – let me know if you have a few minutes to chat about the state pages.

Thanks,
Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, December 15, 2010 11:43 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: state landing pages

Hi Julia,

Sorry for any confusion here. When we were talking on the phone, I was throwing out time spent on site for keywords that were state specific (i.e. New York health insurance, etc.). So some specific words were getting very high time spent on site, but the numbers below are actually the average. I'm going to take a closer look at everything first thing in the morning, and will follow up with you asap. Again, sorry for any confusion!

Talk soon,
Cally

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wed 12/15/2010 6:16 PM
To: Stolbach, Cally
Subject: state landing pages

Question for ya - Am I imagining that you told me different metrics (higher) for the amount of time on site when someone clicks through from the state landing pages?

State and URL

Impressions

Clicks

CTR

Avg. Time On Site

New York http://www.healthcare.gov/states/ny.html

151

31

20.52%

2 Minutes & 49 Seconds

Illinois http://www.healthcare.gov/states/il.html

160

23

14.36%

6 Minutes & 8 Seconds

Florida http://www.healthcare.gov/states/fl.html

187

9

4.81%

2 Minutes & 54 Seconds

California http://www.healthcare.gov/states/ca.html

107

5

4.67%

0 Minutes & 5 Seconds

Texas http://www.healthcare.gov/states/tx.html

145

8

5.52%

1 Minute & 41 Seconds

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, December 15, 2010 11:43 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: state landing pages

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Cally

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To: Stolbach, Cally
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State and URL

Impressions

Clicks

CTR

Avg. Time On Site

New York http://www.healthcare.gov/states/ny.html

151

31

20.52%

2 Minutes & 49 Seconds

Illinois http://www.healthcare.gov/states/il.html

160

23

14.36%

6 Minutes & 8 Seconds

Florida http://www.healthcare.gov/states/fl.html

187

9

4.81%

2 Minutes & 54 Seconds

California http://www.healthcare.gov/states/ca.html

107

5

4.67%

0 Minutes & 5 Seconds

Texas http://www.healthcare.gov/states/tx.html

145

8

5.52%

1 Minute & 41 Seconds

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, December 09, 2010 4:34 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani; Hsu, Charles
Subject: RE: Spanish language keywords

Great! We will go ahead and implement those.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 3:12 PM
To: Stolbach, Cally; Greene, Imani; Hsu, Charles
Subject: Spanish language keywords

Hey there! Just wanted to let you know that we approve the list of Spanish language keywords you sent a while back.

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, December 08, 2010 4:00 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly stats

Hi! Just going over final edits right now, but you should have it in your inbox VERY soon :)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 08, 2010 3:46 PM
To: Stolbach, Cally
Subject: Weekly stats

Hey there - its been a few days since we've checked in, but I was wondering if you're still able to send over the weekly memo for us today?

Thx!
Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, December 06, 2010 5:01 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: HHS MLR Analytics Metrics
Attachments: HHS MLR Ad Group Visits Metrics 12.6.10.pdf

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, December 06, 2010 2:44 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.03.10

To date: 0.89% for all campaigns.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, December 06, 2010 2:35 PM
To: Stolbach, Cally
Subject: Re: SEM Campaign Recap for 12.03.10

Real quick, what's our overal ctr?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, December 06, 2010 01:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.03.10

We're working with Google on this. On the technical side, what needs to happen is that we likely have to segment the keywords into geotargeted groups. This is a little bit of a heavier lift, and we just want to make sure that we're doing everything correctly. So, to confirm, we want only the keywords that have to do with the specific states to direct people to the state landing pages, correct?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, December 06, 2010 1:47 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

And before I forget, in the meantime is it possible to start redirecting the state-based adgroups/keywords to the state pages I gave you below?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, December 06, 2010 1:42 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 12.03.10

Perfect! We'll give you a call then.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, December 06, 2010 1:41 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: SEM Campaign Recap for 12.03.10

Hey Cally – Can't make the 2:30 because of an off-site meeting, but could likely do around 4:30 or so....

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, December 06, 2010 1:15 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 12.03.10

Hi Julia,

Hope you had a great weekend ☺ How does 2:30 work to chat about MLR?

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, December 06, 2010 10:44 AM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

Awesome. Thanks!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, December 06, 2010 10:44 AM
To: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

Apologies! They are not for the weekend. I am pulling numbers for over the weekend now. Let me check with Cally on her schedule and we will get back to you soon!

-Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, December 06, 2010 10:41 AM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

Hello there!
Hope you both had a good weekend.

Just wanted to check in this morning about a few things. First, I wanted to get clarification about the dates which these stats represent. Are they from the weekend?

Secondly, I'd love to jump on the phone with you to talk next steps regarding our search terms versus display terms surrounding MLR. Let me know when there's a good time to catch up briefly.

And finally, we are happy to announce our new and improved customized landing pages for our top five states driving content. I've pasted the URLs below. Please redirect adgroups/keywords that reflect the following states to the associated landing pages:

California
http://www.healthcare.gov/states/ca.html

Florida
http://www.healthcare.gov/states/fl.html

Illinois

http://www.healthcare.gov/states/il.html

New York
http://www.healthcare.gov/states/ny.html

Texas
http://www.healthcare.gov/states/tx.html

Thanks much and talk soon-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, December 06, 2010 8:52 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.03.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 12.03.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(12/03)**

Google English Campaign
Impressions: 37,716
Clicks: 1,474
CTR: 3.91%
CPC: $4.34
Engaged Visits: 807.75
Cost per Engaged Visit: $7.93
Bounce Rate: 45.20%

Google Spanish Campaign
Impressions: 13,234
Clicks: 119
CTR: 0.90%
CPC: $3.64
Engaged Visits: 63.00
Cost per Engaged Visit: $6.88
Bounce Rate: 47.06%

Yahoo/Bing English Campaign
Impressions: 19,553
Clicks: 320
CTR: 1.64%
CPC: $1.86

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.00%

CPC: $0.00

TOTAL
Impressions: 70,503
Clicks: 1,913
CTR: 2.71%
CPC: $3.89

****

MLR Engagement Campaign ***(12/03)***
Google MLR
Impressions: 64,974
Clicks: 819
CTR: 1.26%
CPC: $3.71

Google DISPLAY NETWORK MLR
Impressions: 3,225,980
Clicks: 674
CTR: 0.02%
CPC: $3.03

Yahoo/Bing MLR
Impressions: 2,298
Clicks: 55
CTR: 2.39%
CPC: $1.47

Kontera
Impressions: 29,967
Clicks: 783
CTR: 2.61%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, December 06, 2010 1:51 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.03.10

We're working with Google on this. On the technical side, what needs to happen is that we likely have to segment the keywords into geotargeted groups. This is a little bit of a heavier lift, and we just want to make sure that we're doing everything correctly. So, to confirm, we want only the keywords that have to do with the specific states to direct people to the state landing pages, correct?

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Sent: Monday, December 06, 2010 10:44 AM

To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

Awesome. Thanks!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
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To: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

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Sent: Monday, December 06, 2010 10:41 AM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 12.03.10

Hello there!
Hope you both had a good weekend.

Just wanted to check in this morning about a few things. First, I wanted to get clarification about the dates which these stats represent. Are they from the weekend?

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New York
http://www.healthcare.gov/states/ny.html

Texas
http://www.healthcare.gov/states/tx.html

Thanks much and talk soon-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, December 06, 2010 8:52 AM

To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Impressions: 19,553
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Impressions: 0
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CTR: 0.00%
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TOTAL
Impressions: 70,503
Clicks: 1,913
CTR: 2.71%
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MLR Engagement Campaign ***(12/03)***
Google MLR
Impressions: 64,974
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Please let us know if you have any questions.

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Perfect! We'll give you a call then.

Thanks!

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Hey Cally – Can't make the 2:30 because of an off-site meeting, but could likely do around 4:30 or so....

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Sent: Thursday, December 02, 2010 4:28 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report
Attachments: image001.gif

It ain't pretty, but it'll do the trick ☺

Destination URL	Clicks	Impressions	CTR
Finder	2,623	47,424	5.53%
Employers	956	102,345	0.93%
Family	892	58,285	1.53%
Young Adults	1,325	66,835	1.98%

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 02, 2010 3:56 PM
To: Stolbach, Cally
Subject: Re: HHS Weekly Report

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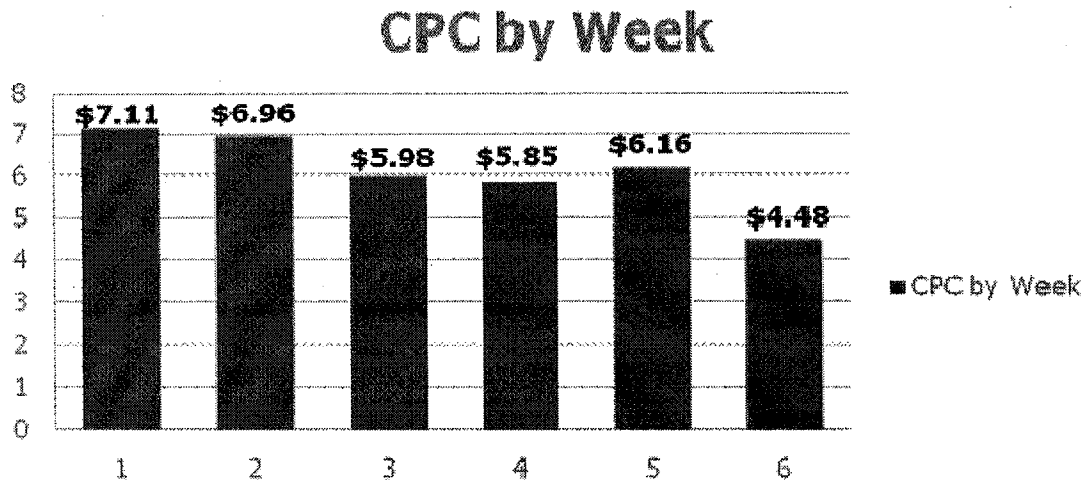

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CTR: 1.50%

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Clicks: 1,056
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Hey Julia,

I actually have to take off at 4:30 from the office, but will be available until about 6pm when I'm on a flight Chicago bound. Please feel free to call on my cell – (b)(6) . I'm working all day tomorrow as well, so can help out with anything else you need!

Thanks!

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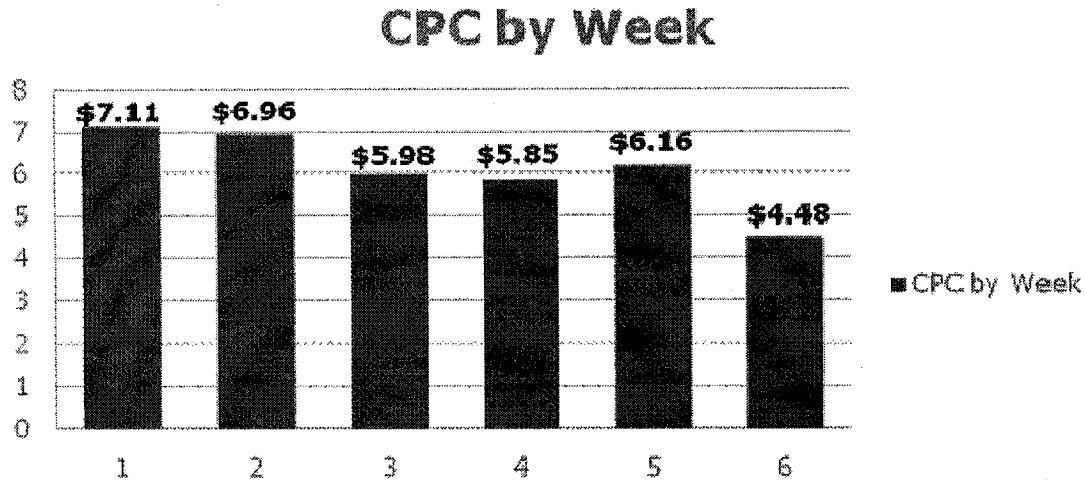

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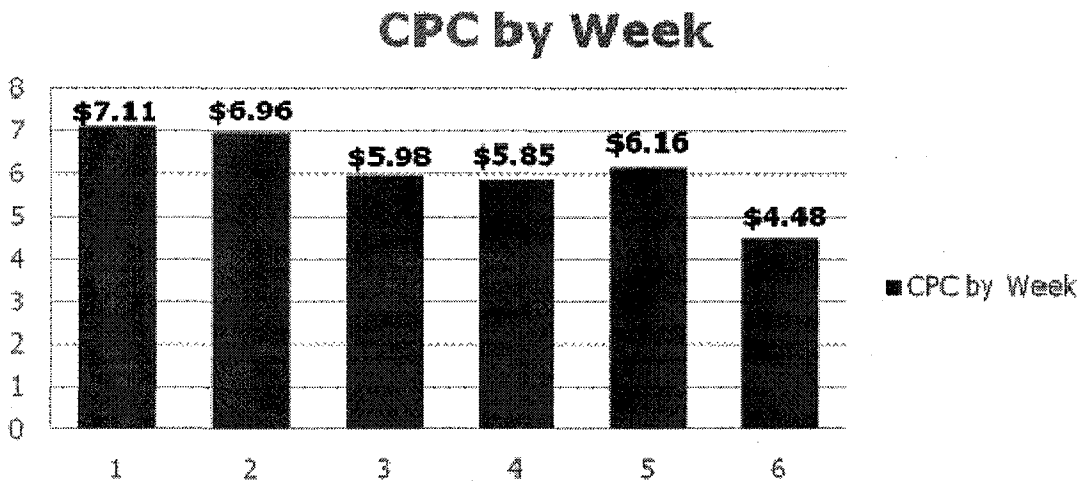

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Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, December 02, 2010 3:33 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: HHS Weekly Report
Attachments: image001.gif

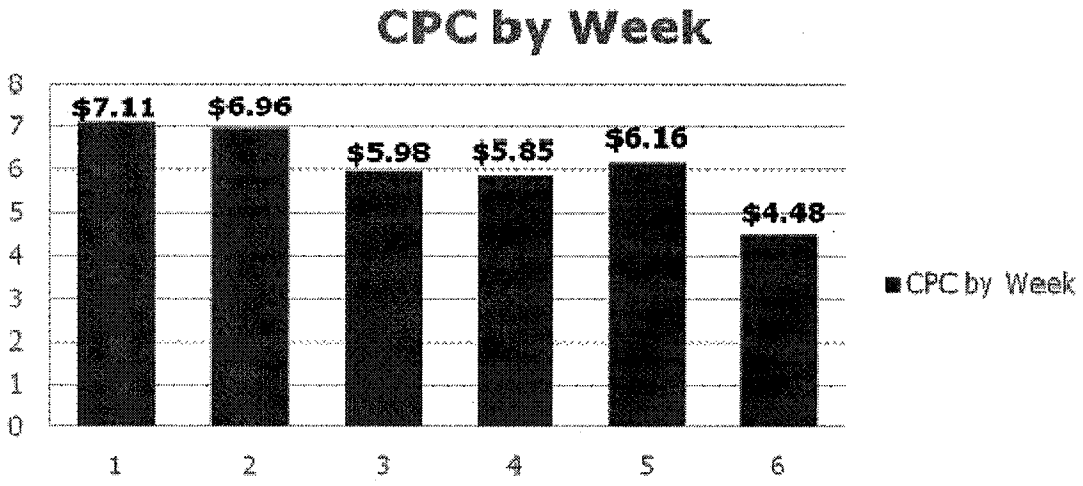
Creating the graphs right now, should have it to you in 10 min tops

---

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 02, 2010 3:32 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: HHS Weekly Report

Sorry – I should have been more clear.

Let's to the destination URL's to date, and then graphs of the CPC & CTR by week per these graphs (minus the MLR data):



If I could get these by 4pm, that would be fabulous.

Thanks!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, December 02, 2010 3:28 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: HHS Weekly Report

No "campaign to date"?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 02, 2010 3:22 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: HHS Weekly Report

Yep – previous week is great. THANK YOU.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, December 02, 2010 3:17 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Julia,

I am going to pull them for the previous week, as well as for campaign-to-date. Let me know if you want a different date range.

Stay tuned...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 02, 2010 3:12 PM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: HHS Weekly Report

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Also, what are the chances you could pull CPC & CTR graphs for the non-MLR related terms? I'd like to be able to show that our other terms are performing well (similar to how you break it out for the daily reports).

Happy to jump on the phone, if that helps.

Thanks-
Julia

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, December 02, 2010 1:43 PM
To: 'Hsu, Charles'
Subject: RE: HHS Weekly Report

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Destination URL's are performing well, and we'll continue to optimize. Here are results to date.

Finder:
Impressions: 14,566
Clicks: 970
CTR: 6.66%

Employers:
Impressions: 65,181
Clicks: 512
CTR: 0.79%

Family:
Impressions: 57,031

Clicks: 853
CTR: 1.50%

Young Adults:
Impressions: 62,664
Clicks: 1,056
CTR: 1.69%

THANK YOU

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Sent: Wednesday, December 01, 2010 5:24 PM
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From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, December 02, 2010 3:14 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Julia,

I'm pulling it right now. Can you give me the time period that you want the information for? Just want to make 100% sure I get you what you need ☺

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 02, 2010 3:12 PM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: HHS Weekly Report

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Eisman, Julia (HHS/ASPA)

From: Sutton, Nikki E. (b)(6)
Sent: Monday, December 13, 2010 3:57 PM
To: Mulligan, Jaime (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: Re: heads up---4 pm with Ogilvy re: hc.gov

He has another meeting. Let me know if he needs to jump on.

From: Mulligan, Jaime (HHS/ASPA) <Jaime.Mulligan@hhs.gov>
To: Phillips, Macon
Cc: Eisman, Julia; Sutton, Nikki E.
Sent: Mon Dec 13 15:51:46 2010
Subject: heads up---4 pm with Ogilvy re: hc.gov

Think you're on the invite but just in cases. Julia and I will be on it.

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Sutton, Nikki E. (b)(6)
Sent: Tuesday, December 07, 2010 1:53 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: healthcare.gov weekly meeting

It is all good. I still have the Tuesday at 3pm meeting/call for Macon (though I am not sure he always calls in). And I removed the extra Ogilvy meeting from Wed, so now he only has the 1pm. Thanks for clarifying and double checking.

Appreciate the help.

Nikki

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 07, 2010 1:51 PM
To: Sutton, Nikki E.
Subject: RE: healthcare.gov weekly meeting

Hey Nikki-

It just occurred to me that I may have confused the both of us on this. There are actually two weekly HealthCare.gov meetings. One is at 1pm on Wednesdays and it's with Ogilvy (the one I mentioned below). The other is on Tuesdays at 3pm and it's a weekly HealthCare.gov team meeting to discuss new updates to the site.

Not sure which Macon wants to be a part of, but wanted to make sure you knew about both.

Again – sorry for any confusion.

Julia

From: Sutton, Nikki E. [mailto (b)(6)
Sent: Monday, December 06, 2010 1:15 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: healthcare.gov weekly meeting

Many thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, December 06, 2010 1:04 PM
To: Sutton, Nikki E.
Subject: RE: healthcare.gov weekly meeting

Hi Nikki – you got it. The 1pm replaces the 3pm (that is, when it doesn't get moved for other unforeseen reasons). Sorry for the confusion on my end!!! I'll be sure to let you know if/when there are other scheduling changes.

-Julia

From: Sutton, Nikki E. [mailto: (b)(6)
Sent: Monday, December 06, 2010 1:00 PM

To: Eisman, Julia (HHS/ASPA)
Subject: healthcare.gov weekly meeting

Hi Julia,

I now have two reoccurring meetings on Wednesday for HC.gov on Macon's calendar, one at 1pm and one at 3pm. Before deleting the 3pm, I just wanted to double check – does the 1pm now replace what was originally scheduled at 3pm?

Thanks and sorry for the confusion.

Nikki

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, December 21, 2010 4:06 PM
To: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: HHS Google Spanish Analytics

Hi Julia,

The implementation of GA on CuidadodeSalud.gov is the same as HealthCare.gov, so any problems with analytics should be reflected on both sites. Can you give us more details on the problem? We're seeing data for CPC and organic traffic from Google in our cuidadodesalud.gov profile and the one set up for Adwords, so we're not sure what the issue is.

Kaya

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, December 20, 2010 11:24 AM
To: Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: FW: HHS Google Spanish Analytics

Hi Kaya and Katy -
Long story short, our Google Analytics is not playing nice with CuidadodeSalud.gov. We asked Ogilvy to look into it, and they sent the following response after talking to the Google folks. Could you two look into what's going on from our end?

Gracias.

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 10:10 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: HHS Google Spanish Analytics

Hello Julia! After a few conversations with multiple Google technicians we believe the issue with Google Spanish analytics might be due to code placement on the CuidadoDeSalud.gov Web site. If you could help forward some language to your Web site team, they should hopefully be able to assist in fixing the issue. Per Google's recommendation, we would like to ensure that there is only one code on the page and that its format matches the original code found in the help center. This will allow the Google Spanish analytics to report data again. We are happy to connect your web team with Google's so they can directly trouble shoot if necessary. Below is the Google Tech Team's response to fix the issue. Please let us know if we can be of any further assistance!

Technical Team's Response:

Looking through the Analytics for the specified account, we do see the issue you are describing. Since Analytics shows 0 visits from Google (organic) as well as CPC, it is most likely not an account linking problem. We did notice, however, that the website in question links to multiple versions of the tracking code, which all in turn reference multiple Analytics accounts.

Sending Analytics data to multiple accounts has been known to cause discrepancies and other problems, and is not currently supported by our team. If the multiple accounts is a new addition to the tracking code (i.e. as of Dec 8 or 9), we would point to that as a possible reason for

this issue. Furthermore, we noticed that there are more than several unsupported customizations, which make it difficult for us to pinpoint what the problem actually is. As a general policy, we're not able to offer support for non-standard code implementations.

We did notice that the Cookie request is not being sent properly (i.e. no UTMZ cookie). This error may be due to the cookie timeout modifications made to the tracking code, but again it is difficult to say. Since you are able to localize this problem to having started on December 9, I would suggest investigating what changes were made on or slightly prior to that date.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

And are you able to tell me how the destination URLs are performing?

Thanks so much!
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, November 18, 2010 1:18 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.17.10

Hello everyone! I wanted to introduce myself, my name is Charles Hsu and I will be assisting Cally Stolbach on this campaign.

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.17.

Google English Campaign
Impressions: 28,170
Clicks: 547
CTR: 1.94%
CPC: $7.23
Engaged Visits: 287.28
Cost per Engaged Visit: $13.77
Bounce Rate: 47.48%

Google Spanish Campaign
Impressions: 25,193
Clicks: 161
CTR: 0.64%
CPC: $3.61
Engaged Visits: 77.07
Cost per Engaged Visit: $7.55
Bounce Rate: 52.13%

Yahoo/Bing English Campaign
Impressions: 4,323
Clicks: 73
CTR: 1.69%
CPC: $3.86

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 57,687
Clicks: 781
CTR: 1.35%

CPC: $6.17

Please let us if you have any questions.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (b)(6)
Sent: Thursday, February 24, 2011 3:10 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Yup, figured as such. Haha.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 3:08 PM
To: Mulligan, Jaime
Subject: RE: Weekly ad summary

p.s. I didn't want to say this 'out loud' but I'm looking into Facebook ads for our new page...

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Thursday, February 24, 2011 3:05 PM
To: Eisman, Julia (HHS/ASPA); Whitty, Patrick; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: RE: Weekly ad summary

Thanks Julia

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 3:04 PM
To: Whitty, Patrick; Mulligan, Jaime; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Weekly ad summary

Hello –
Weekly ad summary is attached and highlights below. Please let me know if you have questions.

Thanks so much-
Julia

Overview

- To date, the total ad buy launched 10/20 has driven more than **341,298** clicks through to healthcare.gov and cuidadodesalud.gov, with a total of **121,360,000** impressions.

- The display ads are at a .08% click through rate, down slightly from the previous weeks but still above average for federal agencies. To date, the new display campaign has altogether sent over **68,124 people to HealthCare.gov with over 100 million impressions.**

- The campaign saw an increase in clicks last week, which shows it is still responding well to the recent keyword bid optimizations. What we did was look at some individual keywords and decreased their maximum bid pricing, in hopes of lowering the cost-per-click while at the same time not affecting the click through rate. We also raised the maximum bid for some of the better performing keywords so we could reach more people with popular terms.

- We're reviewing our keyword list and are making updates to pause the lesser performing keywords so more dollars can be spent on the better performing keywords. For example, A few keyword groups continue to be top performers, and have subsequently driven most of the traffic to the campaign websites:
    - Affordable Care Act, including such terms as health care reform, government health insurance, Obamacare, and affordable care act.
    - Health Insurance Group, including terms as health insurance.
    - Health Care Group, including terms as health care.
- While other keyword groups have not performed as well, and are not driving significant traffic to the campaign websites:
    - Health Insurance, Health insurance options, Medical Insurance, and Insurance companies

- We've begun advertising on Batanga, a wide-reaching Spanish language ad network instead of AOL because our AOL Spanish ads are not performing as well. Next week we will have performance numbers to share.

- We're building new ads that will speak specifically to women and also to small business owners. We are reviewing ad copy and expect to launch in the coming week.

- We're also exploring ways we can help promote the ACA anniversary using our online ad buy.

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Eisman, Julia (HHS/ASPA)

From: Whitty, (b)(6)
Sent: Friday, March 25, 2011 3:33 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Yep, no prob

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 25, 2011 3:30 PM
To: Whitty, Patrick
Subject: RE: Weekly ad summary

Sorry – I've been trapped in meetings and have another one at 3:30. Is it okay if I shoot you an email in about 45 minutes?

From: Whitty, Patrick [mailto (b)(6)
Sent: Friday, March 25, 2011 2:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Hey Julia, nice report this week – looks like the new ads are moving in the right direction!

I'd like to include a follow up note this week on how things look w batanga vs AOL Spanish. Any updates you can send on there?

Thanks!

Patrick

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 24, 2011 4:52 PM
To: Whitty, Patrick
Cc: Mulligan, Jaime; Phillips, Macon; Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Weekly ad summary

Hello- attached is the ad summary for the last two weeks. Please let me know if you have questions. Thanks!

Highlights are below:

To date, the total ad buy launched 10/20 has driven more than **457,000** clicks through to healthcare.gov and cuidadodesalud.gov, with a total of **152,113,936** impressions.

Over the last two weeks, we've made some significant changes to freshen up the ad campaign.

We've integrated new search and display ads targeting women and small businesses. In an effort to target more women, we updated our search keyword list to include more targeted and relevant keywords towards women, and expanded our buy on i-village and healthline ad network, and the undertone ad network. In an effort to target more small business owners, we've updated our search keyword list and have begun advertising on Inc.com. Inc.com reaches over 1.5 million

people monthly, and is known for its vast database of professional advice. Inc.com and FastCompany.com share relevant content across both sites, reaching a broad, business-focused audience.

We are running the small business and women's ads are in both English and Spanish.

We've also integrated ads into the mix recognizing the one-year anniversary of the Affordable Care Act. For the anniversary ads, we tried a few new techniques. We've updated the ad copy to reference that the law has been in effect for one year now. In addition, the anniversary ads give users three options to click: a link that takes them to HealthCare.gov (specifically our Better Benefits, Better Health initiative); "like" us on Facebook; and share on Facebook. The idea here is to give people the option of sharing the material if they so desire.

Eisman, Julia (HHS/ASPA)

From: Whitty, Patrick (b)(6)
Sent: Friday, March 25, 2011 2:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Hey Julia, nice report this week – looks like the new ads are moving in the right direction!

I'd like to include a follow up note this week on how things look w batanga vs AOL Spanish. Any updates you can send on there?

Thanks!

Patrick

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 24, 2011 4:52 PM
To: Whitty, Patrick
Cc: Mulligan, Jaime; Phillips, Macon; Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Weekly ad summary

Hello- attached is the ad summary for the last two weeks. Please let me know if you have questions. Thanks!

Highlights are below:

To date, the total ad buy launched 10/20 has driven more than **457,000** clicks through to healthcare.gov and cuidadodesalud.gov, with a total of **152,113,936** impressions.

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Eisman, Julia (HHS/ASPA)

From: Whitty, Patrick (b)(6)
Sent: Friday, February 25, 2011 2:53 PM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime
Subject: RE: Weekly ad summary

The trendlines over the last three weeks looks great.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 3:04 PM
To: Whitty, Patrick; Mulligan, Jaime; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Weekly ad summary

Hello –
Weekly ad summary is attached and highlights below. Please let me know if you have questions.

Thanks so much-
Julia

Overview

- To date, the total ad buy launched 10/20 has driven more than **341,298** clicks through to healthcare.gov and cuidadodesalud.gov, with a total of **121,360,000** impressions.

- The display ads are at a .08% click through rate, down slightly from the previous weeks but still above average for federal agencies. To date, the new display campaign has altogether sent over **68,124 people to HealthCare.gov with over 100 million impressions.**

- The campaign saw an increase in clicks last week, which shows it is still responding well to the recent keyword bid optimizations. What we did was look at some individual keywords and decreased their maximum bid pricing, in hopes of lowering the cost-per-click while at the same time not affecting the click through rate. We also raised the maximum bid for some of the better performing keywords so we could reach more people with popular terms.

- We're reviewing our keyword list and are making updates to pause the lesser performing keywords so more dollars can be spent on the better performing keywords. For example, A few keyword groups continue to be top performers, and have subsequently driven most of the traffic to the campaign websites:
    - Affordable Care Act, including such terms as health care reform, government health insurance, Obamacare, and affordable care act.
    - Health Insurance Group, including terms as health insurance.
    - Health Care Group, including terms as health care.
- While other keyword groups have not performed as well, and are not driving significant traffic to the campaign websites:
    - Health Insurance, Health insurance options, Medical Insurance, and Insurance companies

- We've begun advertising on Batanga, a wide-reaching Spanish language ad network instead of AOL because our AOL Spanish ads are not performing as well. Next week we will have performance numbers to share.

- We're building new ads that will speak specifically to women and also to small business owners. We are reviewing ad copy and expect to launch in the coming week.

- We're also exploring ways we can help promote the ACA anniversary using our online ad buy.

Eisman, Julia (HHS/ASPA)

From: Stenrud, Chris (HHS/ASPA)
Sent: Tuesday, March 29, 2011 4:46 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Change to User Group Call Schedule; Web Statistics for Plan Finder

TMI. I would just let them know "Our activities have been focused on creating a basic online presence so that Americans can find the site and take advantage of their insurance options."

Chris Stenrud
Deputy Assistant Secretary for Public Affairs
U.S. Department of Health & Human Services
(202) 205-1841

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, March 29, 2011 4:30 PM
To: Stenrud, Chris (HHS/ASPA)
Subject: FW: Change to User Group Call Schedule; Web Statistics for Plan Finder

(b)(5) - deliberative process

From: Liu, Beth (HHS/OCIIO)
Sent: Tuesday, March 15, 2011 10:56 AM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Change to User Group Call Schedule; Web Statistics for Plan Finder

Hi, Julia.

I work on the Plan Finder team and Kaya Walton referred me to you as someone who may know the answer to an insurance company's question. This issuer wanted to know more information about the limited paid marketing for HealthCare.gov. Her question is immediately below. Do you happen to have information that I could share with this person?

Thank you so much for your help,
Beth

****

Beth Liu
IT Web Specialist, Office of Consumer Support
Center for Consumer Information and Insurance Oversight
Centers for Medicare & Medicaid Services
Beth.Liu@HHS.gov | www.HealthCare.gov

INFORMATION NOT RELEASABLE TO THE PUBLIC UNLESS AUTHORIZED BY LAW:
This information has not been publicly disclosed and may be privileged and confidential. It is for internal government use only and must not be disseminated, distributed, or copied to persons not authorized to receive the information. Unauthorized disclosure may result in prosecution to the full extent of the law.

From: (b)(6)
Sent: Friday, March 04, 2011 12:03 PM
To: OCIIOPlanFinder (HHS/OCIIO)
Subject: RE: Change to User Group Call Schedule; Web Statistics for Plan Finder

Thanks for your response.

Our executives are now wondering if we could get any detail on the "limited paid marketing" that was done? It would be helpful to know what was done and what is planned for the future.

Thank you,
(b)(6)

(b)(4), (b)(6)

From: OCIIOPlanFinder (HHS/OCIIO) [mailto:OCIIOPlanFinder.os@hhs.gov]
Sent: Friday, March 04, 2011 10:44 AM
To: (b)(6)
Cc: HHS - Insurance OversightHHS)
Subject: RE: Change to User Group Call Schedule; Web Statistics for Plan Finder

Kristina,

Thank you for your question. We do not have additional web traffic information to provide at this time. When we are able to release more detailed statistics, we will let you and the entire Issuer community know.

Thank you,
HealthCare.gov Plan Finder

****

INFORMATION NOT RELEASABLE TO THE PUBLIC UNLESS AUTHORIZED BY LAW:
This information has not been publicly disclosed and may be privileged and confidential. It is for internal government use only and must not be disseminated, distributed, or copied to persons not authorized to receive the information. Unauthorized disclosure may result in prosecution to the full extent of the law.

From: (b)(6)
Sent: Tuesday, March 01, 2011 11:52 AM
To: HHS - Insurance OversightHHS)
Subject: RE: Change to User Group Call Schedule; Web Statistics for Plan Finder

I've been asked by my company executives to see if it would be possible to get statistics specific to web traffic (hits) on our Plan's information.

Thank you,

(b)(6)

(b)(4)

From: HHS - Insurance OversightHHS) [mailto:Insuranceoversight@hhs.gov]
Sent: Monday, February 28, 2011 4:22 PM
To: HHS - Insurance OversightHHS)
Subject: Change to User Group Call Schedule; Web Statistics for Plan Finder

Please see the attached memo from Doug Pennington, Program Director,Healthcare.gov Plan Finder.

Confidentiality Notice: This communication and any attachments are for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, distribution or copying is prohibited. If you are not the intended recipient(s), please contact the sender by replying to this e-mail and destroy/delete all copies of this e-mail message.

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Thursday, February 24, 2011 3:45 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Just a reminder that I need your plan for increased web ads in the week before and the week of the ACA 1-year anniversary

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, February 24, 2011 3:04 PM
To: 'Whitty, Patrick'; 'Mulligan, Jaime'; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Weekly ad summary

Hello –
Weekly ad summary is attached and highlights below. Please let me know if you have questions.

Thanks so much-
Julia

Overview

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- We're also exploring ways we can help promote the ACA anniversary using our online ad buy.

Eisman, Julia (HHS/ASPA)

From: Santillo, Jessica (HHS/ASPA)
Sent: Tuesday, February 01, 2011 12:50 PM
To: Eisman, Julia (HHS/ASPA); Rosero, Luis (HHS/ASPA)
Subject: RE: Statement

Jessica Santillo
202-690-7263 (o)
(b)(6) (c)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, February 01, 2011 11:41 AM
To: Rosero, Luis (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: RE: Statement

+ Jess

Do you have our statement on the google ads?

-----Original Message-----
From: Rosero, Luis (HHS/ASPA)
Sent: Tuesday, February 01, 2011 11:40 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Statement

Please send me the response on any questions related to paid ads on google. Thanks.

Department of Health and Human Services
Fiscal Year 2011

Contingency Staffing Plan for Operations in the Absence of Enacted Annual Appropriations

Summary Data

(b)(5) - deliberative process

(b)(5) - deliberative process

Methodology

(b)(5) - deliberative process

(b)(5) - deliberative process

(b)(5) - deliberative process

Summary by Category of Exception

The sections on the attached table display the staff who would be exempted according to which category their funding falls or the activities they fulfill. This section summarizes the highlights of those totals across HHS.

Staff performing activities without funding issues

(b)(5) - deliberative process

Staff performing activities authorized by necessary implication – support of funded activities

(b)(5) - deliberative process

(b)(5) - deliberative process

Staff performing activities authorized by necessary implication – orderly phase-down and suspension of operations

(b)(5) - deliberative process

Safety of human life – direct medical services

(b)(5) - deliberative process

(b)(5) - deliberative process

(b)(5) - deliberative process

Attachment

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:44 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

We can, but we have a lot of Creative and Advertising action items requiring Meredith and Imani's involvement. Are you proposing a different agenda? If not, then I think it is pretty critical that they join us. Please advise.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 5:41 PM
To: Gillman, Margo
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi Margo – would it be possible to have only you and Chris come in person for this one?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:40 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Great – thanks, Julia!

Imani, Meredith, Chris, and I will meet with all of you in person, while a few others from Ogilvy will participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

And following is our agenda:

HEALTHCARE.GOV MEETING AGENDA
January 7, 2010
2 p.m. – 3 p.m.

I. **REVISED TV PSA SCRIPTS**

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

II. TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

III. TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

IV. PAID ADVERTISING

Radio

For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition, we have proposed developing two network radio partnerships to promote HHS' healthcare.gov: one with Radio One (targeting mainly African-American listeners) and one with Univision (targeting mainly Latino listeners). We require your approval to move forward and develop the content of the partnership, and the supporting buy. We anticipate that the partnerships will require 7-10 days for execution following HHS approval.

Finally, we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you on 12/16 (see attached). We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you on 12/17 (see attached). Please advise on all of this at your earliest convenience.

Digital

We proposed a comprehensive digital buy to evolve HHS' existing SEM campaign into a paid online outreach campaign. The buy will utilize digital banners, video, search and audio ads to targeted young adults, women, African Americans, Hispanics and other priority audiences. We require your approval and confirmation of a final budget in order to move forward and develop the buy. We anticipate that the digital buy will require 7-10 days for execution following HHS approval.

V. LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you to obtain a full debrief on the strategic campaign plan that we developed in November. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 5:33 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Re: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Let's do 2-3 pm tomorrow.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia, et al.:

Just circling back to see if you would like to meet during any of our proposed times for Friday (see below), or if we should look for alternative times next week. Please let us know asap.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, January 04, 2011 5:37 PM
To: 'Eisman, Julia (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia:

Thanks for letting us know. In terms of re-scheduling, the following days and times will work well for us.

Thursday

11am-12pm

Friday
11:30am-12:30pm
1pm-2pm
3pm-4pm

Please let us know how you would like to proceed. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 04, 2011 3:35 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi Margo,
Happy new year to you!

We will have to move this meeting because of a conflict. Once I get times for later in the week, I'll shoot them your way. Are there times that don't work on your end?

Thanks,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Hi, Jenny, Julia, and Jaime:

Happy New Year!

I wanted to check in to confirm that you are still available to meet from 1-2 tomorrow. As you know, we are anxious to follow-up with you on a number of items. Following is our proposed agenda, and attached are the questions and additional TV PSA scripts that we previously sent for your review and response.

Please confirm your availability ASAP. If this time still works, then Chris, Meredith, Imani, and I will plan to meet with you in person, while a few others participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

HEALTHCARE.GOV MEETING AGENDA
January 5, 2010
1 p.m. – 2 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

II. TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

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- Jan. 20, 2pm – 6pm

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:53 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Perellis, Cara
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Sure – will do!

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 5:53 PM
To: Gillman, Margo
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Minor request. Could you remove Jaime from the invites to these meetings?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:52 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Great – thanks very much and see you soon.

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 5:50 PM
To: Gillman, Margo
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

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From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:44 PM
To: Eisman, Julia (HHS/ASPA)

Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

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To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Jaime_E_Mulligan@who.eop.gov
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Great – thanks, Julia!

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(b)(4),(b)(6)

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HEALTHCARE.GOV MEETING AGENDA
January 7, 2010
2 p.m. – 3 p.m.

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HEALTHCARE.GOV MEETING AGENDA
January 5, 2010
1 p.m. – 2 p.m.

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Sent: Thursday, January 06, 2011 5:52 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Great – thanks very much and see you soon.

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From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:40 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Great – thanks, Julia!

Imani, Meredith, Chris, and I will meet with all of you in person, while a few others from Ogilvy will participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

And following is our agenda:

HEALTHCARE.GOV MEETING AGENDA
January 7, 2010
2 p.m. – 3 p.m.

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- Jan. 13, 2pm – 6pm

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Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 5:37 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia:

Thanks for letting us know. In terms of re-scheduling, the following days and times will work well for us.

Thursday
11am-12pm

Friday
11:30am-12:30pm
1pm-2pm
3pm-4pm

Please let us know how you would like to proceed. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 04, 2011 3:35 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi Margo,
Happy new year to you!

We will have to move this meeting because of a conflict. Once I get times for later in the week, I'll shoot them your way. Are there times that don't work on your end?

Thanks,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov

Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

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(b)(4),(b)(6)

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HEALTHCARE.GOV MEETING AGENDA
January 5, 2010
1 p.m. – 2 p.m.

I. REVISED TV PSA SCRIPTS

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Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Attachments: HealthCare Gov_CreativeQuestions.docx; HealthCare Gov_PaidMediaQuestions.docx; TV_Options_HealthCare gov.docx

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Eisman, Julia (HHS/ASPA)

From: Failla, Mark [mark.failla@teamaol.com]
Sent: Tuesday, January 04, 2011 1:04 PM
To: 'Greene, Imani'; Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Link on AOL Homepage today - Follow up Report
Attachments: untitled.bmp; Dec 29 Flu.bmp

Julia and Imani,

Just a quick note to provide you with an activity summary from the pro-bono 12/29 AOL Homepage link for Flu Prevention....

Impressions: 31,080,662
Clicks: 7,373

-Mark

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, December 29, 2010 1:43 PM
To: Failla, Mark; Julia.Eisman@hhs.gov
Subject: Re: HHS Link on AOL Homepage today

Very, very cool! Thanks Mark.

From: Failla, Mark <mark.failla@teamaol.com>
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Cc: Greene, Imani
Sent: Wed Dec 29 10:15:00 2010
Subject: HHS Link on AOL Homepage today

Hi Julia,

Just wanted to let you know that we're running a pro-bono Flu Prevention ad for HHS on our homepage today. It was placed in cooperation with the Ad Council. The ad and link appear in our "Cause Module" which features a different charity, non-profit or government agency each day of the year. It's an example of our dedication to government outreach efforts and the added value that we can offer you as part of your paid and PSA media efforts - Today's homepage ad will have approximately 14 million impressions.

The "Cause Module" is part of our new AOL homepage design and is also offered to our home page advertisers as added value to promote a cause and make consumers aware of their cause marketing efforts.

I'm really looking forward to working with you in the new year to support your effective online marketing efforts.

Happy Holidays,
Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)

AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 5:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

You're welcome. I was watching the live stream on the website and jumped over to FB to check the conversation out over there; and when I saw that it didn't mention the HHS livestream thought I should flag it for you.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 16:59:17 2011
Subject: Re: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thx

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 04:58 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

The last status update posted is on Education and Secretary Arne Duncan.

From: Esquivel, Kety
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Thu Jan 27 16:57:11 2011
Subject: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Just a quick heads up that the White House Facebook page does not mention the HHS livestream happening now.

From: Esquivel, Kety
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Thu Jan 27 14:15:24 2011
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Julia,

Of course! I tweeted it and posted it to Facebook. So far it looks like on Twitter there are 30,079 impressions. I'll mention it again as we get closer to the call. Also a couple of influencers in the target demographic picked up on it and reposted it - so that's good. If we have a bit more lead time next time I'd like to get them proactively engaged a few days ahead of time so that they can help to create awareness among their followers. They have the appetite to get involved and I think it would help to create even more awareness that things like this are happening. Do you think that's a possibility? Please let me know what you think.

Thanks,
Kety

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Thanks. Keep me posted!

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:38 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks! You got it. I'm on it!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 12:14:59 2011
Subject: RE: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

We posted on both the @HHSgov and the @HealthCareGov twitter feed:

"TODAY 4:30pm EST, join us for a post #SOTU Q&A with HHS Secretary Sebelius on health care. Watch live: www.whitehouse.gov/live"

We also posted on the HealthCare.gov Facebook page.

Let me know if you can help share/promote.

Thanks!!

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Sent: Thursday, January 27, 2011 10:32 AM
To: Eisman, Julia (HHS/ASPA)
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Sounds great! Will do.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 10:27:20 2011
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Kety - we're going to post a blog this morning to promote, and post on FB & twitter today. We don't have a hashtag. Any way you could help spread the word would be great!

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Subject: RE: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

We posted on both the @HHSgov and the @HealthCareGov twitter feed:

"TODAY 4:30pm EST, join us for a post #SOTU Q&A with HHS Secretary Sebelius on health care. Watch live: www.whitehouse.gov/live"

We also posted on the HealthCare.gov Facebook page.

Let me know if you can help share/promote.

Thanks!!

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 10:32 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Sounds great! Will do.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 10:27:20 2011
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To: Eisman, Julia (HHS/ASPA)
Subject: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Julia,

How are you? What did you think of the State of the Union? I really enjoyed the enhanced online offering. Very neat!

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Thanks,
Kety

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Vice President
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Washington, DC 20036
t: 202.729.4122
f: 202.729.4001
e: kety.esquivel@ogilvypr.com
Follow Me on Twitter: @KetyE

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 2:15 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Julia,

Of course! I tweeted it and posted it to Facebook. So far it looks like on Twitter there are 30,079 impressions. I'll mention it again as we get closer to the call. Also a couple of influencers in the target demographic picked up on it and reposted it - so that's good. If we have a bit more lead time next time I'd like to get them proactively engaged a few days ahead of time so that they can help to create awareness among their followers. They have the appetite to get involved and I think it would help to create even more awareness that things like this are happening. Do you think that's a possibility? Please let me know what you think.

Thanks,
Kety

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 12:59:24 2011
Subject: RE: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks. Keep me posted!

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:38 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks! You got it. I'm on it!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
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Sent: Thursday, January 27, 2011 12:39 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Will you/someone from the WH be live tweeting?

From: Esquivel, Kety
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Thu Jan 27 12:37:58 2011
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks! You got it. I'm on it!

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Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 10:18 AM
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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, January 20, 2011 5:57 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Light, Meredith
Subject: checking in on approvals

Importance: High

Hey Julia – Just checking in to see when you think you'll be able to get back to us with your approvals of the stuff we've submitted. We can't move forward on some items until you get back to us. We did one timeline that we'll send to you but it was based on getting approvals on a fast tracked schedule.

Please let us know when you think you'll be able to get back to us – and thanks for everything so far!

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:35 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hummel, Allyson; OGIMGillman (CMS contact); Light, Meredith; Greene, Imani
Subject: FW: Healthcare.gov Image Options
Attachments: Hispanic_under_26.pdf

Hey Julia – here are the Hispanic images.

From: Hummel, Allyson
Sent: Thursday, January 20, 2011 11:18 AM
To: Gillman, Margo; Beakey, Chris
Cc: Talley, Randy; Light, Meredith; Shoval, Leah
Subject: FW: Healthcare.gov Image Options

Team,

Here are the hispanic options. Thanks.

Ally

Allyson Hummel
Creative Director, SVP
Creative Studio

Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
D 202.729.4098
C (b)(6)

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, January 05, 2011 11:11 AM
To: 'Greene, Imani'; Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Cc: 'Stolbach, Cally'
Subject: RE: fax has been sent

Third page just came throuhg

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 11:11 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: fax has been sent

We'll resend all three pages three times. One for each of you.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, January 05, 2011 11:08 AM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Subject: RE: fax has been sent

Thaks – only two pages seem to have come in
Plus Jamie H

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 11:02 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: fax has been sent

To Julia and Jenny's attention. There should be three pages total and they were sent twice. I'm at my desk and available via cell as needed...

ig

202.729.4150 - office
(b)(6) - mobile

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From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 5:39 PM
To: 'Phillips, Macon'; 'Mulligan, Jaime'; 'Whitty, Patrick'; 'Sekhar, Sonia'; 'Cutter, Stephanie'
Cc: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: FYI - Healthcare.gov Plan

We are working on them
We will want you all to review creative before posting

From: Phillips, Macon [mailto: (b)(6)
Sent: Tuesday, January 04, 2011 5:38 PM
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Cc: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: FYI - Healthcare.gov Plan

I'm aware of the MLR ones – but was wondering more about the consumer protections.

From: Jenny Backus <Jenny.Backus@hhs.gov>
Date: Tue, 4 Jan 2011 17:36:45 -0500
To: Robert Phillip (b)(6) Jaime Mulligan < (b)(6) >, "Whitty, Patrick" (b)(6) , "Sekhar, Sonia" < (b)(6) "Cutter, Stephanie"
Cc: Richard Sorian <Richard.Sorian@hhs.gov>, "Eisman, Julia" <Julia.Eisman@hhs.gov>
Subject: RE: FYI - Healthcare.gov Plan

We did display ads for MLR – I don't think they are still up
But ccing Julia to confirm. We can get screen grabs for you on these

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(b)(5), (b)(5) - deliberative process

From: Jenny Backus <Jenny.Backus@hhs.gov>
Date: Tue, 4 Jan 2011 16:41:27 -0500
To: Jenny Backus <Jenny.Backus@hhs.gov>, Robert Phillips < (b)(6) , Jaime Mulligan < (b)(6) , "Whitty, Patrick (b)(6) , "Sekhar, Sonia" (b)(6) 'Cutter, Stephanie" <
Cc: Richard Sorian <Richard.Sorian@hhs.gov>, "Eisman, Julia" <Julia.Eisman@hhs.gov>
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Resending

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 4:31 PM
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We will be sending along a calendar of when we will start to see display ad creative and themes for the next few months shortly

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Sent: Tuesday, January 04, 2011 12:10 PM
To: Eisman, Julia (HHS/ASPA); (b)(6)
Subject: Re: weekly standard blog

No - just call and ask them if we bought it

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, January 04, 2011 11:52 AM
To: Backus, Jenny (HHS/ASPA); (b)(6)
Subject: RE: weekly standard blog

I honestly don't recall adding that word. I'm searching for it now in the back-end reporting tool and I'm not even finding it there.

But I'll call Ogilvy to take it down. That okay?

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 11:51 AM
To: Eisman, Julia (HHS/ASPA);
Subject: Re: weekly standard blog

When did we add (b)(5)

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, January 04, 2011 11:43 AM
To: 'Mulligan, Jaime' < (b)(6) Backus, Jenny (HHS/ASPA)
Subject: RE: weekly standard blog

Thanks. I literally just saw this pop up on my google alerts.

I still think Obamacare is fine...but we should probably cut (b)(5) which the article references. That's too much. Thoughts?

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Tuesday, January 04, 2011 11:37 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: [MARKETING EMAIL]weekly standard blog

Just a heads up if you haven't seen it yet

http://www.weeklystandard.com/blogs/hhs-paying-google-taxpayer-money-alter-obamacare-search-results_525959.html

THE BLOG

HHS is Paying Google with Taxpayer Money to Alter 'Obamacare' Search Results (Updated)

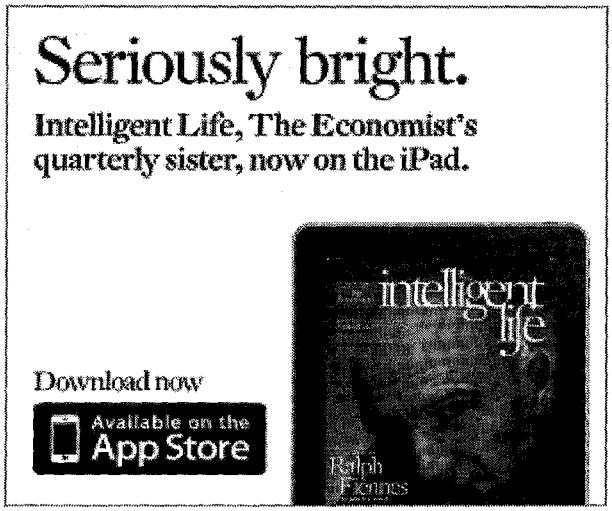
3:45 PM, JAN 3, 2011 • BY JEFFREY H. ANDERSON

The brazenness of the Obama administration never ceases to amaze. Try typing "Obamacare" into Google, and you'll find that the first entry is now the Obama administration's www.healthcare.gov. If you don't particularly like that result, you'll probably hate the fact that you're paying for it.



You'll get the same paid-for result if you type in "Obamacare facts," "Obamacare summary," "Obamacare info," "Obamacare overview," "Obamacare questions," "Obamacare explanation," "Obamacare basics," "Obamacare pros and cons," "Obamacare and elderly," and even "Obamacare and abortion." For each of these search terms, and many others, the Obama administration's site comes up first, as a paid entry. But it doesn't come up if you type in "ObamaCare repeal."

Politico's Ben Smith, in a post entitled "HHS Buys 'ObamaCare,'" quotes an official from Secretary Kathleen Sebelius's Department of Health and Human Services (HHS), who confirms that this clear attempt to influence what Americans read about Obamacare does, indeed, represent your tax dollars at work: "'We are using a bunch of search term[s] to help point people to HealthCare.gov. [It's] [p]art of our online efforts to help get accurate information to people about the new law (i.e. [we] also use Facebook, Twitter, blogs and webcasts),' an HHS official confirmed by e-mail."



Related Stories
- Obamacare 'Rule' Goes Missing from Government Website

- On Obamacare Repeal
- Text of the Repeal Bill
- Why No Credit for Stay-at-Home Moms?
- Obamacare's Medicare Cuts in the New Year

More by Jeffrey H. Anderson

- Text of the Repeal Bill
- Obamacare Ends Construction of Doctor-Owned Hospitals
- Obamacare 'Rule' Goes Missing from Government Website
- Why No Credit for Stay-at-Home Moms?
- Obamacare's Medicare Cuts in the New Year

The "accurate information" that Americans will glean about the massive health care overhaul from this HHS website is of the same sort that President Obama has supplied all along -- such as that Obamacare would lower health costs (only 17 percent of Americans believe this), increase the quality of care (only 22 percent believe this), and reduce deficits (only 17 percent believe this).

You won't find anything on the HHS site about how the Medicare chief actuary projects that Obamacare would bend the cost curve upward by $311 billion by 2019 in relation to costs in the absence of Obamacare; about how the Congressional Budget Office (CBO) says that, by 2016, in the non-group market, the average American family's health care premiums under Obamacare would increase by $2,100 per year in relation to what those premiums would be without Obamacare; abouthow the CBO projects that Obamacare would cost over $2 trillion in its real first decade (2014 to 2023) alone; or about how the administration's internal ("midrange") estimates are that more than half of all employer-provided health plans wouldn't be grandfathered in under Obamacare – and that, therefore, if you like your health care, that doesn't necessarily mean you'll get to keep your health care.

For that sort of information, you'll have to consult sites that – because they don't use taxpayer dollars to pay Google to list them first – appear somewhat lower in the pecking order.

Using taxpayers' money to alter the results of search engines and to control the flow of information is disturbing on multiple levels. It's particularly disturbing when it's done to promote a massive expansion of government power, like Obamacare. And one wonders how – or if – it's even legal.

Perhaps the new House of Representatives will want to ask the unelected Secretary Sebelius to explain how, or why, she thinks such use of taxpayers' money to promote a particular -- and highly unpopular -- political agenda is legally or substantively justifiable.

UPDATE: As alert readers have discovered, the Obama administration is paying Bing with taxpayer money as well -- at least for "Obamacare," "Obamacare info," and "Obamacare overview."

Respond to Writer »

More Jeffrey H. Anderson »

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:07 AM
To: Sorian, Richard (HHS/ASPA); (b)(6) Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

Will call

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:02 AM
To: (b)(6) Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

I'm out then. Can you guys talk and fill me in?

From: Mulligan, Jaime [mailto (b)(6)
Sent: Tuesday, January 04, 2011 09:51 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

Maybe we could talk at like 10:30?

From: Mulligan, Jaime
Sent: Tuesday, January 04, 2011 9:51 AM
To: 'Sorian, Richard (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

I would put this in the truly urgent category. People here are expecting something from you guys today, and I wanted to talk to you about it from what I'm seeing here. Wouldn't take long.

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Tuesday, January 04, 2011 9:45 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

This is not a good day to talk about Oglivy. We are preparing for the repeal vote and a bunch of related stuff. Is this truly urgent or someone's checklist?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Tuesday, January 04, 2011 9:34 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: You guys want to talk for 15 minutes or something about Ogilvy?

I have a 10 am---maybe if you're out of the 9 am by 9:45?

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:07 AM
To: Sorian, Richard (HHS/ASPA); (b)(6) Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

In Senior staff meeting

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:02 AM
To: (b)(6) Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

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Sent: Tuesday, January 04, 2011 09:51 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
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Sent: Tuesday, January 04, 2011 9:51 AM
To: 'Sorian, Richard (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Eisman, Julia
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From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Tuesday, January 04, 2011 9:45 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

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Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Tuesday, January 04, 2011 9:34 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: You guys want to talk for 15 minutes or something about Ogilvy?

I have a 10 am---maybe if you're out of the 9 am by 9:45?

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, January 03, 2011 7:06 PM
To: (b)(6) Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Re:

Got it
So we need to do a new plan

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Monday, January 03, 2011 07:01 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: RE:

P.S. The dark side has a bowling alley. Hizzah!!

That is all. See you tomorrow

From: Mulligan, Jaime
Sent: Monday, January 03, 2011 6:56 PM
To: 'Backus, Jenny (HHS/ASPA)'; Eisman, Julia; Sorian, Richard (HHS/ASPA)
Subject: RE:

Cautionary note—this is the Everything But Ogilvy plan basically. Ergo—in terms of Stephanie's expectations, etc, I'd shoot this her way only as a P.S.

Those two sentences may be obvious or redundant. I apologize if they are.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, January 03, 2011 6:54 PM
To: Eisman, Julia; Sorian, Richard (HHS/ASPA)
Cc: Mulligan, Jaime
Subject: RE:

Thanks guys
Will review tonight - we need to get to Cutter tomorrow

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 03, 2011 6:37 PM
To: Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: 'Mulligan, Jaime'
Subject:

Jenny and Richard-

Attached is a document that Jaime and I had been working on a while back (before she left for the dark side), and finally finished just last week. Basically, it's an attempt at an online outreach plan with tactics for different audience areas broken down by month. It's intended to complement our work with Ogilvy; the emphasis is more on outreach than online ads.

Would love your thoughts on this, and if you think we've left anything out (which I'm sure we did). She and I could split the work and get going on these pieces.

Let us know what you think...

Gracias-
Julia

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, January 03, 2011 6:54 PM
To: Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: 'Mulligan, Jaime'
Subject: RE:

Thanks guys
Will review tonight - we need to get to Cutter tomorrow

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 03, 2011 6:37 PM
To: Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: 'Mulligan, Jaime'
Subject:

Jenny and Richard-

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Would love your thoughts on this, and if you think we've left anything out (which I'm sure we did). She and I could split the work and get going on these pieces.

Let us know what you think...

Gracias-
Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 3:50 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 15 1 25 -1 31 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 9:41 AM
To: Eisman, Julia (HHS/ASPA)
Subject: UPDATED ANSWERS use this one. RE: HHS Weekly Report
Attachments: HHS Digital Week 15 1 25 -1 31 Report.ppt

Call me if you need too! =)

- Can you help fill-in the #s here: "To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions." AND this:
"Combined with the search ads, HealthCare.gov and CuidadodeSalud.gov received over xxx clicks last week."

1st question is on slide two at 270,240 clicks and 13,851,596 impressions

2nd question, are you talking about Display and Search together? If so then answer is 23,187

- Can you send weekly display stats? I see Search, but not display.
Should be slide 28 but I can resend?

- Would you mind sending a screenshot of CTR & CPC, as you did last week?
Should be slide 26 but I can resend?

- Last week, we reported that our display CTR was .51%, but this week it's down to .09%. Is this correct? Can you explain the drop?
I think we are just talking about the display portion yes? Usually in the beginning there is a high CTR as the campaign begins to push out all of the ads as quickly as possible. After it gets to settle down the number levels out which is what we are seeing now. .09% is a GREAT number. =) As we mentioned before, this is a very strong click-through rate, as conventional CTR by government and non-profit campaign is 0.04
- 0.05%.

- Last week, I noted that "to date, our search campaign has sent 218,000 clicks to HealthCare.gov with at total of 13,825,624 impressions" - but that is inconsistent with this weeks stats:
* 13,851,596 Impressions
* 212,291 Clicks

.....Can you help determine the discrepancy?

Apologies That was a mistake on my part (will not happen again) it is suppose to be 270,240 clicks this week and 13,851,596 impressions. I have attached a new PPT to go along with this email!

- Can you provide insights as to why the search CTR has climbed?
Mostly due to the campaign leveling out again as we mentioned in the previous report. We also have our Google team optimizing bids and
keyword targeting behind the scenes.

- Would you mind sending an updated chart of clicks by week Coming soon! Wanted to get you these answers first -----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 02, 2011 11:16 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Charles - Thanks for sending this! I have a few follow up questions I'm hoping you can help with first thing in the morning:

- Can you help fill-in the #s here: "To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions." AND this:
"Combined with the search ads, HealthCare.gov and CuidadodeSalud.gov received over xxx clicks last week."

- Can you send weekly display stats? I see Search, but not display.

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* 13,851,596 Impressions
* 212,291 Clicks

.....Can you help determine the discrepancy?

- Can you provide insights as to why the search CTR has climbed?

- Would you mind sending an updated chart of clicks by week

Thanks so so much!
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 3:49 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)

Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 10:57 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 18 2 15 -2 21 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, January 05, 2011 1:32 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani; Hsu, Charles
Subject: RE: quck call?

Sure, want me to give you a ring directly? Or feel free to call my desk – 202-729-4020.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 05, 2011 1:18 PM
To: Greene, Imani; Stolbach, Cally; Hsu, Charles
Subject: quck call?

Are you available for a quick call right now to talk about display ads we want to launch on Friday?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, January 04, 2011 1:03 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: Abortion Keywords

Hi Julia – Charles and I are running to a meeting until 2pm, so if you need us to make any changes to the keywords, we're available on bb. Just wanted to give you a heads up ☺

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, January 03, 2011 1:19 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: HHS Google Spanish Analytics

Hi Julia!

Hope you had a great holiday ☺. If anyone needed some time off, it was YOU, and not us! Hope you weren't tethered to your blackberry, and got to really unwind.

Looking forward to catching up today – per Charles' email, would 2:30 work? Let us know, and we'll work around your schedule!

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 03, 2011 12:27 PM
To: Hsu, Charles
Cc: Stolbach, Cally
Subject: RE: HHS Google Spanish Analytics

Hi guys – Happy new year! I hope you had a fabulous break and got some much-needed time off.

Now, back to the fun stuff...Our team is having a hard time resolving this. Might you be free for a 15 minute call at 2:00 (or shortly thereafter) to go over the problem?

Thanks much-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 10:11 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: HHS Google Spanish Analytics

Hello Julia! After a few conversations with multiple Google technicians we believe the issue with Google Spanish analytics might be due to code placement on the CuidadoDeSalud.gov Web site. If you could help forward some language to your Web site team, they should hopefully be able to assist in fixing the issue. Per Google's recommendation, we would like to ensure that there is only one code on the page and that its format matches the original code found in the help center. This will allow the Google Spanish analytics to report data again. We are happy to connect your web team with Google's so they can directly trouble shoot if necessary. Below is the Google Tech Team's response to fix the issue. Please let us know if we can be of any further assistance!

Technical Team's Response:

Looking through the Analytics for the specified account, we do see the issue

you are describing. Since Analytics shows 0 visits from Google (organic) as well as CPC, it is most likely not an account linking problem. We did notice, however, that the website in question links to multiple versions of the tracking code, which all in turn reference multiple Analytics accounts.

Sending Analytics data to multiple accounts has been known to cause discrepancies and other problems, and is not currently supported by our team. If the multiple accounts is a new addition to the tracking code (i.e. as of Dec 8 or 9), we would point to that as a possible reason for this issue. Furthermore, we noticed that there are more than several unsupported customizations, which make it difficult for us to pinpoint what the problem actually is. As a general policy, we're not able to offer support for non-standard code implementations.

We did notice that the Cookie request is not being sent properly (i.e. no UTMZ cookie). This error may be due to the cookie timeout modifications made to the tracking code, but again it is difficult to say. Since you are able to localize this problem to having started on December 9, I would suggest investigating what changes were made on or slightly prior to that date.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, January 03, 2011 1:17 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Hsu, Charles; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report - 12.21 - 12.27
Attachments: HHS SEM Week 10 12.21 -12.27Report.ppt

Hi All,

Hope you had a fantastic and relaxing holiday! Our sincere apologies for sending this now, as we just realized that it was sitting in our outbox and did not make to you. Attached please find the weekly report for 12/21 – 12/27. We will send through our next report for 12/28/10 – 1/3/11 on Wednesday, 1/5/11. Please let us know if you have any questions.

Thanks,

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stenrud, Chris (HHS/ASPA)
Sent: Friday, January 21, 2011 10:51 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Healthcare.gov Image Options

Look good. Just not the guy counting money. Thanks!

Chris Stenrud
Deputy Assistant Secretary for Public Affairs
U.S. Department of Health & Human Services
(202) 205-1841

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 21, 2011 10:20 AM
To: Stenrud, Chris (HHS/ASPA)
Subject: RE: Healthcare.gov Image Options

Sorry – meant to clarify that these are for the banner with the "under 26" message.

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 21, 2011 10:19 AM
To: Stenrud, Chris (HHS/ASPA)
Subject: FW: Healthcare.gov Image Options

Hi Chris- We needed to pick new images for the Spanish language banners. Are you okay with the two below?

The attachment has the images, and the id #s are below.

Male – PDP0950600(2)
Female – 57224954

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:35 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hummel, Allyson; OGIMGillman (CMS contact); Light, Meredith; Greene, Imani
Subject: FW: Healthcare.gov Image Options

Hey Julia – here are the Hispanic images.

From: Hummel, Allyson
Sent: Thursday, January 20, 2011 11:18 AM
To: Gillman, Margo; Beakey, Chris
Cc: Talley, Randy; Light, Meredith; Shoval, Leah
Subject: FW: Healthcare.gov Image Options

Team,

Here are the hispanic options. Thanks.

Ally

Allyson Hummel
Creative Director, SVP
Creative Studio

Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
D 202.729.4098
C

Eisman, Julia (HHS/ASPA)

From: Stenrud, Chris (HHS/ASPA)
Sent: Friday, January 07, 2011 5:45 PM
To: Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: RE: Turn landing page language into a blog?

As we discussed, the most important issue is to get the ads running ASAP. Getting the landing page up is secondary. Have you reached Ogilvy?

Thanks,

Chris

Chris Stenrud
Deputy Assistant Secretary for Public Affairs
U.S. Department of Health & Human Services
(202) 205-1841

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 07, 2011 5:32 PM
To: Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Turn landing page language into a blog?
Importance: High

Richard and Chris-
We seem to have run into a problem whereby the landing page for the ads is having technical difficulties as it's being developed, and it won't be live before c.o.b. Monday. This delay could prevent us from launching the ads until Tuesday am, assuming there are no other problems.....which is too late.

SO... in order to make these go live sooner (if possible) would it be okay to post the landing page language as a blog from Richard, as a short-term fix? Once the landing page actually goes live, we can direct our ad traffic to that page instead.

Page language has already been cleared by OGC. I've pasted it below.

Let me know—
Thanks!
Julia

Your Rights and Protections Under the Affordable Care Act

Under health reform, you will see an end to some of the worst abuses of the insurance industry. New provisions will put you – not your insurance company – in control of your health care.

Know your rights and protections.

Under the Affordable Care Act:

- Insurers are prohibited from taking away your coverage based on a mistake on an application

- Families are protected from having their coverage capped by lifetime dollar limits on benefits if someone is in an accident or becomes sick

- Insurers are required to spend more of your premium dollars on health care and quality improvement, instead of insurance company administrative costs, big salaries, or marketing

- New proposed rules would require many insurers in all states to publicly justify unreasonable rate increases

- Insurers can no longer deny coverage to children with pre-existing conditions

- Parents have the choice of enrolling children under the age of 26 as dependents on their plan, if they do not have coverage of their own

- Small business owners can better compete by providing tax credits and by increasing their purchasing power through competitive private health insurance Exchanges

Read more about your rights under the Affordable Care Act.

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, January 31, 2011 4:14 PM
To: Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: RE: New "Under 26" banners"

Good idea. (b)(5) - deliberative process

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 31, 2011 3:18 PM
To: Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: New "Under 26" banners"

Just a quick note about our online ads...

(b)(5) - deliberative process

Examples are below:

http://flickerlab.com/clients/Ogilvy/under26-revised.html

Let me know if you have any objections.

Thanks much,
Julia

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 9:06 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: HHS Display Campaign Proposal

Yes okay. Pls copy Behnaz and Chris. Thx.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 08:42 PM
To: Sorian, Richard (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Thanks Richard. Sorry to bug you so late, but apparently we need to formally sign-off on the plan. (I thought we already had but apparently they need to hear it again.)

Is this okay by you to sign off on this plan for a month, and then re re-assess once we see how it's going? I'd feel better about not committing for more than one month at a time.

We can always make alterations as we go, too.

Anyhow, let me know if I can give them the official "okay".

Thanks!!

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:35 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Okay. Let me know if you need me to do something

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:26 PM
To: Sorian, Richard (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Yes. Jaime and I went through the concepts and worked out some new text for the ads (that I then shared with Ken for final review). But she said to go ahead and they'd review more closely once they have an actual visual.

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:23 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Have we gotten feedback from JaMacon?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:22 PM
To: Sorian, Richard (HHS/ASPA)
Subject: FW: HHS Display Campaign Proposal

Hi Richard - Attached is a summary of our expanded ad campaign we're launching. It looks good to me but I wanted to make sure you saw it as well.

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review. Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Okay. Let me know if you need me to do something

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:26 PM
To: Sorian, Richard (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Yes. Jaime and I went through the concepts and worked out some new text for the ads (that I then shared with Ken for final review). But she said to go ahead and they'd review more closely once they have an actual visual.

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:23 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Have we gotten feedback from JaMacon?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:22 PM
To: Sorian, Richard (HHS/ASPA)
Subject: FW: HHS Display Campaign Proposal

Hi Richard - Attached is a summary of our expanded ad campaign we're launching. It looks good to me but I wanted to make sure you saw it as well.

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review. Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Have we gotten feedback from JaMacon?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:22 PM
To: Sorian, Richard (HHS/ASPA)
Subject: FW: HHS Display Campaign Proposal

Hi Richard - Attached is a summary of our expanded ad campaign we're launching. It looks good to me but I wanted to make sure you saw it as well.

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review. Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, January 12, 2011 4:26 PM
To: OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); 'HHSHealthcare.gov@ogilvypr.com'; 'Linda.Weinberg@ogilvypr.com'; Kohan, Behnaz (HHS/ASPA)
Subject: Re: Quick Follow-up from Ogilvy

Sounds good.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, January 12, 2011 04:20 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Weinberg, Linda <Linda.Weinberg@ogilvypr.com>; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

Hi, Richard:

Understood. As an alternative, it would be helpful if we could set up a 90-minute meeting to obtain your collective feedback on various elements within our plan and to iron out HHS' priorities over the next several months. We can try to get through as much as possible, and schedule follow-up meetings, if deemed necessary.

Julia: please send us some options that work for all of you, and we will coordinate on our end.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Wednesday, January 12, 2011 2:26 PM
To: Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

For now Julia Eisman will be our point of contact and Behnaz Kohan will continue to be our contract officer. Once we have a replacement in place for Jenny we will take another look. I know for sure that I don't have four-hour block of time for a meeting for quite some time and would question the value of any meeting that goes that long. Please work with Julia on setting something up that's a bit more manageable. Thanks,

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201

(202) 690-7850

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

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Senior Vice President
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202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, January 12, 2011 2:26 PM
To: OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); 'HHS Healthcare.gov'; 'Weinberg, Linda'; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

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Richard Sorian
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U.S. Department of Health and Human Services
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Washington, D.C. 20201
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From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

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Many thanks, and looking forward to hearing from you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
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Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, January 12, 2011 1:05 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Display Campaign Recap from 1.09.11 to 1.12.11

Julia

Can you prepare a short version of this we can share with Cutter, Macon, and Jaime? I want to keep them apprised of how this is going on a regular basis (before they ask) if possible. Also, Pru and Todd and I met and approved a women's health landing page. Plus the general landing page is up now, right? Include that in our update. Thanks.

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:54 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

The Google click-through rate is experiencing the same thing that our Medical Loss Ratio campaign did. A lower click-through rate is expected for a display campaign like this, as there is intended to be a branding benefit, in addition to direct response. On Google especially, since they have such a vast number of sites, there is a high volume of ads being shown across thousands of sites, which in turn, directly affect the click-through rate we are seeing. In other words, we are reaching a smaller percentage of way more people. Of course, we will continue to optimize the results to invest the more money in the places that report the best delivery, so performance will only improve.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 12, 2011 12:08 PM
To: Hsu, Charles; Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: Re: Display Campaign Recap from 1.09.11 to 1.12.11

Thanks Charles. Any insights into why our Google ctr is so low?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:06 PM
To: Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; OGIMGillman (CMS contact)

Subject: Display Campaign Recap from 1.09.11 to 1.12.11

Hello everyone, please find the performance data for Patient's Bill of Rights below for 1.09.11 to 1.12.11. Moving forward we will include the Display data with the daily SEM report.

Google Display Campaign
Impressions: 5,510,425
Clicks: 1,215
CTR: 0.02%
CPC: $3.59

Kontera Display Campaign
Impressions: 38,512
Clicks: 1,909
CTR: 4.96%
CPC: $1.99

TOTAL
Impressions: 5,548,937
Clicks: 3,124
CTR: 0.06%
CPC: $2.61

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 11, 2011 5:53 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: 1pm Healthcare.gov Meeting Tomorrow?

Or even next week. :)

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, January 11, 2011 05:47 PM
To: Sorian, Richard (HHS/ASPA)
Subject: Fw: 1pm Healthcare.gov Meeting Tomorrow?

Can I suggest that we move this to later in the week?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 11, 2011 04:54 PM
To: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: 1pm Healthcare.gov Meeting Tomorrow?

Hi, Richard and Julia:

When you have a moment, please advise on whether we can proceed with having our next healthcare.gov team meeting tomorrow at 1pm, as previously scheduled – or if we need to look for another day and time. Following are the action items that we would like to discuss:

1) **Next steps for Search Engine Marketing** – The current campaign is ending on Jan. 17. We require HHS approval of the current spending allotment of $300K, for the 30-day period from Jan. 18 to Feb. 17.
2) **Next steps for developing the display campaign** – we require HHS feedback on the proposal that Imani just sent for spending $200K per month.
3) **Update on display creative development** – we would like to provide a status update and note the key deadlines for HHS review and approval, if the ads are to run ASAP.
4) **Scheduling a strategic planning session** – as previously mentioned, we would like to schedule a four-hour block when HHS is ready to discuss the strategic plan we previously submitted; and determine the full scope of work for fulfilling our contract obligations by the end of the fiscal year.

Please advise when you have a moment. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Monday, January 10, 2011 6:40 PM

To: Sorian, Richard (HHS/ASPA)
Cc: 'Eisman, Julia (HHS/ASPA)'; HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

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Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, January 10, 2011 1:19 PM
To: Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: RE: HHS Display Campaign

yes

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 10, 2011 12:54 PM
To: Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: FW: HHS Display Campaign
Importance: High

FYI – here are some screengrabs from the initial launch of the campaign. If it's okay with you, I'd like to work with Ogilvy on creating new graphics so we can branch out beyond the HealthCare.gov logo for a visual.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, January 10, 2011 12:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Display Campaign
Importance: High

Hello Julia here are some screen grabs!

Charles

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:47 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

That's fine. I can handle 4.

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:40 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Great – thanks, Julia!

Imani, Meredith, Chris, and I will meet with all of you in person, while a few others from Ogilvy will participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

And following is our agenda:

HEALTHCARE.GOV MEETING AGENDA
January 7, 2010
2 p.m. – 3 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

II. TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

III. TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA

directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

IV. PAID ADVERTISING

Radio
For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition, we have proposed developing two network radio partnerships to promote HHS' healthcare.gov: one with Radio One (targeting mainly African-American listeners) and one with Univision (targeting mainly Latino listeners). We require your approval to move forward and develop the content of the partnership, and the supporting buy. We anticipate that the partnerships will require 7-10 days for execution following HHS approval.

Finally, we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you on 12/16 (see attached). We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you on 12/17 (see attached). Please advise on all of this at your earliest convenience.

Digital
We proposed a comprehensive digital buy to evolve HHS' existing SEM campaign into a paid online outreach campaign. The buy will utilize digital banners, video, search and audio ads to targeted young adults, women, African Americans, Hispanics and other priority audiences. We require your approval and confirmation of a final budget in order to move forward and develop the buy. We anticipate that the digital buy will require 7-10 days for execution following HHS approval.

V. LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you to obtain a full debrief on the strategic campaign plan that we developed in November. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 5:33 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); (b)(6)

Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Re: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Let's do 2-3 pm tomorrow.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia, et al.:

Just circling back to see if you would like to meet during any of our proposed times for Friday (see below), or if we should look for alternative times next week. Please let us know asap.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, January 04, 2011 5:37 PM
To: 'Eisman, Julia (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia:

Thanks for letting us know. In terms of re-scheduling, the following days and times will work well for us.

Thursday
11am-12pm

Friday
11:30am-12:30pm
1pm-2pm
3pm-4pm

Please let us know how you would like to proceed. Many thanks—

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To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
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Hi Margo,
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Thanks,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Hi, Jenny, Julia, and Jaime:

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(b)(4),(b)(6)

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HEALTHCARE.GOV MEETING AGENDA
January 5, 2010

1 p.m. – 2 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

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In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

III. TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

IV. PAID ADVERTISING

Radio
For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

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V. LONGER-RANGE STRATEGIC PLAN

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January 5, 2010
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Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:02 AM
To: (b)(6) Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

I'm out then. Can you guys talk and fill me in?

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Tuesday, January 04, 2011 09:51 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

Maybe we could talk at like 10:30?

From: Mulligan, Jaime
Sent: Tuesday, January 04, 2011 9:51 AM
To: 'Sorian, Richard (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

I would put this in the truly urgent category. People here are expecting something from you guys today, and I wanted to talk to you about it from what I'm seeing here. Wouldn't take long.

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Tuesday, January 04, 2011 9:45 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

This is not a good day to talk about Oglivy. We are preparing for the repeal vote and a bunch of related stuff. Is this truly urgent or someone's checklist?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Tuesday, January 04, 2011 9:34 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: You guys want to talk for 15 minutes or something about Ogilvy?

I have a 10 am---maybe if you're out of the 9 am by 9:45?

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 04, 2011 9:45 AM
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I have a 10 am---maybe if you're out of the 9 am by 9:45?

Eisman, Julia (HHS/ASPA)

From: Scarborough, Tori (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:32 PM
To: Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

He has from 1:30-3pm open so you can choose those time slots

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:26 PM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: Re: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Sorry guys - need to get back to Ogilvy on this. Any ideas?

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, January 06, 2011 04:47 PM
To: Eisman, Julia (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Richard wants to know the topic of this meeting.

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:46 PM
To: Scarborough, Tori (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hrm. I get tired of the usual "hi". It gets old.

But I can defer to that if you prefer.

From: Scarborough, Tori (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:46 PM
To: Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

He's in a meeting. Why "yo"?

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

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Yo. Any luck?

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, January 06, 2011 3:59 PM
To: Eisman, Julia (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Checking with Richard to see if we can shuffle. I'll get back to you shortly.

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Subject: Fw: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
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Do any of the times below work for Jenny and Richard?

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From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

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Margo

Margo A. Gillman, MPH
Senior Vice President
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1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
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HEALTHCARE.GOV MEETING AGENDA
January 5, 2010
1 p.m. – 2 p.m.

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Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

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Eisman, Julia (HHS/ASPA)

From: Scarborough, Tori (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:26 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

When you're finished with Jenny, will you please come to my desk?

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:26 PM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
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Sorry guys - need to get back to Ogilvy on this. Any ideas?

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, January 06, 2011 04:47 PM
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Richard wants to know the topic of this meeting.

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Please confirm your availability ASAP. If this time still works, then Chris, Meredith, Imani, and I will plan to meet with you in person, while a few others participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

HEALTHCARE.GOV MEETING AGENDA
January 5, 2010
1 p.m. – 2 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

II. TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

III. TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

IV. PAID ADVERTISING

Radio

For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition, we have proposed developing two network radio partnerships to promote HHS' healthcare.gov: one with Radio One (targeting mainly African-American listeners) and one with Univision (targeting mainly Latino listeners). We require your approval to move forward and develop the content of the partnership, and the supporting buy. We anticipate that the partnerships will require 7-10 days for execution following HHS approval.

Finally, we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you on 12/16 (see attached). We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you on 12/17 (see attached). Please advise on all of this at your earliest convenience.

Digital

We proposed a comprehensive digital buy to evolve HHS' existing SEM campaign into a paid online outreach campaign. The buy will utilize digital banners, video, search and audio ads to targeted young adults, women, African Americans, Hispanics and other priority audiences. We require your approval and confirmation of a final budget in order to move forward and develop the buy. We anticipate that the digital buy will require 7-10 days for execution following HHS approval.

V. LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you to obtain a full debrief on the strategic campaign plan that we developed in November. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Eisman, Julia (HHS/ASPA)

From: Scarborough, Tori (HHS/ASPA)
Sent: Wednesday, January 05, 2011 9:53 AM
To: Perry, Dionte (HHS/ASPA); (b)(6) Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Re: can you guys make time at 12:30, 1, or 1:30 to go over the Ogilvy stuff?

Richard can do 1 or 1:30

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, January 05, 2011 09:44 AM
To: 'Mulligan, Jaime' < (b)(6) Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: Scarborough, Tori (HHS/ASPA)
Subject: RE: can you guys make time at 12:30, 1, or 1:30 to go over the Ogilvy stuff?

12:30 works for Jenny

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Wednesday, January 05, 2011 9:29 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: Perry, Dionte (HHS/ASPA); tscarborough@hhs.gov
Subject: RE: can you guys make time at 12:30, 1, or 1:30 to go over the Ogilvy stuff?

Make that more: Can you talk at 12:30?

Please say yes. I will offer candy. Virtual candy, over the phone candy.

From: Mulligan, Jaime
Sent: Wednesday, January 05, 2011 9:24 AM
To: 'Backus, Jenny (HHS/ASPA)'; 'Eisman, Julia (HHS/ASPA)'; 'Sorian, Richard (HHS/ASPA)'
Cc: 'dionte.perry@hhs.gov'; 'tscarborough@hhs.gov'
Subject: can you guys make time at 12:30, 1, or 1:30 to go over the Ogilvy stuff?

Let me know what time might work better for you..trying to nail down a time that fits everyone's schedules

12:30
1
1:30

If you can do all three that is also fabulous.

(FYI, it would be with me, Macon, and Stephanie)

Eisman, Julia (HHS/ASPA)

From: Rosero, Luis (HHS/ASPA)
Sent: Thursday, January 27, 2011 3:00 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Final Spanish banners

Is there a way to print these out? Also, can you stop in for a moment, talking with asl on google ad issues.

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 27, 2011 2:14 PM
To: Rosero, Luis (HHS/ASPA)
Subject: FW: Final Spanish banners

Hi there! Could you take a look at these once more before we push them live? Want to triple check that they're good to go.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 25, 2011 5:28 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani; Talley, Randy
Subject: Final Spanish banners

Hi Julia,
Here are the links to the final Spanish banners, which have been proofed by HMS. As soon as we get your approval, we can start to get them up and running.

http://flickerlab.com/clients/Ogilvy/under26-spanish.html

http://flickerlab.com/clients/Ogilvy/kidswithpreexisting-spanish.html

http://flickerlab.com/clients/Ogilvy/cantcancel-spanish.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Phillips, Macon (b)(6)
Sent: Tuesday, January 04, 2011 5:38 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime; Whitty, Patrick; Sekhar, Sonia; Cutter, Stephanie
Cc: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: FYI - Healthcare.gov Plan

I'm aware of the MLR ones – but was wondering more about the consumer protections.

From: Jenny Backus <Jenny.Backus@hhs.gov>
Date: Tue, 4 Jan 2011 17:36:45 -0500
To: Robert Phillips < (b)(6) Jaime Mulligan (b)(6) "Whitty, Patrick" < (b)(6) >, "Sekhar, Sonia" (b)(6) "Cutter, Stephanie"
Cc: Richard Sorian <Richard.Sorian@hhs.gov>, "Eisman, Julia" <Julia.Eisman@hhs.gov>
Subject: RE: FYI - Healthcare.gov Plan

We did display ads for MLR – I don't think they are still up
But ccing Julia to confirm. We can get screen grabs for you on these

---

From: Phillips, Macon [mailto (b)(6)
Sent: Tuesday, January 04, 2011 5:27 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime; Whitty, Patrick; Sekhar, Sonia; Cutter, Stephanie
Cc: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: FYI - Healthcare.gov Plan

Will review more, but a quick question: Are these already up, or can you give us that date when they will be?

(b)(5) - deliberative process

From: Jenny Backus <Jenny.Backus@hhs.gov>
Date: Tue, 4 Jan 2011 16:41:27 -0500
To: Jenny Backus <Jenny.Backus@hhs.gov>, Robert Phillips < (b)(6) >, Jaime Mulligan < (b)(6) , "Whitty, Patrick (b)(6) >, "Sekhar, Sonia" < (b)(6) , "Cutter, Stephanie" <
Cc: Richard Sorian <Richard.Sorian@hhs.gov>, "Eisman, Julia" <Julia.Eisman@hhs.gov>
Subject: RE: FYI - Healthcare.gov Plan

Resending

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 4:31 PM
To: 'Phillips, Macon'; (b)(6) ; 'Whitty, Patrick'; 'Sekhar, Sonia'; (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: FYI - Healthcare.gov Plan

Here is a Summary of the current Ogilvy plan for healthcare.gov

We will be sending along a calendar of when we will start to see display ad creative and themes for the next few months shortly

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Cc: Richard Sorian <Richard.Sorian@hhs.gov>, "Eisman, Julia" <Julia.Eisman@hhs.gov>
Subject: RE: FYI - Healthcare.gov Plan

Resending

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 4:31 PM
To: 'Phillips, Macon' (b)(6) 'Whitty, Patrick'; 'Sekhar, Sonia'; (b)(6)
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Subject: FYI - Healthcare.gov Plan

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Eisman, Julia (HHS/ASPA)

From: Peter Van Vranken [pvan@gmavt.com]
Sent: Tuesday, January 11, 2011 5:31 AM
To: Peter Van Vranken
Subject: On the road today & tomorrow - thus below is the Pulse

ONLY IN PULSE: HHS TACKLES STATE EXCHANGE FEAR - HHS is encouraging early innovator applicants to reach out to other states, looping them in on potential models, as the federal agency continues to evaluate the applications. "The various applicants are being encouraged to form consortia," HHS Chief Technology Officer Todd Park told PULSE when we caught up with him at the JP Morgan Health Care Conference. Park noted that this was in keeping with the philosophy of the new grant program. "A very important detail to the grants is that what the states develop is explicitly supposed to be reusable at a whole new level," he tells us. What exactly these consortia will entail remains to be seen, but the mission is clear: calm states worries over the challenges of building health exchanges, working under crunched budgets and with an incredibly limited timeline. HHS will award early innovator grants to up to five states by Feb. 15.

-- PARK ON HIS BIGGEST IT CHALLENGE - "In 2011, you've got to be making significant progress, get infrastructure rolling particularly on exchanges for 2014," Park told PULSE. "There's a lot of very energetic work happening at the state level and federal level. There's a huge amount of questions about how this is supposed to work, how data is supposed to go back and forth, how states and federal government interact. [We'll] really try to map out how this is supposed to work and how it is part of that. We're in the middle of doing that."

--HEALTHCARE.GOV STATUS REPORT - The site is nearing 4 million visitors, who spend an average of 10 minutes on the site. HHS has gotten a ton of feedback on the site - tens of thousands of users have delivered their thoughts online - but the directive isn't always clear. "Generally speaking, we get feedback saying to make it more detailed and make it simpler," Park says. "So we're trying to work on doing both, which has a lot to do with packaging."

By Jennifer Haberkorn and Sarah Kliff

SCOOP: NATHANSON AND HAUCK FORM NEW FIRM - Melanie Nathanson and Megan Hauck plan to announce today their new strategic consulting group, which will focus on health legislation and regulation. Nathanson most recently ran the health care government relations practice at Glover Park Group. She's also been at the Center for Budget and Policy Priorities and was a senior policy adviser to Sen. Bob Graham. Hauck recently left her position as senior policy adviser to Senate Republican Leader Mitch McConnell. She also served in the George W. Bush administration as the chief liaison to the Senate on health and other policy issues. Nathanson+Hauck officially opens Feb. 1. The release http://politi.co/gYLp4V

KENNEDY: CONNECTION BETWEEN POLITICS AND SHOOTING - Former Rep. Patrick Kennedy tells POLITICO's Brett Coughlin that there is an obvious connection between violent rhetoric in politics and the shooting in Tucson. "When Sarah Palin puts targets on people's districts? Or you have 10,000 signs on the mall during the healthcare battle saying 'Bury Obamacare with Kennedy'? When the vitriol and the rhetoric is so violent, we have to connect consequences to that." Saturday's shooting touches on both elements of Kennedy's new mission in life - helping someone after they've been afflicted by a brain injury and ensuring universal access to mental health services, which might have prevented Jared Lee Loughner's apparent paroxysm of madness. The POLITICO story http://politi.co/fh5Gvw 2010 Kennedy speech http://politi.co/hGf7Iu

FIRST IN PULSE: CAMI RELEASES VIDEO - The Council for American Medical Innovation plans to

release ahead of its symposium Wednesday a Web video on the impact of medical innovation on American life and its potential. The symposium includes U.S. Chief Technology Officer Aneesh Chopra, former House Majority Leader Dick Gephardt, former HHS Secretary Mike Leavitt, PhRMA's John Castellani and Cleveland Clinic's Chris Coburn, among others. The video http://bit.ly/dHXMAv

-- **PULSE** caught up with Aneesh Chopra, Obama's chief technology officer, who headlines the event, to give us a preview of his Wednesday remarks: "I'm going to make the case that this is the best time and opportunity to work on health care innovation. Between health reform and the recovery act, the conditions, I believe, are ripe for innovation and improvement."

TODAY: BUSINESS ON HEALTH REFORM - U.S. Chamber of Commerce President and CEO Tom Donohue will be talking about the regulatory burdens of health reform and the Chamber's support for House efforts to repeal and replace the legislation today. He will deliver the annual State of American Business address today at 9 a.m. at the Chamber's D.C. headquarters.

TODAY: MORE DEMS TOUTING REPEAL BENEFITS - Sen. Tom Carper is holding a forum on the new Medicare benefits in health reform today at noon in Dover. The panel will include a CMS rep and an AARP executive council member.

WHY THE BLUE SHIELD RATE HIKE ISN'T BLOWING UP - Among the managed care folks, there was a fair amount of JP Morgan chatter over California Blue Shield's recent 59 percent rate hike. General consensus: It's actually good news for two reasons. "Frankly, the fact is, it's not just us," Wellpoint CEO Angela Braly told investors Monday. "This will accelerate our ability to have that conversation about what is driving premiums and what we need to do to address it." A Republican lobbyist makes a similar case for why this double-digit rate hike is markedly different from those that preceded the health reform law-and why it's a harder one for the Obama administration to message. "Blue Shield is a non-profit, and recall that a major part of the narrative, and it still remains in all the rhetoric of the pro-reform advocacy groups, is that for-profit health care is evil," the lobbyist says. "If for profit is evil, and therefore by inference, non-profit is not then what's going on here?"

WELLPOINT BRACES FOR MLR - The insurer has scaled back broker commissions and is working on the (very conservative) assumption that no state will apply for a waiver, Wellpoint CFO Wayne Deveydt told investors on Monday. "We've sized about a $200 to $300 million headwind taking our existing book of business and overlaying the MLR rules," he said. "We'll modify commissions paid to brokers. ... Brokers will continue to be viable but there's a shared responsibility [for the new regulations]." Deveydt also noted they're looking at reducing selling, general and administrative expenses, which he "believes can substantially offset" the cost of the new regulation.

OHIO ANNOUNCES NEW INSURANCE COMMISSIONER - New Lt. Gov. Mary Taylor will do double duty as lieutenant governor and the state's top insurance regulator, Gov. John Kasich announced shortly after being sworn in on Monday. Taylor previously served as auditor of the state. The executive order http://bit.ly/fbVlzq

OGILVY ADDS TO HEALTH TEAM - Mike Hogan and Steve Tilton have joined the Ogilvy Government Relations's health care team. Hogan was deputy chief of staff for Sen. Ben Nelson, where he worked on numerous issues. Tilton was VP for federal affairs at PhRMA, an associate VP at AdvaMed and the health policy coordinator for the House Energy and Commerce Committee.

FOUR STATES TO JOIN LAWSUIT? - Wisconsin AG J.B. Van Hollen says Florida plans to request this week that his state and three others join the lawsuit challenging health reform, the Milwaukee Journal Sentinel reports. Judge Roger Vinson has to approve any requests to add states to the suit.

-- Ohio AG Mike DeWine, a Republican, formally requested to join the multi-state lawsuit challenging the health law, the Dayton Daily News reports. He made the request on his first day in office. http://bit.ly/fzYqrf
--The Georgia AG plans to file to join. But the state was already involved because the outgoing governor overrode the AG. http://bit.ly/fMPDjS

WHAT WE'RE READING:

A federal advisory panel starts its work to figure out essential health benefits later this week, KHN's Julie Appleby reports. http://bit.ly/fBAkXe

MedPac doesn't like CMS's decision to extend quality bonus payments meant for top-performing health insurers to those with lower scores, KHN's Julie Appleby reports. http://bit.ly/icIv2T

The Supreme Court declined to hear a court case questioning Congress's limits on the Commerce Clause, which Warren Richey of the CS Monitor reports may be a sign the court won't hear the challenge to the health reform law. http://bit.ly/fuFapz

A Nebraska Republican has introduced a bill that would prohibit the state from forcing people to buy health insurance, the Fremont Tribune reports. http://bit.ly/fTI4QE

Repealing the health reform law would hurt thousands of Michigan businesses, the Detroit News reports. http://bit.ly/idvJgp

More from San Francisco: DeParle defends the health law from Republican attacks, according to the San Francisco Chronicle. http://bit.ly/i0OWIx

A Maryland subgroup submits its report on how to implement the health reform law. http://bit.ly/dWD5QZ

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:48 PM
To: Eisman, Julia (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Richard wants to know the topic of this meeting.

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:46 PM
To: Scarborough, Tori (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hrm. I get tired of the usual "hi". It gets old.

But I can defer to that if you prefer.

From: Scarborough, Tori (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:46 PM
To: Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

He's in a meeting. Why "yo"?

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:45 PM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Yo. Any luck?

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, January 06, 2011 3:59 PM
To: Eisman, Julia (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Checking with Richard to see if we can shuffle. I'll get back to you shortly.

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 3:50 PM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: Fw: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Do any of the times below work for Jenny and Richard?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia, et al.:

Just circling back to see if you would like to meet during any of our proposed times for Friday (see below), or if we should look for alternative times next week. Please let us know asap.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, January 04, 2011 5:37 PM
To: 'Eisman, Julia (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia:

Thanks for letting us know. In terms of re-scheduling, the following days and times will work well for us.

Thursday
11am-12pm

Friday
11:30am-12:30pm
1pm-2pm
3pm-4pm

Please let us know how you would like to proceed. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
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Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 04, 2011 3:35 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi Margo,
Happy new year to you!

We will have to move this meeting because of a conflict. Once I get times for later in the week, I'll shoot them your way. Are there times that don't work on your end?

Thanks,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Hi, Jenny, Julia, and Jaime:

Happy New Year!

I wanted to check in to confirm that you are still available to meet from 1-2 tomorrow. As you know, we are anxious to follow-up with you on a number of items. Following is our proposed agenda, and attached are the questions and additional TV PSA scripts that we previously sent for your review and response.

Please confirm your availability ASAP. If this time still works, then Chris, Meredith, Imani, and I will plan to meet with you in person, while a few others participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

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For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

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We proposed a comprehensive digital buy to evolve HHS' existing SEM campaign into a paid online outreach campaign. The buy will utilize digital banners, video, search and audio ads to targeted young adults, women, African Americans, Hispanics and other priority audiences. We require your approval and confirmation of a final budget in order to move forward and develop the buy. We anticipate that the digital buy will require 7-10 days for execution following HHS approval.

V. LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you to obtain a full debrief on the strategic campaign plan that we developed in November. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, January 06, 2011 3:59 PM
To: Eisman, Julia (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Checking with Richard to see if we can shuffle. I'll get back to you shortly.

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 3:50 PM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: Fw: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Do any of the times below work for Jenny and Richard?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia, et al.:

Just circling back to see if you would like to meet during any of our proposed times for Friday (see below), or if we should look for alternative times next week. Please let us know asap.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, January 04, 2011 5:37 PM
To: 'Eisman, Julia (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia:

Thanks for letting us know. In terms of re-scheduling, the following days and times will work well for us.

Thursday
11am-12pm

Friday
11:30am-12:30pm

1pm-2pm
3pm-4pm

Please let us know how you would like to proceed. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 04, 2011 3:35 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi Margo,
Happy new year to you!

We will have to move this meeting because of a conflict. Once I get times for later in the week, I'll shoot them your way. Are there times that don't work on your end?

Thanks,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Hi, Jenny, Julia, and Jaime:

Happy New Year!

I wanted to check in to confirm that you are still available to meet from 1-2 tomorrow. As you know, we are anxious to follow-up with you on a number of items. Following is our proposed agenda, and attached are the questions and additional TV PSA scripts that we previously sent for your review and response.

Please confirm your availability ASAP. If this time still works, then Chris, Meredith, Imani, and I will plan to meet with you in person, while a few others participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

HEALTHCARE.GOV MEETING AGENDA
January 5, 2010
1 p.m. – 2 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

II. TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

III. TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

IV. PAID ADVERTISING

Radio
For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition, we have proposed developing two network radio partnerships to promote HHS' healthcare.gov: one with Radio One (targeting mainly African-American listeners) and one with Univision (targeting mainly Latino listeners). We require your approval to move forward and develop the content of the partnership, and the supporting buy. We anticipate that the partnerships will require 7-10 days for execution following HHS approval.

Finally, we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you on 12/16 (see attached). We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you on 12/17 (see attached). Please advise on all of this at your earliest convenience.

Digital

We proposed a comprehensive digital buy to evolve HHS' existing SEM campaign into a paid online outreach campaign. The buy will utilize digital banners, video, search and audio ads to targeted young adults, women, African Americans, Hispanics and other priority audiences. We require your approval and confirmation of a final budget in order to move forward and develop the buy. We anticipate that the digital buy will require 7-10 days for execution following HHS approval.

V. LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you to obtain a full debrief on the strategic campaign plan that we developed in November. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Eisman, Julia (HHS/ASPA)

From: Perellis, Cara [Cara.Perellis@ogilvypr.com]
Sent: Wednesday, January 12, 2011 1:22 PM
To: HHS Healthcare.gov; Wayman, Jennifer; Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Phillips, Macon; Perry, Dionte (HHS/ASPA); Healthcare.gov HMA
Subject: Removing Healthcare.gov Standing Meeting From Calendar

Importance: High

Hi there,

This e-mail is to note we are removing the standing **1-2pm Wednesday** timeslot for Healthcare.gov meetings on our calendars due to an internal glitch with Microsoft Outlook. Please remove this reoccurring invite on your calendars as well.

We will hold off on sending a new meeting request until we receive confirmation from HHS on when they would like to schedule meetings.

Thank you,

The Ogilvy Team

Cara Perellis
Ogilvy Washington
1111 19th Street, NW, 10th Floor I Washington, DC 20036
202.729.4113 I smexchange.ogilvypr.com

Eisman, Julia (HHS/ASPA)

Subject: Weekly HHS Healthcare.gov Team Meeting
Location: Conference call

Start: Fri 1/7/2011 2:00 PM
End: Fri 1/7/2011 3:00 PM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Perellis, Cara

Call in information:

(b)(4),(b)(6)

Eisman, Julia (HHS/ASPA)

From: Nitti, Melissa (HHS/ASPA)
Sent: Wednesday, January 19, 2011 1:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Crap

Ok ugh is right. I had just thought it was one of the weekly calls I never actually tune into they do for obesity. I've had back to back meetings and haven't eaten anything today.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, January 19, 2011 01:46 PM
To: Nitti, Melissa (HHS/ASPA)
Subject: Crap

Totally forgot about the Ogilvy meeting at 2. Ugh.

Eisman, Julia (HHS/ASPA)

From: Nitti, Melissa (HHS/ASPA)
Sent: Wednesday, January 19, 2011 1:48 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Crap

What is that meeting?

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, January 19, 2011 01:46 PM
To: Nitti, Melissa (HHS/ASPA)
Subject: Crap

Totally forgot about the Ogilvy meeting at 2. Ugh.

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (b)(6)
Sent: Wednesday, January 05, 2011 5:42 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Phillips, Macon
Cc: Perry, Dionte (HHS/ASPA)
Subject: quick touch-base call at 6:30

Hey guys, just wanted to see if you could hop on the phone at 6:30 to give a quick report out on what's happening with the Ogilvy---

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime [(b)(6)]
Sent: Wednesday, January 05, 2011 9:29 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: Perry, Dionte (HHS/ASPA); tscarborough@hhs.gov
Subject: RE: can you guys make time at 12:30, 1, or 1:30 to go over the Ogilvy stuff?

Make that more: Can you talk at 12:30?

Please say yes. I will offer candy. Virtual candy, over the phone candy.

From: Mulligan, Jaime
Sent: Wednesday, January 05, 2011 9:24 AM
To: 'Backus, Jenny (HHS/ASPA)'; 'Eisman, Julia (HHS/ASPA)'; 'Sorian, Richard (HHS/ASPA)'
Cc: 'dionte.perry@hhs.gov'; 'tscarborough@hhs.gov'
Subject: can you guys make time at 12:30, 1, or 1:30 to go over the Ogilvy stuff?

Let me know what time might work better for you..trying to nail down a time that fits everyone's schedules

12:30
1
1:30

If you can do all three that is also fabulous.

(FYI, it would be with me, Macon, and Stephanie)

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (b)(6)
Sent: Wednesday, January 05, 2011 9:24 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: Perry, Dionte (HHS/ASPA); tscarborough@hhs.gov
Subject: can you guys make time at 12:30, 1, or 1:30 to go over the Ogilvy stuff?

Let me know what time might work better for you..trying to nail down a time that fits everyone's schedules

12:30
1
1:30

If you can do all three that is also fabulous.

(FYI, it would be with me, Macon, and Stephanie)

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (b)(6)
Sent: Tuesday, January 04, 2011 11:42 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

Hi—I'm sorry, I was running around for the last hour, I hope I didn't miss your call.

Can you two talk at noon? Or before then? Basically---callImeeeeeee. (b)(6)

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Tuesday, January 04, 2011 10:07 AM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime; Eisman, Julia
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

Will call

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:02 AM
To: (b)(6) Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

I'm out then. Can you guys talk and fill me in?

From: Mulligan, Jaime [mailto (b)(6)
Sent: Tuesday, January 04, 2011 09:51 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

Maybe we could talk at like 10:30?

From: Mulligan, Jaime
Sent: Tuesday, January 04, 2011 9:51 AM
To: 'Sorian, Richard (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

I would put this in the truly urgent category. People here are expecting something from you guys today, and I wanted to talk to you about it from what I'm seeing here. Wouldn't take long.

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Tuesday, January 04, 2011 9:45 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

This is not a good day to talk about Oglivy. We are preparing for the repeal vote and a bunch of related stuff. Is this truly urgent or someone's checklist?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Mulligan, Jaime [mailto: (b)(6)
Sent: Tuesday, January 04, 2011 9:34 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: You guys want to talk for 15 minutes or something about Ogilvy?

I have a 10 am---maybe if you're out of the 9 am by 9:45?

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime [(b)(6)
Sent: Tuesday, January 04, 2011 9:51 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

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Sent: Tuesday, January 04, 2011 9:51 AM
To: 'Sorian, Richard (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

I would put this in the truly urgent category. People here are expecting something from you guys today, and I wanted to talk to you about it from what I'm seeing here. Wouldn't take long.

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Tuesday, January 04, 2011 9:45 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

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Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime [(b)(6)]
Sent: Tuesday, January 04, 2011 9:51 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

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From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Tuesday, January 04, 2011 9:45 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

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Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
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From: Mulligan, Jaime [mailto:(b)(6)]
Sent: Tuesday, January 04, 2011 9:34 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: You guys want to talk for 15 minutes or something about Ogilvy?

I have a 10 am---maybe if you're out of the 9 am by 9:45?

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (b)(6)
Sent: Tuesday, January 04, 2011 9:34 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: You guys want to talk for 15 minutes or something about Ogilvy?

I have a 10 am---maybe if you're out of the 9 am by 9:45?

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime [(b)(6)]
Sent: Monday, January 03, 2011 7:02 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: RE:

P.S. The dark side has a bowling alley. Hizzah!!

That is all. See you tomorrow

From: Mulligan, Jaime
Sent: Monday, January 03, 2011 6:56 PM
To: 'Backus, Jenny (HHS/ASPA)'; Eisman, Julia; Sorian, Richard (HHS/ASPA)
Subject: RE:

Cautionary note—this is the Everything But Ogilvy plan basically. Ergo—in terms of Stephanie's expectations, etc, I'd shoot this her way only as a P.S.

Those two sentences may be obvious or redundant. I apologize if they are.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, January 03, 2011 6:54 PM
To: Eisman, Julia; Sorian, Richard (HHS/ASPA)
Cc: Mulligan, Jaime
Subject: RE:

Thanks guys
Will review tonight - we need to get to Cutter tomorrow

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 03, 2011 6:37 PM
To: Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: 'Mulligan, Jaime'
Subject:

Jenny and Richard-

Attached is a document that Jaime and I had been working on a while back (before she left for the dark side), and finally finished just last week. Basically, it's an attempt at an online outreach plan with tactics for different audience areas broken down by month. It's intended to complement our work with Ogilvy; the emphasis is more on outreach than online ads.

Would love your thoughts on this, and if you think we've left anything out (which I'm sure we did). She and I could split the work and get going on these pieces.

Let us know what you think...

Gracias-
Julia

Eisman, Julia (HHS/ASPA)

From: Messner, Kathryn (HHS/ASPA)
Sent: Monday, January 03, 2011 12:50 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Subject: RE: HHS Google Spanish Analytics

Sure, we'll meet you over in your office at 2:30.

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 03, 2011 12:32 PM
To: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Subject: RE: HHS Google Spanish Analytics

Thanks Katie – my break was nice, I only wish I could time-warp back to the beginning. ☺

Thanks for making some time to talk about this. Any chance 2:30 would work for you instead of 2pm?

From: Messner, Kathryn (HHS/ASPA)
Sent: Monday, January 03, 2011 12:25 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Subject: RE: HHS Google Spanish Analytics

Thanks, Julia. It was nice to have some time off to spend with family. I hope that you enjoyed your holidays, too.

I talked with Kaya and we are both free around 2? Let me know if that works for you.

Thanks,
Katie

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 03, 2011 12:21 PM
To: Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: HHS Google Spanish Analytics

Happy New Year! I hope you both had a fabulous vacation and got some much needed time off!

I wanted to see when you two might be free to jump on a 15 minute call with Ogilvy to get to the bottom of this. For some reason, the Spanish analytics are goofed up still and I'd like to nail down what's going on as quickly as possible. Any chance you're free sometime today or tomorrow?

Thanks!
Julia

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, December 21, 2010 4:06 PM
To: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: HHS Google Spanish Analytics

Hi Julia,

The implementation of GA on CuidadodeSalud.gov is the same as HealthCare.gov, so any problems with analytics should be reflected on both sites. Can you give us more details on the problem? We're seeing data for CPC and organic traffic from Google in our cuidadodesalud.gov profile and the one set up for Adwords, so we're not sure what the issue is.

Kaya

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, December 20, 2010 11:24 AM
To: Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: FW: HHS Google Spanish Analytics

Hi Kaya and Katy -
Long story short, our Google Analytics is not playing nice with CuidadodeSalud.gov. We asked Ogilvy to look into it, and they sent the following response after talking to the Google folks. Could you two look into what's going on from our end?

Gracias.

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 10:10 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: HHS Google Spanish Analytics

Hello Julia! After a few conversations with multiple Google technicians we believe the issue with Google Spanish analytics might be due to code placement on the CuidadoDeSalud.gov Web site. If you could help forward some language to your Web site team, they should hopefully be able to assist in fixing the issue. Per Google's recommendation, we would like to ensure that there is only one code on the page and that its format matches the original code found in the help center. This will allow the Google Spanish analytics to report data again. We are happy to connect your web team with Google's so they can directly trouble shoot if necessary. Below is the Google Tech Team's response to fix the issue. Please let us know if we can be of any further assistance!

Technical Team's Response:

Looking through the Analytics for the specified account, we do see the issue you are describing. Since Analytics shows 0 visits from Google (organic) as well as CPC, it is most likely not an account linking problem. We did notice, however, that the website in question links to multiple versions of the tracking code, which all in turn reference multiple Analytics accounts.

Sending Analytics data to multiple accounts has been known to cause discrepancies and other problems, and is not currently supported by our team. If the multiple accounts is a new addition to the tracking code (i.e. as of Dec 8 or 9), we would point to that as a possible reason for this issue. Furthermore, we noticed that there are more than several unsupported customizations, which make it difficult for us to pinpoint what the problem actually is. As a general policy, we're not able to offer support for non-standard code implementations.

We did notice that the Cookie request is not being sent properly (i.e. no UTMZ cookie). This error may be due to the cookie timeout modifications made to the tracking code, but again it is difficult to say. Since you are able to localize this problem to having started on December 9, I would

suggest investigating what changes were made on or slightly prior to that date.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Messner, Kathryn (HHS/ASPA)
Sent: Monday, January 03, 2011 12:25 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Subject: RE: HHS Google Spanish Analytics

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To: Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
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Thanks!
Julia

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, December 21, 2010 4:06 PM
To: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: HHS Google Spanish Analytics

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The implementation of GA on CuidadodeSalud.gov is the same as HealthCare.gov, so any problems with analytics should be reflected on both sites. Can you give us more details on the problem? We're seeing data for CPC and organic traffic from Google in our cuidadodesalud.gov profile and the one set up for Adwords, so we're not sure what the issue is.

Kaya

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, December 20, 2010 11:24 AM
To: Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: FW: HHS Google Spanish Analytics

Hi Kaya and Katy -
Long story short, our Google Analytics is not playing nice with CuidadodeSalud.gov. We asked Ogilvy to look into it, and they sent the following response after talking to the Google folks. Could you two look into what's going on from our end?

Gracias.

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 10:10 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: HHS Google Spanish Analytics

Hello Julia! After a few conversations with multiple Google technicians we believe the issue with Google Spanish analytics might be due to code placement on the CuidadoDeSalud.gov Web site. If you could help forward some language to your Web site team, they should hopefully be able to assist in fixing the issue. Per Google's recommendation, we would like to ensure that there is only one code on the page and that its format matches the original code found in the help center. This will allow the Google Spanish analytics to report data again. We are happy to connect your web team with Google's so they can directly trouble shoot if necessary. Below is the Google Tech Team's response to fix the issue. Please let us know if we can be of any further assistance!

Technical Team's Response:

Looking through the Analytics for the specified account, we do see the issue you are describing. Since Analytics shows 0 visits from Google (organic) as well as CPC, it is most likely not an account linking problem. We did notice, however, that the website in question links to multiple versions of the tracking code, which all in turn reference multiple Analytics accounts.

Sending Analytics data to multiple accounts has been known to cause discrepancies and other problems, and is not currently supported by our team. If the multiple accounts is a new addition to the tracking code (i.e. as of Dec 8 or 9), we would point to that as a possible reason for this issue. Furthermore, we noticed that there are more than several unsupported customizations, which make it difficult for us to pinpoint what the problem actually is. As a general policy, we're not able to offer support for non-standard code implementations.

We did notice that the Cookie request is not being sent properly (i.e. no UTMZ cookie). This error may be due to the cookie timeout modifications made to the tracking code, but again it is difficult to say. Since you are able to localize this problem to having started on December 9, I would suggest investigating what changes were made on or slightly prior to that date.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Monday, January 31, 2011 11:54 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: New "Under 26" banners"

Hi Julia,
Hope you had a good weekend! Here are the revised "under 26" banners in English and Spanish. I have sent the Spanish banner to HMA for proofing, but wanted to make sure the overall look was OK with you.

http://flickerlab.com/clients/Ogilvy/under26-spanish-revised.html

http://flickerlab.com/clients/Ogilvy/under26-revised.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 26, 2011 11:49 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Talley, Randy; Hardy, Laura; Greene, Imani
Subject: Revised "Under 26" banner copy
Attachments: NewUnder26_HHS_EvergreensBanners_1_25_11.docx

Hi Julia,
Here's revised copy for the new "Under 26" banner to make it inclusive for parents, guardians, etc. as well as those under 26. I put the current copy below it, so you can compare. The images of the young man and woman from the current banner should still work, so we'll plan to use them unless you direct otherwise.
I've also put it on an attachment.

Let us know if this is OK, and if it is we'll get rolling on it in English and Spanish.
Thank,
Meredith

"Under 26 Inclusive" new evergreen banner

Frame 1:
Anyone under 26 who needs health insurance

Frame 2:
may be eligible for coverage under their parent's plan.

Frame 3:
Learn your new rights under the health care law at HealthCare.gov

"Under 26" evergreen banner now running

Frame 1:
Under 26 and need health insurance?

Frame 2:
You may be eligible for coverage under your parent's plan.

Frame 3:
Learn how you're protected at HealthCare.gov

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 25, 2011 5:28 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani; Talley, Randy
Subject: Final Spanish banners

Hi Julia,
Here are the links to the final Spanish banners, which have been proofed by HMS. As soon as we get your approval, we can start to get them up and running.

http://flickerlab.com/clients/Ogilvy/under26-spanish.html

http://flickerlab.com/clients/Ogilvy/kidswithpreexisting-spanish.html

http://flickerlab.com/clients/Ogilvy/cantcancel-spanish.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Monday, January 24, 2011 9:43 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Talley, Randy; Hummel, Allyson
Subject: Soccer banner, Gorilla preview & update

Hi Julia,
Hope your weekend was wonderful.

Here are:

1. The finished soccer banner for final approval in all 5 sizes:
   http://flickerlab.com/clients/Ogilvy/soccer.html

2. A preview of the gorilla banner animation
   http://flickerlab.com/clients/Ogilvy/gorilla.html

To move forward, we need:

- Dinosaur style frame feedback before proceeding with animation:
  http://flickerlab.com/clients/Ogilvy/dinosaur.html
- Gorilla feedback before proceeding with setting up other sizes
- Soccer approval/feedback before delivering english and moving onto spanish version
- New script and image for the last evergreen banner

(We fill send you new Spanish versions as soon as we correct 2 typos HMA Associates found while proofing)

Thank you!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 5:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Talley, Randy; Greene, Imani
Subject: Spanish banner approval needed

Hi Julia,

Below are the links to the Spanish versions for the 3 approved evergreen scripts. Please let me know when these are approved on your end. Also, I just sent them to HMS to proofread the Spanish. I assume that your final go-ahead will be pending their sign-off.

http://flickerlab.com/clients/Ogilvy/under26-spanish.html

http://flickerlab.com/clients/Ogilvy/kidswithpreexisting-spanish.html

http://flickerlab.com/clients/Ogilvy/cantcancel-spanish.html

Once we get final approval, we'll put them together for delivery.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 4:22 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: Just checking again about animation style frames

Thanks for the heads up!
Meredith

On 1/21/11 4:19 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi everyone – just wanted to let you know that we won't be able to get you an answer on this until after the weekend. I will keep you posted!

Julia

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 3:06 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; OGIMGillman (CMS contact); Beakey, Chris
Subject: Just checking again about animation style frames

Hi Julia,

I don't want to pester you, but we're hoping to keep moving on the animation banners and wondered if you had a chance to review and get approvals on these animation styleframes for "Dinsosaur" and "Gorilla," which were sent to you yesterday? The links are below. Once we get the OK, we'll go ahead with the final animated banners. Thanks! Meredith
http://flickerlab.com/clients/Ogilvy/dinosaur.html

http://flickerlab.com/clients/Ogilvy/banner-2.html

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 3:06 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; OGIMGillman (CMS contact); Beakey, Chris
Subject: Just checking again about animation style frames

Hi Julia,

I don't want to pester you, but we're hoping to keep moving on the animation banners and wondered if you had a chance to review and get approvals on these animation styleframes for "Dinsosaur" and "Gorilla," which were sent to you yesterday? The links are below. Once we get the OK, we'll go ahead with the final animated banners. Thanks! Meredith

http://flickerlab.com/clients/Ogilvy/dinosaur.html

http://flickerlab.com/clients/Ogilvy/banner-2.html

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 11:57 AM
To: Eisman, Julia (HHS/ASPA); Beakey, Chris
Cc: Hummel, Allyson; OGIMGillman (CMS contact); Greene, Imani
Subject: Re: Healthcare.gov Image Options

Thanks Julie. We have the images and are working on a version of each.

On 1/21/11 10:54 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hey Chris-

We'd like to go with these…perhaps a version with each?

Male – PDP0950600(2)
Female – 57224954

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:35 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hummel, Allyson; OGIMGillman (CMS contact); Light, Meredith; Greene, Imani
Subject: FW: Healthcare.gov Image Options

Hey Julia – here are the Hispanic images.

From: Hummel, Allyson
Sent: Thursday, January 20, 2011 11:18 AM
To: Gillman, Margo; Beakey, Chris
Cc: Talley, Randy; Light, Meredith; Shoval, Leah
Subject: FW: Healthcare.gov Image Options

Team,

Here are the hispanic options. Thanks.

Ally

Allyson Hummel
Creative Director, SVP
Creative Studio

Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
D 202.729.4098
C (b)(6)

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 9:56 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Need Spanish banner clarification

Great. Send them on over!

On 1/21/11 9:54 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Sure - and I have more images for you.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 09:51 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Need Spanish banner clarification

Thank you!

On 1/21/11 9:50 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Yes! That's correct.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 09:48 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy <Randy.Talley@ogilvypr.com>; OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>; Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: Need Spanish banner clarification

Hi Julia,

Happy Friday!

I have a quick, but important question. We need to confirm that you only want the photo versions of the Spanish Evergreen banners, with no all-type Spanish banners. Is this correct?

Thanks so much,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 9:51 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Need Spanish banner clarification

Thank you!

On 1/21/11 9:50 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Yes! That's correct.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 09:48 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy <Randy.Talley@ogilvypr.com>; OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>; Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: Need Spanish banner clarification

Hi Julia,

Happy Friday!

I have a quick, but important question. We need to confirm that you only want the photo versions of the Spanish Evergreen banners, with no all-type Spanish banners. Is this correct?

Thanks so much,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 21, 2011 9:48 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Need Spanish banner clarification

Importance: High

Hi Julia,

Happy Friday!

I have a quick, but important question. We need to confirm that you only want the photo versions of the Spanish Evergreen banners, with no all-type Spanish banners. Is this correct?

Thanks so much,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 20, 2011 4:23 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Dinosaur style-frame for banner

Hi Julia,
Here are the dinosaur style-frames for approval. I totally understand that you need a lot of approvals, so just let us know as soon as you get them. Don't know if you had a chance to show anyone the gorilla style-frame yet?

Dinosaur Styleframes:

http://flickerlab.com/clients/Ogilvy/dinosaur.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 20, 2011 9:26 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Randy Talley; Dana Cole
Subject: Re: Updated Gorilla Banner

Hi Julia,
Could you let me know as soon as possible if this has approval for the look of the gorilla spot. It's not done yet—missing copy and the animation needs to be completed, but we need an OK to go forward. I'll be out for awhile, so please copy everyone on this email with your approval or comments. Link is:

http://flickerlab.com/clients/Ogilvy/banner-2.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 6:00 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: Re: Complete banner schedule going forward

Importance: High

Thanks. Will hold on D.

On 1/19/11 5:59 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

We're okay with banner C – and we'd like to only use the version with the image.

we want to HOLD banner D. Please don't run that.

The revised version of B looks good too.

Thanks all.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Complete banner schedule going forward

Just got them. Let me know if these are approved and they will be prepped for delivery.

Here are links to view the rest of the evergreen banners:

http://flickerlab.com/clients/Ogilvy/banner-c.html
http://flickerlab.com/clients/Ogilvy/banner-d.html

The revised version of Banner B, slightly slowed down, is at:

http://flickerlab.com/clients/Ogilvy/banner-cantcancel.html

I need to leave by 6 sharp tonight. Is it possible to get approval before then?

Thanks!
Meredith

On 1/19/11 4:43 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
Hi Meredith – any word on the remaining banners?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:56 PM

To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Allyson Hummel
Subject: Complete banner schedule going forward

Hi Julia,

This is the complete banner schedule, based on doing them as fast as possible. Unfortunately, despite my pleading, it's impossible to have them done by noon.

Evergreen ads:
Remaining two evergreen banners, in all sizes, will be posted by 3:30 pm.

Spanish versions will be done end of day Friday for all evergreen banner ads. This could happen sooner but we can't promise.

Animated ads:
Soccer Ball: Thursday to view final and then prep for download. Will be ready end of day.

Dinosaur and King Kong: Style frames for preview end of day Thursday. Finished spots will be ready Tuesday, January 25 - end of day.

Spanish versions of each ad to follow approvals on the English versions - add another day.

I will await feedback tonight on finished ads, but hoping they are good to go.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 5:53 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); 'Beakey, Chris'; Greene, Imani; Talley, Randy
Subject: Please give Imani approvals

Hi Julia,

Sorry, but I need to head out early tonight and won't be on my computer after 6 (at least not until late). Could you give Imani approval, if all is OK, and she'll make sure they run as soon as possible.

Thanks and have a good evening!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:54 PM
To: Eisman, Julia (HHS/ASPA)
Cc: 'Hummel, Allyson'
Subject: More images for mom with baby
Attachments: image.jpg; image.jpg; image.jpg; image001.jpg; image002.jpg; image003.jpg

Hi Julia,
Are any of these working?
Thanks,
Meredith







Juancarlo Morales
Graphic Designer
HMA Associates, Inc
1101 17th Street, NW

Washington, DC 20036
202.342.0676 ext. 109
www.hmaassociates.com <http://www.hmaassociates.com>

On Jan 19, 2011, at 4:16 PM, Patricia Green wrote:

More to do as noted below. Do you have time to get both out of the way in the a.m., JC? Thanks for the heads up.

p

Patricia Green
Senior Communications Manager
HMA Associates, Inc
1101 17th Street, NW
Suite 602
Washington, DC.20036
(202)342-0676, x 108
Fax:202 833-0086
pgreen@hmaassociates.com

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:20 PM
To: Patricia Green
Cc: 'Hummel, Allyson'; 'Talley, Randy'; 'Hardy, Laura'; 'Gillman, Margo'; 'Beakey, Chris'
Subject: Re: See HHS comment on mom with baby

Thanks. And, I just found out the client would also like more images for the "under 26" person.

On 1/19/11 4:05 PM, "Patricia Green" <pgreen@hmaassociates.com <x-msg://86/pgreen@hmaassociates.com> > wrote:
Sure, Meredith, will pass on the comments to JC for further research.

Best,
Patricia

Patricia Green
Senior Communications Manager
HMA Associates, Inc
1101 17th Street, NW
Suite 602
Washington, DC.20036
(202)342-0676, x 108
Fax:202 833-0086
pgreen@hmaassociates.com <x-msg://86/pgreen@hmaassociates.com>

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:00 PM
To: Patricia Green
Cc: Hummel, Allyson; Talley, Randy; Hardy, Laura; Gillman, Margo; Beakey, Chris
Subject: See HHS comment on mom with baby

See below. HHS thinks mom looks too excited in this image we sent. Other images did not work. We just want mom with child, and they should be silhouetted or on pale background. No groups or full families with dads. Can you do another royalty-free search?

Thanks,
Meredith

------ Forwarded Message
From: "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov <x-msg://86/Julia.Eisman@hhs.gov> >
Date: Wed, 19 Jan 2011 15:57:17 -0500
To: 'Meredith Light' <Meredith.Light@ogilvypr.com <x-msg://86/Meredith.Light@ogilvypr.com> >
Subject: RE: Please approve this image

I don't know that this is exactly the look we're going for. They look happy, but the mom looks a little too excited.

I love the baby here though.

Are there other options?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Please approve this image

This would be for the pre-existing conditions ad for families. Is it OK to use?

Thanks,
Meredith

------ End of Forwarded Message

------ End of Forwarded Message

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Complete banner schedule going forward

Just got them. Let me know if these are approved and they will be prepped for delivery.

Here are links to view the rest of the evergreen banners:

http://flickerlab.com/clients/Ogilvy/banner-c.html
http://flickerlab.com/clients/Ogilvy/banner-d.html

The revised version of Banner B, slightly slowed down, is at:

http://flickerlab.com/clients/Ogilvy/banner-cantcancel.html

I need to leave by 6 sharp tonight. Is it possible to get approval before then?

Thanks!
Meredith

On 1/19/11 4:43 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi Meredith – any word on the remaining banners?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Allyson Hummel
Subject: Complete banner schedule going forward

Hi Julia,

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Spanish versions will be done end of day Friday for all evergreen banner ads. This could happen sooner but we can't promise.

Animated ads:
Soccer Ball: Thursday to view final and then prep for download. Will be ready end of day.

Dinosaur and King Kong: Style frames for preview end of day Thursday. Finished spots will be ready Tuesday, January 25 - end of day.

Spanish versions of each ad to follow approvals on the English versions - add another day.

I will await feedback tonight on finished ads, but hoping they are good to go.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:20 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Please approve this image

Of course!

On 1/19/11 4:18 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Awesome. Thanks a bunch. And I would you mind looking at other images for the under 26 as well?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Please approve this image

I just asked HHS to keep looking, but it may be tomorrow. I'm sure there are other options.

On 1/19/11 3:57 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
I don't know that this is exactly the look we're going for. They look happy, but the mom looks a little too excited.

I love the baby here though.

Are there other options?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Please approve this image

This would be for the pre-existing conditions ad for families. Is it OK to use?

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Please approve this image

I just asked HHS to keep looking, but it may be tomorrow. I'm sure there are other options.

On 1/19/11 3:57 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

I don't know that this is exactly the look we're going for. They look happy, but the mom looks a little too excited.

I love the baby here though.

Are there other options?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Please approve this image

This would be for the pre-existing conditions ad for families. Is it OK to use?

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 3:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Hardy, Laura; Hummel, Allyson; OGIMGillman (CMS contact); Beakey, Chris
Subject: Images for "Under 26" Spanish banner
Attachments: 71812179_Under26_BlueShirt.jpg; 103405057_Under26_RedShirt.jpg

Hi Julia,

Here are 2 choice for the "Under 26" Spanish banner. Any word yet on the mother with child image?

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Please approve this image
Attachments: 97421003.jpg

This would be for the pre-existing conditions ad for families. Is it OK to use?

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 1:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Images for Hispanic banners

Thanks for the fast response. Much appreciated!

On 1/19/11 12:59 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Sounds good.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 12:55 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Talley, Randy; Hardy, Laura; Hummel, Allyson
Subject: Images for Hispanic banners

Hi Julia,
It looks like we're fine using the woman you suggested for some of the Spanish banners. I also have HMA looking for a Hispanic man or woman under 26, along with other images of an adult (just to have it going forward) and a mother with her child.

I suggest moving forward on the banners with the woman's image, so we don't waste valuable time, starting on the banners that start with "Health insurers can't cancel your policy when you need it most" and "Concerned about rising health insurance prices."

We'll get you images of a woman with a child for the banner about kids with pre-existing conditions, and a man or woman under 26 for the under 26 banner.

Sound good?

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 12:56 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Please approve ASAP

You got it!

On 1/19/11 12:53 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Sorry! I totally missed this. Let's just take it out in this case. Once we see the others, we'll make the judgment call then.

Thanks Meredith.

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 11:53 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Please approve ASAP

Hi Julia,

Just double-checking. This is just for when 'new' is used twice in one sentence, right?

Thanks,

Meredith

Sent from my iPhone

On Jan 19, 2011, at 11:09 AM, "Eisman, Julia \(HHS/ASPA\)" <Julia.Eisman@hhs.gov> wrote:

This looks good.

Also, one other change came up. Can we remove the word "new" from before "Health Care law"?

So it should read: "Learn your new rights under the health care law"

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 10:25 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Please approve ASAP
Importance: High

Hi Julia,
We've slowed down one of the banners as requested. We think this works really well but would like your OK. See link below.

http://flickerlab.com/clients/Ogilvy/b-retiming.html

Please let us know if this works as soon as you can so we can implement on the version C's and D's that we are working on today.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 12:55 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Talley, Randy; Hardy, Laura; Hummel, Allyson
Subject: Images for Hispanic banners

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We'll get you images of a woman with a child for the banner about kids with pre-existing conditions, and a man or woman under 26 for the under 26 banner.

Sound good?

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 11:13 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Please approve ASAP

Hi Julia,

I just asked if they can remove this word and will let you know if it affects timing.

Thanks,
Meredith

On 1/19/11 11:09 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

This looks good.

Also, one other change came up. Can we remove the word "new" from before "Health Care law"?

So it should read: "Learn your new rights under the health care law"

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 10:25 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Please approve ASAP
Importance: High

Hi Julia,
We've slowed down one of the banners as requested. We think this works really well but would like your OK. See link below.

http://flickerlab.com/clients/Ogilvy/b-retiming.html

Please let us know if this works as soon as you can so we can implement on the version C's and D's that we are working on today.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 7:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

Sounds good. I've just sent a request for this to the production company.

On 1/18/11 7:54 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

That works. Let's shoot for slowing this down for Thursday.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 7:54 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

I don't think we can do it for tomorrow. I suggest running it as is tomorrow and we'll work on slowing it down slightly.

On 1/18/11 7:41 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
ONE question about this – is it possible to slow down this ad just slightly?

A few of us have thought that it moves a little too fast.

http://flickerlab.com/clients/Ogilvy/Delivery/Evergreen-B.html

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:59 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

Great. Thank you!!

On 1/18/11 6:57 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
The first ads that you've sent over are good to go.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:10 PM
To: Eisman, Julia (HHS/ASPA)

Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

No, this is it for tonight. They take time to create and we're waiting to hear when we can get more tomorrow. Imani is hoping to get a go-ahead soon so she can place them.

Thanks,
Meredith

On 1/18/11 6:05 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
I'm getting feedback now, but I think these look good.

Any idea if we'll see any more tonight?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 5:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Link to Banner B

Here's the next banner.

http://flickerlab.com/clients/Ogilvy/Delivery/Evergreen-B.html

I'm still waiting to hear about how soon they can get the rest done

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 7:54 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

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Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

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From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
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To: Eisman, Julia (HHS/ASPA)
Subject: Link to Banner B

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http://flickerlab.com/clients/Ogilvy/Delivery/Evergreen-B.html

I'm still waiting to hear about how soon they can get the rest done

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 7:29 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: Woman's image too old for "under 26"

(b)(5) - deliberative process

Otherwise, we'll search for a good stock image.

On 1/18/11 7:26 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Why don't you see what you can come up with.

(b)(5) - deliberative process

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 7:26 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Woman's image too old for "under 26"

Hi Julia,

Sorry for all the questions. We're still seeing if we can use the video image from the link you sent for 3 of the banners, but she's too old for the "under 26." It may be necessary to do image search outside HealthCare.gov? Should we proceed with this?

Thanks,
Meredith

On 1/18/11 7:04 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
I'm okay with the images for the English banners.

As for the Spanish image – how about the woman from this video?
http://www.healthcare.gov/foryou/small/index.html

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:40 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Images going forward

Hi Julia,
Could you give me a go-ahead for these images for the rest of the banners as soon as possible? If you'd like to

use a different person from HealthCare.gov for any of these, just let me know.

FOR ENGLISH BANNERS

(b)(5) - deliberative process

FOR SPANISH BANNERS:

(b)(5) - deliberative process

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 7:26 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Woman's image too old for "under 26"

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FOR ENGLISH BANNERS

(b)(5) - deliberative process

FOR SPANISH BANNERS:

(b)(5) - deliberative process

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 7:07 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: Images going forward

Let me see if we can use her. It can be hard to get good quality from a video but I'll find out. Should we use her in all Spanish banners. On retrospect, I realize we really can't use the blond mom and child for this audience.

On 1/18/11 7:04 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

I'm okay with the images for the English banners.

As for the Spanish image – how about the woman from this video?
http://www.healthcare.gov/foryou/small/index.html

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Sent: Tuesday, January 18, 2011 6:40 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Images going forward

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Could you give me a go-ahead for these images for the rest of the banners as soon as possible? If you'd like to use a different person from HealthCare.gov for any of these, just let me know.

FOR ENGLISH BANNERS

(b)(5) - deliberative process

FOR SPANISH BANNERS:

(b)(5) - deliberative process

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:59 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

Great. Thank you!!

On 1/18/11 6:57 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

The first ads that you've sent over are good to go.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:10 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

No, this is it for tonight. They take time to create and we're waiting to hear when we can get more tomorrow. Imani is hoping to get a go-ahead soon so she can place them.

Thanks,
Meredith

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Any idea if we'll see any more tonight?

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To: Eisman, Julia (HHS/ASPA)
Subject: Link to Banner B

Here's the next banner.

http://flickerlab.com/clients/Ogilvy/Delivery/Evergreen-B.html

I'm still waiting to hear about how soon they can get the rest done

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Allyson Hummel
Subject: Complete banner schedule going forward

Hi Julia,

This is the complete banner schedule, based on doing them as fast as possible. Unfortunately, despite my pleading, it's impossible to have them done by noon.

Evergreen ads:
Remaining two evergreen banners, in all sizes, will be posted by 3:30 pm.

Spanish versions will be done end of day Friday for all evergreen banner ads. This could happen sooner but we can't promise.

Animated ads:
Soccer Ball: Thursday to view final and then prep for download. Will be ready end of day.

Dinosaur and King Kong: Style frames for preview end of day Thursday. Finished spots will be ready Tuesday, January 25 - end of day.

Spanish versions of each ad to follow approvals on the English versions - add another day.

I will await feedback tonight on finished ads, but hoping they are good to go.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:40 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Images going forward

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FOR ENGLISH BANNERS

(b)(5) - deliberative process

FOR SPANISH BANNERS:

(b)(5) - deliberative process

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

Hi Julia,

Are you anticipating changes? If there are changes, they probably can't run tomorrow. The production company will be closing for the day shortly.

Please advise.

Thanks,
Meredith

On 1/18/11 6:15 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

I will get these to you ASAP – hopefully within the next several hours.

Keep me posted about the others.

Thanks guys!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:10 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

No, this is it for tonight. They take time to create and we're waiting to hear when we can get more tomorrow. Imani is hoping to get a go-ahead soon so she can place them.

Thanks,
Meredith

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Any idea if we'll see any more tonight?

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To: Eisman, Julia (HHS/ASPA)
Subject: Link to Banner B

Here's the next banner.

http://flickerlab.com/clients/Ogilvy/Delivery/Evergreen-B.html

I'm still waiting to hear about how soon they can get the rest done

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:10 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Re: Link to Banner B

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Meredith

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Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 5:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Link to Banner B

Here's the next banner.

http://flickerlab.com/clients/Ogilvy/Delivery/Evergreen-B.html

I'm still waiting to hear about how soon they can get the rest done

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 5:47 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Link for first banner

Hi Julia,

Here's the page for Banner 'A'

http://flickerlab.com/clients/Ogilvy/Delivery/Evergreen-A.html

The page for Banner B is coming in a minute.

Let me know if this looks OK.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 5:09 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Expect banners in 10 minutes or so

I'll find out.

On 1/18/11 5:04 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Also, is it at all possible to see the additional banners earlier than 5pm tomorrow?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 5:00 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Expect banners in 10 minutes or so

Hi Julia,

I just got this heads up from our production company. I'll send them to you the moment they arrive.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 5:00 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Expect banners in 10 minutes or so

Hi Julia,

I just got this heads up from our production company. I'll send them to you the moment they arrive.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 3:19 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani; Hummel, Allyson
Subject: Banner timing for today

Hi Julia,

Just got word. By 5pm today, I will be able to send you one all-type banner and two banners with images of people. The remaining English versions will be done by 5pm tomorrow.

We're trying to get the Spanish versions done by mid-morning Friday, but it may take until 5pm Friday.

Thanks for your patience!
Meredith

On 1/18/11 2:32 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi Meredith – any word? We need to start launching these tomorrow before noon (at least some), and we need to run them through internal clearance before they go live.

If you could send them as they're ready, that may expedite things on our end. No need to wait until they're all ready.

Thanks!!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 12:47 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: Re: Link with 5 banner sizes for evergreen ads

Hi Julia,

I'm waiting to hear back on when they'll be ready for you. Stay tuned.

Best,
Meredith

On 1/18/11 11:41 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
Hello! Can't wait to see these....Send them along when you can. Just want to make sure there are no final edits before tomorrow.

Thanks everyone.

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]

Sent: Monday, January 17, 2011 8:47 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi Julia,

We're making all your changes, including updating the Spanish translations, and will make sure that we have the exact ad mix you requested. And we will send you the images for each message as soon as we have them.

Thanks and enjoy the rest of the long weekend!
Meredith

Meredith Light
Senior Vice President
Creative Director/Washington
Ogilvy Public Relations Worldwide
202.729-4266

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sun 1/16/2011 11:43 PM
To: Light, Meredith
Cc: Gillman, Margo; Beakey, Chris; Hummel, Allyson
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi all-
These look good. We'd like to do most of the ads with images, and some without so we can test the click-throughs for each. Let's do 2/3 with images and 1/3 without.

Additionally, we had to make small changes to the text for the ads. Please use the attached.

When you have images for each message (there are 4 messages in all), please send them along.

If you need to reach me tomorrow (Monday), don't hesitate to call my cell at (b)(6)

Thank you all -
Julia

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 7:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson
Subject: Link with 5 banner sizes for evergreen ads

Hi Julia,

Sorry to be sending this so late in the day, but we just received the evergreen banner images. You'll see the various sized with both plain text and the text with a person.
If you can give us your approval by first thing Monday, we'll move forward with all versions to make sure they can run by Wednesday.

http://flickerlab.com/images/bannerad/styleframes.html#/home/

Thanks and have a wonderful weekend,
Meredith

--
Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
. 202.729.4266 | cell (b)(6)

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 2:57 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: Banner ad timing

Hi Julia,

Sorry for the delay. We should have one all-type banner version (done in all sizes) and two banner versions with people's photos (done in all sizes) by end of day, but I'm still waiting for an exact time. I'll let you know the moment I hear back.

Best,
Meredith

On 1/18/11 2:32 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi Meredith – any word? We need to start launching these tomorrow before noon (at least some), and we need to run them through internal clearance before they go live.

If you could send them as they're ready, that may expedite things on our end. No need to wait until they're all ready.

Thanks!!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 12:47 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: Re: Link with 5 banner sizes for evergreen ads

Hi Julia,

I'm waiting to hear back on when they'll be ready for you. Stay tuned.

Best,
Meredith

On 1/18/11 11:41 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
Hello! Can't wait to see these....Send them along when you can. Just want to make sure there are no final edits before tomorrow.

Thanks everyone.

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]
Sent: Monday, January 17, 2011 8:47 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi Julia,

We're making all your changes, including updating the Spanish translations, and will make sure that we have the exact ad mix you requested. And we will send you the images for each message as soon as we have them.

Thanks and enjoy the rest of the long weekend!
Meredith

Meredith Light
Senior Vice President
Creative Director/Washington
Ogilvy Public Relations Worldwide
202.729-4266

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sun 1/16/2011 11:43 PM
To: Light, Meredith
Cc: Gillman, Margo; Beakey, Chris; Hummel, Allyson
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi all-
These look good. We'd like to do most of the ads with images, and some without so we can test the click-throughs for each. Let's do 2/3 with images and 1/3 without.

Additionally, we had to make small changes to the text for the ads. Please use the attached.

When you have images for each message (there are 4 messages in all), please send them along.

If you need to reach me tomorrow (Monday), don't hesitate to call my cell at (b)(6)

Thank you all -
Julia

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 7:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson
Subject: Link with 5 banner sizes for evergreen ads

Hi Julia,

Sorry to be sending this so late in the day, but we just received the evergreen banner images. You'll see the various sized with both plain text and the text with a person.
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Eisman, Julia (HHS/ASPA)

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Sent: Tuesday, January 18, 2011 2:41 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: Re: Link with 5 banner sizes for evergreen ads

Hi Julia,
Sorry for the delay. I'm trying to find out exact timing and promise to let you know shortly.
Meredith

On 1/18/11 2:32 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi Meredith – any word? We need to start launching these tomorrow before noon (at least some), and we need to run them through internal clearance before they go live.

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Senior Vice President
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Ogilvy Public Relations Worldwide
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Thanks and have a wonderful weekend,
Meredith

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Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
. 202.729.4266 | cell 202.246.3246

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 7:02 PM
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Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson
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Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 6:43 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Question about Spanish translation of banners

Hi Julia,

A quick question. For the banners, HMA recommends using the informal "tú" for "you" instead of the formal "usted." HMA said that their clients, including HHS, have preferred this in the past for translations targeting the Hispanic population. But I want to make sure this is right? We can change it to the formal "usted" if you prefer.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 2:17 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: Revised animated display ads

Thanks Julia!

The company producing the banners thinks :10 is a good length and not too long, but I'll definitely pass along your concern. If they work shorter, we will make it happen. We are aiming to have the evergreen all-type banners up on Wednesday (fast approvals will be needed). HMA is working on the Spanish translations now, so I can't promise the Spanish versions will be up on Wednesday.

We hope to have the first animation sample this afternoon so we can get an OK on the style.

Full speed ahead,
Meredith

On 1/14/11 1:39 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi Meredith-
Attached is revised copy for the animation. My biggest concern is how long it takes to get to the actual message we're trying to convey. We won't know until we see the final, but just wanted to put that out there again.

Thanks much,
Julia

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 6:54 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Revised animated display ads

Hi Julia,

Here are the animated copy changes. Once we get approval on the copy, we will get the Spanish translations done (ditto for the evergreen banners). We will begin the animations now, since they take time, and can drop in the copy later.

Enjoy your evening!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 11:40 AM
To: Laden, Lisa (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Subject: Re: Actors for HHS HealthCare.gov

They're just for web use, so we're in good shape.

Thanks!
Meredith

On 1/14/11 11:39 AM, "Laden, Lisa (HHS/ASPA)" <Lisa.Laden@hhs.gov> wrote:

Ads are print and/or web, correct? That should be covered. I asked for all print and web rights for the stills.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 11:34 AM
To: Laden, Lisa (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Subject: Re: Actors for HHS HealthCare.gov

Hi Lisa,

We're just picking up still photos of individual people from your site—no moving video. They will be used in banner ads promoting HealthCare.gov. We will not be shooting any new video or stills.

If you need any more information, just let me know.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 11:33 AM
To: Laden, Lisa (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Subject: Re: Actors for HHS HealthCare.gov

Hi Lisa,

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If you need any more information, just let me know.

Thanks,
Meredith
--
Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
☎ 202.729.4266 | cell (b)(6)

On 1/14/11 10:31 AM, "Laden, Lisa (HHS/ASPA)" <Lisa.Laden@hhs.gov> wrote:

Meredith,

Taylor Royall negotiated the rights for the still photos (which is I assume what you want to use, not video clips) and they're getting me a copy of the agreement, but I recall it was very broad. If you want to use the existing video, that falls under the SAG contract and the specific agreement I negotiated with the union. Can you give me a little more info about what you're planning to do: use existing still photo or video? use it for print, broadcast, on the internet, or some combination of the three? If you're shooting new video or stills, then you'd need to make a new agreement with the talent. Any agreement for the original photography or on-camera work would not cover new photography or on-camera performances.

Thanks.

Lisa

Lisa Laden
Senior Producer, Broadcast Services
U.S. Department of Health and Human Services
Office of the Assistant Secretary for Public Affairs
200 Independence Ave., S.W.
Washington, D.C. 20201
202/205-4457
lisa.laden@hhs.gov

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 6:14 PM
To: Laden, Lisa (HHS/ASPA)

Cc: Eisman, Julia (HHS/ASPA)
Subject: Re: Actors for HHS HealthCare.gov

Hi Lisa,
We're developing banner ads for HealthCare.gov and would like to use some of the actors you used on the website in them. I have their contact info that you provided earlier, but wondered what type of rights you negotiated with them? Can they be used online within your original negotiations?

This is a rush—the ads will go live next week—so if you could let me know tomorrow I'd greatly appreciate it.

Many thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 6:55 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Revised animated display ads
Attachments: HHS_AnimatedBanners.doc

Hi Julia,

Here are the animated copy changes. Once we get approval on the copy, we will get the Spanish translations done (ditto for the evergreen banners). We will begin the animations now, since they take time, and can drop in the copy later.

Enjoy your evening!
Meredith

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Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
☎ 202.729.4266 | cell (b)(6)

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 6:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Revised Evergreen banners
Attachments: banner-style-soccer-02.jpg; HHS_EvergreenrBanners_1_13_11.doc

Hi Julia,

If we get copy approval first thing tomorrow, we should be able to have all of the evergreen all-type ads and at least one with a photo done by Wednesday.

We will be working simultaneously on the banner illustrations (I will get you the copy on these later tonight or tomorrow). We will also provide one version to you in every size (each banner will run in all sizes, of course).

Attached are four evergreen banners based off the approved copy. For the version with photos, I suggest:

- (b)(5)

What do you think? Also, I've reached out to Lisa Laden in your office to find out about rights for using the people on your site.

Thanks,
Meredith

P.S. I've also attached a sample of the soccer ball illustration

--
Meredith Light | Senior Vice President, Creative Director
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Eisman, Julia (HHS/ASPA)

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This is a rush—the ads will go live next week—so if you could let me know tomorrow I'd greatly appreciate it.

Many thanks!
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Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 3:43 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: Checked with Imani on your questions

Hi Julia,

Thanks for the great, precise feedback on the display ads. I just checked with Imani and she'll call to explain everything in more detail, but in essence you're correct about the banner placement—the various sizes would be in boxes that can be anywhere on the page. And while many banners are :15, she agrees that shorter is always better and thinks :10 would be a good length.

I'm working on revises now.

Best,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 2:04 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact)
Subject: Call time

Hi Julia,

Margo, Chris and I are available to talk today between 2:30 and 3:30. Would that work for you? If so, just let us know and we'll set up the call.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 1:14 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact); Greene, Imani
Subject: Re: Need banner script approval ASAP

Hi Julia,

We're working on setting up a call now and will get back to you soon on this.

Thanks,
Meredith

On 1/13/11 12:55 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi guys – I have some feedback on these. Is there a number I can reach you at? I think it would be easiest to explain over the phone.

Thanks-
Julia

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 12, 2011 6:17 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact); Greene, Imani
Subject: Need banner script approval ASAP

Hi Julia,

We need to know if the concepts and copy are OK to move forward with the display banners as soon as possible. I've attached them again, and this document includes the Spanish version. Do you know when we can get a final go-ahead? The first ones will take slightly over a week from the time we get your OK, and we'd like to get them up as soon as possible.

Many thanks,

Meredith

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To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact); Greene, Imani
Subject: Need banner script approval ASAP
Attachments: HHS_FourBanners.doc

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Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 12, 2011 2:01 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson
Subject: Re: Banner ads
Attachments: HHS_FourBanners.doc

Hi Julia,

We're currently working on developing an Evergreen all type banner ad template, which can easily be changed, and moving forward with creating 3 animated banner ads. Attached are the concepts--soccer ball, dinosaur and giant gorilla. Per Richard's direction, the soccer ball will be oversized, and of course the dinosaur balloon gorilla are oversized. Also, the link below was done by the banner animation company we have selected, and is the style we would like to use:

http://flickerlab.com/clients/banner

We have an option of having an object in the banner leave the frame when it's scrolled over. For instance, the soccer ball could go out of the frame to the top of the web page and then come back into the frame. Our feeling is that, though fun, this may be too much given the current political situation and we are not pursing this option. But if you would like this to happen, just let us know.

Of course, we'll provide you with sketches before moving forward with the final art. Our goal is to have the first banners done by Jan. 19th.

If you have any questions or changes, just let us know.

Thanks,
Meredith

On 1/12/11 1:41 PM, "Greene, Imani" <Imani.Greene@ogilvypr.com> wrote:

> Thanks Julia. We're still working toward the $200k per month scenario.
> We can change directions as needed. Just keep us posted.
>
> Regarding creative, we are working to develop a template-style banner,
> in which we can update copy very quickly whenever called upon to do so.
> My understanding is that this one will have the hc.gov look and feel.
> Meredith please chime in here. I know we had planned to discuss
> creative on today's weekly call, but in leui of that meeting:
> Meredith, can you please helpful share our approach to additional
> creative directions and a timeline for sharing the updates. Jump right in!
>
>
>
> -----Original Message-----
> From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
> Sent: Wednesday, January 12, 2011 1:34 PM
> To: Hsu, Charles; Greene, Imani

> Subject: Banner ads
>
> Hi there - we don't yet have feedback for you re: the budget/ad
> options, but knowing we're moving forward with more display ads we
> need to discuss creative.
>
> Currently we're using HC.gov as the graphic, but we'd like to explore
> other graphic options. Let me know what you need from us to begin
> designing and developing these.
>
> Thanks-
> Julia
>

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 26, 2011 12:19 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: display ad follow up

Thanks!

We'll coordinate on our end and get back to you with an exact time.

Best,
Meredith

Sent from my iPhone

On Jan 26, 2011, at 12:15 PM, "Eisman, Julia \(HHS/ASPA\)" <Julia.Eisman@hhs.gov> wrote:

> Yes – tomorrow is much better. Any time between 11-3 works.

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 26, 2011 12:14 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: display ad follow up

Hi Julia,

Unfortunately, we have an all-staff meeting today at 4. Do you have any windows tomorrow?

Thank you!

Meredith

Sent from my iPhone

On Jan 26, 2011, at 12:11 PM, "Eisman, Julia \(HHS/ASPA\)" <Julia.Eisman@hhs.gov> wrote:

> Hi guys – are you free to talk at 4pm? Unfortunately I'm booked until then, and then have a 5pm call as well .

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 25, 2011 6:24 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
Subject: display ad follow up

Hi Julia. Thanks as always for your time today. I chatted with Meredith and shared your desire to make the Under 26 call to action appeal to audiences beyond A18-26, including their parents/caregivers and others. She's going to mull over some copy adjustments and follow up tomorrow.

I also shared HHS' concern about the animated banners (i.e. soccer) potentially looking too cartoon-like and perhaps not demonstrating the authoritative tone of an agency like HHS, or the serious tone of Americans' healthcare needs. She understands and would like to chat with you tomorrow to make sure our next steps are going down the right/smart path.

What windows of time do you have available tomorrow?

Imani Greene

SVP/Director, Paid Media

Ogilvy Washington

202.729.4150 - office

(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 26, 2011 12:14 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: display ad follow up

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Thank you!
Meredith

Sent from my iPhone

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> Hi guys – are you free to talk at 4pm? Unfortunately I'm booked until then, and then have a 5pm call as well .
>
> ---
>
> **From:** Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
> **Sent:** Tuesday, January 25, 2011 6:24 PM
> **To:** Eisman, Julia (HHS/ASPA)
> **Cc:** Light, Meredith; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
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> Imani Greene

SVP/Director, Paid Media

Ogilvy Washington

202.729.4150 - office

(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 20, 2011 1:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Randy Talley; Allyson Hummel
Subject: Gorilla

Hi Julia,

Any word on gorilla frames yet? We're on a very fast track to get these done.
Thanks!

Meredith

Sent from my iPhone

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 20, 2011 12:16 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Allyson Hummel; Randy Talley; Laura Hardy
Subject: On gorilla banner...

Hi Julia,
I forgot to mention that I've asked for something to be added to the gorilla banner illustration to show that the girl is a college student. But I did not want to hold up getting you the style for approval.

Thanks,
Meredith

Sent from my iPhone

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 11:53 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Please approve ASAP

Hi Julia,
Just double-checking. This is just for when 'new' is used twice in one sentence, right?
Thanks,
Meredith

Sent from my iPhone

On Jan 19, 2011, at 11:09 AM, "Eisman, Julia \(HHS/ASPA\)" <Julia.Eisman@hhs.gov> wrote:

> This looks good.
>
> Also, one other change came up. Can we remove the word "new" from before "Health Care law"?
>
> So it should read: "Learn your new rights under the health care law"

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 10:25 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Please approve ASAP
Importance: High

Hi Julia,
We've slowed down one of the banners as requested. We think this works really well but would like your OK. See link below.

http://flickerlab.com/clients/Ogilvy/b-retiming.html

Please let us know if this works as soon as you can so we can implement on the version C's and D's that we are working on today.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 10:25 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Please approve ASAP

Importance: High

Hi Julia,
We've slowed down one of the banners as requested. We think this works really well but would like your OK. See link below.

http://flickerlab.com/clients/Ogilvy/b-retiming.html

Please let us know if this works as soon as you can so we can implement on the version C's and D's that we are working on today.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Monday, January 17, 2011 8:47 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi Julia,

We're making all your changes, including updating the Spanish translations, and will make sure that we have the exact ad mix you requested. And we will send you the images for each message as soon as we have them.

Thanks and enjoy the rest of the long weekend!
Meredith

Meredith Light
Senior Vice President
Creative Director/Washington
Ogilvy Public Relations Worldwide
202.729-4266

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sun 1/16/2011 11:43 PM
To: Light, Meredith
Cc: Gillman, Margo; Beakey, Chris; Hummel, Allyson
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi all-
These look good. We'd like to do most of the ads with images, and some without so we can test the click-throughs for each. Let's do 2/3 with images and 1/3 without.

Additionally, we had to make small changes to the text for the ads. Please use the attached.

When you have images for each message (there are 4 messages in all), please send them along.

If you need to reach me tomorrow (Monday), don't hesitate to call my cell at (b)(6)

Thank you all -
Julia

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 7:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson
Subject: Link with 5 banner sizes for evergreen ads

Hi Julia,

Sorry to be sending this so late in the day, but we just received the evergreen banner images. You'll see the various sized with both plain text and the text with a person.
If you can give us your approval by first thing Monday, we'll move forward with all versions to make sure they can run by Wednesday.

http://flickerlab.com/images/bannerad/styleframes.html#/home/

Thanks and have a wonderful weekend,
Meredith

--
Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
. 202.729.4266 | cell (b)(6)

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 10:16 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Revised Evergreen banners

Thanks Julia!

You have a good night, too.

Meredith

Sent from my iPhone

On Jan 13, 2011, at 10:09 PM, "Eisman, Julia \(HHS/ASPA\)" <Julia.Eisman@hhs.gov> wrote:

> Hi Meredith-
> The Evergreens are good to go, with the attached copy. We made some very small edits.
>
> I'll be in touch tomorrow about the illustrated ads....
>
> Have a good night!
> Julia
>
> ---
> From: Meredith Light [Meredith.Light@ogilvypr.com]
> Sent: Thursday, January 13, 2011 6:19 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: OGIMGillman (CMS contact); Beakey, Chris
> Subject: Revised Evergreen banners
>
> Hi Julia,
>
> If we get copy approval first thing tomorrow, we should be able to have all of the evergreen all-type ads and at least one with a photo done by Wednesday.
>
> We will be working simultaneously on the banner illustrations (I will get you the copy on these later tonight or tomorrow). We will also provide one version to you in every size (each banner will run in all sizes, of course).
>
> Attached are four evergreen banners based off the approved copy. For the version with photos, I suggest:
>
> (b)(5) - deliberative process
>
> What do you think? Also, I've reached out to Lisa Laden in your office to find out about rights for using the people on your site.
>
> Thanks,

Meredith

P.S. I've also attached a sample of the soccer ball illustration

--
Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
• 202.729.4266 | cell (b)(6)

<1.13 Evergreens.docx>

Eisman, Julia (HHS/ASPA)

From: Laden, Lisa (HHS/ASPA)
Sent: Friday, January 14, 2011 11:39 AM
To: Meredith Light
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Subject: RE: Actors for HHS HealthCare.gov

Ads are print and/or web, correct? That should be covered. I asked for all print and web rights for the stills.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 11:34 AM
To: Laden, Lisa (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Subject: Re: Actors for HHS HealthCare.gov

Hi Lisa,

We're just picking up still photos of individual people from your site—no moving video. They will be used in banner ads promoting HealthCare.gov. We will not be shooting any new video or stills.

If you need any more information, just let me know.

Thanks,
Meredith
--
Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
☎ 202.729.4266 | cell (b)(6)

On 1/14/11 10:31 AM, "Laden, Lisa (HHS/ASPA)" <Lisa.Laden@hhs.gov> wrote:

Meredith,

Taylor Royall negotiated the rights for the still photos (which is I assume what you want to use, not video clips) and they're getting me a copy of the agreement, but I recall it was very broad. If you want to use the existing video, that falls under the SAG contract and the specific agreement I negotiated with the union. Can you give me a little more info about what you're planning to do: use existing still photo or video? use it for print, broadcast, on the internet, or some combination of the three? If you're shooting new video or stills, then you'd need to make a new agreement with the talent. Any agreement for the original photography or on-camera work would not cover new photography or on-camera performances.

Thanks.

Lisa

Lisa Laden
Senior Producer, Broadcast Services

U.S. Department of Health and Human Services
Office of the Assistant Secretary for Public Affairs
200 Independence Ave., S.W.
Washington, D.C. 20201
202/205-4457
lisa.laden@hhs.gov

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 6:14 PM
To: Laden, Lisa (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: Re: Actors for HHS HealthCare.gov

Hi Lisa,
We're developing banner ads for HealthCare.gov and would like to use some of the actors you used on the website in them. I have their contact info that you provided earlier, but wondered what type of rights you negotiated with them? Can they be used online within your original negotiations?

This is a rush—the ads will go live next week—so if you could let me know tomorrow I'd greatly appreciate it.

Many thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Laden, Lisa (HHS/ASPA)
Sent: Friday, January 14, 2011 10:32 AM
To: Meredith Light
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: Actors for HHS HealthCare.gov

Meredith,

Taylor Royall negotiated the rights for the still photos (which is I assume what you want to use, not video clips) and they're getting me a copy of the agreement, but I recall it was very broad. If you want to use the existing video, that falls under the SAG contract and the specific agreement I negotiated with the union. Can you give me a little more info about what you're planning to do: use existing still photo or video? use it for print, broadcast, on the internet, or some combination of the three? If you're shooting new video or stills, then you'd need to make a new agreement with the talent. Any agreement for the original photography or on-camera work would not cover new photography or on-camera performances.

Thanks.

Lisa

Lisa Laden
Senior Producer, Broadcast Services
U.S. Department of Health and Human Services
Office of the Assistant Secretary for Public Affairs
200 Independence Ave., S.W.
Washington, D.C. 20201
202/205-4457
lisa.laden@hhs.gov

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Thursday, January 13, 2011 6:14 PM
To: Laden, Lisa (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: Re: Actors for HHS HealthCare.gov

Hi Lisa,
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This is a rush—the ads will go live next week—so if you could let me know tomorrow I'd greatly appreciate it.

Many thanks!
Meredith

--
Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
☎ 202.729.4266 | cell (b)(6)

Eisman, Julia (HHS/ASPA)

From: Kohan, Behnaz (HHS/ASPA)
Sent: Wednesday, January 19, 2011 2:08 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Meeting?

Join me

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, January 19, 2011 2:08 PM
To: Kohan, Behnaz (HHS/ASPA)
Subject: Meeting?

Do we have a 2pm meeting today with Ogilvy?

Eisman, Julia (HHS/ASPA)

From: Kohan, Behnaz (HHS/ASPA)
Sent: Wednesday, January 12, 2011 4:02 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

sure

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, January 12, 2011 3:40 PM
To: Kohan, Behnaz (HHS/ASPA)
Subject: Re: Quick Follow-up from Ogilvy

Okay - will do. Keep me posted.

From: Kohan, Behnaz (HHS/ASPA)
Sent: Wednesday, January 12, 2011 03:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Quick Follow-up from Ogilvy

Hi Julia,
I suggest you don't schedule any meetings for Richard until I receive the status report from them.
thx

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, January 12, 2011 2:26 PM
To: OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); 'HHS Healthcare.gov'; 'Weinberg, Linda'; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

For now Julia Eisman will be our point of contact and Behnaz Kohan will continue to be our contract officer. Once we have a replacement in place for Jenny we will take another look. I know for sure that I don't have four-hour block of time for a meeting for quite some time and would question the value of any meeting that goes that long. Please work with Julia on setting something up that's a bit more manageable. Thanks,

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Kohan, Behnaz (HHS/ASPA)
Sent: Wednesday, January 12, 2011 3:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Quick Follow-up from Ogilvy

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thx

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, January 12, 2011 2:26 PM
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Cc: Eisman, Julia (HHS/ASPA); 'HHS Healthcare.gov'; 'Weinberg, Linda'; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

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Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

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Many thanks, and looking forward to hearing from you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy **Washington**

1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

Subject:	Ogilvy Project Status Meeting
Location:	Conference Call
Start:	Wed 1/19/2011 2:00 PM
End:	Wed 1/19/2011 3:00 PM
Show Time As:	Tentative
Recurrence:	(none)
Meeting Status:	Not yet responded
Organizer:	Kohan, Behnaz (HHS/ASPA)
Required Attendees:	Stenrud, Chris (HHS/ASPA); Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Taylor, Trish; Jennifer.Wayman@ogilvypr.com; Heather.Innella@ogilvypr.com; Margo.Gillman@ogilvypr.com

When: Wednesday, January 19, 2011 2:00 PM-3:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where: Conference Call

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*~*

(b)(4),(b)(6)

Eisman, Julia (HHS/ASPA)

From: Kohan, Behnaz (HHS/ASPA)
Sent: Tuesday, January 11, 2011 9:29 AM
To: OGIMGillman (CMS contact); 'Taylor, Trish'; 'Wayman, Jennifer'; 'Innella, Heather'
Cc: Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Ogilvy Project Status Meeting Request

All,

I would like to schedule a meeting with each of the project leads (Obesity, Flu, Healthcare) on Wednesday of next week to get a status of our existing task orders. I prefer this to be done via conference call.

In preparation for the conference call will you please provide me with a project status report by Tuesday morning outlining the work that has been completed thus far and the work expected to occur in the duration of the task order if any has been approved. I would also like an estimate on any shortfalls, or instances where there is not enough work assigned or the task order may go over budget.

Please work with Jamie Hill (202-260-6057, Jamie.hill@hhs.gov) to arrange a time. In addition, it appears some invoices have been sent directly to the contracting office and I have not been emailed a copy. Please note, all invoices must be approved by the COTR and entered by the program office before payment. I would like it if you could send all invoices directly to me and CC Kathryn Salmon (Kathryn.Salmon@hhs.gov). Thank you.

Sincerely,
Behnaz

Behnaz Kohan
Executive Officer
Office of Assistant Secretary for Public Affairs
Department of Health and Human Services
(202) 205-2819 Office
(b)(6) *Cell*

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 31, 2011 11:48 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 1.28.11 Through 1.30.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/28/11 through 01/30/11

SEM

Google English Campaign
Impressions: 158,676
Clicks: 5,293
CTR: 3.34%
CPC: $3.77
Engaged Visits: 2,856.10
Cost per Engaged Visit: $6.99
Bounce Rate: 46.04%

Google Spanish Campaign
Impressions: 77,686
Clicks: 559
CTR: 0.72%
CPC: $4.48
Engaged Visits: 239.14
Cost per Engaged Visit: $10.47
Bounce Rate: 57.22%

Yahoo/Bing English Campaign
Impressions: 6,627
Clicks: 207
CTR: 3.12%
CPC: $2.54

Yahoo/Bing Spanish Campaign
Impressions: 3,178
Clicks: 66
CTR: 2.08%
CPC: $0.54

TOTAL
Impressions: 246,167
Clicks: 6,125
CTR: 2.49%
CPC: $3.76

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 417,950
Clicks: 152
CTR: 0.04%

AOL Display Campaign
Impressions: 1,074,532
Clicks: 1,337
CTR: 0.12%

Spectrum Display Campaign
Impressions: 458,579
Clicks: 142
CTR: 0.03%

Healthline Display Campaign
Impressions: 154,219
Clicks: 125
CTR: 0.08%

I-Village Display Campaign
Impressions: 88,911
Clicks: 70
CTR: 0.08%

Undertone Display Campaign
Impressions: 929,233
Clicks: 1,103
CTR: 0.12%

WebMD Display Campaign
Impressions: 186,680
Clicks: 138
CTR: 0.07%

Kontera Display Campaign
Impressions: 4,997
Clicks: 238
CTR: 4.76%
CPC: $1.99

Total Banner Display
Impressions: 3,315,101
Clicks: 3,305
CTR: 0.10%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 31, 2011 9:44 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: weekly report

Oh man! I understand the reasoning haha.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 31, 2011 9:43 AM
To: Hsu, Charles
Subject: RE: weekly report

Thanks very much. We need to plug some of the data into a bigger report which is now due first thing Thursday morning.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, January 31, 2011 9:43 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: weekly report

I will definitely try my best!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 31, 2011 9:36 AM
To: Hsu, Charles
Subject: weekly report

Hi Charles – Hope you had a good weekend! Small favor - Is there any chance that you might be able to send us our weekly report slightly earlier on Wednesdays?

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 31, 2011 9:43 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: weekly report

I will definitely try my best!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 31, 2011 9:36 AM
To: Hsu, Charles
Subject: weekly report

Hi Charles – Hope you had a good weekend! Small favor - Is there any chance that you might be able to send us our weekly report slightly earlier on Wednesdays?

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 28, 2011 10:17 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: HHS Campaign Recap for 1.27.11

I know, they fluctuate quite a bit.... Let me get on the phone with them!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, January 28, 2011 10:15 AM
To: Greene, Imani; Hsu, Charles
Cc: Beakey, Chris; Gillman, Margo
Subject: RE: HHS Campaign Recap for 1.27.11

Interesting...why is that you think?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, January 28, 2011 10:15 AM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: HHS Campaign Recap for 1.27.11

Wow. Check out AOL.

From: Hsu, Charles
Sent: Friday, January 28, 2011 9:47 AM
To: 'Julia.Eisman@hhs.gov'; 'Todd.Park@hhs.gov'; 'Richard.Sorian@hhs.gov'; 'Behnaz.Kohan@hhs.gov'
Cc: Greene, Imani; Beakey, Chris; Gillman, Margo
Subject: HHS Campaign Recap for 1.27.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/27/11

SEM

Google English Campaign
Impressions: 54,178
Clicks: 2,326
CTR: 4.29%
CPC: $3.57
Engaged Visits: 1,306.05
Cost per Engaged Visit: $6.35
Bounce Rate: 43.85%

Google Spanish Campaign
Impressions: 21,948

Clicks: 214
CTR: 0.98%
CPC: $4.22
Engaged Visits: 106.40
Cost per Engaged Visit: $8.48
Bounce Rate: 50.28%

Yahoo/Bing English Campaign
Impressions: 3,003
Clicks: 75
CTR: 2.50%
CPC: $2.79

Yahoo/Bing Spanish Campaign
Impressions: 1,296
Clicks: 19
CTR: 1.47%
CPC: $0.60

TOTAL
Impressions: 80,425
Clicks: 2,634
CTR: 3.28%
CPC: $3.57

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 136,704
Clicks: 72
CTR: 0.05%

AOL Display Campaign
Impressions: 133,206
Clicks: 204
CTR: 0.15%

Spectrum Display Campaign
Impressions: 122,431
Clicks: 37
CTR: 0.03%

Healthline Display Campaign
Impressions: 22,939
Clicks: 21
CTR: 0.09%

I-Village Display Campaign
Impressions: 41,736
Clicks: 18

CTR: 0.04%

Undertone Display Campaign
Impressions: 355,799
Clicks: 265
CTR: 0.07%

WebMD Display Campaign
Impressions: 61,527
Clicks: 39
CTR: 0.06%

Kontera Display Campaign
Impressions: 1,253
Clicks: 79
CTR: 6.30%
CPC: $1.99

Total Banner Display
Impressions: 875,595
Clicks: 735
CTR: 0.08%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 28, 2011 9:47 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap for 1.27.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/27/11

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Please let us know if you have any other questions.

Thanks!

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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 5:08 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Insights

-- can you put into writing the explanation you gave me by phone as to the higher cpc for search?

***As expected, the campaign's cost-per-click has also increased slightly from last week. If you recall, we noted that last week we had less funds to at our disposal as we closed in on the extension date. This means that there was less money for the campaign to use and bid on more premiums positioning for our ads. Because of that reason, lower CPC's were implemented where as this week we have more money to *play with* and we used that to better position our ads which resulted in higher CPCs. From here on out we will be able to optimize our daily budgets better as the daily budgets are now the same consistent amount.

--do we have a way of measuring the quality of these clicks? (asking bc we increased total clicks, but decreased time on the site. Do we have a way of measuring how many people visited the site and clicked on 1+ content items vs. clicking on the ad and then clicking "back")

***not to that depth, however I would say to ignore this week's metrics as again they are skewed because the campaign pretty much had a cold restart. I think next week's numbers would be much more useful for analysis.

--I don't need specifics, but I assume that if we have more clicks, a higher CPC, and approximately the same CTR, we're paying more this week than last for the campaign? (i.e., the banner ads were new to the campaign and are using additional campaign resources, rather than existing resources being moved over to support the banner ads).

***Yes

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 5:00 PM
To: Hsu, Charles
Subject: Insights

Hi Charles.

Could you help me with one more thing this afternoon? Need to get answers for the following by 5:45, and I think you may have some insights:

-- can you put into writing the explanation you gave me by phone as to the higher cpc for search?

--do we have a way of measuring the quality of these clicks? (asking bc we increased total clicks, but decreased time on the site. Do we have a way of measuring how many people visited the site and clicked on 1+ content items vs. clicking on the ad and then clicking "back")

--I don't need specifics, but I assume that if we have more clicks, a higher CPC, and approximately the same CTR, we're paying more this week than last for the campaign? (i.e., the banner ads were new to the campaign and are using additional campaign resources, rather than existing resources being moved over to support the banner ads).

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 2:45 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: any insights

We can get on the phone now?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 2:42 PM
To: Hsu, Charles
Subject: RE: any insights

Hey there – let me know when you have a minute.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 1:18 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: any insights

This is the same reasoning/concept as the time on site for states. When the campaign restarted with new budget we were pumping out drastically more ads then compared to the previous report. Naturally the CTR went down a bit and cpc went up. Things should level out as in the next week. Does this make sense, haha? Let me know I should be off in another 30 mins.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 1:07 PM
To: Hsu, Charles
Subject: RE: any insights

No worries! Just another q for you that would be easier to discuss over the phone.

Basically, I'm wondering why the SEM CPC increased by nearly $1, when we didn't really do much to alter the SEM campaign.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 1:06 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: any insights

I'm on call right now sorry!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 12:58 PM
To: Hsu, Charles
Subject: any insights

As to why the state landing pages saw such a significant increase in the time spent on site?

- The individual groups for California, Florida, Illinois, New York, and Texas continue to generate more interest. We have noticed specific increases in click-through rate for Illinois, Texas, and Florida. The overall time on site increased for many states including Florida, California, Illinois, New York.
- New York time on sight increased from 0 minutes and 42 seconds last week, to 8 minutes and 48 seconds for this current report.
- Illinois has improved from a 2.76% click-through rate last week, to a 3.37% click-through rate for this current report. Time on sight increased from 1 minutes and 20 seconds last week, to 9 minutes for this current report.
- Florida has improved from a 4.23% click-through rate last week, to a 4.46% for this current report. Time on sight increased from 4 minutes and 45 seconds last week, to 12 minutes and 16 seconds for this current report.
- California time on sight increased from 2 minutes and 32 seconds last week, to 3 minutes and 52 seconds for this current report.

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 1:18 PM
To: Eisman, Julia (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 1:04 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: any insights

This is most likely due to the fact that we just had more money flowing through the ads that were pushing people to these site. Remember last report, we got to a point where we had less funds pushing ads as we neared the extension deadline. Now that the daily budget was back to normal levels, activity naturally jumped back up. Our time on site and activity should start to level out from here on out.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 12:58 PM
To: Hsu, Charles
Subject: any insights

As to why the state landing pages saw such a significant increase in the time spent on site?

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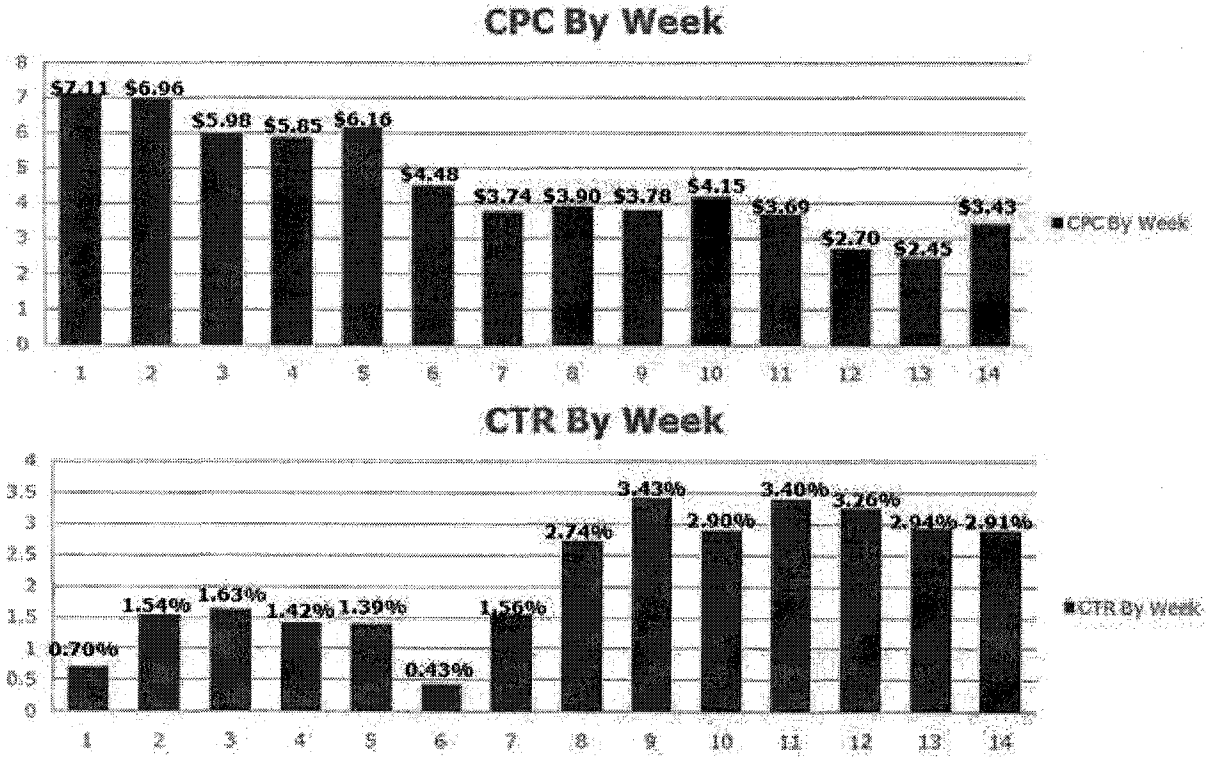
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:53 PM
To: Eisman, Julia (HHS/ASPA)
Subject: graph
Attachments: image001.jpg



Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:30 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!
Attachments: image001.png; image002.png

No worries!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 12:30 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Cool. Thanks! Sorry I missed you. Was on the other line.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:29 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

Hey Julia! I'm calling your 202 number?

I also added in the MLR campaign as that is not reflected in the most recent report.

=)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 12:26 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Curious – how did you get to 254,039? When I added the overall SEM & Display I get a different number.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:21 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

Total overall clicks (everything combined)
254.039

Total overall impressions (everything combined)
77,521,052

Time on site from the ads (i.e. slide five updated)
About.com US 4 minutes 26 seconds
AOL US 4 minutes and 14 seconds
Spectrum 4 mins and 36 seconds
Healthline 4 mins and 11 seconds

iVillage US 1 mins 19 seconds
Kontera US 1 mins 49 seconds
Undertone Inc. 58 seconds
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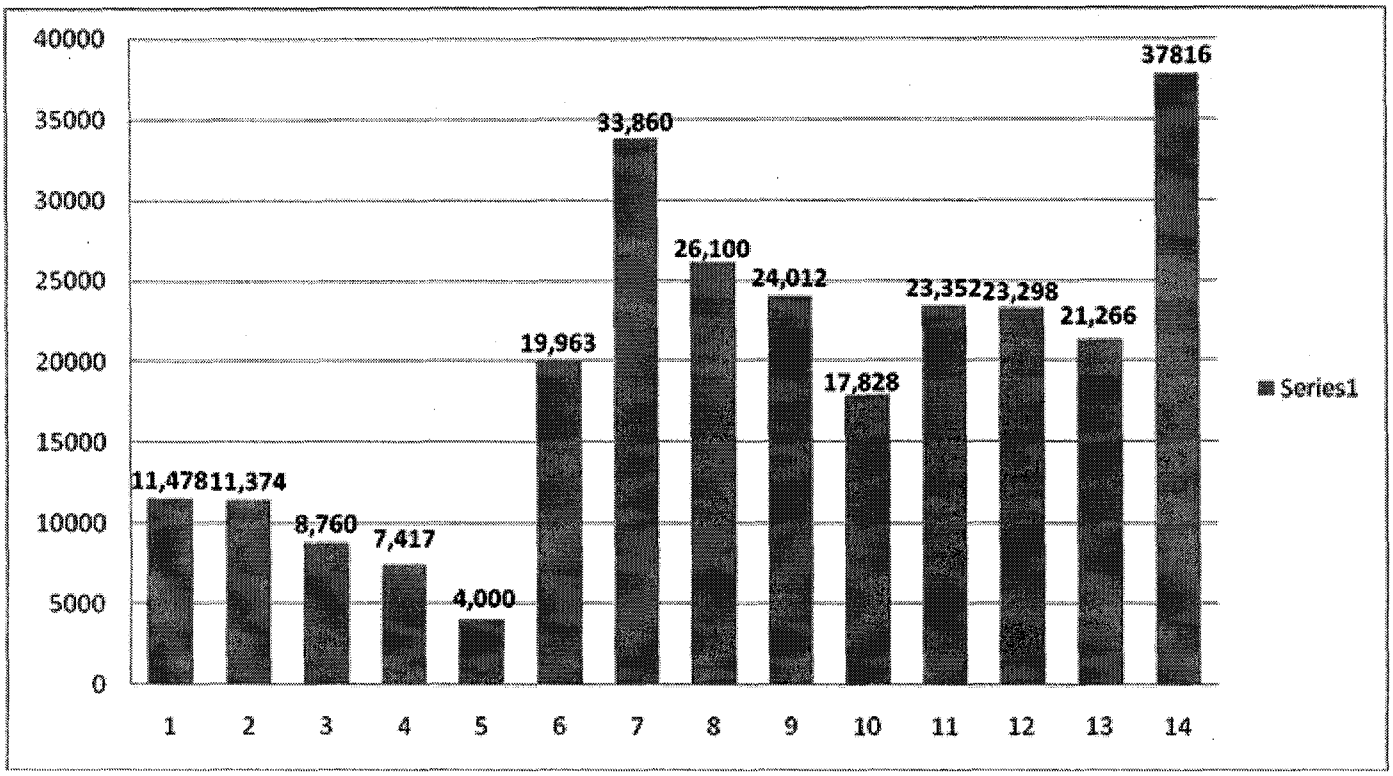


From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 11:16 AM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Hi Charles –
Hope you survived the thundersnow.

We need some updated figures from you – the same as last week.

Can you please send me:
Total overall clicks (everything combined)
Total overall impressions (everything combined)
Updated chart with Clicks by Week
Time on site from the ads (i.e. slide five updated)

If you could please send by 1pm, that would be great.

Thanks!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 3:07 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

The clicks range because in some weeks we had additional projects like MLR and more recently Bill of patient rights. Week 7 was when MLR was implemented.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 3:06 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Got it. And could you tell me in two sentences (or so) why the clicks range so much? I should have written down the explanation you said over the phone...but I didn't. ☺

And why the huge jump on week 7?

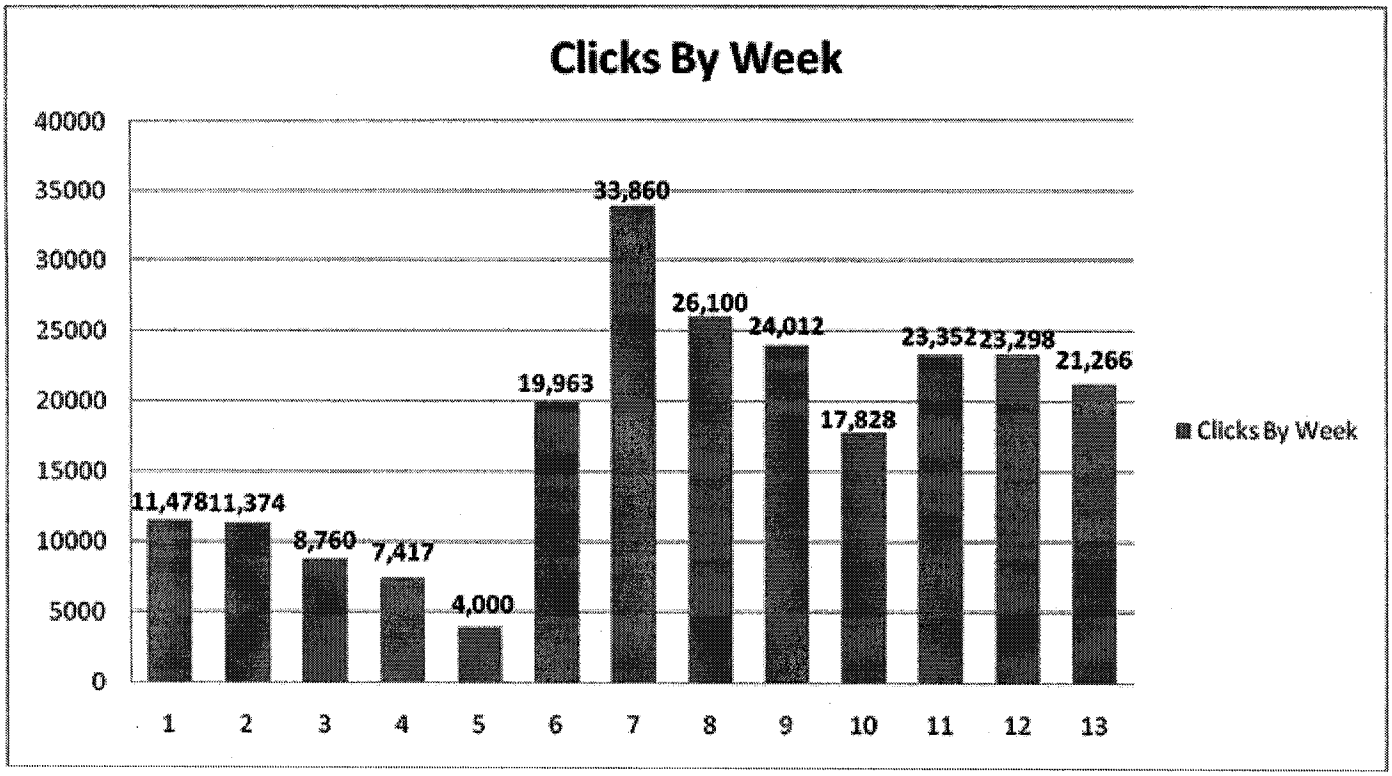
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 2:56 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

I'm sure it has to do with our display campaigns with MLR. We pumped out a lot of impressions during that stretch.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 2:55 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Interesting. Thanks. Why is our overall CTR so low?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 2:54 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Things needed more to come!



OVERALL EVERYTHING
Impressions 72,277,449
Clicks 237,164
CTR 0.33%

Charles Hsu
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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:29 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!
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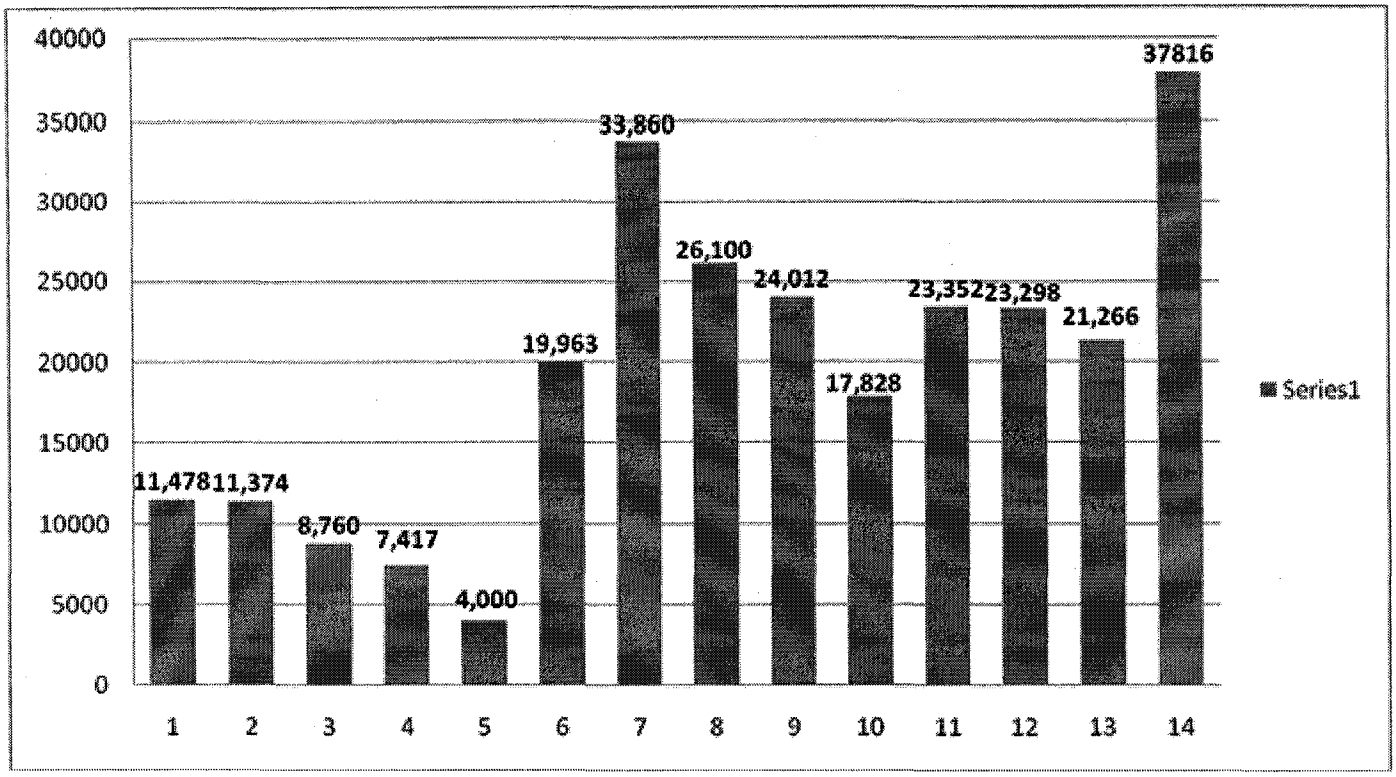

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Hi Charles –
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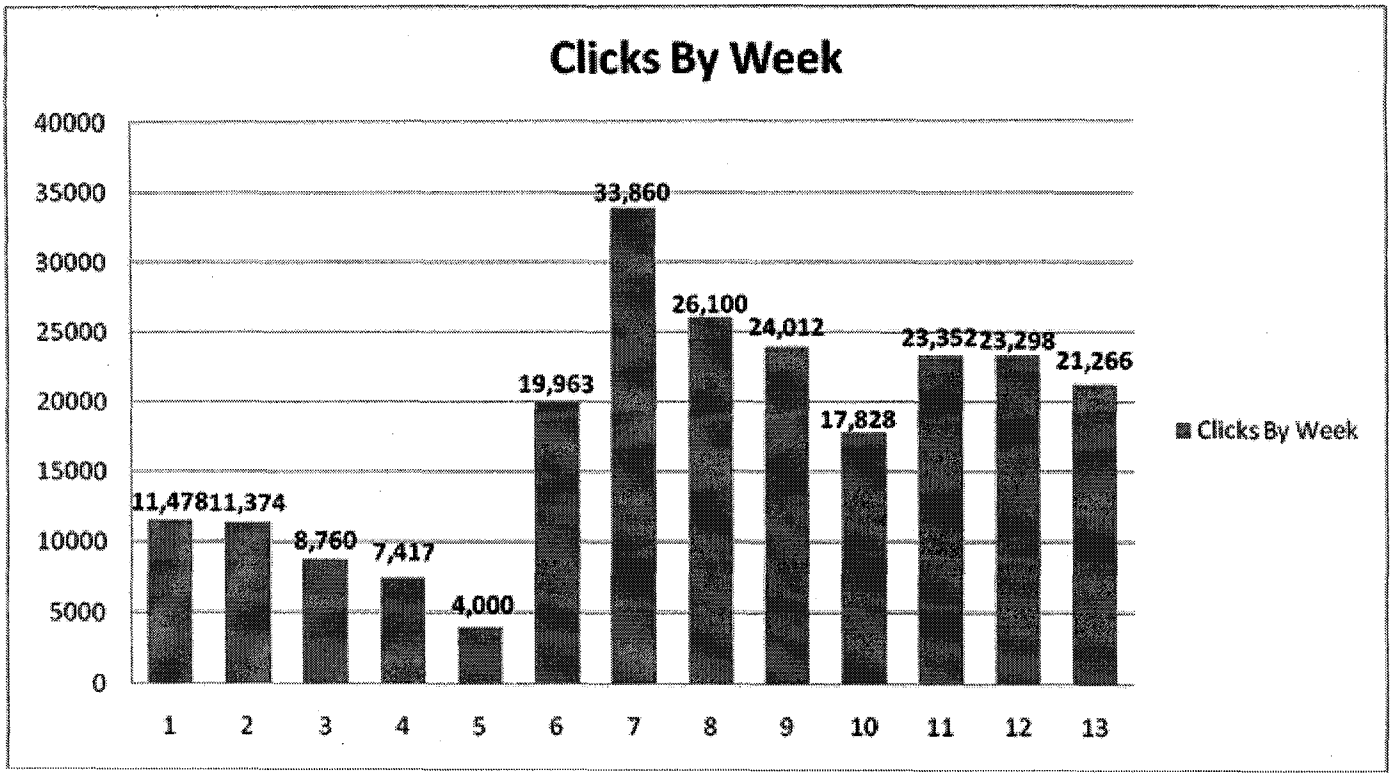


OVERALL EVERYTHING
Impressions 72,277,449
Clicks 237,164
CTR 0.33%

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

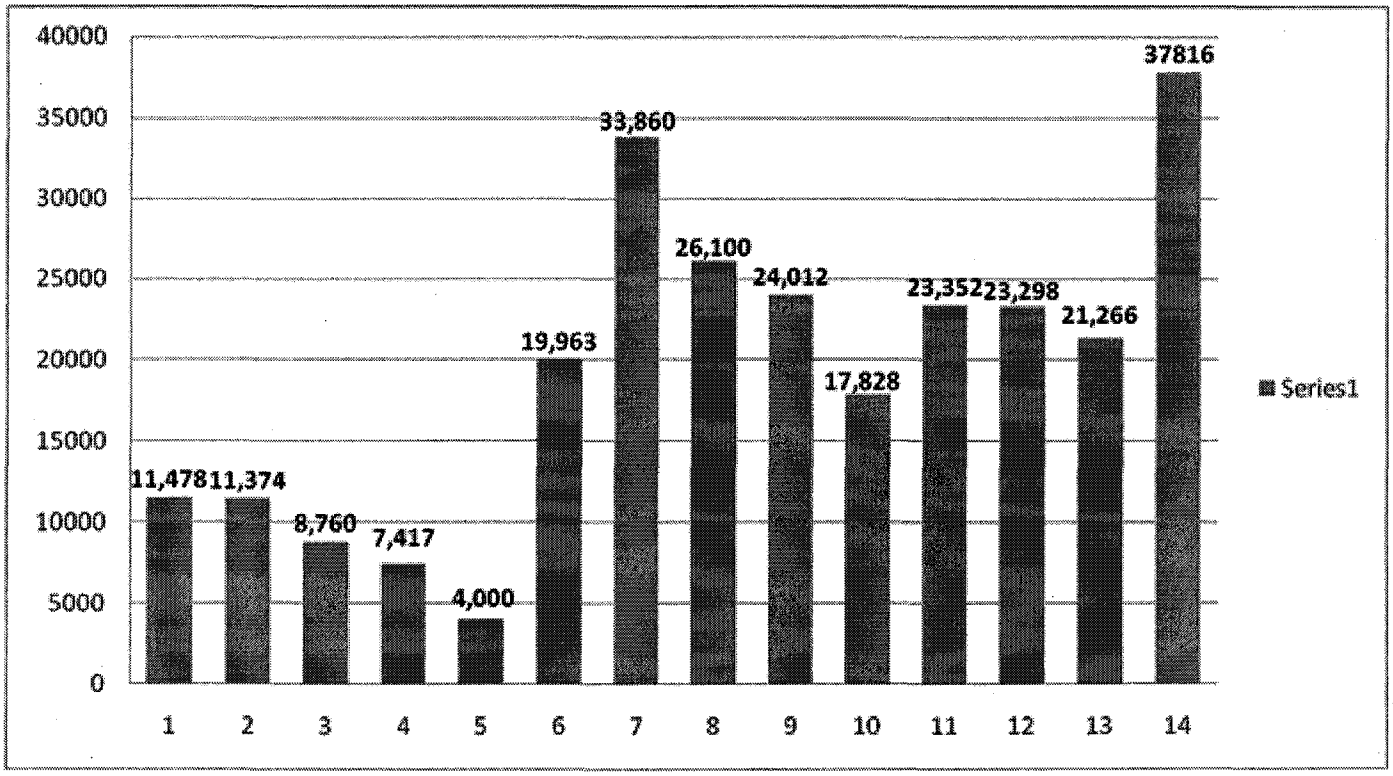
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:21 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!
Attachments: image004.png; image001.png

Total overall clicks (everything combined)
254.039

Total overall impressions (everything combined)
77,521,052

Time on site from the ads (i.e. slide five updated)
About.com US 4 minutes 26 seconds
AOL US 4 minutes and 14 seconds
Spectrum 4 mins and 36 seconds
Healthline 4 mins and 11 seconds
iVillage US 1 mins 19 seconds
Kontera US 1 mins 49 seconds
Undertone Inc. 58 seconds
WebMD 2 mins 53 seconds



From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 27, 2011 11:16 AM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Hi Charles –
Hope you survived the thundersnow.

We need some updated figures from you – the same as last week.

Can you please send me:
Total overall clicks (everything combined)
Total overall impressions (everything combined)
Updated chart with Clicks by Week
Time on site from the ads (i.e. slide five updated)

If you could please send by 1pm, that would be great.

Thanks!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 3:07 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

The clicks range because in some weeks we had additional projects like MLR and more recently Bill of patient rights. Week 7 was when MLR was implemented.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 3:06 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Got it. And could you tell me in two sentences (or so) why the clicks range so much? I should have written down the explanation you said over the phone...but I didn't. ☺

And why the huge jump on week 7?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 2:56 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

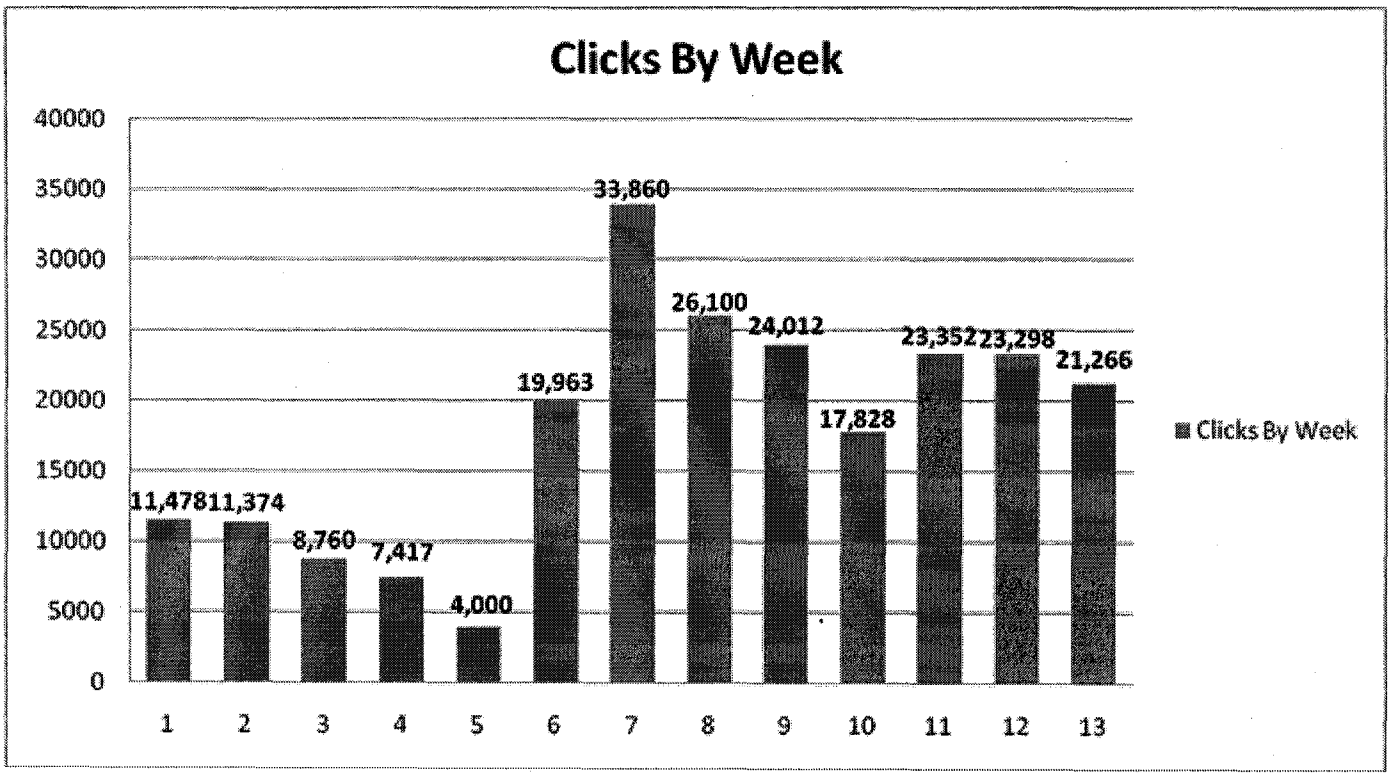
I'm sure it has to do with our display campaigns with MLR. We pumped out a lot of impressions during that stretch.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 2:55 PM

To: Hsu, Charles
Subject: RE: Things needed more to come!

Interesting. Thanks. Why is our overall CTR so low?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 2:54 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Things needed more to come!



OVERALL EVERYTHING
Impressions 72,277,449
Clicks 237,164
CTR 0.33%

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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 27, 2011 9:47 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap for 1.26.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/26/11

SEM

Google English Campaign
Impressions: 46,117
Clicks: 2,305
CTR: 5.00%
CPC: $3.23
Engaged Visits: 1,277.89
Cost per Engaged Visit: $5.22
Bounce Rate: 44.56%

Google Spanish Campaign
Impressions: 11,159
Clicks: 159
CTR: 1.42%
CPC: $3.91
Engaged Visits: 85.80
Cost per Engaged Visit: $7.24
Bounce Rate: 46.04%

Yahoo/Bing English Campaign
Impressions: 3,064
Clicks: 62
CTR: 2.02%
CPC: $3.32

Yahoo/Bing Spanish Campaign
Impressions: 1,696
Clicks: 25
CTR: 1.48%
CPC: $0.49

TOTAL
Impressions: 62,036
Clicks: 2,551
CTR: 4.11%
CPC: $3.25

++

Display

About.com Display Campaign
Impressions: 137,274
Clicks: 57
CTR: 0.04%

AOL Display Campaign
Impressions: 881,983
Clicks: 567
CTR: 0.06%

Spectrum Display Campaign
Impressions: 148,139
Clicks: 40
CTR: 0.03%

Healthline Display Campaign
Impressions: 26,587
Clicks: 40
CTR: 0.08%

I-Village Display Campaign
Impressions: 48,359
Clicks: 30
CTR: 0.06%

Undertone Display Campaign
Impressions: 332,225
Clicks: 227
CTR: 0.07%

WebMD Display Campaign
Impressions: 61,490
Clicks: 35
CTR: 0.06%

Kontera Display Campaign
Impressions: 2,002
Clicks: 82
CTR: 4.10%
CPC: $1.99

Total Banner Display
Impressions: 1,638,059
Clicks: 1,059
CTR: 0.06%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 26, 2011 5:04 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 14 1.18 -1.24 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
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202.729.4265
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 26, 2011 9:04 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap for 1.25.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/25/11

SEM

Google English Campaign
Impressions: 48,237
Clicks: 2,316
CTR: 4.80%
CPC: $3.30
Engaged Visits: 1,346.98
Cost per Engaged Visit: $5.68
Bounce Rate: 41.84%

Google Spanish Campaign
Impressions: 12,263
Clicks: 161
CTR: 1.31%
CPC: $3.99
Engaged Visits: 75.36
Cost per Engaged Visit: $8.53
Bounce Rate: 53.19%

Yahoo/Bing English Campaign
Impressions: 2,981
Clicks: 79
CTR: 2.65%
CPC: $2.61

Yahoo/Bing Spanish Campaign
Impressions: 1,014
Clicks: 23
CTR: 2.27%
CPC: $0.56

TOTAL
Impressions: 64,495
Clicks: 2,579
CTR: 4.00%
CPC: $3.30

++

Display

About.com Display Campaign
Impressions: 136,982
Clicks: 67
CTR: 0.05%

AOL Display Campaign
Impressions: 212,713
Clicks: 181
CTR: 0.09%

Spectrum Display Campaign
Impressions: 143,077
Clicks: 46
CTR: 0.03%

Healthline Display Campaign
Impressions: 38,587
Clicks: 31
CTR: 0.08%

I-Village Display Campaign
Impressions: 50,405
Clicks: 26
CTR: 0.05%

Undertone Display Campaign
Impressions: 117,048
Clicks: 25
CTR: 0.02%

WebMD Display Campaign
Impressions: 60,630
Clicks: 36
CTR: 0.06%

Kontera Display Campaign
Impressions: 1,080
Clicks: 75
CTR: 6.94%
CPC: $1.99

Total Banner Display
Impressions: 760,522
Clicks: 487
CTR: 0.06%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 25, 2011 2:09 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Ad Distribution

Let me double check and get back to you!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tue 1/25/2011 2:01 PM
To: Hsu, Charles
Subject: RE: Ad Distribution

Hey Charles - Imani and I had discussed having the Under 26 ad reach a broader audience than just 18-26 year olds, since we're also trying to target their parents. However I don't see that reflected in the plan. Am I missing something?

I think the link below looks good.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 25, 2011 1:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Ad Distribution

Hi Julia I wanted to know if this was approved. Mainly if the under26 ad is ok to be set to
http://www.healthcare.gov/foryou/youngadults/index.html

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 6:38 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: Ad Distribution

Thanks. Will take a look.

And Charles - THANK YOU FOR EVERYTHING TODAY!!!!!!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 6:38 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Ad Distribution

Hello Julia! I wanted to send you a proposal for our current live ads. Let us know if you approve this plan.

Thanks!

Charles Hsu
Ogilvy Washington

202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 25, 2011 1:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Ad Distribution

Hi Julia I wanted to know if this was approved. Mainly if the under26 ad is ok to be set to http://www.healthcare.gov/foryou/youngadults/index.html

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 6:38 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: Ad Distribution

Thanks. Will take a look.

And Charles – THANK YOU FOR EVERYTHING TODAY!!!!!!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 6:38 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Ad Distribution

Hello Julia! I wanted to send you a proposal for our current live ads. Let us know if you approve this plan.

Thanks!

Charles Hsu
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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 25, 2011 12:47 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap for 1.24.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/24/11

SEM

Google English Campaign
Impressions: 57,826
Clicks: 2,316
CTR: 4.01%
CPC: $3.39
Engaged Visits: 1,298.81
Cost per Engaged Visit: $6.05
Bounce Rate: 43.92%

Google Spanish Campaign
Impressions: 13,693
Clicks: 168
CTR: 1.23%
CPC: $3.98
Engaged Visits: 76.47
Cost per Engaged Visit: $8.74
Bounce Rate: 54.48%

Yahoo/Bing English Campaign
Impressions: 2,797
Clicks: 70
CTR: 2.50%
CPC: $2.61

Yahoo/Bing Spanish Campaign
Impressions: 1,165
Clicks: 11
CTR: 0.94%
CPC: $0.74

TOTAL
Impressions: 75,481
Clicks: 2,565
CTR: 3.40%
CPC: $3.40

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 136,869
Clicks: 53
CTR: 0.04%

AOL Display Campaign
Impressions: 164,052
Clicks: 216
CTR: 0.13%

Spectrum Display Campaign
Impressions: 142,332
Clicks: 49
CTR: 0.03%

Healthline Display Campaign
Impressions: 49,315
Clicks: 48
CTR: 0.10%

I-Village Display Campaign
Impressions: 50,000
Clicks: 35
CTR: 0.07%

Undertone Display Campaign
Impressions: 117,794
Clicks: 77
CTR: 0.02%

WebMD Display Campaign
Impressions: 61,435
Clicks: 37
CTR: 0.06%

Kontera Display Campaign
Impressions: 1,197
Clicks: 77
CTR: 6.43%
CPC: $1.99

Total Banner Display
Impressions: 722,994
Clicks: 537
CTR: 0.07%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 24, 2011 9:53 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap for 1.21.11 Through 1.23.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/21/11 through 01/23/11.

SEM

Google English Campaign
Impressions: 136,178
Clicks: 5,075
CTR: 3.73%
CPC: $3.48
Engaged Visits: 2,800.39
Cost per Engaged Visit: $6.31
Bounce Rate: 44.82%

Google Spanish Campaign
Impressions: 53,745
Clicks: 411
CTR: 0.76%
CPC: $4.40
Engaged Visits: 189.88
Cost per Engaged Visit: $9.52
Bounce Rate: 53.80%

Yahoo/Bing English Campaign
Impressions: 6,704
Clicks: 160
CTR: 2.39%
CPC: $2.64

Yahoo/Bing Spanish Campaign
Impressions: 2,385
Clicks: 45
CTR: 1.89%
CPC: $0.44

TOTAL
Impressions: 189,923
Clicks: 5,691
CTR: 3.00%
CPC: $3.50

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 420,526
Clicks: 243
CTR: 0.06%

AOL Display Campaign
Impressions: 710,803
Clicks: 816
CTR: 0.11%

Spectrum Display Campaign
Impressions: 431,815
Clicks: 156
CTR: 0.04%

Healthline Display Campaign
Impressions: 53,454
Clicks: 46
CTR: 0.09%

I-Village Display Campaign
Impressions: 152,592
Clicks: 93
CTR: 0.06%

Undertone Display Campaign
Impressions: 397,079
Clicks: 126
CTR: 0.03%

WebMD Display Campaign
Impressions: 184,101
Clicks: 124
CTR: 0.07%

Kontera Display Campaign
Impressions: 11,664
Clicks: 444
CTR: 3.81%
CPC: $1.99

Total Banner Display
Impressions: 2,362,034
Clicks: 2,048
CTR: 0.09%

Please let us know if you have any other questions.

Thanks!

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 21, 2011 4:04 PM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: Ad Distribution

HI Julia! Wanted to follow up to see if you agreed to this breakdown of live ads so far?

Thanks!

Charles

From: Hsu, Charles
Sent: Thursday, January 20, 2011 6:38 PM
To: 'Eisman, Julia (HHS/ASPA)'
Cc: Greene, Imani
Subject: Ad Distribution

Hello Julia! I wanted to send you a proposal for our current live ads. Let us know if you approve this plan.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 21, 2011 3:24 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap for 1.20.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/20/11. Effective today, we will begin to include daily performance of the banner display campaign that launched on 01/19/11. Today's report reflects performance data from 01/19/11 through 01/20/11.

Upon your review it will be helpful to know that the typical click-through rate (CTR) government and non-profit banner buys is between 0.04 – 0.05%. We are pleased to share that HHS' campaign is well above this range even at this nascent stage.

SEM

Google English Campaign
Impressions: 50,402
Clicks: 2,003
CTR: 3.97%
CPC: $3.25
Engaged Visits: 1,101.65
Cost per Engaged Visit: $5.91
Bounce Rate: 45.00%

Google Spanish Campaign
Impressions: 22,256
Clicks: 155
CTR: 0.70%
CPC: $4.11
Engaged Visits: 72.70
Cost per Engaged Visit: $8.76
Bounce Rate: 53.10%

Yahoo/Bing English Campaign
Impressions: 3,646
Clicks: 65
CTR: 1.78%
CPC: $2.59

Yahoo/Bing Spanish Campaign
Impressions: 805
Clicks: 26
CTR: 3.23%
CPC: $0.50

TOTAL
Impressions: 77,109
Clicks: 2,249
CTR: 2.92%
CPC: $3.26

++

Display 1/19/11 to 1/20/11

About.com Display Campaign
Impressions: 213,431
Clicks: 123
CTR: 0.06%

AOL Display Campaign
Impressions: 93,657
Clicks: 104
CTR: 0.11%

Spectrum Display Campaign
Impressions: 218,828
Clicks: 97
CTR: 0.04%

Healthline Display Campaign
Impressions: 40,697
Clicks: 43
CTR: 0.11%

I-Village Display Campaign
Impressions: 52,037
Clicks: 35
CTR: 0.07%

Undertone Display Campaign
Impressions: 255,198
Clicks: 125
CTR: 0.05%

WebMD Display Campaign
Impressions: 104,525
Clicks: 51
CTR: 0.05%

Total Banner Display (Does Not Include Google Text Ads & Kontera Text Ads)
Impressions: 978,373
Clicks: 578
CTR: 0.06%

Kontera Display Campaign (Only 1/20/11)

Impressions: 14
Clicks: 1
CTR: 7.14%
CPC: $1.99

Please let us know if you have any other questions.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 6:39 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: Ad Distribution

Of course, no problem!

=)

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 6:38 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: Ad Distribution

Thanks. Will take a look.

And Charles – THANK YOU FOR EVERYTHING TODAY!!!!!!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 6:38 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Ad Distribution

Hello Julia! I wanted to send you a proposal for our current live ads. Let us know if you approve this plan.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 6:38 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Ad Distribution
Attachments: HHSAdDistribution.xls

Hello Julia! I wanted to send you a proposal for our current live ads. Let us know if you approve this plan.

Thanks!

Charles Hsu
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 5:21 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Here you go!
Attachments: HHS Display Screens.ppt

The last four slides should be what you need!

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 4:54 PM
To: Eisman, Julia (HHS/ASPA)
Subject: apologies it is up!

Let me get you screens soon.

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 4:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: screens
Attachments: HHS Display Screens.ppt

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 3:56 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

1. I am getting the other ads up! =)
2. Im not sure I understand can I call?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 3:40 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Question #324:

Can you give me a number (or estimate) of all the sites our ads will be running on?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 3:39 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

That can change yes. We are in the process with Kontera to do this. They are implementing many different codes to try and see if they can track. There is also a few days wait to see if the system registers. The other networks we have not yet coordinated with Google to get permission, but we will put this forward.

Graphs- Hooray!

Screengrabs are still on the way.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 3:34 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Hmm. Any idea why that is, and if we can change that?

Also – graphs are great. THANK YOU!!

Any word on the screengrabs?

Thanks for all your help today!!!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 3:32 PM

To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

That isn't available currently on our display ad that we just launched.

=(

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thu 1/20/2011 3:29 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Did you say you had data on how long people are staying on the site from display ads?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 3:13 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 3:12 PM
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[cid:image002.png@01CBB8B6.CB5958A0]

OVERALL EVERYTHING
Impressions 72,277,449
Clicks 237,164
CTR 0.33%

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 3:39 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

That can change yes. We are in the process with Kontera to do this. They are implementing many different codes to try and see if they can track. There is also a few days wait to see if the system registers. The other networks we have not yet coordinated with Google to get permission, but we will put this forward.

Graphs- Hooray!

Screengrabs are still on the way.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 3:34 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Hmm. Any idea why that is, and if we can change that?

Also – graphs are great. THANK YOU!!

Any word on the screengrabs?

Thanks for all your help today!!!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 3:32 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Things needed more to come!

That isn't available currently on our display ad that we just launched.

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-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thu 1/20/2011 3:29 PM
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iVillage US	12,256	14	0.11%
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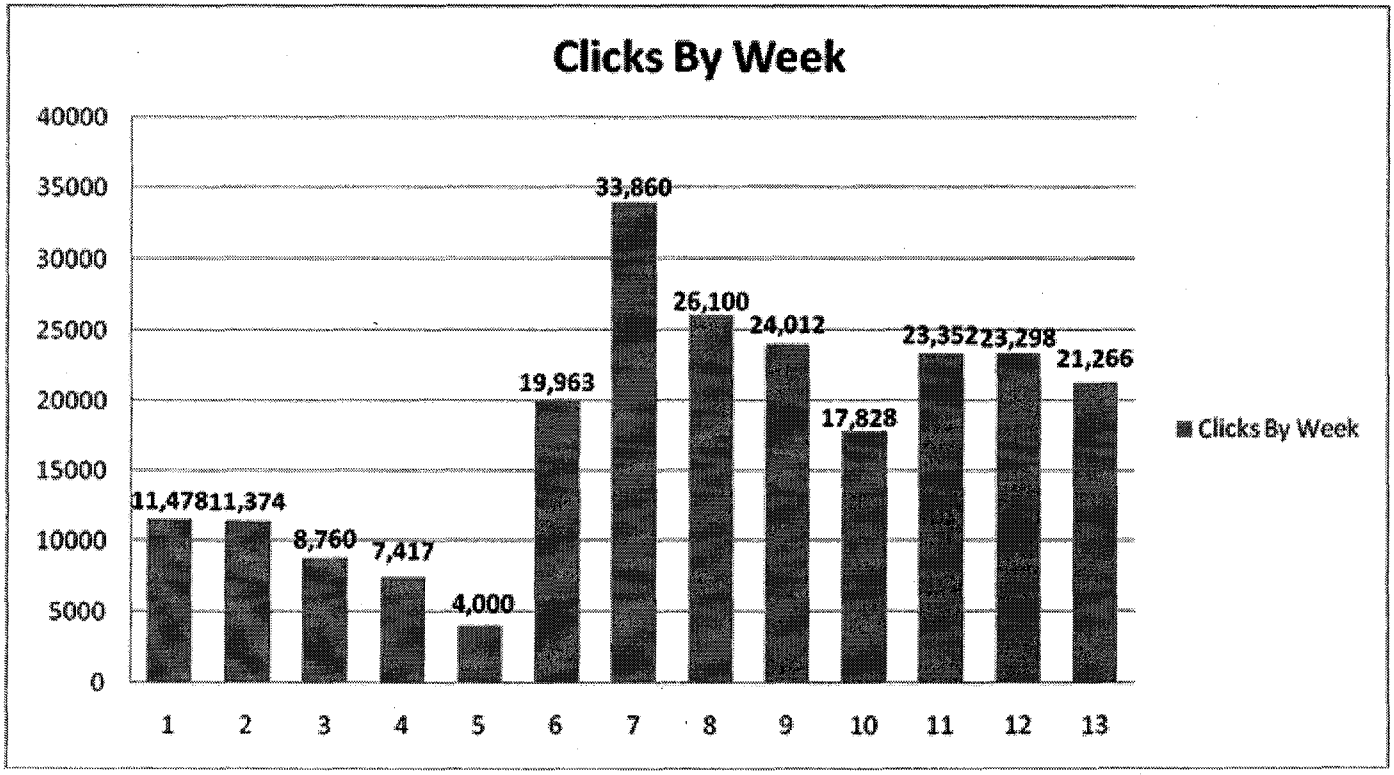

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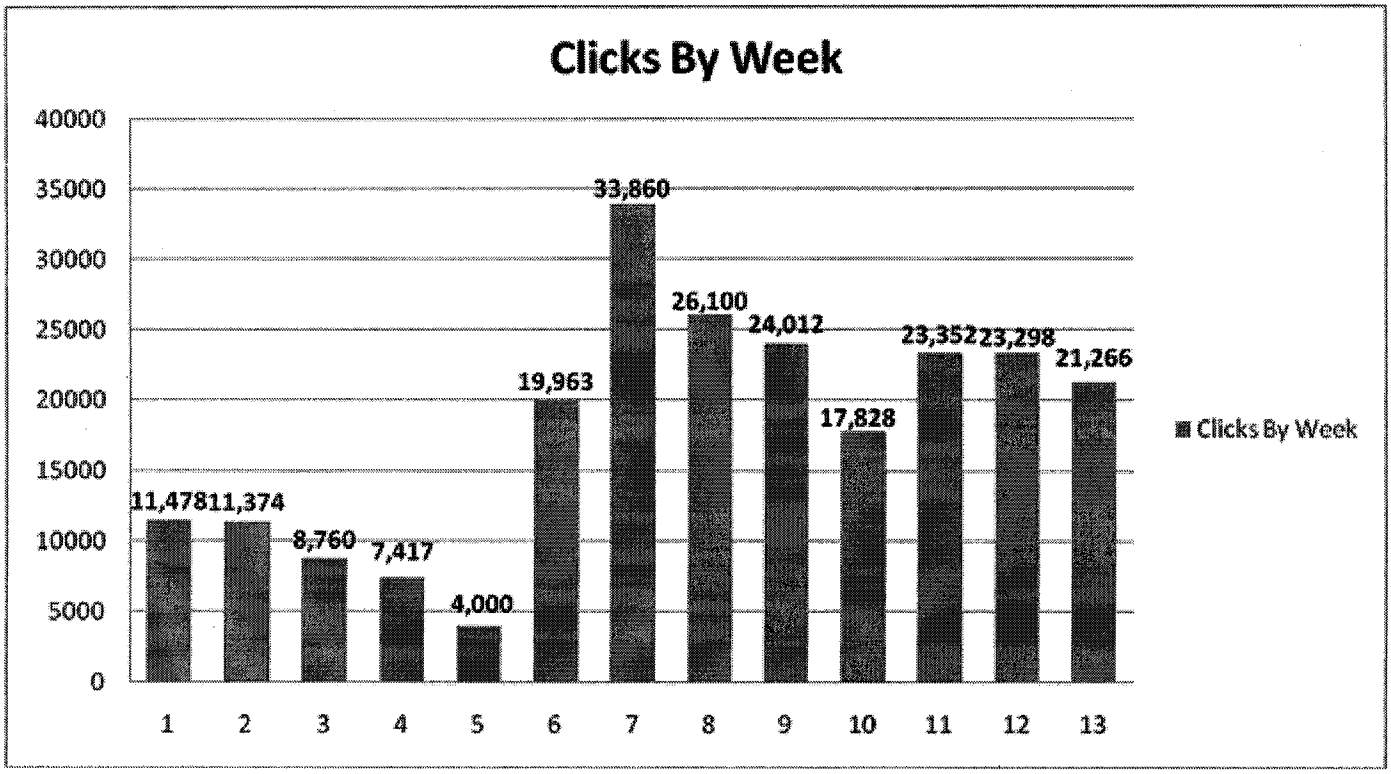

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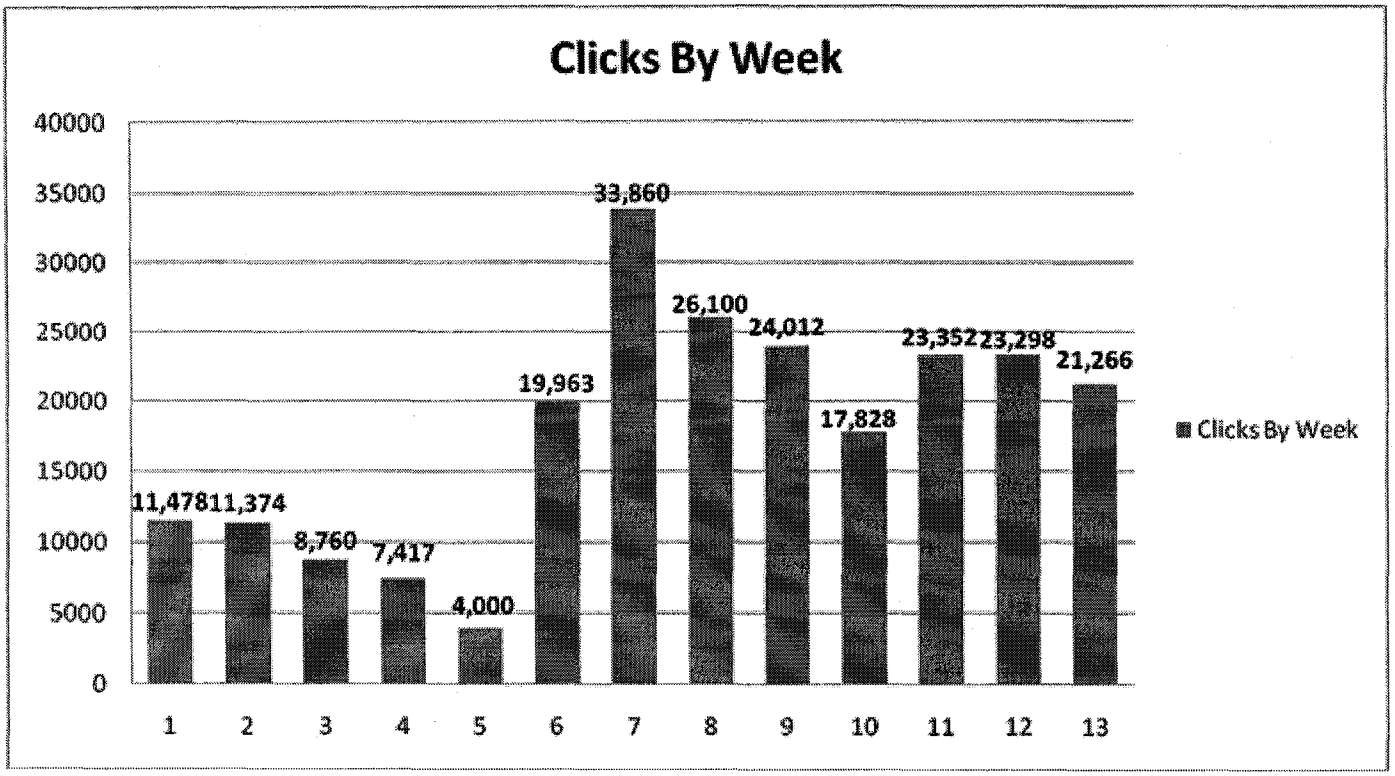

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The clicks range because in some weeks we had additional projects like MLR and more recently Bill of patient rights. Week 7 was when MLR was implemented.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 3:06 PM
To: Hsu, Charles
Subject: RE: Things needed more to come!

Got it. And could you tell me in two sentences (or so) why the clicks range so much? I should have written down the explanation you said over the phone...but I didn't. ☺

And why the huge jump on week 7?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 2:56 PM
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I'm sure it has to do with our display campaigns with MLR. We pumped out a lot of impressions during that stretch.

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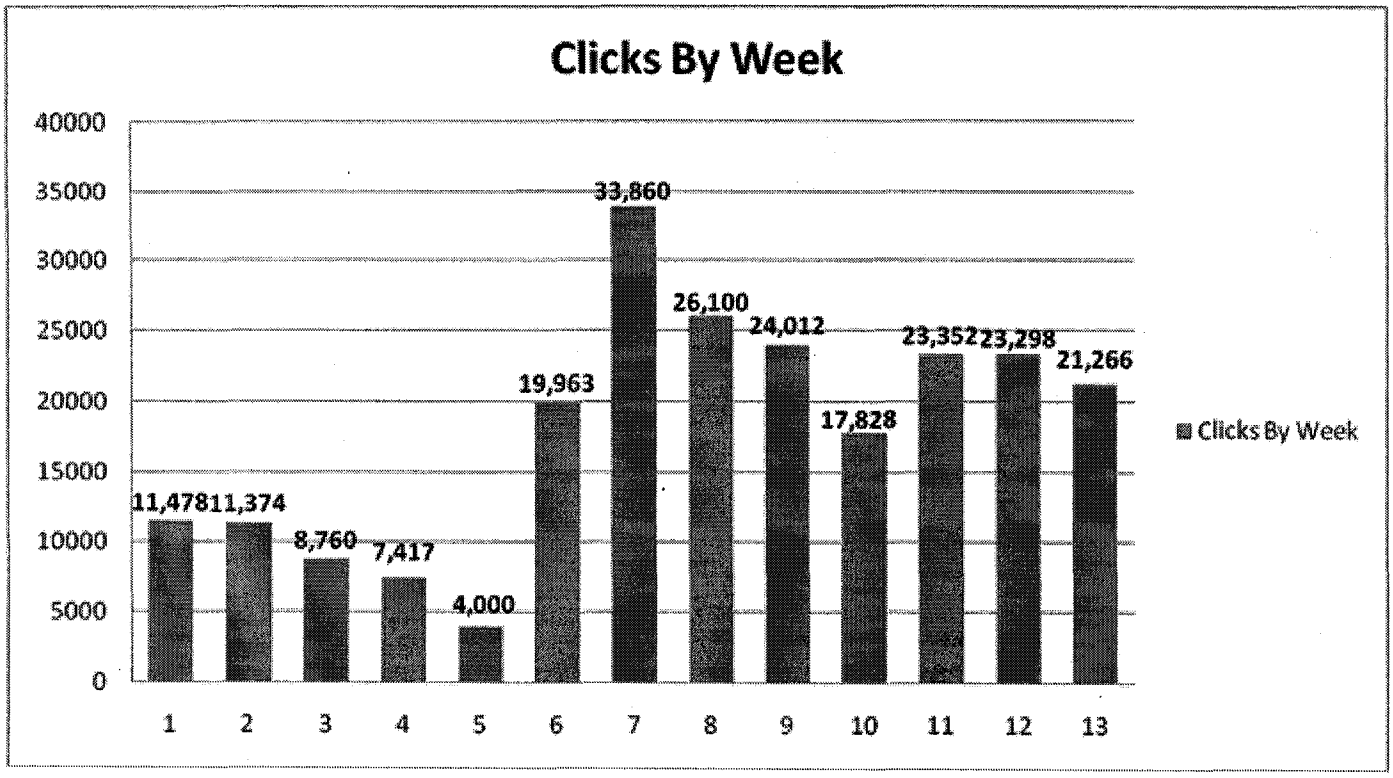

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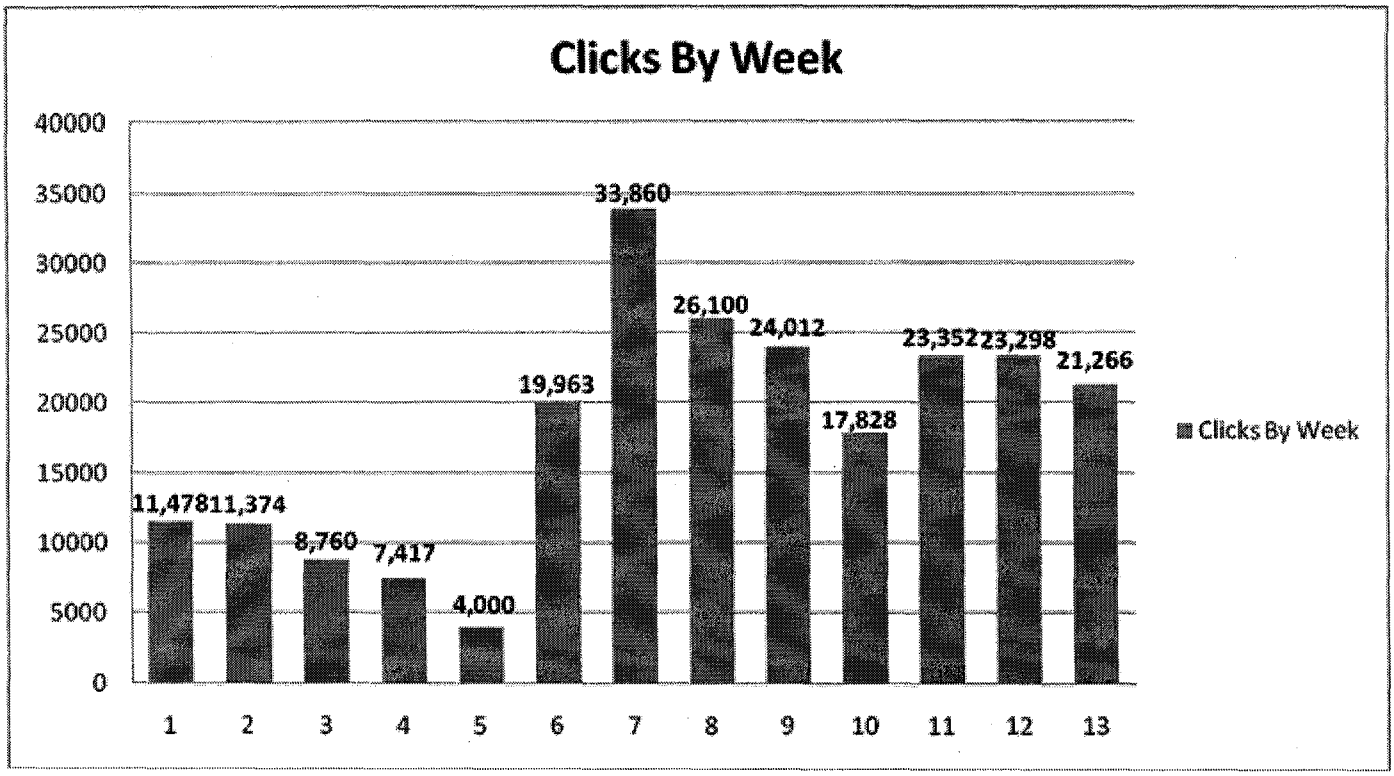

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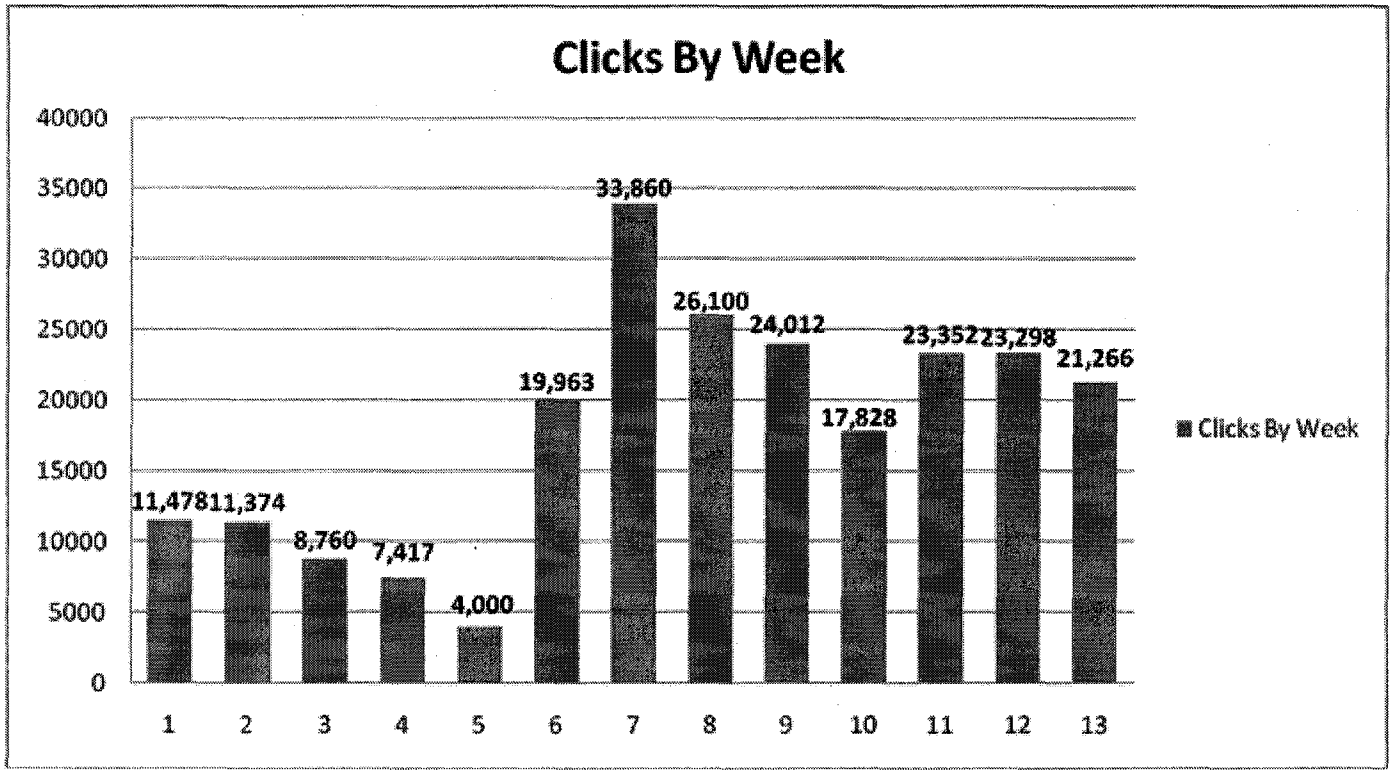

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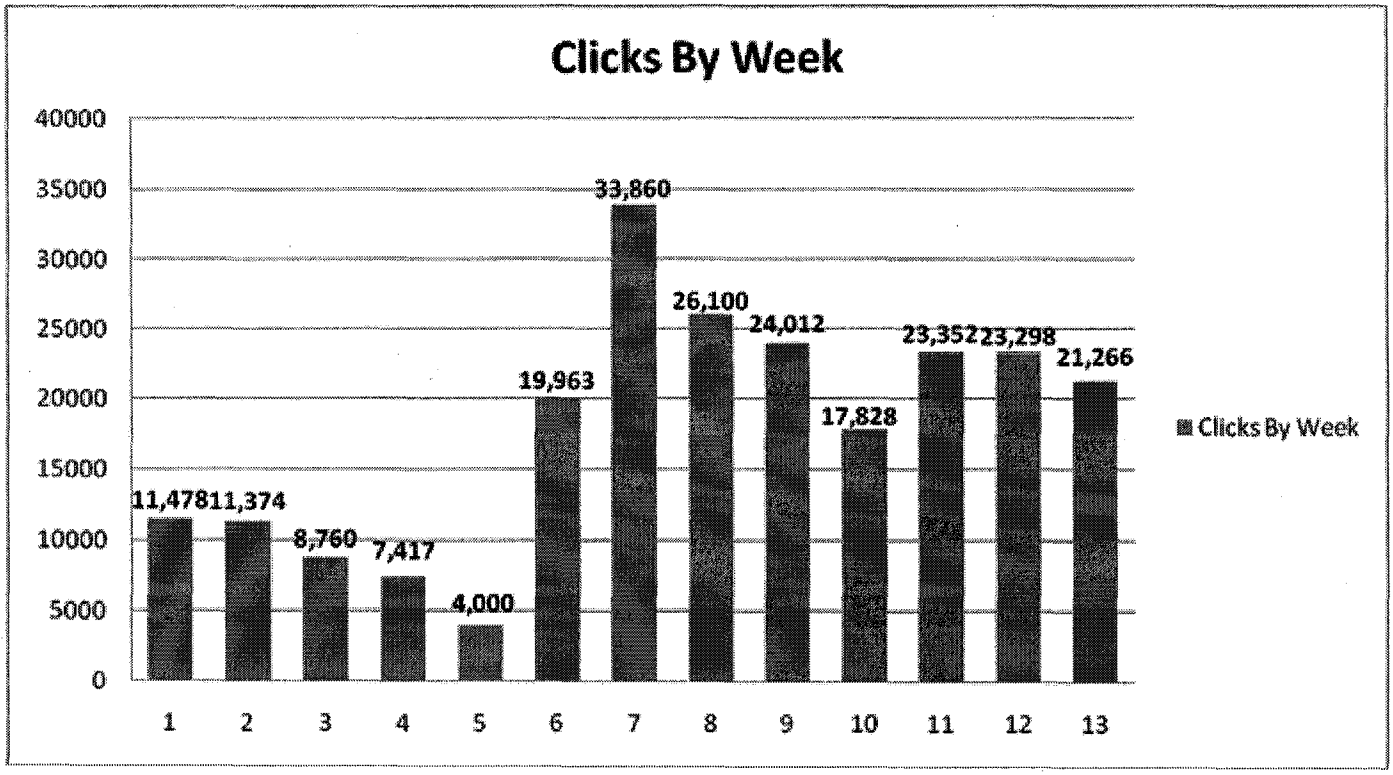

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To: Eisman, Julia (HHS/ASPA)
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202 729 4265

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I'll call you. What's your number?

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To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

Sure thing! Should I call you?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 2:00 PM
To: Hsu, Charles
Subject: RE: screenshots

Hey Charles – do you have a minute to jump on the phone?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 1:41 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

Here you go!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 1:39 PM
To: Hsu, Charles
Subject: RE: screenshots

Would be great if you could send me what ya got.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 12:27 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

I am still waiting on AOL for screens. I did not know if you were on a tight timeline, do you want me to send what I have?

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 11:52 AM
To: Hsu, Charles
Subject: Re: screenshots

Cool

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:49 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

Haha, I just emailed you something! Yes, let me get it to you soon. I think we are just waiting on two vendors right now.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 11:49 AM
To: Hsu, Charles
Subject: screenshots

Hi Charles!
Any chance you could send over a new batch of screenshots? Need to pull together a report and they'd be helpful.

Thanks-
Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 2:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

Sure thing! Should I call you?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 2:00 PM
To: Hsu, Charles
Subject: RE: screenshots

Hey Charles – do you have a minute to jump on the phone?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 1:41 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

Here you go!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 1:39 PM
To: Hsu, Charles
Subject: RE: screenshots

Would be great if you could send me what ya got.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 12:27 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 11:52 AM
To: Hsu, Charles
Subject: Re: screenshots

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From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:49 AM

To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

Haha, I just emailed you something! Yes, let me get it to you soon. I think we are just waiting on two vendors right now.

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To: Hsu, Charles
Subject: screenshots

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Thanks-
Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 1:41 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots
Attachments: HHS Display Screens.ppt

Here you go!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 1:39 PM
To: Hsu, Charles
Subject: RE: screenshots

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To: Eisman, Julia (HHS/ASPA)
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Sent: Thursday, January 20, 2011 11:49 AM
To: Eisman, Julia (HHS/ASPA)
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To: Hsu, Charles
Subject: screenshots

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Thanks-
Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 12:33 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.19.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.19.11

SEM

Google English Campaign
Impressions: 51,528
Clicks: 2,005
CTR: 3.89%
CPC: $3.30
Engaged Visits: 1,118.39
Cost per Engaged Visit: $5.92
Bounce Rate: 44.22%

Google Spanish Campaign
Impressions: 32,665
Clicks: 255
CTR: 0.78%
CPC: $4.34
Engaged Visits: 133.95
Cost per Engaged Visit: $8.27
Bounce Rate: 47.47%

Yahoo/Bing English Campaign (campaign extension restart)
Impressions: 40
Clicks: 1
CTR: 2.50%
CPC: $3.99

Yahoo/Bing Spanish Campaign (campaign extension restart)
Impressions: 5
Clicks: 0
CTR: 0.00%
CPC: $0.00

TOTAL
Impressions: 84,238
Clicks: 2,261
CTR: 2.68%
CPC: $3.42

++++++++++++++++++++++++++++++++++++++

Display

Kontera Display Campaign
Impressions: 22,327
Clicks: 961
CTR: 4.30%
CPC: $1.99

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 12:27 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 11:52 AM
To: Hsu, Charles
Subject: Re: screenshots

Cool

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:49 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

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Charles

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To: Hsu, Charles
Subject: screenshots

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Thanks-
Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:50 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: screenshots

Haha, I just emailed you something! Yes, let me get it to you soon. I think we are just waiting on two vendors right now.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 11:49 AM
To: Hsu, Charles
Subject: screenshots

Hi Charles!
Any chance you could send over a new batch of screenshots? Need to pull together a report and they'd be helpful.

Thanks-
Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:49 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Site Lists Final edits
Attachments: Spectrum Site List A-Z 10.19.10.pdf; General HHS Site List 18+ no ugc.doc; HHS Hispanic Content Site List.doc

I wanted to attach the final edited through site list for Spectrum and AOL for the Display campaign. Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 19, 2011 8:13 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report

That is not a problem!

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wed 1/19/2011 7:00 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Favor - would you mind removing Jaime from the email?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 19, 2011 7:00 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 19, 2011 7:00 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 13 1.11 -1.17 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 19, 2011 6:43 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS banners and sudiences

Yes, all of the ads that are live right now are going to that URL. My apologies, we will keep all of the banners going to this URL and will come back tomorrow with specific URL to ad recommendations!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 19, 2011 6:35 PM
To: Hsu, Charles
Subject: RE: HHS banners and sudiences

Also, just to clarify, the two other ads (not the Under 26 ones) – are being sent here, correct?

http://www.healthcare.gov/issues/rights.html

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 19, 2011 6:31 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Light, Meredith; Dana Cole
Subject: RE: HHS banners and sudiences

I have updated our I-Village tags with young demo targeting to reflect this link.

From: Greene, Imani
Sent: Wednesday, January 19, 2011 6:23 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Gillman, Margo; Beakey, Chris; Light, Meredith; 'Dana Cole'
Subject: HHS banners and sudiences

Per our conversation, we will redirect the buys to target an updated list of audiences:

We will also produce something like the enclosure that helps to keep a tab on what is running, to whom and where its driving people

New audience subgroups:
A 18-26 – drive these to http://www.healthcare.gov/foryou/youngadults/index.html
A 40-55 – landing page tbd
Latino audiences of all ages – landing page tbd

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 19, 2011 6:31 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Light, Meredith; Dana Cole
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From: Greene, Imani
Sent: Wednesday, January 19, 2011 6:23 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Gillman, Margo; Beakey, Chris; Light, Meredith; 'Dana Cole'
Subject: HHS banners and sudiences

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We will also produce something like the enclosure that helps to keep a tab on what is running, to whom and where its driving people

New audience subgroups:
A 18-26 – drive these to http://www.healthcare.gov/foryou/youngadults/index.html
A 40-55 – landing page tbd
Latino audiences of all ages – landing page tbd

ig

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 19, 2011 3:15 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith; Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: HHS Display Campaign Screenshot Updates
Attachments: HHS Display Screens.ppt

Hello Julia, I wanted to give an update on where our ads stand right now. I have attached a PowerPoint that shows some examples of our live ads.

Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 19, 2011 11:40 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Digital Campaign Recap for 1.18.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.18.11

SEM

Google English Campaign
Impressions: 49,206
Clicks: 1,935
CTR: 3.93%
CPC: $3.39
Engaged Visits: 1,065.41
Cost per Engaged Visit: $6.15
Bounce Rate: 44.94%

Google Spanish Campaign
Impressions: 26,702
Clicks: 179
CTR: 0.67%
CPC: $4.41
Engaged Visits: 74.20
Cost per Engaged Visit: $10.62
Bounce Rate: 58.55%

Yahoo/Bing English Campaign
Impressions: 118
Clicks: 1
CTR: 0.85%
CPC: $0.33

Yahoo/Bing Spanish Campaign
Impressions: 23
Clicks: 1
CTR: 4.35%
CPC: $0.23

TOTAL
Impressions: 76,049
Clicks: 2,116
CTR: 2.78%
CPC: $3.47

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Display

Google Display Campaign
Impressions: 667,613
Clicks: 135
CTR: 0.02%
CPC: $3.49

Kontera Display Campaign
Impressions: 31,966
Clicks: 1,124
CTR: 3.52%
CPC: $1.99

TOTAL
Impressions: 699,579
Clicks: 1,259
CTR: 0.18%
CPC: $2.15

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 4:54 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS updated plan

No problem!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 4:54 PM
To: Hsu, Charles
Subject: RE: HHS updated plan

Yes! Sorry. Been in back-to-back meetings.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 4:51 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS updated plan

Is this plan approved? =)

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 4:02 PM
To: Hsu, Charles
Subject: Re: HHS updated plan

Thx!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 03:59 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS updated plan

You are absolutely correct. Apologies as I only updated the grid. Here is another updated deck.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 3:56 PM
To: Hsu, Charles
Subject: RE: HHS updated plan

One question – the budget on the 2nd slide says $200/month. But didn't we up it to $250?

Want to be sure I have the accurate number.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 3:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS updated plan

No problem! Just to be sure I have reattached the most updated HHS display plan.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 3:42 PM
To: Hsu, Charles; Greene, Imani
Subject: Re: HHS updated plan

Sorry - in a meeting. Will respond shortly.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 02:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: HHS updated plan

Hello Julia, I have attached the updated plan with budget spend. Please confirm that this is approved.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 4:51 PM
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Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
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Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 4:00 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS updated plan
Attachments: HHS Display Proposal Ogilvy 2011.pptx

You are absolutely correct. Apologies as I only updated the grid. Here is another updated deck.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 3:56 PM
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Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
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Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265

1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (b)(6)
Sent: Thursday, February 24, 2011 3:10 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Yup, figured as such. Haha.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 3:08 PM
To: Mulligan, Jaime
Subject: RE: Weekly ad summary

p.s. I didn't want to say this 'out loud' but I'm looking into Facebook ads for our new page...

From: Mulligan, Jaime [mailto:
Sent: Thursday, February 24, 2011 3:05 PM
To: Eisman, Julia (HHS/ASPA); Whitty, Patrick; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: RE: Weekly ad summary

Thanks Julia

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 3:04 PM
To: Whitty, Patrick; Mulligan, Jaime; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Weekly ad summary

Hello –
Weekly ad summary is attached and highlights below. Please let me know if you have questions.

Thanks so much-
Julia

Overview

- To date, the total ad buy launched 10/20 has driven more than **341,298** clicks through to healthcare.gov and cuidadodesalud.gov, with a total of **121,360,000** impressions.

- The display ads are at a .08% click through rate, down slightly from the previous weeks but still above average for federal agencies. To date, the new display campaign has altogether sent over **68,124 people to HealthCare.gov with over 100 million impressions.**

- The campaign saw an increase in clicks last week, which shows it is still responding well to the recent keyword bid optimizations. What we did was look at some individual keywords and decreased their maximum bid pricing, in hopes of lowering the cost-per-click while at the same time not affecting the click through rate. We also raised the maximum bid for some of the better performing keywords so we could reach more people with popular terms.

- We're reviewing our keyword list and are making updates to pause the lesser performing keywords so more dollars can be spent on the better performing keywords. For example, A few keyword groups continue to be top performers, and have subsequently driven most of the traffic to the campaign websites:
    - Affordable Care Act, including such terms as health care reform, government health insurance, Obamacare, and affordable care act.
    - Health Insurance Group, including terms as health insurance.
    - Health Care Group, including terms as health care.
- While other keyword groups have not performed as well, and are not driving significant traffic to the campaign websites:
    - Health Insurance, Health insurance options, Medical Insurance, and Insurance companies

- We've begun advertising on Batanga, a wide-reaching Spanish language ad network instead of AOL because our AOL Spanish ads are not performing as well. Next week we will have performance numbers to share.

- We're building new ads that will speak specifically to women and also to small business owners. We are reviewing ad copy and expect to launch in the coming week.

- We're also exploring ways we can help promote the ACA anniversary using our online ad buy.

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (b)(6)
Sent: Thursday, February 24, 2011 3:05 PM
To: Eisman, Julia (HHS/ASPA); Whitty, Patrick; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: RE: Weekly ad summary

Thanks Julia

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 3:04 PM
To: Whitty, Patrick; Mulligan, Jaime; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Weekly ad summary

Hello –
Weekly ad summary is attached and highlights below. Please let me know if you have questions.

Thanks so much-
Julia

Overview

- To date, the total ad buy launched 10/20 has driven more than **341,298** clicks through to healthcare.gov and cuidadodesalud.gov, with a total of **121,360,000** impressions.

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- The campaign saw an increase in clicks last week, which shows it is still responding well to the recent keyword bid optimizations. What we did was look at some individual keywords and decreased their maximum bid pricing, in hopes of lowering the cost-per-click while at the same time not affecting the click through rate. We also raised the maximum bid for some of the better performing keywords so we could reach more people with popular terms.

- We're reviewing our keyword list and are making updates to pause the lesser performing keywords so more dollars can be spent on the better performing keywords. For example, A few keyword groups continue to be top performers, and have subsequently driven most of the traffic to the campaign websites:
    - Affordable Care Act, including such terms as health care reform, government health insurance, Obamacare, and affordable care act.
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    - Health Insurance, Health insurance options, Medical Insurance, and Insurance companies

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- We're building new ads that will speak specifically to women and also to small business owners. We are reviewing ad copy and expect to launch in the coming week.

- We're also exploring ways we can help promote the ACA anniversary using our online ad buy.

Eisman, Julia (HHS/ASPA)

From: Whitty, (b)(6)
Sent: Friday, March 25, 2011 3:33 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Yep, no prob

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 25, 2011 3:30 PM
To: Whitty, Patrick
Subject: RE: Weekly ad summary

Sorry – I've been trapped in meetings and have another one at 3:30. Is it okay if I shoot you an email in about 45 minutes?

From: Whitty, Patrick [mailto (b)(6)
Sent: Friday, March 25, 2011 2:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Hey Julia, nice report this week – looks like the new ads are moving in the right direction!

I'd like to include a follow up note this week on how things look w batanga vs AOL Spanish. Any updates you can send on there?

Thanks!

Patrick

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 24, 2011 4:52 PM
To: Whitty, Patrick
Cc: Mulligan, Jaime; Phillips, Macon; Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Weekly ad summary

Hello- attached is the ad summary for the last two weeks. Please let me know if you have questions. Thanks!

Highlights are below:

To date, the total ad buy launched 10/20 has driven more than **457,000** clicks through to healthcare.gov and cuidadodesalud.gov, with a total of **152,113,936** impressions.

Over the last two weeks, we've made some significant changes to freshen up the ad campaign.

We've integrated new search and display ads targeting women and small businesses. In an effort to target more women, we updated our search keyword list to include more targeted and relevant keywords towards women, and expanded our buy on i-village and healthline ad network, and the undertone ad network. In an effort to target more small business owners, we've updated our search keyword list and have begun advertising on Inc.com. Inc.com reaches over 1.5 million

people monthly, and is known for its vast database of professional advice. Inc.com and FastCompany.com share relevant content across both sites, reaching a broad, business-focused audience.

We are running the small business and women's ads are in both English and Spanish.

We've also integrated ads into the mix recognizing the one-year anniversary of the Affordable Care Act. For the anniversary ads, we tried a few new techniques. We've updated the ad copy to reference that the law has been in effect for one year now. In addition, the anniversary ads give users three options to click: a link that takes them to HealthCare.gov (specifically our Better Benefits, Better Health initiative); "like" us on Facebook; and share on Facebook. The idea here is to give people the option of sharing the material if they so desire.

Eisman, Julia (HHS/ASPA)

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To: Eisman, Julia (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Whitty, Patrick (b)(6)
Sent: Friday, February 25, 2011 2:53 PM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime
Subject: RE: Weekly ad summary

The trendlines over the last three weeks looks great.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
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Eisman, Julia (HHS/ASPA)

From: Stenrud, Chris (HHS/ASPA)
Sent: Tuesday, March 29, 2011 4:46 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Change to User Group Call Schedule; Web Statistics for Plan Finder

TMI. I would just let them know "Our activities have been focused on creating a basic online presence so that Americans can find the site and take advantage of their insurance options."

Chris Stenrud
Deputy Assistant Secretary for Public Affairs
U.S. Department of Health & Human Services
(202) 205-1841

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, March 29, 2011 4:30 PM
To: Stenrud, Chris (HHS/ASPA)
Subject: FW: Change to User Group Call Schedule; Web Statistics for Plan Finder

(b)(4)

From: Liu, Beth (HHS/OCIIO)
Sent: Tuesday, March 15, 2011 10:56 AM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Change to User Group Call Schedule; Web Statistics for Plan Finder

Hi, Julia.

I work on the Plan Finder team and Kaya Walton referred me to you as someone who may know the answer to an insurance company's question. This issuer wanted to know more information about the limited paid marketing for HealthCare.gov. Her question is immediately below. Do you happen to have information that I could share with this person?

Thank you so much for your help,
Beth

****

Beth Liu
IT Web Specialist, Office of Consumer Support
Center for Consumer Information and Insurance Oversight
Centers for Medicare & Medicaid Services
Beth.Liu@HHS.gov | www.HealthCare.gov

INFORMATION NOT RELEASABLE TO THE PUBLIC UNLESS AUTHORIZED BY LAW:
This information has not been publicly disclosed and may be privileged and confidential. It is for internal government use only and must not be disseminated, distributed, or copied to persons not authorized to receive the information. Unauthorized disclosure may result in prosecution to the full extent of the law.

From: (b)(6)
Sent: Friday, March 04, 2011 12:03 PM
To: OCIIOPlanFinder (HHS/OCIIO)
Subject: RE: Change to User Group Call Schedule; Web Statistics for Plan Finder

Thanks for your response.

Our executives are now wondering if we could get any detail on the "limited paid marketing" that was done? It would be helpful to know what was done and what is planned for the future.

Thank you.

(b)(4), (b)(6)

From: OCIIOPlanFinder (HHS/OCIIO) [mailto:OCIIOPlanFinder.os@hhs.gov]
Sent: Friday, March 04, 2011 10:44 AM
To: (b)(6)
Cc: HHS - Insurance OversightHHS)
Subject: RE: Change to User Group Call Schedule; Web Statistics for Plan Finder

Kristina,

Thank you for your question. We do not have additional web traffic information to provide at this time. When we are able to release more detailed statistics, we will let you and the entire Issuer community know.

Thank you,
HealthCare.gov Plan Finder

****

INFORMATION NOT RELEASABLE TO THE PUBLIC UNLESS AUTHORIZED BY LAW:
This information has not been publicly disclosed and may be privileged and confidential. It is for internal government use only and must not be disseminated, distributed, or copied to persons not authorized to receive the information. Unauthorized disclosure may result in prosecution to the full extent of the law.

From: (b)(6)
Sent: Tuesday, March 01, 2011 11:52 AM
To: HHS - Insurance OversightHHS)
Subject: RE: Change to User Group Call Schedule; Web Statistics for Plan Finder

I've been asked by my company executives to see if it would be possible to get statistics specific to web traffic (hits) on our Plan's information.

Thank you,

(b)(4), (b)(6)

From: HHS - Insurance OversightHHS) [mailto:Insuranceoversight@hhs.gov]
Sent: Monday, February 28, 2011 4:22 PM
To: HHS - Insurance OversightHHS)
Subject: Change to User Group Call Schedule; Web Statistics for Plan Finder

Please see the attached memo from Doug Pennington, Program Director,Healthcare.gov Plan Finder.

Confidentiality Notice: This communication and any attachments are for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, distribution or copying is prohibited. If you are not the intended recipient(s), please contact the sender by replying to this e-mail and destroy/delete all copies of this e-mail message.

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Thursday, February 24, 2011 3:45 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly ad summary

Just a reminder that I need your plan for increased web ads in the week before and the week of the ACA 1-year anniversary

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, February 24, 2011 3:04 PM
To: 'Whitty, Patrick'; 'Mulligan, Jaime'; Phillips, Macon
Cc: Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Weekly ad summary

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Thanks so much-
Julia

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Eisman, Julia (HHS/ASPA)

From: Santillo, Jessica (HHS/ASPA)
Sent: Tuesday, February 01, 2011 12:50 PM
To: Eisman, Julia (HHS/ASPA); Rosero, Luis (HHS/ASPA)
Subject: RE: Statement

(b)(5) - deliberative process

Jessica Santillo
202-690-7263 (o)
(b)(6) (c)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, February 01, 2011 11:41 AM
To: Rosero, Luis (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: RE: Statement

+ Jess

Do you have our statement on the google ads?

-----Original Message-----
From: Rosero, Luis (HHS/ASPA)
Sent: Tuesday, February 01, 2011 11:40 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Statement

Please send me the response on any questions related to paid ads on google. Thanks.

Eisman, Julia (HHS/ASPA)

From: Failla, Mark [mark.failla@teamaol.com]
Sent: Tuesday, January 04, 2011 1:04 PM
To: 'Greene, Imani'; Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Link on AOL Homepage today - Follow up Report
Attachments: untitled.bmp; Dec 29 Flu.bmp

Julia and Imani,

Just a quick note to provide you with an activity summary from the pro-bono 12/29 AOL Homepage link for Flu Prevention....

Impressions: 31,080,662
Clicks: 7,373

-Mark

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, December 29, 2010 1:43 PM
To: Failla, Mark; Julia.Eisman@hhs.gov
Subject: Re: HHS Link on AOL Homepage today

Very, very cool! Thanks Mark.

From: Failla, Mark <mark.failla@teamaol.com>
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Cc: Greene, Imani
Sent: Wed Dec 29 10:15:00 2010
Subject: HHS Link on AOL Homepage today

Hi Julia,

Just wanted to let you know that we're running a pro-bono Flu Prevention ad for HHS on our homepage today. It was placed in cooperation with the Ad Council. The ad and link appear in our "Cause Module" which features a different charity, non-profit or government agency each day of the year. It's an example of our dedication to government outreach efforts and the added value that we can offer you as part of your paid and PSA media efforts - Today's homepage ad will have approximately 14 million impressions.

The "Cause Module" is part of our new AOL homepage design and is also offered to our home page advertisers as added value to promote a cause and make consumers aware of their cause marketing efforts.

I'm really looking forward to working with you in the new year to support your effective online marketing efforts.

Happy Holidays,
Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)

AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 5:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

You're welcome. I was watching the live stream on the website and jumped over to FB to check the conversation out over there; and when I saw that it didn't mention the HHS livestream thought I should flag it for you.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 16:59:17 2011
Subject: Re: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thx

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 04:58 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

The last status update posted is on Education and Secretary Arne Duncan.

From: Esquivel, Kety
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Thu Jan 27 16:57:11 2011
Subject: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Just a quick heads up that the White House Facebook page does not mention the HHS livestream happening now.

From: Esquivel, Kety
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Thu Jan 27 14:15:24 2011
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Julia,

Of course! I tweeted it and posted it to Facebook. So far it looks like on Twitter there are 30,079 impressions. I'll mention it again as we get closer to the call. Also a couple of influencers in the target demographic picked up on it and reposted it - so that's good. If we have a bit more lead time next time I'd like to get them proactively engaged a few days ahead of time so that they can help to create awareness among their followers. They have the appetite to get involved and I think it would help to create even more awareness that things like this are happening. Do you think that's a possibility? Please let me know what you think.

Thanks,
Kety

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety

Sent: Thu Jan 27 12:59:24 2011
Subject: RE: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks. Keep me posted!

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:38 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks! You got it. I'm on it!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 12:14:59 2011
Subject: RE: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

We posted on both the @HHSgov and the @HealthCareGov twitter feed:

"TODAY 4:30pm EST, join us for a post #SOTU Q&A with HHS Secretary Sebelius on health care. Watch live: www.whitehouse.gov/live"

We also posted on the HealthCare.gov Facebook page.

Let me know if you can help share/promote.

Thanks!!

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 10:32 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Sounds great! Will do.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 10:27:20 2011
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Kety - we're going to post a blog this morning to promote, and post on FB & twitter today. We don't have a hashtag. Any way you could help spread the word would be great!

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 10:17 AM
To: Eisman, Julia (HHS/ASPA)

Subject: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Julia,

How are you? What did you think of the State of the Union? I really enjoyed the enhanced online offering. Very neat!

It sounds like that offering is in some ways extending into Health Care? I was wondering if there is any help that we can provide with the WebMD roundtable panel with HHS Secretary Kathleen Sebelius today at 4:30 p.m. Eastern: http://health.webmd.com/cgi-bin21/DM/t/nBKWC0NKA4y0N1S0BChev0E2.

I saw that it wasn't on the HealthCare.gov twitter stream or Facebook page and I was wondering if that was by design or if it was going to be posted soon. Will others be able to watch it? Is there a hash tag that you'd like for us to use? I know that there isn't much time, but if it would be helpful, I'd love to help to spread the word. Please let me know.

Thanks,
Kety

Kety Esquivel
Vice President
Ogilvy Public Relations Worldwide
360° Digital Influence
1111 19th Street NW, 10th Floor
Washington, DC 20036
t: 202.729.4122
f: 202.729.4001
e: kety.esquivel@ogilvypr.com
Follow Me on Twitter: @KetyE

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Thanks,
Kety

Kety Esquivel
Vice President

Ogilvy Public Relations Worldwide
360° Digital Influence
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Washington, DC 20036
t: 202.729.4122
f: 202.729.4001
e: kety.esquivel@ogilvypr.com
Follow Me on Twitter: @KetyE

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 4:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Heads Up re FB- Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Just a quick heads up that the White House Facebook page does not mention the HHS livestream happening now.

From: Esquivel, Kety
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Thu Jan 27 14:15:24 2011
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Julia,

Of course! I tweeted it and posted it to Facebook. So far it looks like on Twitter there are 30,079 impressions. I'll mention it again as we get closer to the call. Also a couple of influencers in the target demographic picked up on it and reposted it - so that's good. If we have a bit more lead time next time I'd like to get them proactively engaged a few days ahead of time so that they can help to create awareness among their followers. They have the appetite to get involved and I think it would help to create even more awareness that things like this are happening. Do you think that's a possibility? Please let me know what you think.

Thanks,
Kety

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 12:59:24 2011
Subject: RE: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks. Keep me posted!

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:38 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks! You got it. I'm on it!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Thu Jan 27 12:14:59 2011
Subject: RE: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

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"TODAY 4:30pm EST, join us for a post #SOTU Q&A with HHS Secretary Sebelius on health care. Watch live: www.whitehouse.gov/live"

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Let me know if you can help share/promote.

Thanks!!

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Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Sounds great! Will do.

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Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

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Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 2:15 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Hi Julia,

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Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 12:39 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Will you/someone from the WH be live tweeting?

From: Esquivel, Kety
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Thu Jan 27 12:37:58 2011
Subject: Re: Quick Question re: WebMD roundtable panel with HHS Secretary Kathleen Sebelius

Thanks! You got it. I'm on it!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
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Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, January 27, 2011 10:18 AM
To: Eisman, Julia (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Cutter, Stephanie [(b)(6)]
Sent: Tuesday, January 04, 2011 7:31 PM
To: Backus, Jenny (HHS/ASPA); Phillips, Macon; Mulligan, Jaime; Whitty, Patrick; Sekhar, Sonia
Cc: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: FYI - Healthcare.gov Plan

When is this being implemented???

Stephanie Cutter
Assistant to the President, Special Projects
(b)(6)

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Tuesday, January 04, 2011 4:41 PM
To: Backus, Jenny (HHS/ASPA); Phillips, Macon; Mulligan, Jaime; Whitty, Patrick; Sekhar, Sonia; Cutter, Stephanie
Cc: Sorian, Richard (HHS/ASPA); Eisman, Julia
Subject: RE: FYI - Healthcare.gov Plan

Resending

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 4:31 PM
To: 'Phillips, Macon'; (b)(6) 'Whitty, Patrick'; 'Sekhar, Sonia'; (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: FYI - Healthcare.gov Plan

Here is a Summary of the current Ogilvy plan for healthcare.gov
We will be sending along a calendar of when we will start to see display ad creative and themes for the next few months shortly

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, January 20, 2011 5:57 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Light, Meredith
Subject: checking in on approvals

Importance: High

Hey Julia – Just checking in to see when you think you'll be able to get back to us with your approvals of the stuff we've submitted. We can't move forward on some items until you get back to us. We did one timeline that we'll send to you but it was based on getting approvals on a fast tracked schedule.

Please let us know when you think you'll be able to get back to us – and thanks for everything so far!

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:35 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hummel, Allyson; OGIMGillman (CMS contact); Light, Meredith; Greene, Imani
Subject: FW: Healthcare.gov Image Options
Attachments: Hispanic_under_26.pdf

Hey Julia – here are the Hispanic images.

From: Hummel, Allyson
Sent: Thursday, January 20, 2011 11:18 AM
To: Gillman, Margo; Beakey, Chris
Cc: Talley, Randy; Light, Meredith; Shoval, Leah
Subject: FW: Healthcare.gov Image Options

Team,

Here are the hispanic options. Thanks.

Ally

Allyson Hummel
Creative Director, SVP
Creative Studio

Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
D 202.729.4098
C (b)(6)

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, January 05, 2011 11:11 AM
To: 'Greene, Imani'; Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Cc: 'Stolbach, Cally'
Subject: RE: fax has been sent

Third page just came throuhg

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 11:11 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: fax has been sent

We'll resend all three pages three times. One for each of you.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, January 05, 2011 11:08 AM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Subject: RE: fax has been sent

Thaks – only two pages seem to have come in
Plus Jamie H

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 11:02 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: fax has been sent

To Julia and Jenny's attention. There should be three pages total and they were sent twice. I'm at my desk and available via cell as needed...

ig

202.729.4150 - office
(b)(6) - mobile

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Plus Jamie H

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Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:07 AM
To: Sorian, Richard (HHS/ASPA); (b)(6) Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

In Senior staff meeting

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:02 AM
To: (b)(6) Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

I'm out then. Can you guys talk and fill me in?

From: Mulligan, Jaime [mailto:(b)(6)
Sent: Tuesday, January 04, 2011 09:51 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

Maybe we could talk at like 10:30?

From: Mulligan, Jaime
Sent: Tuesday, January 04, 2011 9:51 AM
To: 'Sorian, Richard (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

I would put this in the truly urgent category. People here are expecting something from you guys today, and I wanted to talk to you about it from what I'm seeing here. Wouldn't take long.

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Tuesday, January 04, 2011 9:45 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

This is not a good day to talk about Oglivy. We are preparing for the repeal vote and a bunch of related stuff. Is this truly urgent or someone's checklist?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Mulligan, Jaime [mailto:(b)(6)
Sent: Tuesday, January 04, 2011 9:34 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: You guys want to talk for 15 minutes or something about Ogilvy?

I have a 10 am---maybe if you're out of the 9 am by 9:45?

Let us know what you think...

Gracias-
Julia

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, January 03, 2011 6:54 PM
To: Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: 'Mulligan, Jaime'
Subject: RE:

Thanks guys
Will review tonight - we need to get to Cutter tomorrow

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 03, 2011 6:37 PM
To: Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Cc: 'Mulligan, Jaime'
Subject:

Jenny and Richard-

Attached is a document that Jaime and I had been working on a while back (before she left for the dark side), and finally finished just last week. Basically, it's an attempt at an online outreach plan with tactics for different audience areas broken down by month. It's intended to complement our work with Ogilvy; the emphasis is more on outreach than online ads.

Would love your thoughts on this, and if you think we've left anything out (which I'm sure we did). She and I could split the work and get going on these pieces.

Let us know what you think...

Gracias-
Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 3:50 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 15 1 25 -1 31 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 9:41 AM
To: Eisman, Julia (HHS/ASPA)
Subject: UPDATED ANSWERS use this one. RE: HHS Weekly Report
Attachments: HHS Digital Week 15 1 25 -1 31 Report.ppt

Call me if you need too! =)

- Can you help fill-in the #s here: "To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions." AND this:
"Combined with the search ads, HealthCare.gov and CuidadodeSalud.gov received over xxx clicks last week."

1st question is on slide two at 270,240 clicks and 13,851,596 impressions

2nd question, are you talking about Display and Search together? If so then answer is 23,187

- Can you send weekly display stats? I see Search, but not display.
Should be slide 28 but I can resend?

- Would you mind sending a screenshot of CTR & CPC, as you did last week?
Should be slide 26 but I can resend?

- Last week, we reported that our display CTR was .51%, but this week it's down to .09%. Is this correct? Can you explain the drop?
I think we are just talking about the display portion yes? Usually in the beginning there is a high CTR as the campaign begins to push out all of the ads as quickly as possible. After it gets to settle down the number levels out which is what we are seeing now. .09% is a GREAT number. =) As we mentioned before, this is a very strong click-through rate, as conventional CTR by government and non-profit campaign is 0.04
- 0.05%.

- Last week, I noted that "to date, our search campaign has sent 218,000 clicks to HealthCare.gov with at total of 13,825,624 impressions" - but that is inconsistent with this weeks stats:
* 13,851,596 Impressions
* 212,291 Clicks

.....Can you help determine the discrepancy?

Apologies That was a mistake on my part (will not happen again) it is suppose to be 270,240 clicks this week and 13,851,596 impressions. I have attached a new PPT to go along with this email!

- Can you provide insights as to why the search CTR has climbed?
Mostly due to the campaign leveling out again as we mentioned in the previous report. We also have our Google team optimizing bids and
keyword targeting behind the scenes.

- Would you mind sending an updated chart of clicks by week Coming soon! Wanted to get you these answers first -----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 02, 2011 11:16 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Charles - Thanks for sending this! I have a few follow up questions I'm hoping you can help with first thing in the morning:

- Can you help fill-in the #s here: "To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions." AND this:
"Combined with the search ads, HealthCare.gov and CuidadodeSalud.gov received over xxx clicks last week."

- Can you send weekly display stats? I see Search, but not display.

- Would you mind sending a screenshot of CTR & CPC, as you did last week?

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* 13,851,596 Impressions
* 212,291 Clicks

.....Can you help determine the discrepancy?

- Can you provide insights as to why the search CTR has climbed?

- Would you mind sending an updated chart of clicks by week

Thanks so so much!
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 3:49 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)

Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 10:57 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 18 2 15 -2 21 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, January 05, 2011 1:32 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani; Hsu, Charles
Subject: RE: quck call?

Sure, want me to give you a ring directly? Or feel free to call my desk – 202-729-4020.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 05, 2011 1:18 PM
To: Greene, Imani; Stolbach, Cally; Hsu, Charles
Subject: quck call?

Are you available for a quick call right now to talk about display ads we want to launch on Friday?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, January 04, 2011 1:03 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: Abortion Keywords

Hi Julia – Charles and I are running to a meeting until 2pm, so if you need us to make any changes to the keywords, we're available on bb. Just wanted to give you a heads up ☺

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, January 03, 2011 1:19 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: HHS Google Spanish Analytics

Hi Julia!

Hope you had a great holiday ☺. If anyone needed some time off, it was YOU, and not us! Hope you weren't tethered to your blackberry, and got to really unwind.

Looking forward to catching up today – per Charles' email, would 2:30 work? Let us know, and we'll work around your schedule!

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 03, 2011 12:27 PM
To: Hsu, Charles
Cc: Stolbach, Cally
Subject: RE: HHS Google Spanish Analytics

Hi guys – Happy new year! I hope you had a fabulous break and got some much-needed time off.

Now, back to the fun stuff...Our team is having a hard time resolving this. Might you be free for a 15 minute call at 2:00 (or shortly thereafter) to go over the problem?

Thanks much-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 10:11 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: HHS Google Spanish Analytics

Hello Julia! After a few conversations with multiple Google technicians we believe the issue with Google Spanish analytics might be due to code placement on the CuidadoDeSalud.gov Web site. If you could help forward some language to your Web site team, they should hopefully be able to assist in fixing the issue. Per Google's recommendation, we would like to ensure that there is only one code on the page and that its format matches the original code found in the help center. This will allow the Google Spanish analytics to report data again. We are happy to connect your web team with Google's so they can directly trouble shoot if necessary. Below is the Google Tech Team's response to fix the issue. Please let us know if we can be of any further assistance!

Technical Team's Response:

Looking through the Analytics for the specified account, we do see the issue

you are describing. Since Analytics shows 0 visits from Google (organic) as well as CPC, it is most likely not an account linking problem. We did notice, however, that the website in question links to multiple versions of the tracking code, which all in turn reference multiple Analytics accounts.

Sending Analytics data to multiple accounts has been known to cause discrepancies and other problems, and is not currently supported by our team. If the multiple accounts is a new addition to the tracking code (i.e. as of Dec 8 or 9), we would point to that as a possible reason for this issue. Furthermore, we noticed that there are more than several unsupported customizations, which make it difficult for us to pinpoint what the problem actually is. As a general policy, we're not able to offer support for non-standard code implementations.

We did notice that the Cookie request is not being sent properly (i.e. no UTMZ cookie). This error may be due to the cookie timeout modifications made to the tracking code, but again it is difficult to say. Since you are able to localize this problem to having started on December 9, I would suggest investigating what changes were made on or slightly prior to that date.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, January 03, 2011 1:17 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Hsu, Charles; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report - 12.21 - 12.27
Attachments: HHS SEM Week 10 12.21 -12.27Report.ppt

Hi All,

Hope you had a fantastic and relaxing holiday! Our sincere apologies for sending this now, as we just realized that it was sitting in our outbox and did not make to you. Attached please find the weekly report for 12/21 – 12/27. We will send through our next report for 12/28/10 – 1/3/11 on Wednesday, 1/5/11. Please let us know if you have any questions.

Thanks,

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stenrud, Chris (HHS/ASPA)
Sent: Friday, January 21, 2011 10:51 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Healthcare.gov Image Options

Look good. Just not the guy counting money. Thanks!

Chris Stenrud
Deputy Assistant Secretary for Public Affairs
U.S. Department of Health & Human Services
(202) 205-1841

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 21, 2011 10:20 AM
To: Stenrud, Chris (HHS/ASPA)
Subject: RE: Healthcare.gov Image Options

Sorry – meant to clarify that these are for the banner with the "under 26" message.

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 21, 2011 10:19 AM
To: Stenrud, Chris (HHS/ASPA)
Subject: FW: Healthcare.gov Image Options

Hi Chris- We needed to pick new images for the Spanish language banners. Are you okay with the two below?

The attachment has the images, and the id #s are below.

Male – PDP0950600(2)
Female – 57224954

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:35 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hummel, Allyson; OGIMGillman (CMS contact); Light, Meredith; Greene, Imani
Subject: FW: Healthcare.gov Image Options

Hey Julia – here are the Hispanic images.

From: Hummel, Allyson
Sent: Thursday, January 20, 2011 11:18 AM
To: Gillman, Margo; Beakey, Chris
Cc: Talley, Randy; Light, Meredith; Shoval, Leah
Subject: FW: Healthcare.gov Image Options

Team,

Here are the hispanic options. Thanks.

Ally

Allyson Hummel
Creative Director, SVP
Creative Studio

Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
D 202.729.4098
C (b)(6)

Eisman, Julia (HHS/ASPA)

From: Stenrud, Chris (HHS/ASPA)
Sent: Friday, January 07, 2011 5:45 PM
To: Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: RE: Turn landing page language into a blog?

As we discussed, the most important issue is to get the ads running ASAP. Getting the landing page up is secondary. Have you reached Ogilvy?

Thanks,

Chris

Chris Stenrud
Deputy Assistant Secretary for Public Affairs
U.S. Department of Health & Human Services
(202) 205-1841

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 07, 2011 5:32 PM
To: Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Turn landing page language into a blog?
Importance: High

Richard and Chris-
We seem to have run into a problem whereby the landing page for the ads is having technical difficulties as it's being developed, and it won't be live before c.o.b. Monday. This delay could prevent us from launching the ads until Tuesday am, assuming there are no other problems.....which is too late.

SO... in order to make these go live sooner (if possible) would it be okay to post the landing page language as a blog from Richard, as a short-term fix? Once the landing page actually goes live, we can direct our ad traffic to that page instead.

Page language has already been cleared by OGC. I've pasted it below.

Let me know—
Thanks!
Julia

Your Rights and Protections Under the Affordable Care Act

Under health reform, you will see an end to some of the worst abuses of the insurance industry. New provisions will put you – not your insurance company – in control of your health care.

Know your rights and protections.

Under the Affordable Care Act:

- Insurers are prohibited from taking away your coverage based on a mistake on an application

- Families are protected from having their coverage capped by lifetime dollar limits on benefits if someone is in an accident or becomes sick

- Insurers are required to spend more of your premium dollars on health care and quality improvement, instead of insurance company administrative costs, big salaries, or marketing

- New proposed rules would require many insurers in all states to publicly justify unreasonable rate increases

- Insurers can no longer deny coverage to children with pre-existing conditions

- Parents have the choice of enrolling children under the age of 26 as dependents on their plan, if they do not have coverage of their own

- Small business owners can better compete by providing tax credits and by increasing their purchasing power through competitive private health insurance Exchanges

Read more about your rights under the Affordable Care Act.

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, January 31, 2011 4:14 PM
To: Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: RE: New "Under 26" banners"

Good idea.

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 31, 2011 3:18 PM
To: Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: New "Under 26" banners"

Just a quick note about our online ads...

Examples are below:

http://flickerlab.com/clients/Ogilvy/under26-revised.html

Let me know if you have any objections.

Thanks much,
Julia

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 9:06 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: HHS Display Campaign Proposal

Yes okay. Pls copy Behnaz and Chris. Thx.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 08:42 PM
To: Sorian, Richard (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Thanks Richard. Sorry to bug you so late, but apparently we need to formally sign-off on the plan. (I thought we already had but apparently they need to hear it again.)

Is this okay by you to sign off on this plan for a month, and then re re-assess once we see how it's going? I'd feel better about not committing for more than one month at a time.

We can always make alterations as we go, too.

Anyhow, let me know if I can give them the official "okay".

Thanks!!

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:35 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Okay. Let me know if you need me to do something

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:26 PM
To: Sorian, Richard (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Yes. Jaime and I went through the concepts and worked out some new text for the ads (that I then shared with Ken for final review). But she said to go ahead and they'd review more closely once they have an actual visual.

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:23 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Have we gotten feedback from JaMacon?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:22 PM
To: Sorian, Richard (HHS/ASPA)
Subject: FW: HHS Display Campaign Proposal

Hi Richard - Attached is a summary of our expanded ad campaign we're launching. It looks good to me but I wanted to make sure you saw it as well.

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review. Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Okay. Let me know if you need me to do something

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:26 PM
To: Sorian, Richard (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

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Subject: RE: HHS Display Campaign Proposal

Have we gotten feedback from JaMacon?

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U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
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To: Sorian, Richard (HHS/ASPA)
Subject: FW: HHS Display Campaign Proposal

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Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review. Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Friday, January 14, 2011 6:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Have we gotten feedback from JaMacon?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services 200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, January 14, 2011 6:22 PM
To: Sorian, Richard (HHS/ASPA)
Subject: FW: HHS Display Campaign Proposal

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From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review. Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, January 12, 2011 4:26 PM
To: OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); 'HHSHealthcare.gov@ogilvypr.com'; 'Linda.Weinberg@ogilvypr.com'; Kohan, Behnaz (HHS/ASPA)
Subject: Re: Quick Follow-up from Ogilvy

Sounds good.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, January 12, 2011 04:20 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Weinberg, Linda <Linda.Weinberg@ogilvypr.com>; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

Hi, Richard:

Understood. As an alternative, it would be helpful if we could set up a 90-minute meeting to obtain your collective feedback on various elements within our plan and to iron out HHS' priorities over the next several months. We can try to get through as much as possible, and schedule follow-up meetings, if deemed necessary.

Julia: please send us some options that work for all of you, and we will coordinate on our end.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Wednesday, January 12, 2011 2:26 PM
To: Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

For now Julia Eisman will be our point of contact and Behnaz Kohan will continue to be our contract officer. Once we have a replacement in place for Jenny we will take another look. I know for sure that I don't have four-hour block of time for a meeting for quite some time and would question the value of any meeting that goes that long. Please work with Julia on setting something up that's a bit more manageable. Thanks,

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201

(202) 690-7850

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, January 12, 2011 2:26 PM
To: OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); 'HHS Healthcare.gov'; 'Weinberg, Linda'; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

For now Julia Eisman will be our point of contact and Behnaz Kohan will continue to be our contract officer. Once we have a replacement in place for Jenny we will take another look. I know for sure that I don't have four-hour block of time for a meeting for quite some time and would question the value of any meeting that goes that long. Please work with Julia on setting something up that's a bit more manageable. Thanks,

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Wednesday, January 12, 2011 1:05 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Display Campaign Recap from 1.09.11 to 1.12.11

Julia

Can you prepare a short version of this we can share with Cutter, Macon, and Jaime? I want to keep them apprised of how this is going on a regular basis (before they ask) if possible. Also, Pru and Todd and I met and approved a women's health landing page. Plus the general landing page is up now, right? Include that in our update. Thanks.

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:54 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

The Google click-through rate is experiencing the same thing that our Medical Loss Ratio campaign did. A lower click-through rate is expected for a display campaign like this, as there is intended to be a branding benefit, in addition to direct response. On Google especially, since they have such a vast number of sites, there is a high volume of ads being shown across thousands of sites, which in turn, directly affect the click-through rate we are seeing. In other words, we are reaching a smaller percentage of way more people. Of course, we will continue to optimize the results to invest the more money in the places that report the best delivery, so performance will only improve.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 12, 2011 12:08 PM
To: Hsu, Charles; Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: Re: Display Campaign Recap from 1.09.11 to 1.12.11

Thanks Charles. Any insights into why our Google ctr is so low?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:06 PM
To: Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; OGIMGillman (CMS contact)

Subject: Display Campaign Recap from 1.09.11 to 1.12.11

Hello everyone, please find the performance data for Patient's Bill of Rights below for 1.09.11 to 1.12.11. Moving forward we will include the Display data with the daily SEM report.

Google Display Campaign
Impressions: 5,510,425
Clicks: 1,215
CTR: 0.02%
CPC: $3.59

Kontera Display Campaign
Impressions: 38,512
Clicks: 1,909
CTR: 4.96%
CPC: $1.99

TOTAL
Impressions: 5,548,937
Clicks: 3,124
CTR: 0.06%
CPC: $2.61

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 11, 2011 5:53 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: 1pm Healthcare.gov Meeting Tomorrow?

Or even next week. :)

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, January 11, 2011 05:47 PM
To: Sorian, Richard (HHS/ASPA)
Subject: Fw: 1pm Healthcare.gov Meeting Tomorrow?

Can I suggest that we move this to later in the week?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 11, 2011 04:54 PM
To: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: 1pm Healthcare.gov Meeting Tomorrow?

Hi, Richard and Julia:

When you have a moment, please advise on whether we can proceed with having our next healthcare.gov team meeting tomorrow at 1pm, as previously scheduled – or if we need to look for another day and time. Following are the action items that we would like to discuss:

1) **Next steps for Search Engine Marketing** – The current campaign is ending on Jan. 17. We require HHS approval of the current spending allotment of $300K, for the 30-day period from Jan. 18 to Feb. 17.
2) **Next steps for developing the display campaign** – we require HHS feedback on the proposal that Imani just sent for spending $200K per month.
3) **Update on display creative development** – we would like to provide a status update and note the key deadlines for HHS review and approval, if the ads are to run ASAP.
4) **Scheduling a strategic planning session** – as previously mentioned, we would like to schedule a four-hour block when HHS is ready to discuss the strategic plan we previously submitted; and determine the full scope of work for fulfilling our contract obligations by the end of the fiscal year.

Please advise when you have a moment. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Monday, January 10, 2011 6:40 PM

To: Sorian, Richard (HHS/ASPA)
Cc: 'Eisman, Julia (HHS/ASPA)'; HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

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With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

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Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, January 10, 2011 1:19 PM
To: Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: RE: HHS Display Campaign

yes

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 10, 2011 12:54 PM
To: Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: FW: HHS Display Campaign
Importance: High

FYI – here are some screengrabs from the initial launch of the campaign. If it's okay with you, I'd like to work with Ogilvy on creating new graphics so we can branch out beyond the HealthCare.gov logo for a visual.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, January 10, 2011 12:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Display Campaign
Importance: High

Hello Julia here are some screen grabs!

Charles

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:47 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

That's fine. I can handle 4.

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:40 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Great – thanks, Julia!

Imani, Meredith, Chris, and I will meet with all of you in person, while a few others from Ogilvy will participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

And following is our agenda:

HEALTHCARE.GOV MEETING AGENDA
January 7, 2010
2 p.m. – 3 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

II. TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

III. TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA

directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

IV. PAID ADVERTISING

Radio
For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition, we have proposed developing two network radio partnerships to promote HHS' healthcare.gov: one with Radio One (targeting mainly African-American listeners) and one with Univision (targeting mainly Latino listeners). We require your approval to move forward and develop the content of the partnership, and the supporting buy. We anticipate that the partnerships will require 7-10 days for execution following HHS approval.

Finally, we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you on 12/16 (see attached). We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you on 12/17 (see attached). Please advise on all of this at your earliest convenience.

Digital
We proposed a comprehensive digital buy to evolve HHS' existing SEM campaign into a paid online outreach campaign. The buy will utilize digital banners, video, search and audio ads to targeted young adults, women, African Americans, Hispanics and other priority audiences. We require your approval and confirmation of a final budget in order to move forward and develop the buy. We anticipate that the digital buy will require 7-10 days for execution following HHS approval.

V. LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you to obtain a full debrief on the strategic campaign plan that we developed in November. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 5:33 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA);

Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Re: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Let's do 2-3 pm tomorrow.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia, et al.:

Just circling back to see if you would like to meet during any of our proposed times for Friday (see below), or if we should look for alternative times next week. Please let us know asap.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, January 04, 2011 5:37 PM
To: 'Eisman, Julia (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia:

Thanks for letting us know. In terms of re-scheduling, the following days and times will work well for us.

Thursday
11am-12pm

Friday
11:30am-12:30pm
1pm-2pm
3pm-4pm

Please let us know how you would like to proceed. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor

Washington, DC 20036
202.729.4192 phone
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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 04, 2011 3:35 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi Margo,
Happy new year to you!

We will have to move this meeting because of a conflict. Once I get times for later in the week, I'll shoot them your way. Are there times that don't work on your end?

Thanks,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Hi, Jenny, Julia, and Jaime:

Happy New Year!

I wanted to check in to confirm that you are still available to meet from 1-2 tomorrow. As you know, we are anxious to follow-up with you on a number of items. Following is our proposed agenda, and attached are the questions and additional TV PSA scripts that we previously sent for your review and response.

Please confirm your availability ASAP. If this time still works, then Chris, Meredith, Imani, and I will plan to meet with you in person, while a few others participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

HEALTHCARE.GOV MEETING AGENDA
January 5, 2010

1 p.m. – 2 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

II. TV PSA PRODUCTION TIMING

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Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:39 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

They can have two. ☺

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:39 PM
To: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

It's on next steps – so primarily display and then we can talk about other items we'd like to pursue per some of our earlier conversations.

Typically they only send one person, so I'll make sure that's the case this time.

From: Sorian, Richard (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:37 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Is this on display ads? I'm glad to do it but don't want one of those huge gang meetings.

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
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Senior Vice President
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From: Gillman, Margo
Sent: Tuesday, January 04, 2011 5:37 PM
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To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Julia

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HEALTHCARE.GOV MEETING AGENDA
January 5, 2010
1 p.m. – 2 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

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about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

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- Jan. 13, 2pm – 6pm
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Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:37 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Is this on display ads? I'm glad to do it but don't want one of those huge gang meetings.

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:33 PM
To: OGIMGillman (CMS contact); Backus, Jenny (HHS/ASPA); (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); 'HHSHealthcare.gov@ogilvypr.com'
Subject: Re: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Let's do 2-3 pm tomorrow.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
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Hi, Julia, et al.:

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Many thanks—

Margo

Margo A. Gillman, MPH
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Ogilvy Washington
1111 19th Street NW, 10th Floor
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From: Gillman, Margo
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Hi, Julia:

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Thanks,
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- Jan. 20, 2pm – 6pm

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Tuesday, January 04, 2011 10:02 AM
To: (b)(6) Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: You guys want to talk for 15 minutes or something about Ogilvy?

I'm out then. Can you guys talk and fill me in?

From: Mulligan, Jaime [mailto:(b)(6)
Sent: Tuesday, January 04, 2011 09:51 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

Maybe we could talk at like 10:30?

From: Mulligan, Jaime
Sent: Tuesday, January 04, 2011 9:51 AM
To: 'Sorian, Richard (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

I would put this in the truly urgent category. People here are expecting something from you guys today, and I wanted to talk to you about it from what I'm seeing here. Wouldn't take long.

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Tuesday, January 04, 2011 9:45 AM
To: Mulligan, Jaime; Backus, Jenny (HHS/ASPA); Eisman, Julia
Subject: RE: You guys want to talk for 15 minutes or something about Ogilvy?

This is not a good day to talk about Oglivy. We are preparing for the repeal vote and a bunch of related stuff. Is this truly urgent or someone's checklist?

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
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(202) 690-7850

From: Mulligan, Jaime [mailto:(b)(6)
Sent: Tuesday, January 04, 2011 9:34 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: You guys want to talk for 15 minutes or something about Ogilvy?

I have a 10 am---maybe if you're out of the 9 am by 9:45?

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
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To: 'Mulligan, Jaime'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Scarborough, Tori (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:32 PM
To: Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

He has from 1:30-3pm open so you can choose those time slots

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 5:26 PM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
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Sorry guys - need to get back to Ogilvy on this. Any ideas?

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Richard wants to know the topic of this meeting.

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But I can defer to that if you prefer.

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To: 'Eisman, Julia (HHS/ASPA)'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia:

Thanks for letting us know. In terms of re-scheduling, the following days and times will work well for us.

Thursday
11am-12pm

Friday
11:30am-12:30pm
1pm-2pm
3pm-4pm

Please let us know how you would like to proceed. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 04, 2011 3:35 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi Margo,
Happy new year to you!

We will have to move this meeting because of a conflict. Once I get times for later in the week, I'll shoot them your way. Are there times that don't work on your end?

Thanks,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:44 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Hi, Jenny, Julia, and Jaime:

Happy New Year!

I wanted to check in to confirm that you are still available to meet from 1-2 tomorrow. As you know, we are anxious to follow-up with you on a number of items. Following is our proposed agenda, and attached are the questions and additional TV PSA scripts that we previously sent for your review and response.

Please confirm your availability ASAP. If this time still works, then Chris, Meredith, Imani, and I will plan to meet with you in person, while a few others participate by phone. As a reminder, here is the dial-in information:

(b)(4),(b)(6)

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
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HEALTHCARE.GOV MEETING AGENDA
January 5, 2010
1 p.m. – 2 p.m.

I. REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback.

II. TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

III. TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

IV. PAID ADVERTISING

Radio

For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition, we have proposed developing two network radio partnerships to promote HHS' healthcare.gov: one with Radio One (targeting mainly African-American listeners) and one with Univision (targeting mainly Latino listeners). We require your approval to move forward and develop the content of the partnership, and the supporting buy. We anticipate that the partnerships will require 7-10 days for execution following HHS approval.

Finally, we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you on 12/16 (see attached). We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you on 12/17 (see attached). Please advise on all of this at your earliest convenience.

Digital
We proposed a comprehensive digital buy to evolve HHS' existing SEM campaign into a paid online outreach campaign. The buy will utilize digital banners, video, search and audio ads to targeted young adults, women, African Americans, Hispanics and other priority audiences. We require your approval and confirmation of a final budget in order to move forward and develop the buy. We anticipate that the digital buy will require 7-10 days for execution following HHS approval.

V. LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you to obtain a full debrief on the strategic campaign plan that we developed in November. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Eisman, Julia (HHS/ASPA)

From: Scarborough, Tori (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:47 PM
To: Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

I prefer hi. ☺

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:46 PM
To: Scarborough, Tori (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hrm. I get tired of the usual "hi". It gets old.

But I can defer to that if you prefer.

From: Scarborough, Tori (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:46 PM
To: Eisman, Julia (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

He's in a meeting. Why "yo"?

Tori Scarborough
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 4:45 PM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Yo. Any luck?

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, January 06, 2011 3:59 PM
To: Eisman, Julia (HHS/ASPA); Scarborough, Tori (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Checking with Richard to see if we can shuffle. I'll get back to you shortly.

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 06, 2011 3:50 PM
To: Perry, Dionte (HHS/ASPA); Scarborough, Tori (HHS/ASPA)

Subject: Fw: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed
Importance: High

Do any of the times below work for Jenny and Richard?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, January 06, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia, et al.:

Just circling back to see if you would like to meet during any of our proposed times for Friday (see below), or if we should look for alternative times next week. Please let us know asap.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
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From: Gillman, Margo
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- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 3:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS updated plan
Attachments: HHS Display Proposal Ogilvy 2011.pptx

No problem! Just to be sure I have reattached the most updated HHS display plan.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 3:42 PM
To: Hsu, Charles; Greene, Imani
Subject: Re: HHS updated plan

Sorry - in a meeting. Will respond shortly.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 02:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: HHS updated plan

Hello Julia, I have attached the updated plan with budget spend. Please confirm that this is approved.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 2:57 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS updated plan
Attachments: HHS Display Proposal Ogilvy 2011.pptx

Hello Julia, I have attached the updated plan with budget spend. Please confirm that this is approved.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 2:03 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS plan
Attachments: HHS Display Proposal Ogilvy 2011.pptx

Here is the HHS Display Campaign with updated plan properties!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 1:59 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Media Plan

Hi Julia! We are running a tad late on the plan and will get that too you in the next 5 to 10 minutes.

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 11:15 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: HHS Display Campaign Proposal
Attachments: SitelistHHS.xls

Hello Julia, I hope you are staying warm today! I have attached a site list with more examples of premium sites HHS will be on for review. I also wanted to mention that our SEM campaign has gone dark as of yesterday. I was wondering if you had any update about an extension for 300K?

Thanks!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 10:56 AM
To: Greene, Imani
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

Got it. Thanks Imani.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 10:56 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

Great and we have more where this comes from. Charles is finalizing a more comprehensive list.

BTW - (b)(6) is closed due to weather, so I'm working from home.
Mobile is the best number today.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 10:44 AM
To: Greene, Imani
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

This list is fantastic, btw. Thanks again for sharing.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, January 17, 2011 11:40 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: FW: HHS Display Campaign Proposal
Importance: High

Hi Julia. Site list for undertone and samples of screenshots enclosed. A more comprehensive sitelist for sharing will be sentmid-morning.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 17, 2011 2:51 PM
To: Greene, Imani
Subject: Re: HHS Display Campaign Proposal
Importance: High

I know today is a holiday but are you available to talk?

If not please let me know if there is someone else who might be available.

Thanks.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 17, 2011 10:29 AM
To: 'Imani.Greene@ogilvypr.com' <Imani.Greene@ogilvypr.com>
Subject: Re: HHS Display Campaign Proposal

Hey there - Is now a good time to talk?

----- Original Message -----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Sunday, January 16, 2011 06:33 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>
Cc: OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: RE: HHS Display Campaign Proposal

Hi Julia. Please remember that the bulk of your impressions are being delivered on the ad networks - which positions your ads on sites that go well beyond the health sites. The trouble with expanding the effort on some of the site-direct placements (i.e. AOL) is that

HHS will be spreading itself very thin and not doing a good job of reaching any one group consistently. To prevent this you may consider adding more money into the buy.

Can we talk for a bit? I can be reached on my mobile phone on Monday.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sunday, January 16, 2011 1:46 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Display Campaign Proposal
Importance: High

Hi Charles and Imani -
We need to make some urgent updates to this for our Wednesday buy -- in particular, we need to expand the buy to beyond health websites. So instead of just AOL health, we need a broader AOL buy. Instead of ivillage health, we should do a broad ivillage buy. Instead of USnews health, USNews generally. MSN is another one.

Could you please look at the top consumer websites (yahoo? amazon? consumer reports? local news sites?) and name a handful that we can add to the list?

Thanks-
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review.
Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 10:46 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.14.11 to 1.17.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.14.11 to 1.17.11

SEM

Google English Campaign
Impressions: 51,502
Clicks: 3,430
CTR: 6.66%
CPC: $2.41
Engaged Visits: 2,074.46
Cost per Engaged Visit: $3.99
Bounce Rate: 39.52%

Google Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00
Engaged Visits: 0
Cost per Engaged Visit: $0.00
Bounce Rate: 0.00%

Yahoo/Bing English Campaign
Impressions: 7,760
Clicks: 394
CTR: 5.08%
CPC: $0.71

Yahoo/Bing Spanish Campaign
Impressions: 2,411
Clicks: 40
CTR: 1.66%
CPC: $0.48

TOTAL
Impressions: 61,673
Clicks: 3,864
CTR: 6.26%
CPC: $2.22

++++++++++++++++++++++++++++++++++++++

Display

Google Display Campaign
Impressions: 11,226,956
Clicks: 2,394
CTR: 0.02%
CPC: $3.58

Kontera Display Campaign
Impressions: 117,602
Clicks: 5,217
CTR: 4.44%
CPC: $1.99

TOTAL
Impressions: 11,344,558
Clicks: 7,611
CTR: 0.07%
CPC: $2.49

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:04 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Ogilvy Closed Monday for MLK

Julia, I also wanted to note that the Ogilvy Office will be closed Monday 1/17/2011 in observance of MLK day. We will be including Monday daily report numbers with our Tuesday report which encompasses the weekend numbers as well.

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Cc: Greene, Imani
Subject: HHS Display Campaign Proposal
Attachments: HHS Display Proposal Ogilvy 2011.pptx

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 1:35 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Hi Julia, I wanted to give you an update!

Kontera has implemented some special Google tracking codes onto their ads. We will see in a few days if these are registering so we can track time on site for Kontera ads.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 11:24 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

That's fabulous. Thanks Charles.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 13, 2011 11:24 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Following our phone conversation, I have talked with Kontera and we are coordinating with Google right now to review tracking options. I will update you with conclusions between the two parties when possible!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 10:40 AM
To: Greene, Imani; Hsu, Charles
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Great – thank you.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, January 13, 2011 10:29 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Charles is in a meeting, but we'll get back to you in a bit...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 10:19 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Hi guys –

I'm wondering if you can give me an idea of how long visitors are staying on the site for the Google and Kontera campaigns?

Thanks,
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:06 PM
To: Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Display Campaign Recap from 1.09.11 to 1.12.11

Hello everyone, please find the performance data for Patient's Bill of Rights below for 1.09.11 to 1.12.11. Moving forward we will include the Display data with the daily SEM report.

Google Display Campaign
Impressions: 5,510,425
Clicks: 1,215
CTR: 0.02%
CPC: $3.59

Kontera Display Campaign
Impressions: 38,512
Clicks: 1,909
CTR: 4.96%
CPC: $1.99

TOTAL
Impressions: 5,548,937
Clicks: 3,124
CTR: 0.06%
CPC: $2.61

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 9:44 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.13.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.13.11

SEM

Google English Campaign
Impressions: 12,434
Clicks: 877
CTR: 7.05%
CPC: $2.43
Engaged Visits: 474.45
Cost per Engaged Visit: $4.49
Bounce Rate: 45.90%

Google Spanish Campaign
Impressions: 26,456
Clicks: 141
CTR: 0.53%
CPC: $4.44
Engaged Visits: 55.95
Cost per Engaged Visit: $11.19
Bounce Rate: 60.32%

Yahoo/Bing English Campaign
Impressions: 2,709
Clicks: 144
CTR: 5.32%
CPC: $0.70

Yahoo/Bing Spanish Campaign
Impressions: 872
Clicks: 16
CTR: 1.83%
CPC: $0.53

TOTAL
Impressions: 42,471
Clicks: 1,178
CTR: 2.77%
CPC: $2.43

++

Display

Google Display Campaign
Impressions: 4,106,275
Clicks: 674
CTR: 0.02%
CPC: $3.64

Kontera Display Campaign
Impressions: 3,899
Clicks: 1,306
CTR: 3.35%
CPC: $1.99

TOTAL
Impressions: 4,110,174
Clicks: 1,980
CTR: 0.05%
CPC: $2.55

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 13, 2011 1:56 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: HHS Healthcare.gov
Subject: RE: Budget options for display
Attachments: HealthlineSiteList.pptx

Julia, I have attached the site list for the Health Ad network we are proposing.

Please let us know if there is anything else!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 1:18 PM
To: Greene, Imani
Cc: HHS Healthcare.gov
Subject: RE: Budget options for display

Hi Imani – We'd like to go with Scenario 1. Can you get us a list of sites that fall under the "Ad Network: Health Network"?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 11, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Budget options for display

Hi Julia. The display campaign is running great and we look forward to adding its performance to our daily recap as of tomorrow. As promised, following are three monthly spending options for the balance of the display campaign. Once you review, let us know the final approved budget. We'll then send a final display recommendation to your attention on Friday of this week.

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 13, 2011 11:50 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.12.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.12.11

SEM

Google English Campaign
Impressions: 12,191
Clicks: 971
CTR: 7.96%
CPC: $2.27
Engaged Visits: 524.53
Cost per Engaged Visit: $4.20
Bounce Rate: 45.98%

Google Spanish Campaign
Impressions: 62,888
Clicks: 382
CTR: 0.61%
CPC: $4.84
Engaged Visits: 150.62
Cost per Engaged Visit: $12.29
Bounce Rate: 60.57%

Yahoo/Bing English Campaign
Impressions: 2,381
Clicks: 120
CTR: 5.04%
CPC: $0.80

Yahoo/Bing Spanish Campaign
Impressions: 637
Clicks: 11
CTR: 1.73%
CPC: $0.70

TOTAL
Impressions: 78,097
Clicks: 1,484
CTR: 1.90%
CPC: $2.80

++++++++++++++++++++++++++++++++++++++

Display

Google Display Campaign
Impressions: 3,469,122
Clicks: 579
CTR: 0.02%
CPC: $3.67

Kontera Display Campaign
Impressions: 28,805
Clicks: 1,304
CTR: 4.53%
CPC: $1.99

TOTAL
Impressions: 3,497,927
Clicks: 1,883
CTR: 0.05%
CPC: $2.51

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 13, 2011 11:24 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Following our phone conversation, I have talked with Kontera and we are coordinating with Google right now to review tracking options. I will update you with conclusions between the two parties when possible!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 10:40 AM
To: Greene, Imani; Hsu, Charles
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Great – thank you.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, January 13, 2011 10:29 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Charles is in a meeting, but we'll get back to you in a bit...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 10:19 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Hi guys –
I'm wondering if you can give me an idea of how long visitors are staying on the site for the Google and Kontera campaigns?

Thanks,
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:06 PM
To: Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Display Campaign Recap from 1.09.11 to 1.12.11

Hello everyone, please find the performance data for Patient's Bill of Rights below for 1.09.11 to 1.12.11. Moving forward we will include the Display data with the daily SEM report.

Google Display Campaign
Impressions: 5,510,425
Clicks: 1,215

CTR: 0.02%
CPC: $3.59

Kontera Display Campaign
Impressions: 38,512
Clicks: 1,909
CTR: 4.96%
CPC: $1.99

TOTAL
Impressions: 5,548,937
Clicks: 3,124
CTR: 0.06%
CPC: $2.61

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 3:30 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 12 1.04 -1.10 Report.ppt

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:54 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

The Google click-through rate is experiencing the same thing that our Medical Loss Ratio campaign did. A lower click-through rate is expected for a display campaign like this, as there is intended to be a branding benefit, in addition to direct response. On Google especially, since they have such a vast number of sites, there is a high volume of ads being shown across thousands of sites, which in turn, directly affect the click-through rate we are seeing. In other words, we are reaching a smaller percentage of way more people. Of course, we will continue to optimize the results to invest the more money in the places that report the best delivery, so performance will only improve.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 12, 2011 12:08 PM
To: Hsu, Charles; Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: Re: Display Campaign Recap from 1.09.11 to 1.12.11

Thanks Charles. Any insights into why our Google ctr is so low?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:06 PM
To: Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; OGIMGillman (CMS contact)
Subject: Display Campaign Recap from 1.09.11 to 1.12.11

Hello everyone, please find the performance data for Patient's Bill of Rights below for 1.09.11 to 1.12.11. Moving forward we will include the Display data with the daily SEM report.

Google Display Campaign
Impressions: 5,510,425
Clicks: 1,215
CTR: 0.02%
CPC: $3.59

Kontera Display Campaign
Impressions: 38,512
Clicks: 1,909
CTR: 4.96%
CPC: $1.99

TOTAL
Impressions: 5,548,937
Clicks: 3,124
CTR: 0.06%
CPC: $2.61

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:06 PM
To: Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Display Campaign Recap from 1.09.11 to 1.12.11

Hello everyone, please find the performance data for Patient's Bill of Rights below for 1.09.11 to 1.12.11. Moving forward we will include the Display data with the daily SEM report.

Google Display Campaign
Impressions: 5,510,425
Clicks: 1,215
CTR: 0.02%
CPC: $3.59

Kontera Display Campaign
Impressions: 38,512
Clicks: 1,909
CTR: 4.96%
CPC: $1.99

TOTAL
Impressions: 5,548,937
Clicks: 3,124
CTR: 0.06%
CPC: $2.61

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 9:55 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Budget options for display

Sure thing!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 12, 2011 9:54 AM
To: Greene, Imani
Cc: HHS Healthcare.gov; Hsu, Charles
Subject: RE: Budget options for display

Thanks so much Imani. I was out of the office yesterday (I think I may have caught your cold), but back today. Will take a look and provide feedback.

Also, for our display ads, we'd like to redirect traffic to this page instead of the original blog post we sent you:

http://www.healthcare.gov/issues/rights.html

Let me know if you have any questions.

Thank you!
Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 11, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Budget options for display

Hi Julia. The display campaign is running great and we look forward to adding its performance to our daily recap as of tomorrow. As promised, following are three monthly spending options for the balance of the display campaign. Once you review, let us know the final approved budget. We'll then send a final display recommendation to your attention on Friday of this week.

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 8:40 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.11.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.11.11

Google English Campaign
Impressions: 13,718
Clicks: 1,007
CTR: 7.34%
CPC: $2.24
Engaged Visits: 594.53
Cost per Engaged Visit: $3.79
Bounce Rate: 40.96%

Google Spanish Campaign
Impressions: 72,699
Clicks: 326
CTR: 0.45%
CPC: $5.02
Engaged Visits: 117.00
Cost per Engaged Visit: $13.98
Bounce Rate: 64.11%

Yahoo/Bing English Campaign
Impressions: 2,787
Clicks: 124
CTR: 4.45%
CPC: $0.97

Yahoo/Bing Spanish Campaign
Impressions: 672
Clicks: 10
CTR: 1.49%
CPC: $0.41

TOTAL
Impressions: 89,876
Clicks: 1,467
CTR: 1.63%
CPC: $2.74

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 11, 2011 9:00 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.10.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.10.11

Google English Campaign
Impressions: 12,910
Clicks: 980
CTR: 7.59%
CPC: $2.56
Engaged Visits: 574.67
Cost per Engaged Visit: $4.37
Bounce Rate: 41.36%

Google Spanish Campaign
Impressions: 54,427
Clicks: 257
CTR: 0.47%
CPC: $4.19
Engaged Visits: 101.00
Cost per Engaged Visit: $10.67
Bounce Rate: 60.70%

Yahoo/Bing English Campaign
Impressions: 3,897
Clicks: 159
CTR: 4.08%
CPC: $1.09

Yahoo/Bing Spanish Campaign
Impressions: 863
Clicks: 12
CTR: 1.39%
CPC: $0.79

TOTAL
Impressions: 72,097
Clicks: 1,408
CTR: 1.95%
CPC: $2.68

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 10, 2011 12:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Display Campaign
Attachments: HHS Bill of Patient Rights Screens.ppt

Importance: High

Hello Julia here are some screen grabs!

Charles

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 10, 2011 9:15 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.07.11 to 1.09.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.07.11 to 1.09.11

Google English Campaign
Impressions: 71,733
Clicks: 4,172
CTR: 5.82%
CPC: $2.57
Engaged Visits: 2,367.61
Cost per Engaged Visit: $4.52
Bounce Rate: 43.25%

Google Spanish Campaign
Impressions: 106,141
Clicks: 588
CTR: 0.55%
CPC: $4.23
Engaged Visits: 243.84
Cost per Engaged Visit: $4.23
Bounce Rate: 58.53%

Yahoo/Bing English Campaign
Impressions: 13,420
Clicks: 487
CTR: 3.63%
CPC: $0.77

Yahoo/Bing Spanish Campaign
Impressions: 1,688
Clicks: 33
CTR: 1.95%
CPC: $0.80

TOTAL
Impressions: 192,982
Clicks: 5,280
CTR: 2.74%
CPC: $2.58

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 10, 2011 9:03 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: UPDATE HHS Display Campaign

Of course! I will try to get them to you as soon as possible.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 10, 2011 9:02 AM
To: Hsu, Charles
Subject: Re: UPDATE HHS Display Campaign

Great! If you could send along some screenshots that would be helpful.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, January 10, 2011 08:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: UPDATE HHS Display Campaign

I can confirm right now that this is live.

Thanks!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sunday, January 09, 2011 5:00 PM
To: Hsu, Charles; Greene, Imani
Subject: Re: UPDATE HHS Display Campaign

Hi guys - so you have any updates on the ads, and whether we were able to get them launched?

Thanks much.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, January 07, 2011 08:04 PM
To: Greene, Imani <Imani.Greene@ogilvypr.com>; Eisman, Julia (HHS/ASPA)
Subject: UPDATE HHS Display Campaign

Hello Julia, I wanted to give you an update on where our display campaign is. Everything is set to go accordingly for a Sunday launch. Both Google and Kontera have everything they need from us. I did want to mention that right now it seems the blog is still *not* live. I will continue to check throughout the evening and alert our publishers if I see it become active. If you get word of the blog site going live please do not hesitate to email me as well.

Please let me know if you have any additional questions. I will update you over the weekend as Kontera and Google go live.

Thanks!

Charles Hsu

-----Original Message-----
From: Greene, Imani
Sent: Fri 1/7/2011 7:11 PM
To: Hsu, Charles; 'Julia.Eisman@hhs.gov'
Subject: Re: Ads are a go

Charles they should be using the same site list as last time. Ok?

From: Hsu, Charles
To: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>; Greene, Imani
Sent: Fri Jan 07 19:09:13 2011
Subject: RE: Ads are a go

Thank you! Yes, I have put in the automotive website request. Yes, we will be using the same HealthCare.gov logo that was used for MLR on Kontera. We will be able to build out simple additional ads (aside from those going live over the weekend) on Monday for the Google Display Network.

Is the blog site live yet? In my browser it is still a "Page not found" error. I will definitely let you know once ads are live.

Thanks!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, January 07, 2011 7:04 PM
To: Hsu, Charles; Greene, Imani
Subject: RE: Ads are a go

A few final things.

1. Kontera ad copy is attached

2. Can we omit any automotive websites from the site list? I'm afraid that might get confusing

3. Can you verify that we'll be using the HealthCare.gov logo as a graphic until we can get more graphics created for the display ads? We'd like to get started on developing additional graphics to use in the ads

4. Please let us know when the ads appear live

Thanks so much, and please be in touch if you need anything.

Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, January 07, 2011 6:30 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Ads are a go

Thank you for blog link Julia. Please do let me know when the blog is live so I can transmit that to our publishers.

Charles Hsu

Ogilvy Washington

202.729.4265

1111 19th St. NW 10th Floor

Washington, DC 20036

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, January 07, 2011 6:26 PM
To: Greene, Imani
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA)
Subject: RE: Ads are a go

And so you have it, here is the link for the blog though it is not yet live:

http://www.healthcare.gov/news/blog/your_rights.html

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, January 07, 2011 6:17 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA)
Subject: Re: Ads are a go

We're all over it. Stay tuned for confirmation that the publishers have received the ads and will get it live by Sunday...

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA) <Richard.Sorian@hhs.gov>
Sent: Fri Jan 07 18:03:32 2011
Subject: Ads are a go

Imani and Charles-

To ensure that we can get some of the ads going on Sunday, we're going to give you some of the creative now and some later. I've attached the Google creative. You'll see the Kontera shortly.

Regarding the landing page, we're going to direct people to a blog which is in the process of getting posted right now. I will send you the link when it's live - in about an hour/so.

Let's stick to the dollar amounts we reviewed today in the meeting.

Please let me know if you have questions about any of this!

Thank you -

Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 10, 2011 8:47 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: UPDATE HHS Display Campaign

I can confirm right now that this is live.

Thanks!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sunday, January 09, 2011 5:00 PM
To: Hsu, Charles; Greene, Imani
Subject: Re: UPDATE HHS Display Campaign

Hi guys - so you have any updates on the ads, and whether we were able to get them launched?

Thanks much.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, January 07, 2011 08:04 PM
To: Greene, Imani <Imani.Greene@ogilvypr.com>; Eisman, Julia (HHS/ASPA)
Subject: UPDATE HHS Display Campaign

Hello Julia, I wanted to give you an update on where our display campaign is. Everything is set to go accordingly for a Sunday launch. Both Google and Kontera have everything they need from us. I did want to mention that right now it seems the blog is still *not* live. I will continue to check throughout the evening and alert our publishers if I see it become active. If you get word of the blog site going live please do not hesitate to email me as well.

Please let me know if you have any additional questions. I will update you over the weekend as Kontera and Google go live.

Thanks!

Charles Hsu

-----Original Message-----
From: Greene, Imani
Sent: Fri 1/7/2011 7:11 PM
To: Hsu, Charles; 'Julia.Eisman@hhs.gov'
Subject: Re: Ads are a go

Charles they should be using the same site list as last time. Ok?

From: Hsu, Charles

To: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>; Greene, Imani
Sent: Fri Jan 07 19:09:13 2011
Subject: RE: Ads are a go

Thank you! Yes, I have put in the automotive website request. Yes, we will be using the same HealthCare.gov logo that was used for MLR on Kontera. We will be able to build out simple additional ads (aside from those going live over the weekend) on Monday for the Google Display Network.

Is the blog site live yet? In my browser it is still a "Page not found" error. I will definitely let you know once ads are live.

Thanks!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, January 07, 2011 7:04 PM
To: Hsu, Charles; Greene, Imani
Subject: RE: Ads are a go

A few final things.

1. Kontera ad copy is attached

2. Can we omit any automotive websites from the site list? I'm afraid that might get confusing

3. Can you verify that we'll be using the HealthCare.gov logo as a graphic until we can get more graphics created for the display ads? We'd like to get started on developing additional graphics to use in the ads

4. Please let us know when the ads appear live

Thanks so much, and please be in touch if you need anything.

Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, January 07, 2011 6:30 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Ads are a go

Thank you for blog link Julia. Please do let me know when the blog is live so I can transmit that to our publishers.

Charles Hsu

Ogilvy Washington

202.729.4265

1111 19th St. NW 10th Floor

Washington, DC 20036

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, January 07, 2011 6:26 PM
To: Greene, Imani
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA)
Subject: RE: Ads are a go

And so you have it, here is the link for the blog though it is not yet live:

http://www.healthcare.gov/news/blog/your_rights.html

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, January 07, 2011 6:17 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA)

Subject: Re: Ads are a go

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From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA) <Richard.Sorian@hhs.gov>
Sent: Fri Jan 07 18:03:32 2011
Subject: Ads are a go

Imani and Charles-

To ensure that we can get some of the ads going on Sunday, we're going to give you some of the creative now and some later. I've attached the Google creative. You'll see the Kontera shortly.

Regarding the landing page, we're going to direct people to a blog which is in the process of getting posted right now. I will send you the link when it's live - in about an hour/so.

Let's stick to the dollar amounts we reviewed today in the meeting.

Please let me know if you have questions about any of this!

Thank you -

Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 07, 2011 8:05 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA)
Subject: UPDATE HHS Display Campaign

Hello Julia, I wanted to give you an update on where our display campaign is. Everything is set to go accordingly for a Sunday launch. Both Google and Kontera have everything they need from us. I did want to mention that right now it seems the blog is still *not* live. I will continue to check throughout the evening and alert our publishers if I see it become active. If you get word of the blog site going live please do not hesitate to email me as well.

Please let me know if you have any additional questions. I will update you over the weekend as Kontera and Google go live.

Thanks!

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Charles Hsu

Ogilvy Washington

202.729.4265

1111 19th St. NW 10th Floor

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Let's stick to the dollar amounts we reviewed today in the meeting.

Please let me know if you have questions about any of this!

Thank you –
Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 07, 2011 9:33 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.06.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.06.11

Google English Campaign
Impressions: 54,845
Clicks: 4,217
CTR: 7.69%
CPC: $2.43
Engaged Visits: 2,001.39
Cost per Engaged Visit: $5.12
Bounce Rate: 52.54%

Google Spanish Campaign
Impressions: 51,352
Clicks: 253
CTR: 0.49%
CPC: $4.05
Engaged Visits: 116.96
Cost per Engaged Visit: $8.75
Bounce Rate: 53.77%

Yahoo/Bing English Campaign
Impressions: 6,131
Clicks: 234
CTR: 3.82%
CPC: $1.00

Yahoo/Bing Spanish Campaign
Impressions: 578
Clicks: 7
CTR: 1.21%
CPC: $0.97

TOTAL
Impressions: 112,906
Clicks: 4,711
CTR: 4.17%
CPC: $2.44

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 06, 2011 5:39 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Approval for Patient Bill of Rights

Hi Julia I was just wondering how you guys were doing on approval for the Kontera and Google stuff. Will this take a little longer?

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 06, 2011 2:14 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE:

40 for title line and 200 for body (including spaces).

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 2:13 PM
To: Hsu, Charles
Subject: RE:

What's the word limit?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 06, 2011 2:07 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE:

Yup exactly. We have more space on Kontera ads. =)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 2:05 PM
To: Hsu, Charles
Subject: RE:

Quick q- I noticed the Kontera creative is a little different from the other creative you sent yesterday. Are we not bound by as many word limits with them?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 06, 2011 1:58 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject:

Hello Julia I have attached the Kontera keywords, site list, and ads. I have also attached the Google display site list for approval. If we can get the site lists, keyword list and text ads approved by 3:30pm today we will have no problem getting these live by EOD tomorrow.

Please let me know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

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Please let me know if you have any other questions!

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Eisman, Julia (HHS/ASPA)

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Sent: Thursday, January 06, 2011 2:02 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.05.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.05.11

Google English Campaign
Impressions: 66,704
Clicks: 3,836
CTR: 5.75%
CPC: $2.98
Engaged Visits: 2,031.16
Cost per Engaged Visit: $5.62
Bounce Rate: 47.05%

Google Spanish Campaign
Impressions: 53,451
Clicks: 281
CTR: 0.53%
CPC: $4.44
Engaged Visits: 115.32
Cost per Engaged Visit: $10.82
Bounce Rate: 58.96%

Yahoo/Bing English Campaign
Impressions: 10,886
Clicks: 426
CTR: 3.91%
CPC: $1.13

Yahoo/Bing Spanish Campaign
Impressions: 443
Clicks: 6
CTR: 1.35%
CPC: $0.40

TOTAL
Impressions: 131,484
Clicks: 4,549
CTR: 3.50%
CPC: $2.89

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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202.729.4265
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 06, 2011 1:58 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Attachments: GOOGLE SitelistsHHS.xls; PatientBillofRightsKontera.doc; KonSitelistsHHS.xls; HHS American Consumers Bill of Rights_Kontera KW.XLSX

Hello Julia I have attached the Kontera keywords, site list, and ads. I have also attached the Google display site list for approval. If we can get the site lists, keyword list and text ads approved by 3:30pm today we will have no problem getting these live by EOD tomorrow.

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 06, 2011 11:40 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Patient Bill of Rights Ad Copy
Attachments: Bill Of Rights Ad Copy.xls

Hello Julia I have attached some revised text ads for our Google Display portion for approval. We will send over the Kontera text copy (which will be slightly modified from the Google text ads) shortly.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 05, 2011 5:25 PM
To: Eisman, Julia (HHS/ASPA)
Subject: sample creative for HHS Friday launch
Attachments: HHS Bill Of Rights Ad Copy.xls

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 05, 2011 5:20 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: quck call?

I will call in 5 minutes!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 05, 2011 5:15 PM
To: Hsu, Charles; Stolbach, Cally; Greene, Imani
Subject: RE: quck call?

Yes – I'm at my desk. 202-690-6453

Thank you!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 05, 2011 5:14 PM
To: Eisman, Julia (HHS/ASPA); Stolbach, Cally; Greene, Imani
Subject: RE: quck call?

Hi Julia would now be a good time to get you on the phone?

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 05, 2011 4:32 PM
To: Stolbach, Cally; Greene, Imani; Hsu, Charles
Subject: RE: quck call?

Hi Cally – let me know when you're around. Just want to touch base on where things are.

THANKS

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, January 05, 2011 1:32 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani; Hsu, Charles
Subject: RE: quck call?

Sure, want me to give you a ring directly? Or feel free to call my desk – 202-729-4020.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 05, 2011 1:18 PM
To: Greene, Imani; Stolbach, Cally; Hsu, Charles
Subject: quck call?

Are you available for a quick call right now to talk about display ads we want to launch on Friday?

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 05, 2011 5:14 PM
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Sure, want me to give you a ring directly? Or feel free to call my desk – 202-729-4020.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 05, 2011 1:18 PM
To: Greene, Imani; Stolbach, Cally; Hsu, Charles
Subject: quck call?

Are you available for a quick call right now to talk about display ads we want to launch on Friday?

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 05, 2011 3:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS SEM Week 11 12.28 -1.03Report.ppt

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 05, 2011 10:37 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.04.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.04.11

Google English Campaign
Impressions: 61,689
Clicks: 3,852
CTR: 6.24%
CPC: $3.11
Engaged Visits: 1,786.94
Cost per Engaged Visit: $6.66
Bounce Rate: 53.61%

Google Spanish Campaign
Impressions: 44,383
Clicks: 293
CTR: 0.66%
CPC: $4.20
Engaged Visits: 107.82
Cost per Engaged Visit: $11.42
Bounce Rate: 63.20%

Yahoo/Bing English Campaign
Impressions: 18,628
Clicks: 623
CTR: 3.34%
CPC: $1.01

Yahoo/Bing Spanish Campaign
Impressions: 716
Clicks: 9
CTR: 1.26%
CPC: $0.20

TOTAL
Impressions: 125,416
Clicks: 4,777
CTR: 3.81%
CPC: $2.90

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:55 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: HHS Google Spanish Analytics

That's Great news! There does seem to be activity now! Success!

=)
Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 04, 2011 11:29 AM
To: Hsu, Charles
Cc: Stolbach, Cally
Subject: RE: HHS Google Spanish Analytics

FYI – I believe this has been corrected. Please let me know if you continue seeing the problem.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, January 03, 2011 12:31 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: HHS Google Spanish Analytics

I am not available at 2 unfortunately is there a time at maybe a little later at 230 or 3 even?

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 03, 2011 12:27 PM
To: Hsu, Charles
Cc: Stolbach, Cally
Subject: RE: HHS Google Spanish Analytics

Hi guys – Happy new year! I hope you had a fabulous break and got some much-needed time off.

Now, back to the fun stuff...Our team is having a hard time resolving this. Might you be free for a 15 minute call at 2:00 (or shortly thereafter) to go over the problem?

Thanks much-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 10:11 AM
To: Eisman, Julia (HHS/ASPA)

Cc: Stolbach, Cally
Subject: HHS Google Spanish Analytics

Hello Julia! After a few conversations with multiple Google technicians we believe the issue with Google Spanish analytics might be due to code placement on the CuidadoDeSalud.gov Web site. If you could help forward some language to your Web site team, they should hopefully be able to assist in fixing the issue. Per Google's recommendation, we would like to ensure that there is only one code on the page and that its format matches the original code found in the help center. This will allow the Google Spanish analytics to report data again. We are happy to connect your web team with Google's so they can directly trouble shoot if necessary. Below is the Google Tech Team's response to fix the issue. Please let us know if we can be of any further assistance!

Technical Team's Response:

Looking through the Analytics for the specified account, we do see the issue you are describing. Since Analytics shows 0 visits from Google (organic) as well as CPC, it is most likely not an account linking problem. We did notice, however, that the website in question links to multiple versions of the tracking code, which all in turn reference multiple Analytics accounts.

Sending Analytics data to multiple accounts has been known to cause discrepancies and other problems, and is not currently supported by our team. If the multiple accounts is a new addition to the tracking code (i.e. as of Dec 8 or 9), we would point to that as a possible reason for this issue. Furthermore, we noticed that there are more than several unsupported customizations, which make it difficult for us to pinpoint what the problem actually is. As a general policy, we're not able to offer support for non-standard code implementations.

We did notice that the Cookie request is not being sent properly (i.e. no UTMZ cookie). This error may be due to the cookie timeout modifications made to the tracking code, but again it is difficult to say. Since you are able to localize this problem to having started on December 9, I would suggest investigating what changes were made on or slightly prior to that date.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 04, 2011 11:54 AM
To: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: state landing pages

Yes there seems to be quite an uptick, especially in interest.

For example the report two weeks ago had

NY 72 clicks
IL 27 clicks
FL 14 clicks
CA 32 clicks
TX 18 clicks

And the most recent report
NY 372 clicks
IL 96 clicks
FL 120 clicks
CA 194 clicks
TX 76 clicks

Click through rates for the most part are all up as well by around .50%

I am pulling numbers for the current report due and will definitely have some insight on some trends that we will start seeing.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 04, 2011 10:09 AM
To: Hsu, Charles; Stolbach, Cally
Subject: state landing pages

Hello! Any updates on how the state landing pages are doing after we made the tweaks to the ads?

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 04, 2011 9:25 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 1.03.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 1.03.11

Google English Campaign
Impressions: 71,910
Clicks: 3,340
CTR: 4.64%
CPC: $3.60
Engaged Visits: 1,914.15
Cost per Engaged Visit: $6.28
Bounce Rate: 42.69%

Google Spanish Campaign
Impressions: 26,346
Clicks: 190
CTR: 0.72%
CPC: $3.86
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 10,979
Clicks: 459
CTR: 4.18%
CPC: $0.93

Yahoo/Bing Spanish Campaign
Impressions: 644
Clicks: 21
CTR: 3.26%
CPC: $0.63

TOTAL
Impressions: 109,879
Clicks: 4,010
CTR: 3.65%
CPC: $3.29

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 03, 2011 12:31 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: HHS Google Spanish Analytics

I am not available at 2 unfortunately is there a time at maybe a little later at 230 or 3 even?

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 03, 2011 12:27 PM
To: Hsu, Charles
Cc: Stolbach, Cally
Subject: RE: HHS Google Spanish Analytics

Hi guys – Happy new year! I hope you had a fabulous break and got some much-needed time off.

Now, back to the fun stuff...Our team is having a hard time resolving this. Might you be free for a 15 minute call at 2:00 (or shortly thereafter) to go over the problem?

Thanks much-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, December 20, 2010 10:11 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: HHS Google Spanish Analytics

Hello Julia! After a few conversations with multiple Google technicians we believe the issue with Google Spanish analytics might be due to code placement on the CuidadoDeSalud.gov Web site. If you could help forward some language to your Web site team, they should hopefully be able to assist in fixing the issue. Per Google's recommendation, we would like to ensure that there is only one code on the page and that its format matches the original code found in the help center. This will allow the Google Spanish analytics to report data again. We are happy to connect your web team with Google's so they can directly trouble shoot if necessary. Below is the Google Tech Team's response to fix the issue. Please let us know if we can be of any further assistance!

Technical Team's Response:

Looking through the Analytics for the specified account, we do see the issue you are describing. Since Analytics shows 0 visits from Google (organic) as well as CPC, it is most likely not an account linking problem. We did notice, however, that the website in question links to multiple versions of the tracking code, which all in turn reference multiple Analytics accounts.

Sending Analytics data to multiple accounts has been known to cause discrepancies and other problems, and is not currently supported by our team. If the multiple accounts is a new addition to the tracking code

(i.e. as of Dec 8 or 9), we would point to that as a possible reason for this issue. Furthermore, we noticed that there are more than several unsupported customizations, which make it difficult for us to pinpoint what the problem actually is. As a general policy, we're not able to offer support for non-standard code implementations.

We did notice that the Cookie request is not being sent properly (i.e. no UTMZ cookie). This error may be due to the cookie timeout modifications made to the tracking code, but again it is difficult to say. Since you are able to localize this problem to having started on December 9, I would suggest investigating what changes were made on or slightly prior to that date.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, January 03, 2011 12:16 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.31.10 to 1.02.11

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.31.10 to 1.02.11

Google English Campaign
Impressions: 205,108
Clicks: 8,405
CTR: 4.10%
CPC: $3.70
Engaged Visits: 4,695.03
Cost per Engaged Visit: $6.68
Bounce Rate: 44.14%

Google Spanish Campaign
Impressions: 40,025
Clicks: 272
CTR: 0.68%
CPC: $3.97
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 11,622
Clicks: 530
CTR: 4.56%
CPC: $1.10

Yahoo/Bing Spanish Campaign
Impressions: 1,388
Clicks: 18
CTR: 1.30%
CPC: $0.71

TOTAL
Impressions: 258,143
Clicks: 9,225
CTR: 3.57%
CPC: $3.56

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 28, 2011 10:18 AM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: HHS Campaign Recap for 1.27.11

They may fluctuate, but they're fluctuating on the high side. Almost always higher than their competition. My eyes are on them.

From: Hsu, Charles
Sent: Friday, January 28, 2011 10:17 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Beakey, Chris; Gillman, Margo
Subject: RE: HHS Campaign Recap for 1.27.11

I know, they fluctuate quite a bit.... Let me get on the phone with them!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, January 28, 2011 10:15 AM
To: Greene, Imani; Hsu, Charles
Cc: Beakey, Chris; Gillman, Margo
Subject: RE: HHS Campaign Recap for 1.27.11

Interesting...why is that you think?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, January 28, 2011 10:15 AM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: HHS Campaign Recap for 1.27.11

Wow. Check out AOL.

From: Hsu, Charles
Sent: Friday, January 28, 2011 9:47 AM
To: 'Julia.Eisman@hhs.gov'; 'Todd.Park@hhs.gov'; 'Richard.Sorian@hhs.gov'; 'Behnaz.Kohan@hhs.gov'
Cc: Greene, Imani; Beakey, Chris; Gillman, Margo
Subject: HHS Campaign Recap for 1.27.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/27/11

SEM

Google English Campaign

Impressions: 54,178
Clicks: 2,326
CTR: 4.29%
CPC: $3.57
Engaged Visits: 1,306.05
Cost per Engaged Visit: $6.35
Bounce Rate: 43.85%

Google Spanish Campaign
Impressions: 21,948
Clicks: 214
CTR: 0.98%
CPC: $4.22
Engaged Visits: 106.40
Cost per Engaged Visit: $8.48
Bounce Rate: 50.28%

Yahoo/Bing English Campaign
Impressions: 3,003
Clicks: 75
CTR: 2.50%
CPC: $2.79

Yahoo/Bing Spanish Campaign
Impressions: 1,296
Clicks: 19
CTR: 1.47%
CPC: $0.60

TOTAL
Impressions: 80,425
Clicks: 2,634
CTR: 3.28%
CPC: $3.57

++

Display

About.com Display Campaign
Impressions: 136,704
Clicks: 72
CTR: 0.05%

AOL Display Campaign
Impressions: 133,206
Clicks: 204
CTR: 0.15%

Spectrum Display Campaign
Impressions: 122,431
Clicks: 37

CTR: 0.03%

Healthline Display Campaign
Impressions: 22,939
Clicks: 21
CTR: 0.09%

I-Village Display Campaign
Impressions: 41,736
Clicks: 18
CTR: 0.04%

Undertone Display Campaign
Impressions: 355,799
Clicks: 265
CTR: 0.07%

WebMD Display Campaign
Impressions: 61,527
Clicks: 39
CTR: 0.06%

Kontera Display Campaign
Impressions: 1,253
Clicks: 79
CTR: 6.30%
CPC: $1.99

Total Banner Display
Impressions: 875,595
Clicks: 735
CTR: 0.08%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 28, 2011 10:15 AM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact)
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Sent: Friday, January 28, 2011 9:47 AM
To: 'Julia.Eisman@hhs.gov'; 'Todd.Park@hhs.gov'; 'Richard.Sorian@hhs.gov'; 'Behnaz.Kohan@hhs.gov'
Cc: Greene, Imani; Beakey, Chris; Gillman, Margo
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Display

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CTR: 0.07%

WebMD Display Campaign
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Clicks: 79
CTR: 6.30%
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Total Banner Display
Impressions: 875,595
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Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, January 27, 2011 8:29 AM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: WebMD Connects You to the White House

Very cool! Did you know about this? We could've used some of our banner weight to drive WebMD users to this...

Imani Greene

202.729.4150 (o)
917.721.9656 (m)

From: WebMD [mailto:WebMDBulletin@health.webmd.com]
Sent: Wednesday, January 26, 2011 7:38 PM
To: Greene, Imani
Subject: WebMD Connects You to the White House



Wednesday, January 26, 2011

Join Us Thursday for a Live Health Reform Roundtable

The president has given his State of the Union address, the Republicans have had their response, and no doubt many of you have lingering questions about health care reform.

Ask Us!
We'll be sharing questions with HHS Secretary Kathleen Sebelius at a live-streaming roundtable panel at 4:30 p.m. EST Thursday. **Submit your health questions now.**

Questions We've Received -- Tell Us What's on Your Mind
- When will people be rewarded for being healthy and staying healthy?
- What coverage will I be able to afford once I retire?
- Will new health care reform limit insurance companies from raising annual premiums?
- Why can't government regulate the health insurance industry rather than mandating it?
- I'm 44 years old with lung cancer. Can a future employer refuse to hire me due to my pre-existing condition?
- I'm retired, but not yet eligible for Medicare. Where can I get affordable insurance?
- What happened to the Medicare/Medicaid money?

Related WebMD Reading & Resources
- Obama Defends Health Care Law, Offers Fixes (WebMD News, Jan. 25, 2011)
- House Votes to Repeal Health Reform (WebMD News, Jan. 19, 2011)
- Health Care Language -- What It All Really Means
- Mental Health Benefits/Coverage Under New Health Reform
- Tips for Saving Money on Health Insurance

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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 25, 2011 6:24 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
Subject: display ad follow up

Hi Julia. Thanks as always for your time today. I chatted with Meredith and shared your desire to make the Under 26 call to action appeal to audiences beyond A18-26, including their parents/caregivers and others. She's going to mull over some copy adjustments and follow up tomorrow.

I also shared HHS' concern about the animated banners (i.e. soccer) potentially looking too cartoon-like and perhaps not demonstrating the authoritative tone of an agency like HHS, or the serious tone of Americans' healthcare needs. She understands and would like to chat with you tomorrow to make sure our next steps are going down the right/smart path.

What windows of time do you have available tomorrow?

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 25, 2011 4:39 PM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Subject: RE: Ad Distribution
Attachments: Creative Schedule Specs v2.xls

DRAFT Revised creative sheet. Will be finalized once we make edits to the under 26 banner and confirm the reallocation with the sites.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 25, 2011 2:10 PM
To: Hsu, Charles
Subject: RE: Ad Distribution

Thanks!!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 25, 2011 2:09 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Ad Distribution

Let me double check and get back to you!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tue 1/25/2011 2:01 PM
To: Hsu, Charles
Subject: RE: Ad Distribution

Hey Charles - Imani and I had discussed having the Under 26 ad reach a broader audience than just 18-26 year olds, since we're also trying to target their parents. However I don't see that reflected in the plan. Am I missing something?

I think the link below looks good.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 25, 2011 1:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Ad Distribution

Hi Julia I wanted to know if this was approved. Mainly if the under26 ad is ok to be set to http://www.healthcare.gov/foryou/youngadults/index.html

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 20, 2011 6:38 PM
To: Hsu, Charles

Cc: Greene, Imani
Subject: RE: Ad Distribution

Thanks. Will take a look.

And Charles - THANK YOU FOR EVERYTHING TODAY!!!!!!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, January 20, 2011 6:38 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Ad Distribution

Hello Julia! I wanted to send you a proposal for our current live ads. Let us know if you approve this plan.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 21, 2011 4:13 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
Subject: FW: HHS Campaign Recap for 1.20.11

Good results! Just wait until we launch the animated banners...

From: Hsu, Charles
Sent: Friday, January 21, 2011 3:24 PM
To: 'Julia.Eisman@hhs.gov'; 'Todd.Park@hhs.gov'; 'Richard.Sorian@hhs.gov'; 'Behnaz.Kohan@hhs.gov'
Cc: Greene, Imani; Beakey, Chris; Gillman, Margo
Subject: HHS Campaign Recap for 1.20.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/20/11. Effective today, we will begin to include daily performance of the banner display campaign that launched on 01/19/11. Today's report reflects performance data from 01/19/11 through 01/20/11.

Upon your review it will be helpful to know that the typical click-through rate (CTR) government and non-profit banner buys is between 0.04 – 0.05%. We are pleased to share that HHS' campaign is well above this range even at this nascent stage.

SEM

Google English Campaign
Impressions: 50,402
Clicks: 2,003
CTR: 3.97%
CPC: $3.25
Engaged Visits: 1,101.65
Cost per Engaged Visit: $5.91
Bounce Rate: 45.00%

Google Spanish Campaign
Impressions: 22,256
Clicks: 155
CTR: 0.70%
CPC: $4.11
Engaged Visits: 72.70
Cost per Engaged Visit: $8.76
Bounce Rate: 53.10%

Yahoo/Bing English Campaign
Impressions: 3,646
Clicks: 65
CTR: 1.78%
CPC: $2.59

Yahoo/Bing Spanish Campaign
Impressions: 805
Clicks: 26
CTR: 3.23%
CPC: $0.50

TOTAL
Impressions: 77,109
Clicks: 2,249
CTR: 2.92%
CPC: $3.26

++++++++++++++++++++++++++++++++++++++

Display 1/19/11 to 1/20/11

About.com Display Campaign
Impressions: 213,431
Clicks: 123
CTR: 0.06%

AOL Display Campaign
Impressions: 93,657
Clicks: 104
CTR: 0.11%

Spectrum Display Campaign
Impressions: 218,828
Clicks: 97
CTR: 0.04%

Healthline Display Campaign
Impressions: 40,697
Clicks: 43
CTR: 0.11%

I-Village Display Campaign
Impressions: 52,037
Clicks: 35
CTR: 0.07%

Undertone Display Campaign
Impressions: 255,198
Clicks: 125
CTR: 0.05%

WebMD Display Campaign
Impressions: 104,525
Clicks: 51
CTR: 0.05%

Total Banner Display (Does Not Include Google Text Ads & Kontera Text Ads)
Impressions: 978,373
Clicks: 578
CTR: 0.06%

Kontera Display Campaign (Only 1/20/11)
Impressions: 14
Clicks: 1
CTR: 7.14%
CPC: $1.99

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 21, 2011 3:28 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Hsu, Charles; Beakey, Chris
Subject: FW: AOL Selects Everyday Health as Exclusive Health Destination

Good to know. This is the site that we eliminated from the buy in order to broaden the reach, but it looks like we'll still deliver them through the AOL buy. Very cool.

From: Everyday Health [mailto:staff@everydayhealth.com]
Sent: Friday, January 21, 2011 2:00 PM
To: Greene, Imani
Subject: AOL Selects Everyday Health as Exclusive Health Destination

Everyday Health Breaking News

Dear Advertiser,

We are thrilled to announce that effective April 1, 2011, **Everyday Health will be the exclusive destination for health condition content for AOL users**.

In Q4 2010, Everyday Health led the health category with 26.8 million monthly unique visitors. Through this partnership, of AOL's nearly 14 million daily users, those seeking health condition content will be directed to Everyday Health, co-branded with AOL. The partnership allows Everyday Health to continue its leadership in health, focusing on its areas of expertise in condition center programming, providing personalized health and wellness advice, and interactive consumer communities and tools. Separately, AOL will continue to develop and sell other innovative health content offerings in channels such as video, local, and healthy living.

Everyday Health is responsible for all advertising sales for the new health audience on the co-branded property and our existing traffic creating a significant increase in the number of qualified users and condition-specific advertising inventory.

Please click here to view a copy of the press release. If you would like to know more about how your brand can benefit, please contact our EVP/Sales, Scott Wolf, at 646-728-9744 or swolf@everydayhealthinc.com.

All the best,

Ben Wolin

CEO & Co-Founder

Source: December 2010 comScore Media Metrix

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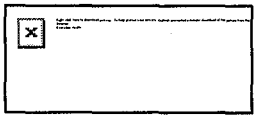

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Use of Everyday Health sites is subject to our terms of service and privacy policy.

Mailing address: 4 Marshall Street, North Adams, MA 01247

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 19, 2011 6:23 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris; Light, Meredith; Dana Cole
Subject: HHS banners and sudiences
Attachments: Creative Schedule Specs Sample.xls

Per our conversation, we will redirect the buys to target an updated list of audiences:

We will also produce something like the enclosure that helps to keep a tab on what is running, to whom and where its driving people

New audience subgroups:
A 18-26 – drive these to http://www.healthcare.gov/foryou/youngadults/index.html
A 40-55 – landing page tbd
Latino audiences of all ages – landing page tbd

ig

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 19, 2011 6:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Complete banner schedule going forward

Still want to talk?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 19, 2011 6:01 PM
To: Light, Meredith; Greene, Imani
Subject: RE: Complete banner schedule going forward

Thanks!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 6:00 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: Re: Complete banner schedule going forward
Importance: High

Thanks. Will hold on D.

On 1/19/11 5:59 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

We're okay with banner C – and we'd like to only use the version with the image.

we want to HOLD banner D. Please don't run that.

The revised version of B looks good too.

Thanks all.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 4:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Complete banner schedule going forward

Just got them. Let me know if these are approved and they will be prepped for delivery.

Here are links to view the rest of the evergreen banners:

http://flickerlab.com/clients/Ogilvy/banner-c.html
http://flickerlab.com/clients/Ogilvy/banner-d.html

The revised version of Banner B, slightly slowed down, is at:

http://flickerlab.com/clients/Ogilvy/banner-cantcancel.html

I need to leave by 6 sharp tonight. Is it possible to get approval before then?

Thanks!
Meredith

On 1/19/11 4:43 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
Hi Meredith – any word on the remaining banners?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, January 18, 2011 6:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Allyson Hummel
Subject: Complete banner schedule going forward

Hi Julia,

This is the complete banner schedule, based on doing them as fast as possible. Unfortunately, despite my pleading, it's impossible to have them done by noon.

Evergreen ads:
Remaining two evergreen banners, in all sizes, will be posted by 3:30 pm.

Spanish versions will be done end of day Friday for all evergreen banner ads. This could happen sooner but we can't promise.

Animated ads:
Soccer Ball: Thursday to view final and then prep for download. Will be ready end of day.

Dinosaur and King Kong: Style frames for preview end of day Thursday. Finished spots will be ready Tuesday, January 25 - end of day.

Spanish versions of each ad to follow approvals on the English versions - add another day.

I will await feedback tonight on finished ads, but hoping they are good to go.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 19, 2011 5:28 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: RE: Ads up?

Oh boy. I've missed you. call me back when you can: 202 729 4150

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 19, 2011 5:05 PM
To: Greene, Imani
Cc: Hsu, Charles
Subject: RE: Ads up?

Yup.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 19, 2011 5:03 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: RE: Ads up?

My call is running late. Can I call you in about 15 minutes?

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 19, 2011 2:00 PM
To: Greene, Imani
Subject: Re: Ads up?

5 is perfect

----- Original Message -----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 19, 2011 01:58 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Ads up?

Love to. Is 5 too late? Alternate time is 3:30...

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 19, 2011 1:58 PM
To: Greene, Imani
Subject: Re: Ads up?

Let's touch base later. Cool?

----- Original Message -----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 19, 2011 01:55 PM

To: Eisman, Julia (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: RE: Ads up?

Very good in fact. Screengrabs are on the way. Sorry that we didn't communicate this earlier.

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 19, 2011 1:55 PM
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Just wanted to double check that our ads are up.

We good?

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To: Greene, Imani; Hsu, Charles
Subject: Ads up?

Just wanted to double check that our ads are up.

We good?

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 8:14 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Display Campaign Proposal

Sorry about that. :(

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 17, 2011 11:41 PM
To: Greene, Imani
Subject: Re: HHS Display Campaign Proposal

Thx!

----- Original Message -----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, January 17, 2011 11:39 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: FW: HHS Display Campaign Proposal

Hi Julia. Site list for undertone and samples of screenshots enclosed. A more comprehensive sitelist for sharing will be sentmid-morning.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 17, 2011 2:51 PM
To: Greene, Imani
Subject: Re: HHS Display Campaign Proposal
Importance: High

I know today is a holiday but are you available to talk?

If not please let me know if there is someone else who might be available.

Thanks.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 17, 2011 10:29 AM
To: 'Imani.Greene@ogilvypr.com' <Imani.Greene@ogilvypr.com>
Subject: Re: HHS Display Campaign Proposal

Hey there - Is now a good time to talk?

----- Original Message -----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Sunday, January 16, 2011 06:33 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>
Cc: OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: RE: HHS Display Campaign Proposal

Hi Julia. Please remember that the bulk of your impressions are being delivered on the ad networks - which positions your ads on sites that go well beyond the health sites. The trouble with expanding the effort on some of the site-direct placements (i.e. AOL) is that HHS will be spreading itself very thin and not doing a good job of reaching any one group consistently. To prevent this you may consider adding more money into the buy.

Can we talk for a bit? I can be reached on my mobile phone on Monday.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sunday, January 16, 2011 1:46 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Display Campaign Proposal
Importance: High

Hi Charles and Imani -
We need to make some urgent updates to this for our Wednesday buy -- in particular, we need to expand the buy to beyond health websites. So instead of just AOL health, we need a broader AOL buy. Instead of ivillage health, we should do a broad ivillage buy. Instead of USnews health, USNews generally. MSN is another one.

Could you please look at the top consumer websites (yahoo? amazon? consumer reports? local news sites?) and name a handful that we can add to the list?

Thanks-
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM

To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review.
Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 7:32 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: do you have a quick second? shouldn't take more than a minute.

Yup. Call my cell?

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 7:31 PM
To: Greene, Imani
Subject: do you have a quick second? shouldn't take more than a minute.

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 2:43 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: RE: HHS Display Campaign Proposal

To confirm our conversation, we will secure $250k for SEM this month, as the balance ($50k) will likely be allotted to the Patents Rights display buy.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Greene, Imani
Sent: Tuesday, January 18, 2011 11:40 AM
To: 'Eisman, Julia (HHS/ASPA)'; Hsu, Charles
Cc: Gillman, Margo; Beakey, Chris
Subject: RE: HHS Display Campaign Proposal

No worries Julia. We always require written commitment for media OOPs.

We'll have an updated recommendation to share with you by early afternoon. Do you want to set aside 30 minutes to talk through questions you may have? How about 2pm or 3pm? (I have a call at 2:30). BTW - if you have updates to share about budget allocations (i.e. allocate $100k from next month's buy to run within the next seven days) please let us know.

Also, we've paused Google display so that it doesn't continue to burn through the budget.

Thanks!

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 11:16 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: HHS Display Campaign Proposal

Sorry - I thought we were more clear. We want to keep the SEM going.

-----Original Message-----
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 11:15 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: HHS Display Campaign Proposal

Hello Julia, I hope you are staying warm today! I have attached a site list with more examples of premium sites HHS will be on for review. I also wanted to mention that our SEM campaign has gone dark as of yesterday. I was wondering if you had any update about an extension for 300K?

Thanks!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 10:56 AM
To: Greene, Imani
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

Got it. Thanks Imani.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 10:56 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

Great and we have more where this comes from. Charles is finalizing a more comprehensive list.

BTW - (b)(6) is closed due to weather, so I'm working from home.
Mobile is the best number today.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 10:44 AM
To: Greene, Imani
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

This list is fantastic, btw. Thanks again for sharing.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, January 17, 2011 11:40 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: FW: HHS Display Campaign Proposal

Importance: High

Hi Julia. Site list for undertone and samples of screenshots enclosed. A more comprehensive sitelist for sharing will be sentmid-morning.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 17, 2011 2:51 PM
To: Greene, Imani
Subject: Re: HHS Display Campaign Proposal
Importance: High

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If not please let me know if there is someone else who might be available.

Thanks.

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Sent: Monday, January 17, 2011 10:29 AM
To: 'Imani.Greene@ogilvypr.com' <Imani.Greene@ogilvypr.com>
Subject: Re: HHS Display Campaign Proposal

Hey there - Is now a good time to talk?

----- Original Message -----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Sunday, January 16, 2011 06:33 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>
Cc: OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: RE: HHS Display Campaign Proposal

Hi Julia. Please remember that the bulk of your impressions are being delivered on the ad networks - which positions your ads on sites that go well beyond the health sites. The trouble with expanding the effort on some of the site-direct placements (i.e. AOL) is that HHS will be spreading itself very thin and not doing a good job of reaching any one group consistently. To prevent this you may consider adding more money into the buy.

Can we talk for a bit? I can be reached on my mobile phone on Monday.

Imani Greene

202.729.4150 (o)

(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sunday, January 16, 2011 1:46 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Display Campaign Proposal
Importance: High

Hi Charles and Imani -
We need to make some urgent updates to this for our Wednesday buy -- in particular, we need to expand the buy to beyond health websites. So instead of just AOL health, we need a broader AOL buy. Instead of ivillage health, we should do a broad ivillage buy. Instead of USnews health, USNews generally. MSN is another one.

Could you please look at the top consumer websites (yahoo? amazon? consumer reports? local news sites?) and name a handful that we can add to the list?

Thanks-
Julia

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Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
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Subject: HHS Display Campaign Proposal

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Charles Hsu
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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 2:05 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: HHS Media Plan

Lets jump on the dial-in at 2:15...

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 2:01 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Media Plan

Okay. Also, I'm on the phone but should be off in two minutes.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 1:59 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Media Plan

Hi Julia! We are running a tad late on the plan and will get that too you in the next 5 to 10 minutes.

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 12:24 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: RE: HHS Display Campaign Proposal

2pm works perfectly for us. Please use this dial-in:

(b)(4),(b)(6)

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 11:52 AM
To: Greene, Imani; Hsu, Charles
Cc: Gillman, Margo; Beakey, Chris
Subject: RE: HHS Display Campaign Proposal

I'll have more guidance on this shortly, but for now we're going to stick with our original allotment.

I have a 3pm, but can talk anytime between 1-3. Does that work for you?

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 11:40 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: RE: HHS Display Campaign Proposal

No worries Julia. We always require written commitment for media OOPs.

We'll have an updated recommendation to share with you by early afternoon. Do you want to set aside 30 minutes to talk through questions you may have? How about 2pm or 3pm? (I have a call at 2:30). BTW - if you have updates to share about budget allocations (i.e. allocate $100k from next month's buy to run within the next seven days) please let us know.

Also, we've paused Google display so that it doesn't continue to burn through the budget.

Thanks!

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202.729.4150 (o)
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-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 11:16 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: HHS Display Campaign Proposal

Sorry - I thought we were more clear. We want to keep the SEM going.

-----Original Message-----
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 11:15 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: HHS Display Campaign Proposal

Hello Julia, I hope you are staying warm today! I have attached a site list with more examples of premium sites HHS will be on for review. I also wanted to mention that our SEM campaign has gone dark as of yesterday. I was wondering if you had any update about an extension for 300K?

Thanks!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 10:56 AM
To: Greene, Imani
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

Got it. Thanks Imani.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 10:56 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

Great and we have more where this comes from. Charles is finalizing a more comprehensive list.

BTW - my sons school is closed due to weather, so I'm working from home.
Mobile is the best number today.

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
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Subject: FW: HHS Display Campaign Proposal
Importance: High

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Sent: Monday, January 17, 2011 2:51 PM
To: Greene, Imani
Subject: Re: HHS Display Campaign Proposal
Importance: High

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If not please let me know if there is someone else who might be available.

Thanks.

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From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 17, 2011 10:29 AM
To: 'Imani.Greene@ogilvypr.com' <Imani.Greene@ogilvypr.com>
Subject: Re: HHS Display Campaign Proposal

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Sure thing. We'll talk in the am...

Imani Greene

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Could you please look at the top consumer websites (yahoo? amazon?
consumer reports? local news sites?) and name a handful that we can add to the list?

Thanks-
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review.
Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 14, 2011 10:40 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Kohan, Behnaz (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Sorian, Richard (HHS/ASPA); OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: HHS Display Campaign Proposal

Thank you Julia. Enjoy your weekend (creative review notwithstanding).

----- Original Message -----
From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Hsu, Charles
Cc: Greene, Imani; Kohan, Behnaz (HHS/ASPA) <Behnaz.Kohan@hhs.gov>; Stenrud, Chris (HHS/ASPA) <Chris.Stenrud@hhs.gov>; Sorian, Richard (HHS/ASPA) <Richard.Sorian@hhs.gov>
Sent: Fri Jan 14 21:08:08 2011
Subject: RE: HHS Display Campaign Proposal

Charles and Imani-

We would like to approve this plan for a month, and will revisit towards the end of the month as to whether we'd like to commit for longer.

I saw Meredith's email about the creative. Will review this weekend and give you feedback by Monday.

Thanks and have a good weekend-
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review. Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 14, 2011 7:51 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: Re: HHS Display Campaign Proposal

Yes indeed. We need your approval to proceed.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Hsu, Charles
Cc: Greene, Imani
Sent: Fri Jan 14 18:13:59 2011
Subject: RE: HHS Display Campaign Proposal

THanks. This is great. To clarify - do you need final approval for this? Also, are the creatives supposed to be in here?

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review. Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, January 13, 2011 5:18 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Spanish display

Not until we launch the banners.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 5:16 PM
To: Greene, Imani
Subject: Spanish display

Imani – are we running display ads similar to the Google and Kontera ads for Spanish sites as well?

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, January 13, 2011 4:13 PM
To: Light, Meredith; Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: RE: Checked with Imani on your questions

Hi Julia. We're working on truncating the timeline for the banners, but remind me – when will you be sending your thoughts on copy again?

From: Light, Meredith
Sent: Thursday, January 13, 2011 3:43 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Beakey, Chris; Greene, Imani
Subject: Checked with Imani on your questions

Hi Julia,

Thanks for the great, precise feedback on the display ads. I just checked with Imani and she'll call to explain everything in more detail, but in essence you're correct about the banner placement—the various sizes would be in boxes that can be anywhere on the page. And while many banners are :15, she agrees that shorter is always better and thinks :10 would be a good length.

I'm working on revises now.

Best,
Meredith

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, January 13, 2011 1:31 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: RE: Budget options for display

Excellent. We'll send you the site list now, but stay tuned for a more detailed recommendation tomorrow. Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 1:18 PM
To: Greene, Imani
Cc: HHS Healthcare.gov
Subject: RE: Budget options for display

Hi Imani – We'd like to go with Scenario 1. Can you get us a list of sites that fall under the "Ad Network: Health Network"?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 11, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Budget options for display

Hi Julia. The display campaign is running great and we look forward to adding its performance to our daily recap as of tomorrow. As promised, following are three monthly spending options for the balance of the display campaign. Once you review, let us know the final approved budget. We'll then send a final display recommendation to your attention on Friday of this week.

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, January 13, 2011 10:29 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Charles is in a meeting, but we'll get back to you in a bit...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 13, 2011 10:19 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: Display Campaign Recap from 1.09.11 to 1.12.11

Hi guys –
I'm wondering if you can give me an idea of how long visitors are staying on the site for the Google and Kontera campaigns?

Thanks,
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:06 PM
To: Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Display Campaign Recap from 1.09.11 to 1.12.11

Hello everyone, please find the performance data for Patient's Bill of Rights below for 1.09.11 to 1.12.11. Moving forward we will include the Display data with the daily SEM report.

Google Display Campaign
Impressions: 5,510,425
Clicks: 1,215
CTR: 0.02%
CPC: $3.59

Kontera Display Campaign
Impressions: 38,512
Clicks: 1,909
CTR: 4.96%
CPC: $1.99

TOTAL
Impressions: 5,548,937
Clicks: 3,124
CTR: 0.06%
CPC: $2.61

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 12, 2011 1:41 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Light, Meredith; OGIMGillman (CMS contact)
Subject: RE: Banner ads

Thanks Julia. We're still working toward the $200k per month scenario.
We can change directions as needed. Just keep us posted.

Regarding creative, we are working to develop a template-style banner, in which we can update copy very quickly whenever called upon to do so.
My understanding is that this one will have the hc.gov look and feel.
Meredith please chime in here. I know we had planned to discuss creative on today's weekly call, but in leui of that meeting: Meredith, can you please helpful share our approach to additional creative directions and a timeline for sharing the updates. Jump right in!

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, January 12, 2011 1:34 PM
To: Hsu, Charles; Greene, Imani
Subject: Banner ads

Hi there - we don't yet have feedback for you re: the budget/ad options, but knowing we're moving forward with more display ads we need to discuss creative.

Currently we're using HC.gov as the graphic, but we'd like to explore other graphic options. Let me know what you need from us to begin designing and developing these.

Thanks-
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 12, 2011 10:52 AM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov; Hsu, Charles
Subject: Re: Budget options for display

Oh boy. I feel guilty already. No problem changing the link. Any thoughts about the budget?

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Cc: HHS Healthcare.gov; Hsu, Charles
Sent: Wed Jan 12 09:53:36 2011
Subject: RE: Budget options for display

Thanks so much Imani. I was out of the office yesterday (I think I may have caught your cold), but back today. Will take a look and provide feedback.

Also, for our display ads, we'd like to redirect traffic to this page instead of the original blog post we sent you:

http://www.healthcare.gov/issues/rights.html

Let me know if you have any questions.

Thank you!
Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 11, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Budget options for display

Hi Julia. The display campaign is running great and we look forward to adding its performance to our daily recap as of tomorrow. As promised, following are three monthly spending options for the balance of the display campaign. Once you review, let us know the final approved budget. We'll then send a final display recommendation to your attention on Friday of this week.

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 11, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Budget options for display
Attachments: Budget Considerations.docx

Hi Julia. The display campaign is running great and we look forward to adding its performance to our daily recap as of tomorrow. As promised, following are three monthly spending options for the balance of the display campaign. Once you review, let us know the final approved budget. We'll then send a final display recommendation to your attention on Friday of this week.

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 07, 2011 7:11 PM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Subject: Re: Ads are a go

Charles they should be using the same site list as last time. Ok?

From: Hsu, Charles
To: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>; Greene, Imani
Sent: Fri Jan 07 19:09:13 2011
Subject: RE: Ads are a go

Thank you! Yes, I have put in the automotive website request. Yes, we will be using the same HealthCare.gov logo that was used for MLR on Kontera. We will be able to build out simple additional ads (aside from those going live over the weekend) on Monday for the Google Display Network.

Is the blog site live yet? In my browser it is still a "Page not found" error. I will definitely let you know once ads are live.

Thanks!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, January 07, 2011 7:04 PM
To: Hsu, Charles; Greene, Imani
Subject: RE: Ads are a go

A few final things...

1. Kontera ad copy is attached
2. Can we omit any automotive websites from the site list? I'm afraid that might get confusing
3. Can you verify that we'll be using the HealthCare.gov logo as a graphic until we can get more graphics created for the display ads? We'd like to get started on developing additional graphics to use in the ads
4. Please let us know when the ads appear live

Thanks so much, and please be in touch if you need anything.

Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, January 07, 2011 6:30 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani

Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Ads are a go

Thank you for blog link Julia. Please do let me know when the blog is live so I can transmit that to our publishers.

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, January 07, 2011 6:26 PM
To: Greene, Imani
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA)
Subject: RE: Ads are a go

And so you have it, here is the link for the blog though it is not yet live:

http://www.healthcare.gov/news/blog/your_rights.html

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, January 07, 2011 6:17 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA)
Subject: Re: Ads are a go

We're all over it. Stay tuned for confirmation that the publishers have received the ads and will get it live by Sunday...

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA) <Richard.Sorian@hhs.gov>
Sent: Fri Jan 07 18:03:32 2011
Subject: Ads are a go

Imani and Charles-
To ensure that we can get some of the ads going on Sunday, we're going to give you some of the creative now and some later. I've attached the Google creative. You'll see the Kontera shortly.

Regarding the landing page, we're going to direct people to a blog which is in the process of getting posted right now. I will send you the link when it's live – in about an hour/so.

Let's stick to the dollar amounts we reviewed today in the meeting.

Please let me know if you have questions about any of this!

Thank you –
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 07, 2011 6:17 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Sorian, Richard (HHS/ASPA)
Subject: Re: Ads are a go

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Let's stick to the dollar amounts we reviewed today in the meeting.

Please let me know if you have questions about any of this!

Thank you –
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, January 07, 2011 5:53 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: Re: we're getting VERY close!

Were standing by! Copy Charles too...

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Fri Jan 07 17:51:38 2011
Subject: we're getting VERY close!

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 6:29 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Hsu, Charles
Subject: Patient Bill of Rights timeline

Google Display: If we get approved text ads by Thursday morning 1/6/11 these will go live on Friday afternoon 1/07/11.

Kontera Display : keyword list from Kontera is being sent over by noon tomorrow 1/6/11. If we get approval of keyword list by EOD Thursday 1/6/11, this can be live by Friday afternoon 1/7/11.

Ad networks/specific sites: 1-3 days to after banners are finalized and approved. (We are looking into several options to produce interim banners and look forward to discussion tomorrow.)

As discussed, we can also begin a parallel track of activity that begins to plan a banner campaign targeting other priority audiences, including Spanish-speaking adults. We only need your approval to begin....

Questions?

Imani & Charles

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 11:19 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: fax has been sent

Understood. We will not resend.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, January 05, 2011 11:11 AM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: fax has been sent

Third page just came throuhg

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 11:11 AM
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Cc: Stolbach, Cally
Subject: RE: fax has been sent

We'll resend all three pages three times. One for each of you.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, January 05, 2011 11:08 AM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
Subject: RE: fax has been sent

Thaks – only two pages seem to have come in
Plus Jamie H

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 11:02 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: fax has been sent

To Julia and Jenny's attention. There should be three pages total and they were sent twice. I'm at my desk and available via cell as needed...

ig

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, January 05, 2011 11:11 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
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To: Greene, Imani; Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Hill, Jamie (HHS/ASPA)
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From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
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To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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ig

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 04, 2011 3:41 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Fox News inquiry re: HHS/Google
Attachments: google4.jpeg; linkedin.png; twitter.gif; image001.png

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From: Greene, Imani
Sent: Tuesday, January 04, 2011 2:11 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Gillman, Margo; Beakey, Chris
Subject: FW: Fox News inquiry re: HHS/Google

Hi Jenny. We understand that Google's PR folks left messages (email and voicemail) to alert you that Fox News is publishing a story today related to HHS's efforts to drive American consumers to healthcare.gov using paid search. HHS's quote in last month's Politico report ("We are using a bunch of search term[s] to help point people to HealthCare.gov. Part of our online efforts to help get accurate information to people about the new law") is fair and accurate, and is still an appropriate response at this juncture. We have also asked Google to defer to you (HHS) for comments that are in direct relationship to your campaign.

If we can provide any counsel or be of any assistance at all, don't hesitate to let us know.

(Also, if there is anyone else at HHS that you prefer Google reach out to, I'm happy to pass the information along.)

Imani

From: Peter Greenberger [mailto:pgreenberger@google.com]
Sent: Tuesday, January 04, 2011 10:19 AM
To: Greene, Imani
Subject: Fox News inquiry re: HHS/Google

Imani,

Happy New Year! Hope you enjoyed the holidays and are ready for a great 2011!

But before it gets too great, here is a press inquiry we received today from Fox News (see below). My recommendation is to decline comment and refer all questions to HHS. Our press lead will send a heads up to Jenny about this inquiry but I also wanted you to be aware.

Their response is a good one as noted in the clip from Politico, but we can add more color on background for you if you need to help rebut. For example, 20+ GOP members of Congress use search advertising for official communications with constituents (ie, taxpayer money). Plus, you can also make a strong case that this is a much more cost effective way to reach Americans than any other form of media, thus saving taxpayer dollars.

Please let me know if you want to discuss.

---------- Forwarded message ----------
From: **Becca Ginsberg** <rginsberg@google.com>

Date: Tue, Jan 4, 2011 at 10:00 AM
Subject: Fwd: [Searchpr] Fwd: Fox News Radio/Obama paying to redirect searches? (DEADLINE: Today)
To: Peter Greenberger <pgreenberger@google.com>

---------- Forwarded message ----------
From: **Jennifer Bloch** <jbloch@google.com>
Date: Tue, Jan 4, 2011 at 9:16 AM
Subject: Fwd: [Searchpr] Fwd: Fox News Radio/Obama paying to redirect searches? (DEADLINE: Today)
To: Becca Ginsberg <rginsberg@google.com>

fyi...

---------- Forwarded message ----------
From: **Google Press** <press@google.com>
Date: Tue, Jan 4, 2011 at 9:12 AM
Subject: [Searchpr] Fwd: Fox News Radio/Obama paying to redirect searches? (DEADLINE: Today)
To: Search PR <searchpr@google.com>

---------- Forwarded message ----------
From: **Majchrowitz, Mike** <Mike.Majchrowitz@foxnews.com>
Date: Tue, Jan 4, 2011 at 9:09 AM
Subject: FOX NEWS RADIO
To: "press@google.com" <press@google.com>

Was wondering if you folks have a statement or could do an interview regarding recent reports that the Obama administration is paying Google to redirect searches under the term "Obamacare." Looking to do this story today. If an interview is possible, it would be recorded by phone and would last about 5 minutes. Thank You. Clippings are included at the bottom of this email

Mike Majchrowitz

White House Correspondent

Fox News Radio

400 N. Capitol St. NW Ste. 550

Washington, DC 20001

(202) 628-0790 (White House)

(202) 715-2325 (office)

(b)(6) (cell)

mike.majchrowitz@foxnews.com

Error! Filename not specified.

HHS is Paying Google with Taxpayer Money to Alter 'Obamacare' Search Results

3:45 PM, Jan 3, 2011 • By JEFFREY H. ANDERSON

The brazenness of the Obama administration never ceases to amaze. Try typing "Obamacare" into Google, and you'll find that the first entry is now the Obama administration's www.healthcare.gov. If you don't particularly like that result, you'll probably hate the fact that you're paying for it.

You'll get the same paid-for result if you type in "Obamacare facts," "Obamacare summary," "Obamacare info," "Obamacare overview," "Obamacare questions," "Obamacare explanation," "Obamacare basics," "Obamacare pros and cons," "Obamacare and elderly," and even "Obamacare and abortion." For each of these search terms, and many others, the Obama administration's site comes up first, as a paid entry. But it doesn't come up if you type in "ObamaCare repeal."

Politico's Ben Smith, in a post entitled "HHS Buys 'ObamaCare,'" quotes an official from Secretary Kathleen Sebelius's Department of Health and Human Services (HHS), who confirms that this clear attempt to influence what Americans read about Obamacare does, indeed, represent your tax dollars at work: "'We are using a bunch of search term[s] to help point people to HealthCare.gov. [It's] [p]art of our online efforts to help get accurate information to people about the new law (i.e. [we] also use Facebook, Twitter, blogs and webcasts),' an HHS official confirmed by e-mail."

The "accurate information" that Americans will glean about the massive health care overhaul from this HHS website is of the same sort that President Obama has supplied all along -- such as that Obamacare would lower health costs (only 17 percent of Americans believe this), increase the quality of care (only 22 percent believe this), and reduce deficits (only 17 percent believe this).

You won't find anything on the HHS site about how the Medicare chief actuary projects that Obamacare would bend the cost curve upward by $311 billion by 2019 in relation to costs in the absence of Obamacare; about how the Congressional Budget Office (CBO) says that, by 2016, in the non-group market, the average American family's health care premiums under Obamacare would increase by $2,100 per year in relation to what those premiums would be without Obamacare; about how the CBO projects that Obamacare would cost over $2

trillion in its real first decade (2014 to 2023) alone; or about how the administration's internal ("midrange") estimates are that more than half of all employer-provided health plans wouldn't be grandfathered in under Obamacare – and that, therefore, if you like your health care, that doesn't necessarily mean you'll get to keep your health care.

For that sort of information, you'll have to consult sites that – because they don't use taxpayer dollars to pay Google to list them first – appear somewhat lower in the pecking order.

Using taxpayers' money to alter the results of search engines and to control the flow of information is disturbing on multiple levels. It's particularly disturbing when it's done to promote a massive expansion of government power, like Obamacare. And one wonders how – or if – it's even legal.

Perhaps the new House of Representatives will want to ask the unelected Secretary Sebelius to explain how, or why, she thinks such use of taxpayers' money to promote a particular -- and highly unpopular -- political agenda is legally or substantively justifiable.

--

FROM POLITICO LAST MONTH/BEN SMITH

December 17, 2010

HHS buys 'ObamaCare'

The U.S. Department of Health and Human Services has bought a Google advertisement to steer people searching for "ObamaCare" to a page that is customized to detect searchers' locations and steer them both to local health insurance information and to a list of "what's in the law for you."

"We are using a bunch of search term[s] to help point people to HealthCare.gov. Part of our online efforts to help get accurate information to people about the new law (i.e. also use Facebook, Twitter, blogs and webcasts)," an HHS official confirmed by e-mail.

The ad buy represents a kind of recognition that the Administration has, to a degree, lost a battle over defining its terms, and that "ObamaCare" -- coined and used largely by detractors of the plan -- is in wide circulation. A search for the term on Google yields 2.5 million results.

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You received this message because you are subscribed to the Google Groups "Searchpr" group.
To post to this group, send email to searchpr@google.com.
To unsubscribe from this group, send email to searchpr+unsubscribe@google.com.
For more options, visit this group at http://groups.google.com/a/google.com/group/searchpr/?hl=en.

--

Jennifer Zeidman Bloch
Google Inc.
(646) 256-2472
jbloch@google.com

--

Rebecca Ginsberg | Global Communications & Public Affairs | Google, Inc. | 212.565.5713 (Office) | (b)(6) (Google Voice)

If you received this communication by mistake, please don't forward it to anyone else (it may contain confidential or privileged information), please erase all copies of it, including all attachments, and please let the sender know it went to the wrong person. Thanks.

--

Peter D. Greenberger
Google, Inc.
phone: (202) 346-1223
email: pgreenberger@google.com

This email and the information it contains are confidential and may be privileged. If you have received this email in error please notify me immediately. You should not copy it for any purpose, or disclose its contents to any other person. Internet communications are not secure and, therefore, Google does not accept legal responsibility for the contents of this message as it has been transmitted over a public network. If you suspect the message may have been intercepted or amended please call me.

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 04, 2011 3:01 PM
To: Failla, Mark; Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Link on AOL Homepage today - Follow up Report
Attachments: image001.png

How great. Thanks Mark!

From: Failla, Mark [mailto:mark.failla@teamaol.com]
Sent: Tuesday, January 04, 2011 1:04 PM
To: Greene, Imani; Julia.Eisman@hhs.gov
Subject: RE: HHS Link on AOL Homepage today - Follow up Report

Julia and Imani,

Just a quick note to provide you with an activity summary from the pro-bono 12/29 AOL Homepage link for Flu Prevention....

Impressions: 31,080,662
Clicks: 7,373

-Mark

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, December 29, 2010 1:43 PM
To: Failla, Mark; Julia.Eisman@hhs.gov
Subject: Re: HHS Link on AOL Homepage today

Very, very cool! Thanks Mark.

From: Failla, Mark <mark.failla@teamaol.com>
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Cc: Greene, Imani
Sent: Wed Dec 29 10:15:00 2010
Subject: HHS Link on AOL Homepage today

Hi Julia,

Just wanted to let you know that we're running a pro-bono Flu Prevention ad for HHS on our homepage today. It was placed in cooperation with the Ad Council. The ad and link appear in our "Cause Module" which features a different charity, non-profit or government agency each day of the year. It's an example of our dedication to government outreach efforts and the added value that we can offer you as part of your paid and PSA media efforts - Today's homepage ad will have approximately 14 million impressions.

The "Cause Module" is part of our new AOL homepage design and is also offered to our home page advertisers as added value to promote a cause and make consumers aware of their cause marketing efforts.

I'm really looking forward to working with you in the new year to support your effective online marketing efforts.

Happy Holidays,

Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)
AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Granholm, Tim (HHS/ASPA)
Sent: Thursday, January 20, 2011 11:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Healthcare.gov Image Options

Favorites:

Male – PDP0950600(2)
Female – 57224954

I like them because they're both normal looking and seem consistent with our other images.

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, January 20, 2011 11:39 AM
To: Granholm, Tim (HHS/ASPA)
Subject: FW: Healthcare.gov Image Options

I hope it's okay that I enlisted you as my creative council here!

So I've attached a pdf with more images we can use for the Hispanic banners for the "Under 26" ad.

My faves are:

78812368

FAN9001911

57224954

PDP0950900(2)

What do you think?

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, January 20, 2011 11:35 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hummel, Allyson; OGIMGillman (CMS contact); Light, Meredith; Greene, Imani
Subject: FW: Healthcare.gov Image Options

Hey Julia – here are the Hispanic images.

From: Hummel, Allyson
Sent: Thursday, January 20, 2011 11:18 AM
To: Gillman, Margo; Beakey, Chris
Cc: Talley, Randy; Light, Meredith; Shoval, Leah
Subject: FW: Healthcare.gov Image Options

Team,

Here are the hispanic options. Thanks.

Ally

Allyson Hummel
Creative Director, SVP
Creative Studio

Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
D 202.729.4098
C (b)(6)

Eisman, Julia (HHS/ASPA)

From: Granholm, Tim (HHS/ASPA)
Sent: Wednesday, January 19, 2011 4:18 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Images for "Under 26" Spanish banner

The curly haired guy looks a little creepy. Second one is okay, but wouldn't be my top choice.

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, January 19, 2011 4:16 PM
To: Granholm, Tim (HHS/ASPA)
Subject: FW: Images for "Under 26" Spanish banner

I'm not crazy about these...what about you?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, January 19, 2011 3:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Hardy, Laura; Hummel, Allyson; OGIMGillman (CMS contact); Beakey, Chris
Subject: Images for "Under 26" Spanish banner

Hi Julia,

Here are 2 choice for the "Under 26" Spanish banner. Any word yet on the mother with child image?

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 18, 2011 12:05 PM
To: Eisman, Julia (HHS/ASPA); Light, Meredith
Cc: Beakey, Chris; Hummel, Allyson; Greene, Imani; Perellis, Cara
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi, Julia:

When you have a second, please let us know if you've been able to identify and day/time that works better for standing weekly team calls. As you know, we've removed the 1pm Wednesday meetings from our calendars. Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy **Washington**
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 11:41 AM
To: Light, Meredith
Cc: Gillman, Margo; Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: RE: Link with 5 banner sizes for evergreen ads

Hello! Can't wait to see these....Send them along when you can. Just want to make sure there are no final edits before tomorrow.

Thanks everyone.

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]
Sent: Monday, January 17, 2011 8:47 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Greene, Imani
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi Julia,

We're making all your changes, including updating the Spanish translations, and will make sure that we have the exact ad mix you requested. And we will send you the images for each message as soon as we have them.

Thanks and enjoy the rest of the long weekend!
Meredith

Meredith Light
Senior Vice President
Creative Director/Washington
Ogilvy Public Relations Worldwide
202.729-4266

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sun 1/16/2011 11:43 PM
To: Light, Meredith
Cc: Gillman, Margo; Beakey, Chris; Hummel, Allyson
Subject: RE: Link with 5 banner sizes for evergreen ads

Hi all-
These look good. We'd like to do most of the ads with images, and some without so we can test the click-throughs for each. Let's do 2/3 with images and 1/3 without.

Additionally, we had to make small changes to the text for the ads. Please use the attached.

When you have images for each message (there are 4 messages in all), please send them along.

If you need to reach me tomorrow (Monday), don't hesitate to call my cell at (b)(6)

Thank you all -
Julia

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, January 14, 2011 7:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson
Subject: Link with 5 banner sizes for evergreen ads

Hi Julia,

Sorry to be sending this so late in the day, but we just received the evergreen banner images. You'll see the various sized with both plain text and the text with a person.
If you can give us your approval by first thing Monday, we'll move forward with all versions to make sure they can run by Wednesday.

http://flickerlab.com/images/bannerad/styleframes.html#/home/

Thanks and have a wonderful weekend,
Meredith

--
Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
. 202.729.4266 | cell (b)(6)

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, January 14, 2011 6:16 PM
To: Kohan, Behnaz (HHS/ASPA)
Cc: Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Wayman, Jennifer; Taylor, Trish; Weinberg, Linda; Innella, Heather
Subject: RE: Ogilvy Project Status Meeting Request
Attachments: HHS Healthcare gov Comprehensive Project report.FINAL1.14.xlsx; HHS Obesity Comprehensive Project Report.FINAL1.14.xlsx; HHS Flu Comprehensive Project Report.FINAL1.14.xlsx

Hi, Behnaz:

As promised, attached are comprehensive project status reports on the healthcare.gov, obesity, and flu tasks. We are looking forward to reviewing these with you at 2pm on Wednesday, 1/19.

Have a great holiday weekend—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Wednesday, January 12, 2011 12:53 PM
To: 'Kohan, Behnaz (HHS/ASPA)'
Cc: Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Wayman, Jennifer; Taylor, Trish; Weinberg, Linda; Innella, Heather
Subject: FW: Ogilvy Project Status Meeting Request

Hi, Behnaz:

In follow-up to your request below, our Finance team reports that all of our invoices (for Sept., Oct. and Nov. 2010) for the three tasks have been sent to your email address along with the contracting office. Please see the attached documentation. We have been issuing our invoices exactly as we were instructed by the contracting office. Per your request, we will add Kathryn Salmon to our invoice distribution list.

Please let us know if you have any questions or require anything else. We will send the comprehensive project status report that you requested on Tuesday.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036

202.729.4192 phone
202.729.4009 fax

From: Kohan, Behnaz (HHS/ASPA) [mailto:Behnaz.Kohan@hhs.gov]
Sent: Tuesday, January 11, 2011 9:29 AM
To: Gillman, Margo; Taylor, Trish; Wayman, Jennifer; Innella, Heather
Cc: Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Ogilvy Project Status Meeting Request

All,

I would like to schedule a meeting with each of the project leads (Obesity, Flu, Healthcare) on Wednesday of next week to get a status of our existing task orders. I prefer this to be done via conference call.

In preparation for the conference call will you please provide me with a project status report by Tuesday morning outlining the work that has been completed thus far and the work expected to occur in the duration of the task order if any has been approved. I would also like an estimate on any shortfalls, or instances where there is not enough work assigned or the task order may go over budget.

Please work with Jamie Hill (202-260-6057, Jamie.hill@hhs.gov) to arrange a time. In addition, it appears some invoices have been sent directly to the contracting office and I have not been emailed a copy. Please note, all invoices must be approved by the COTR and entered by the program office before payment. I would like it if you could send all invoices directly to me and CC Kathryn Salmon (Kathryn.Salmon@hhs.gov). Thank you.

Sincerely,
Behnaz

Behnaz Kohan
Executive Officer
Office of Assistant Secretary for Public Affairs
Department of Health and Human Services
(202) 205-2819 Office
(b)(6) *Cell*

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Wednesday, January 12, 2011 4:20 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

Hi, Richard:

Understood. As an alternative, it would be helpful if we could set up a 90-minute meeting to obtain your collective feedback on various elements within our plan and to iron out HHS' priorities over the next several months. We can try to get through as much as possible, and schedule follow-up meetings, if deemed necessary.

Julia: please send us some options that work for all of you, and we will coordinate on our end.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Sorian, Richard (HHS/ASPA) [mailto:Richard.Sorian@hhs.gov]
Sent: Wednesday, January 12, 2011 2:26 PM
To: Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda; Kohan, Behnaz (HHS/ASPA)
Subject: RE: Quick Follow-up from Ogilvy

For now Julia Eisman will be our point of contact and Behnaz Kohan will continue to be our contract officer. Once we have a replacement in place for Jenny we will take another look. I know for sure that I don't have four-hour block of time for a meeting for quite some time and would question the value of any meeting that goes that long. Please work with Julia on setting something up that's a bit more manageable. Thanks,

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Wednesday, January 12, 2011 12:53 PM
To: Kohan, Behnaz (HHS/ASPA)
Cc: Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Wayman, Jennifer; Taylor, Trish; Weinberg, Linda; Innella, Heather
Subject: FW: Ogilvy Project Status Meeting Request
Attachments: Order No. HHSP23337002, HHS Healthcare.gov - November 2010 Invoice; Order No. HHSP23337004, HHS Flu Vaccination - November 2010 Invoice; Order No. HHSP23337004, HHS Obesity Prevention - November 2010 Invoice; Order No. HHSP23337002, HHS Healthcare.gov - Sept/Oct 2010 Invoice; Order No. HHSP23337004, HHS Flu Vaccination - Sept/Oct 2010 Invoice; HHS Obesity Prevention, Task Order 3 - Sept/Oct 2010 Invoice

Hi, Behnaz:

In follow-up to your request below, our Finance team reports that all of our invoices (for Sept., Oct. and Nov. 2010) for the three tasks have been sent to your email address along with the contracting office. Please see the attached documentation. We have been issuing our invoices exactly as we were instructed by the contracting office. Per your request, we will add Kathryn Salmon to our invoice distribution list.

Please let us know if you have any questions or require anything else. We will send the comprehensive project status report that you requested on Tuesday.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Kohan, Behnaz (HHS/ASPA) [mailto:Behnaz.Kohan@hhs.gov]
Sent: Tuesday, January 11, 2011 9:29 AM
To: Gillman, Margo; Taylor, Trish; Wayman, Jennifer; Innella, Heather
Cc: Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Ogilvy Project Status Meeting Request

All,

I would like to schedule a meeting with each of the project leads (Obesity, Flu, Healthcare) on Wednesday of next week to get a status of our existing task orders. I prefer this to be done via conference call.

In preparation for the conference call will you please provide me with a project status report by Tuesday morning outlining the work that has been completed thus far and the work expected to occur in the duration of the task order if any has been approved. I would also like an estimate on any shortfalls, or instances where there is not enough work assigned or the task order may go over budget.

Please work with Jamie Hill (202-260-6057, Jamie.hill@hhs.gov) to arrange a time. In addition, it appears some invoices have been sent directly to the contracting office and I have not been emailed a copy. Please note, all invoices must be approved by the COTR and entered by the program office before payment. I would like it if you could send all invoices directly to me and CC Kathryn Salmon (Kathryn.Salmon@hhs.gov). Thank you.

Sincerely,
Behnaz

Behnaz Kohan
Executive Officer
Office of Assistant Secretary for Public Affairs
Department of Health and Human Services
(202) 205-2819 Office
(b)(6) *Cell*

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Wednesday, January 12, 2011 11:31 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: 1pm Healthcare.gov Meeting Tomorrow?

No problem, Julia. We'll wait to hear from you regarding rescheduling—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 11, 2011 6:30 PM
To: Gillman, Margo
Subject: Re: 1pm Healthcare.gov Meeting Tomorrow?

Hi Margo - apologies for the late reply. We're going to have to reschedule tomorrow's meeting for another day later this week.

I'll be back in touch with times that work for Richard.

Thanks for your patience. I'd like to
find a meeting time that works regularly with Richard's schedule.

Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 11, 2011 04:54 PM
To: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>
Subject: 1pm Healthcare.gov Meeting Tomorrow?

Hi, Richard and Julia:

When you have a moment, please advise on whether we can proceed with having our next healthcare.gov team meeting tomorrow at 1pm, as previously scheduled – or if we need to look for another day and time. Following are the action items that we would like to discuss:

1) **Next steps for Search Engine Marketing** – The current campaign is ending on Jan. 17. We require HHS approval of the current spending allotment of $300K; for the 30-day period from Jan. 18 to Feb. 17.

2) **Next steps for developing the display campaign** – we require HHS feedback on the proposal that Imani just sent for spending $200K per month.
3) **Update on display creative development** – we would like to provide a status update and note the key deadlines for HHS review and approval, if the ads are to run ASAP.
4) **Scheduling a strategic planning session** – as previously mentioned, we would like to schedule a four-hour block when HHS is ready to discuss the strategic plan we previously submitted; and determine the full scope of work for fulfilling our contract obligations by the end of the fiscal year.

Please advise when you have a moment. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: 'Eisman, Julia (HHS/ASPA)'; HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 11, 2011 4:55 PM
To: Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: 1pm Healthcare.gov Meeting Tomorrow?

Importance: High

Hi, Richard and Julia:

When you have a moment, please advise on whether we can proceed with having our next healthcare.gov team meeting tomorrow at 1pm, as previously scheduled – or if we need to look for another day and time. Following are the action items that we would like to discuss:

1) **Next steps for Search Engine Marketing** – The current campaign is ending on Jan. 17. We require HHS approval of the current spending allotment of $300K, for the 30-day period from Jan. 18 to Feb. 17.
2) **Next steps for developing the display campaign** – we require HHS feedback on the proposal that Imani just sent for spending $200K per month.
3) **Update on display creative development** – we would like to provide a status update and note the key deadlines for HHS review and approval, if the ads are to run ASAP.
4) **Scheduling a strategic planning session** – as previously mentioned, we would like to schedule a four-hour block when HHS is ready to discuss the strategic plan we previously submitted; and determine the full scope of work for fulfilling our contract obligations by the end of the fiscal year.

Please advise when you have a moment. Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: 'Eisman, Julia (HHS/ASPA)'; HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out

an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, January 11, 2011 11:06 AM
To: Kohan, Behnaz (HHS/ASPA); Taylor, Trish; Wayman, Jennifer; Innella, Heather
Cc: Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: RE: Ogilvy Project Status Meeting Request

Hi, Behnaz:

Thanks for your note. Linda, Trish, and I will be happy to speak with you next Wednesday, 1/19. At present, we are available to meet at noon or anytime between 2pm and 5pm. The only caveat is that I have petit jury service from 1/14 to 1/28. If I get selected for a jury on 1/19, then I will work with you to re-schedule our discussion about the healthcare.gov task.

When you have a moment, please let us know how you would like to proceed.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Kohan, Behnaz (HHS/ASPA) [mailto:Behnaz.Kohan@hhs.gov]
Sent: Tuesday, January 11, 2011 9:29 AM
To: Gillman, Margo; Taylor, Trish; Wayman, Jennifer; Innella, Heather
Cc: Nitti, Melissa (HHS/ASPA); Granholm, Tim (HHS/ASPA); Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Ogilvy Project Status Meeting Request

All,

I would like to schedule a meeting with each of the project leads (Obesity, Flu, Healthcare) on Wednesday of next week to get a status of our existing task orders. I prefer this to be done via conference call.

In preparation for the conference call will you please provide me with a project status report by Tuesday morning outlining the work that has been completed thus far and the work expected to occur in the duration of the task order if any has been approved. I would also like an estimate on any shortfalls, or instances where there is not enough work assigned or the task order may go over budget.

Please work with Jamie Hill (202-260-6057, Jamie.hill@hhs.gov) to arrange a time. In addition, it appears some invoices have been sent directly to the contracting office and I have not been emailed a copy. Please note, all invoices must be approved by the COTR and entered by the program office before payment. I would like it if you could send all invoices directly to me and CC Kathryn Salmon (Kathryn.Salmon@hhs.gov). Thank you.

Sincerely,
Behnaz

Behnaz Kohan
Executive Officer
Office of Assistant Secretary for Public Affairs
Department of Health and Human Services
(202) 205-2819 Office
(b)(6) *Cell*

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, January 10, 2011 6:40 PM
To: Sorian, Richard (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Weinberg, Linda
Subject: Quick Follow-up from Ogilvy

Hi, Richard:

I hope this message finds you well.

With Jenny Backus' recent departure, I wanted to follow-up with you regarding our healthcare.gov and flu vaccine contracts. When you have a moment, please advise on who our chief, senior-level contacts are moving forward for each of these projects.

In addition, with respect to healthcare.gov, please let us know if you would like us to maintain our standing meeting schedule (1pm-2pm on Wednesdays), or to explore an alternative day/time. Finally, we understand that HHS requires additional time to review and consider the strategic campaign plan that we delivered in November. However, if possible, we would still like to schedule a 4-hour block for us to discuss the ideas presented; receive your feedback; and map out an approach for fulfilling our contract requirements through the end of the fiscal year. Please let us know if it is possible for us to put something on the books for when you are ready to meet.

Many thanks, and looking forward to hearing from you soon—

Margo

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1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, January 07, 2011 1:29 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Beakey, Chris; Light, Meredith; Greene, Imani
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Hi, Julia:

Unfortunately, a conflict has come up that will prevent me from meeting with all of you in person, but I will participate by phone until 2:40. Chris, Meredith, and Imani are still planning to be onsite.

We're looking forward to meeting with you, and discussing plans for moving forward – we just received the news from Behnaz that today is Jenny's last day.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Thursday, January 06, 2011 5:52 PM
To: 'Eisman, Julia (HHS/ASPA)'
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Great – thanks very much and see you soon.

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, January 06, 2011 5:50 PM
To: Gillman, Margo
Cc: Sorian, Richard (HHS/ASPA)
Subject: RE: Confirming Tomorrow's 1pm Meeting/Agenda Enclosed

Okay – that's fine then. Though I think our agenda will focus around online efforts

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 3:31 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Sorry! Still working on pulling them – got called into an emergency client fire drill, but I'm all yours now ☺. Give me 10 minutes and I'll send it your way.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 3:31 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Hi Cally –
Any luck with these?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 2:16 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Done! ☺

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:15 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Both?

☺

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 2:12 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Quick question Julia – do you want the destination URL data for campaign-to-date? Or just for last week?

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:04 PM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 11.17.10

Nice to meet you! Thanks for sending this.

One quick question for you guys. On page 8 of the slide deck, you mention that: "The best performing ad copy included those that made specific reference to finding "health insurance" for users with specific needs" (and then you list examples).

Are any of these destination URLs? If so, can you tell me where they direct to?

And are you able to tell me how the destination URLs are performing?

Thanks so much!
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, November 18, 2010 1:18 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.17.10

Hello everyone! I wanted to introduce myself, my name is Charles Hsu and I will be assisting Cally Stolbach on this campaign.

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.17.

Google English Campaign
Impressions: 28,170
Clicks: 547
CTR: 1.94%
CPC: $7.23
Engaged Visits: 287.28
Cost per Engaged Visit: $13.77
Bounce Rate: 47.48%

Google Spanish Campaign
Impressions: 25,193
Clicks: 161
CTR: 0.64%
CPC: $3.61
Engaged Visits: 77.07
Cost per Engaged Visit: $7.55
Bounce Rate: 52.13%

Yahoo/Bing English Campaign
Impressions: 4,323
Clicks: 73
CTR: 1.69%
CPC: $3.86

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%

CPC: $0.00

TOTAL
Impressions: 57,687
Clicks: 781
CTR: 1.35%
CPC: $6.17

Please let us if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 3:06 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Accepted: FW: Online ads for MLR

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 2:16 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Done! ☺

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:15 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Both?

☺

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Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265

1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

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To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 2:08 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Hi Julia!

I'll pull the destination URL data and send it your way shortly.

Quick question for you: I know that we briefly chatted about it on the call yesterday (or at least you and Imani did) about the New Insurance Tools keywords. Did you come to a conclusion about whether or not we want to keep these live? Just want to make sure I haven't missed anything.

Also, has there been any more discussion about extending the campaign beyond tomorrow? I know Jenny really wanted to, but I haven't heard anything relating to budget, priorities (if those will change), etc.

Let me know when you get a chance!

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:04 PM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 11.17.10

Nice to meet you! Thanks for sending this.

One quick question for you guys. On page 8 of the slide deck, you mention that: "The best performing ad copy included those that made specific reference to finding "health insurance" for users with specific needs" (and then you list examples).

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Thanks so much!
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Sent: Thursday, November 18, 2010 1:18 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.17.10

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Bounce Rate: 52.13%

Yahoo/Bing English Campaign
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CTR: 1.69%
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Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 57,687
Clicks: 781
CTR: 1.35%
CPC: $6.17

Please let us if you have any questions.

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Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 17, 2010 2:05 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.16

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.16.

Google English Campaign
Impressions: 39,836
Clicks: 638
CTR: 1.60%
CPC: $7.32
Engaged Visits: 332.21
Cost per Engaged Visit: $14.06
Bounce Rate: 47.93%

Google Spanish Campaign
Impressions: 27,171
Clicks: 162
CTR: 0.60%
CPC: $3.30
Engaged Visits: 77.63
Cost per Engaged Visit: $6.88
Bounce Rate: 52.08%

Yahoo/Bing English Campaign
Impressions: 3,457
Clicks: 58
CTR: 1.68%
CPC: $2.91

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 70,465
Clicks: 858
CTR: 1.22%
CPC: $6.26

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 17, 2010 12:48 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris; Hsu, Charles
Subject: SEM Campaign Report Week 4 - 11/9 - 11/15
Attachments: HHS SEM Week 4 11.09 -11.15 Report.ppt

Hi All,

Attached please find the search engine marketing campaign report for week 4 of the campaign, 11/9 through 11/15. Please let us know if you have any questions, and if you would like to set up a time to walk through this in more detail. Looking forward to speaking with you in a few minutes.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 16, 2010 7:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap - 11.15

I think we should let them continue to run. The performance is really not that bad. If you recall, our click through rates were lower when the campaign first started, and our cost per click was higher. It takes some time to optimize, let the quality score build, etc. Let's watch it for another day or so and see the results. What do you think?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 16, 2010 5:20 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap - 11.15

Thanks Cally – do you recommend killing these, or keeping them going? Why such the poor performance?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 16, 2010 4:40 PM
To: Jenny.Backus@hhs.gov; Julia.Eisman@hhs.gov; Todd.Park@hhs.gov; Richard.Sorian@hhs.gov; Behnaz.Kohan@hhs.gov; Jaime.Mulligan@hhs.gov; Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: RE: SEM Campaign Recap - 11.15

Hi All,

We also wanted to provide a recap of the new keywords/ad group that was added yesterday to support the press announcement. Please see the below results for the top 3 keywords. These keywords are currently not performing as well as the keywords that have been running since October, since the October keywords have been continually optimized over the past four weeks. In general, the below keywords currently have higher cost-per-clicks, and lower click-through rates than our original keywords. The results of these new keywords will likely affect the overall CTR and CPC of the campaign. Please let us know if you have any questions.

Thanks!
Cally

"compare insurance"
Impressions: 5,793
Clicks: 52
CTR: 0.90%
CPC: $12.55

"health care compare"
Impressions: 720
Clicks: 7
CTR: 0.97%
CPC: $11.82

"Healthcare insurance compare"
Impressions: 383

Clicks: 13
CTR: 3.39%
CPC: $12.69

From: Stolbach, Cally
Sent: Tuesday, November 16, 2010 2:03 PM
To: 'Jenny.Backus@hhs.gov'; 'Julia.Eisman@hhs.gov'; 'Todd.Park@hhs.gov'; 'Richard.Sorian@hhs.gov'; 'Behnaz.Kohan@hhs.gov'; 'Jaime.Mulligan@hhs.gov'; 'Messner, Kathryn (HHS/ASPA)'; 'Walton, Achaia (HHS/ASPA)'
Cc: Greene, Imani; Gillman, Margo; Beakey, Chris
Subject: SEM Campaign Recap - 11.15

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.15. Please note that the Yahoo system is currently down, and thus we are not able to pull the data from yesterday at this time.

Google English Campaign
Impressions: 51,629
Clicks: 867
CTR: 1.68%
CPC: $6.77
Engaged Visits: 436.36
Cost per Engaged Visit: $13.45
Bounce Rate: 49.67%

Google Spanish Campaign
Impressions: 28,219
Clicks: 179
CTR: 0.63%
CPC: $3.68
Engaged Visits: 66.12
Cost per Engaged Visit: $9.95
Bounce Rate: 63.06%

TOTAL
Impressions: 79,848
Clicks: 1,046
CTR: 1.31%
CPC: $6.24

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 16, 2010 4:40 PM
To: Jenny.Backus@hhs.gov; Julia.Eisman@hhs.gov; Todd.Park@hhs.gov; Richard.Sorian@hhs.gov; Behnaz.Kohan@hhs.gov; Jaime.Mulligan@hhs.gov; Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Greene, Imani
Subject: RE: SEM Campaign Recap - 11.15

Hi All,

We also wanted to provide a recap of the new keywords/ad group that was added yesterday to support the press announcement. Please see the below results for the top 3 keywords. These keywords are currently not performing as well as the keywords that have been running since October, since the October keywords have been continually optimized over the past four weeks. In general, the below keywords currently have higher cost-per-clicks, and lower click-through rates than our original keywords. The results of these new keywords will likely affect the overall CTR and CPC of the campaign. Please let us know if you have any questions.

Thanks!
Cally

"compare insurance"
Impressions: 5,793
Clicks: 52
CTR: 0.90%
CPC: $12.55

"health care compare"
Impressions: 720
Clicks: 7
CTR: 0.97%
CPC: $11.82

"Healthcare insurance compare"
Impressions: 383
Clicks: 13
CTR: 3.39%
CPC: $12.69

From: Stolbach, Cally
Sent: Tuesday, November 16, 2010 2:03 PM
To: 'Jenny.Backus@hhs.gov'; 'Julia.Eisman@hhs.gov'; 'Todd.Park@hhs.gov'; 'Richard.Sorian@hhs.gov'; 'Behnaz.Kohan@hhs.gov'; 'Jaime.Mulligan@hhs.gov'; 'Messner, Kathryn (HHS/ASPA)'; 'Walton, Achaia (HHS/ASPA)'
Cc: Greene, Imani; Gillman, Margo; Beakey, Chris
Subject: SEM Campaign Recap - 11.15

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.15. Please note that the Yahoo system is currently down, and thus we are not able to pull the data from yesterday at this time.

Google English Campaign
Impressions: 51,629
Clicks: 867
CTR: 1.68%
CPC: $6.77
Engaged Visits: 436.36
Cost per Engaged Visit: $13.45
Bounce Rate: 49.67%

Google Spanish Campaign
Impressions: 28,219
Clicks: 179
CTR: 0.63%
CPC: $3.68
Engaged Visits: 66.12
Cost per Engaged Visit: $9.95
Bounce Rate: 63.06%

TOTAL
Impressions: 79,848
Clicks: 1,046
CTR: 1.31%
CPC: $6.24

Please let Imani Greene or I know if you have any questions.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 16, 2010 2:03 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.15

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.15. Please note that the Yahoo system is currently down, and thus we are not able to pull the data from yesterday at this time.

Google English Campaign
Impressions: 51,629
Clicks: 867
CTR: 1.68%
CPC: $6.77
Engaged Visits: 436.36
Cost per Engaged Visit: $13.45
Bounce Rate: 49.67%

Google Spanish Campaign
Impressions: 28,219
Clicks: 179
CTR: 0.63%
CPC: $3.68
Engaged Visits: 66.12
Cost per Engaged Visit: $9.95
Bounce Rate: 63.06%

TOTAL
Impressions: 79,848
Clicks: 1,046
CTR: 1.31%
CPC: $6.24

Please let Imani Greene or I know if you have any questions.

Thanks!

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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 15, 2010 4:37 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Tentative: FW: AOL advertising meeting with Mark Failla

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 15, 2010 4:09 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Yahoo Spanish campaign keywords
Attachments: Healthcare.gov - Spanish_11-09-2010.csv

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 15, 2010 1:31 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.12 - 11.14

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.12 – 11.14.

Google English Campaign
Impressions: 139,849
Clicks: 2,448
CTR: 1.75%
CPC: $6.24
Engaged Visits: 1,063.4
Cost per Engaged Visit: $14.36
Bounce Rate: 43.44%

Google Spanish Campaign
Impressions: 39,239
Clicks: 257
CTR: 0.65%
CPC: $3.57
Engaged Visits: 137.21
Cost per Engaged Visit: $6.69
Bounce Rate: 53.39%

Yahoo/Bing English Campaign
Impressions: 10,181
Clicks: 155
CTR: 1.52%
CPC: $4.70

Yahoo/Bing Spanish Campaign
Impressions: 21
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 189,290
Clicks: 2,860
CTR: 1.51%
CPC: $5.91

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 15, 2010 10:25 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Yahoo Campaign

Perfect!! I'll give you a call then ☺

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 15, 2010 10:25 AM
To: Stolbach, Cally
Subject: RE: Yahoo Campaign

Hi Cally –
Vacation was great – thanks for asking.

Would love to jump on the phone later. I have a 3pm press event that I'm helping out with, so can we do it after that? Say around 4ish?

Thanks!
Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 15, 2010 10:23 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Yahoo Campaign

Hi Julia,

Hope you had a great vacation, and enjoyed your time off! Was wondering if you had time later today to chat quickly about the Yahoo campaign – we've worked with Yahoo to get a new keyword list, since the demand of our current keywords is very low. Would love to discuss with you the feasibility of adding these words in as soon as possible so we get increased activity for the remainder of the campaign.

I'm jumping into a meeting in a few minutes and actually won't be back out until maybe 2pm (ugh, Mondays...). Would 2:30 work for you?

Thanks!

Cally Stolbach
Strategic Planner

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 15, 2010 10:23 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Yahoo Campaign

Hi Julia,

Hope you had a great vacation, and enjoyed your time off! Was wondering if you had time later today to chat quickly about the Yahoo campaign – we've worked with Yahoo to get a new keyword list, since the demand of our current keywords is very low. Would love to discuss with you the feasibility of adding these words in as soon as possible so we get increased activity for the remainder of the campaign.

I'm jumping into a meeting in a few minutes and actually won't be back out until maybe 2pm (ugh, Mondays...). Would 2:30 work for you?

Thanks!

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 12, 2010 2:04 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.11

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.11.

Google English Campaign
Impressions: 49,676
Clicks: 874
CTR: 1.76%
CPC: $6.07
Engaged Visits: 400
Cost per Engaged Visit: $13.27
Bounce Rate: 45.77%

Google Spanish Campaign
Impressions: 19,336
Clicks: 149
CTR: 0.77%
CPC: $3.72
Engaged Visits: 72.2
Cost per Engaged Visit: $7.68
Bounce Rate: 48.44%

Yahoo/Bing English Campaign
Impressions: 5,757
Clicks: 81
CTR: 1.41%
CPC: $4.75

Yahoo/Bing Spanish Campaign
Impressions: 11
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 74,780
Clicks: 1,104
CTR: 1.48%
CPC: $5.66

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 12, 2010 12:31 PM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: Google Analytics - Yahoo Tagging

Thanks Kaya. Reporting on visits rather than clicks may be something we want to talk about in further detail when Julia is back on Monday. Until then, I'll continue reporting the results as I have been, and on Monday we can discuss altering the daily reports.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, November 12, 2010 11:44 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: Google Analytics - Yahoo Tagging

Hi Cally,

Here's documentation on why clickthroughs from paid search are not matching up with visits in Google Analytics:

https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=57166

A similar discrepancy can be seen in clicks from Adwords vs. visits in Analytics. At this point, you may want to use the visit metric instead of clicks because it is a more accurate reflection of who's actually visiting the site.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 12, 2010 10:08 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: Google Analytics - Yahoo Tagging

Hi Kaya,

Would you mind checking the Yahoo/MSN tagging within Analytics to ensure that it's tracking correctly? The visits and the clicks reported don't seem to be matching up correctly. I just re-checked the ads to ensure that nothing happened to the URLs we put in a few weeks ago, and they are good. Please let me know when you have a minute.

Thanks!

Cally Stolbach
Strategic Planner

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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 12, 2010 10:08 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: Google Analytics - Yahoo Tagging

Hi Kaya,

Would you mind checking the Yahoo/MSN tagging within Analytics to ensure that it's tracking correctly? The visits and the clicks reported don't seem to be matching up correctly. I just re-checked the ads to ensure that nothing happened to the URLs we put in a few weeks ago, and they are good. Please let me know when you have a minute.

Thanks!

Cally Stolbach
Strategic Planner

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202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 11, 2010 2:16 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.10

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.10. We are currently working to ensure that the Yahoo/Bing campaign is being properly tracked through Analytics in order to report engaged visits and cost per engaged visit. I will follow up with details shortly.

Google English Campaign
Impressions: 50,400
Clicks: 909
CTR: 1.80%
CPC: $6.25
Engaged Visits: 331
Cost per Engaged Visit: $17.16
Bounce Rate: 42.76%

Google Spanish Campaign
Impressions: 23,253
Clicks: 163
CTR: 0.70%
CPC: $3.52
Engaged Visits: 78
Cost per Engaged Visit: $7.35
Bounce Rate: 53.42%

Yahoo/Bing English Campaign
Impressions: 5,459
Clicks: 92
CTR: 1.69%
CPC: $4.38

Yahoo/Bing Spanish Campaign
Impressions: 14
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 79,126
Clicks: 1,164
CTR: 1.47%
CPC: $5.72

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 10, 2010 4:46 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap - 11.5 - 11.7

Hi! Lots of questions to answer, let me take them from the top, answers in red...

Quick question. Can you tell me if it is accurate to say that cumulatively (since launch), we've had 33,198 visits to the site from our ad campaign?
Here are the numbers to date (11/9), in terms of **Clicks**:
Google English: 29,697
Google Spanish: 2,422
Yahoo/Bing English: 2,186
Yahoo/Bing Spanish: 117
TOTAL CLICKS: 34,422

Did you get that visits number from Analytics? Or from Adwords?

Hi Cally – One quick question – do you have any updated #s for the destination URL's than what's below? (i.e. cumulative numbers since we started doing the customized landing pages).

Finder: Finder.Healthcare.gov
Impressions: 8,138
Clicks: 550
CTR: 6.8%

Employers: www.healthcare.gov/foryou/employers/index.html
Impressions: 28,900
Clicks: 237
CTR: 0.8%

Family: www.healthcare.gov/foryou/family/index.html
Impressions 7,835
Clicks: 269
CTR: 3.4%

Young Adults: www.healthcare.gov/foryou/youngadults/index.html
Impressions: 3,509
Clicks: 255
CTR: 7.3%

Actually, on this same topic, I noticed this slide in the report this week which mentions the top performing ads..... are any of our top performing ads the same ones we switched to the customized landing pages? Trying to make the point that they're performing well.

Need health insurance?
Find available plans in your state
and compare options and benefits
www.healthcare.gov

Healthcare for Students
Learn about new benefits
and compare plans
www.healthcare.gov

Destination URL: www.healthcare.gov Destination URL: www.healthcare.gov/law/introduction/index/html

{Keyword: Health Insurance Plans} Learn about plans and compare options and benefits www.healthcare.gov Destination URL: www.healthcare.gov	{Keyword: Health Insurance} Learn about the plans and compare options and benefits www.healthcare.gov Destination URL: finder.healthcare.gov

Hope this helps! Let me know if I can provide any more information ☺

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 10, 2010 4:16 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap - 11.5 - 11.7

Actually, on this same topic, I noticed this slide in the report this week which mentions the top performing ads..... are any of our top performing ads the same ones we switched to the customized landing pages? Trying to make the point that they're performing well.

The best performing ad copy included those that made specific reference to finding "health insurance" for users with specific needs. Examples of top performers include:

Need health insurance? Find available plans in your state and compare options and benefits www.healthcare.gov	Healthcare for Students Learn about new benefits and compare plans www.healthcare.gov

{Keyword: Health Insurance Plans} Learn about plans and compare options and benefits www.healthcare.gov	{Keyword: Health Insurance} Learn about the plans and compare options and benefits www.healthcare.gov

---

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, November 10, 2010 4:06 PM
To: 'Stolbach, Cally'
Subject: RE: SEM Campaign Recap - 11.5 - 11.7

Hi Cally – One quick question – do you have any updated #s for the destination URL's than what's below? (i.e. cumulative numbers since we started doing the customized landing pages).

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 08, 2010 11:33 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.5 - 11.7

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.45 - 11.7. We are still working with Google to be able to report user engagement, and are now ensuring that all appropriate destination URLs have been coded correctly in order to report engagement. We will continue to provide updates as they are available.

Google English Campaign
Impressions: 163,830
Clicks: 3,166
CTR: 1.93%

Google Spanish Campaign
Impressions: 37,739
Clicks: 255
CTR: 0.68%

Yahoo/Bing English Campaign
Impressions: 18,685
Clicks: 287
CTR: 1.54%

Yahoo/Bing Spanish Campaign
Impressions: 48
Clicks: 0
CTR: 0.0%

TOTAL
Impressions: 220,302
Clicks: 3,708
CTR: 1.68 %

Also, we wanted to provide a snapshot of the delivery to specific destination URLs for the Google English campaign. This data reflects the results of both the Sitelinks that have been added to the campaign, and also the original ads that have been updated to drive users to destination URLs based on ad group relevancy (i.e. the Small Business ad group ads now send users to the "Employers" URL).

Finder: Finder.Healthcare.gov
Impressions: 5,167
Clicks: 347
CTR: 6.72%

Employers: www.healthcare.gov/foryou/employers/index.html
Impressions: 8,733
Clicks: 50
CTR: 0.57%

Family: www.healthcare.gov/foryou/family/index.html
Impressions 5,210
Clicks: 185
CTR: 3.55%

Young Adults: www.healthcare.gov/foryou/youngadults/index.html
Impressions: 1,851
Clicks: 114
CTR: 6.16%

Please let Imani Greene or I know if you have any questions.

Thanks!
Cally

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 10, 2010 2:31 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: report
Attachments: HHS SEM Week 3 11.02 - 11.08 Report.ppt

Sure! I sent it through a bit earlier...but here it is again!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 10, 2010 2:22 PM
To: Stolbach, Cally
Subject: report

Hey there! Mind shooting me over the report you did?

Gracias!

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 10, 2010 1:44 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Report Week 3 - 11/2 - 11/8
Attachments: HHS SEM Week 3 11.02 - 11.08 Report.ppt

Hi All,

Attached please find the search engine marketing campaign report for week 3 of the campaign, 11/2 through 11/8. Please let us know if you have any questions, and if you would like to set up a time to walk through this in more detail.

Thanks!

Cally Stolbach
Strategic Planner

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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 10, 2010 1:01 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.9

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.9.

Google English Campaign
Impressions: 72,259
Clicks: 1,016
CTR: 1.41%
CPC: $6.01
Engaged Visits: 465
Cost per Engaged Visit: $13.13
Bounce Rate: 45.79%

Google Spanish Campaign
Impressions: 24,741
Clicks: 159
CTR: 0.64%
CPC: $3.28
Engaged Visits: 79.5
Cost per Engaged Visit: $6.87
Bounce Rate: 50%

Yahoo/Bing English Campaign
Impressions: 2,946
Clicks: 49
CTR: 1.66%
CPC: $6.63
Engaged Visits: 17.15
Cost per Engaged Visit: $18.95
Bounce Rate: 35%

Yahoo/Bing Spanish Campaign
Impressions: 13
Clicks: 0
CTR: 0%
CPC: $0
Engaged Visits: 0
Cost per Engaged Visit: 0
Bounce Rate: 0

TOTAL
Impressions: 99,959

Clicks: 1,224
CTR: 1.22%
CPC: $5.68
Engaged Visits: 561.65
Cost per Engaged Visit: $12.38

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 6:29 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!
Attachments: image001.jpg

Great! Glad the data went over well ☺ Just wanted to make sure, again, that we're consistent! We will have the weekly report to you be 2pm tomorrow!

Also, if you want to set up a call with Google tomorrow to walk through setting up the goals, I'm happy to facilitate that. Let me know!

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 6:00 PM
To: Stolbach, Cally
Subject: RE: Welcome back!

Hey! Sorry - been a hectic afternoon. We basically shared insights that we pulled from your reports, in addition to the metrics you sent with the new customized landing page data from yesterday's daily report (which went over really well).

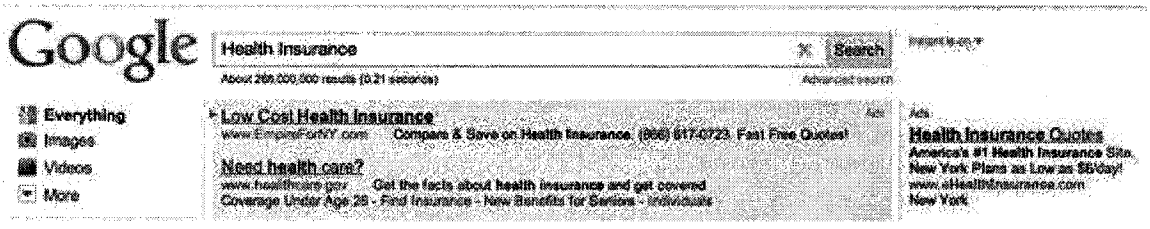
Here is an idea of the insights:

Insights - Week 2

The second week of the campaign has delivered almost the same number of clicks, but spent significantly less.
Week 1: $95,926.36 for 13,497 Clicks -- $7.11 Cost-per-click
Week 2: $79,154.79 for 11,374 Clicks -- $6.96 Cost-per-click

Throughout the second week of the campaign, the quality score of the keywords has consistently increased, allowing the ads to be displayed at a higher frequency and lower cost than they would be otherwise.

Another factor that drove the click-through rate up, and the cost-per-click down is the addition of SiteLinks to the Google English campaign. SiteLinks give users the option of clicking through to multiple pages in a single ad. See below:



We have begun to direct more ads to internal content pages (rather than the homepage) that are more relevant to the search terms, and are testing customized landing pages for some topic areas and state searches.

The majority of clicks are coming from people searching for variations of "health insurance" and "affordable health insurance."

The Google English-language search terms continue to see higher demand and perform better compared to the Google Spanish campaign. As such, we've shifted more dollars to the English Google campaign from the Spanish Google campaign.

The average time spent on site for the duration of the Healthcare.gov campaign is 9 minutes and 55 seconds, which is higher than time spent on site for most campaigns.

The average time spent on site for the duration of the CuidadoDeSalud.gov campaign is 7 minutes and 54 seconds, just slightly lower than that of the Healthcare.gov campaign.

The top five states where users are visiting the Healthcare.gov website are: California, New York, Texas, Florida, and Illinois, in descending order. In an effort to maximize our ROI, we are creating customized landing pages for a handful of states to determine if we see a lower bounce rate.

The top five states where users are visiting the CuidadoDeSalud.gov website are: Florida, California, Texas, New York, and Illinois, in descending order.

Insights - Week 1

The Priority One ad groups were exhausting their allocated budgets early in the day as a result of high-volume keywords, such as Obamacare.

Google's English-language search terms have been performing exceptionally well since campaign launch. The Google Spanish campaign, conversely, has been slower to take off - fewer users are searching for the identified terms and thusly driven to the site.

Most clicks/impressions are occurring between the hours of 9am-5pm EST.

A few keyword groups have been in very high demand, and have subsequently driven a majority of the traffic to the campaign website

- Localized Plans – health insurance, cheap health insurance, affordable health insurance
- Health Insurance High Volume – "health insurance" (broad match), health insurance (exact match), health care reform
- Affordable Care Act – Obamacare, government health insurance

Certain keyword groups have been in very low demand, and are not driving a significant amount of traffic to the campaign website

- Individual, Quotes, Seniors, Small Business

A large number of keywords have delivered very high, inefficient average cost-per-clicks

- Affordable Care Act – insurance comparison, cheapest insurance, cheap health insurance NJ, cheapest insurance company
- Priority One High Volume – Washington state health insurance plans, affordable health insurance

The best performing ad copy included those that made specific reference to finding "health insurance" for specific users of specific needs.

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 4:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

Hi Julia,

Would you mind sending me any insights you listed for last week in the report today? Just want to make sure that we're communicating the same thing and delivering a consistent report :)

Or, if it's not something you want to share, maybe I can send through our insights prior to sending you the report tomorrow?

Thanks!
Cally

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 11:50 AM
To: Stolbach, Cally
Subject: RE: Welcome back!

THANK YOU

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 11:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 11:10 AM
To: Stolbach, Cally
Subject: RE: Welcome back!

Hi there - got a sec to check in?

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 9:53 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

Hey! Something funky must be going on with my email -- I literally just got this! Giving you a ring now...

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 9:08 AM
To: Stolbach, Cally
Subject: Welcome back!

Hi there- wondering if you have time to jump on the phone this a.m.? Say 9:30?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 5:29 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Google Analytics Goals

Hi Julia,

I contact Google and they sent me this link to pass along to you in regards to setting up goals within Analytics: http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step6

I have asked for them to be on call to help with any questions you/Kaya may have about this. Would you like for me to set up a call to make sure we implement everything correctly?

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 9:08 AM
To: Stolbach, Cally

Subject: Welcome back!

Hi there- wondering if you have time to jump on the phone this a.m.? Say 9:30?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 1:48 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris; Hsu, Charles
Subject: SEM Campaign Recap - 11.8

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.8.

Google English Campaign
Impressions: 48,226
Clicks: 928
CTR: 1.92%

Google Spanish Campaign
Impressions: 25,159
Clicks: 180
CTR: 0.72%

Yahoo/Bing English Campaign
Impressions: 5,606
Clicks: 79
CTR: 1.41%

Yahoo/Bing Spanish Campaign
Impressions: 14
Clicks: 0
CTR: 0.00%

TOTAL
Impressions: 79,005
Clicks: 1,187
CTR: 1.50%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 12:08 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!
Attachments: HHS Data to Date 11.9.10.xlsx

Attached is the updated version with keywords included.

Thanks!

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 11:50 AM
To: Stolbach, Cally
Subject: RE: Welcome back!

THANK YOU

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 11:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 11:10 AM
To: Stolbach, Cally
Subject: RE: Welcome back!

Hi there - got a sec to check in?

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 9:53 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

Hey! Something funky must be going on with my email -- I literally just got this! Giving you a ring now...

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 9:08 AM
To: Stolbach, Cally
Subject: Welcome back!

Hi there- wondering if you have time to jump on the phone this a.m.? Say 9:30?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 11:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!
Attachments: HHS Data to Date 11.9.10.xlsx

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 11:10 AM
To: Stolbach, Cally
Subject: RE: Welcome back!

Hi there - got a sec to check in?

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From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 9:53 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

Hey! Something funky must be going on with my email -- I literally just got this! Giving you a ring now...

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 9:08 AM
To: Stolbach, Cally
Subject: Welcome back!

Hi there- wondering if you have time to jump on the phone this a.m.? Say 9:30?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 11:12 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

Hi! Sure -- give me a ring? 729-4020

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 11:10 AM
To: Stolbach, Cally
Subject: RE: Welcome back!

Hi there - got a sec to check in?

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 9:53 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

Hey! Something funky must be going on with my email -- I literally just got this! Giving you a ring now...

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 9:08 AM
To: Stolbach, Cally
Subject: Welcome back!

Hi there- wondering if you have time to jump on the phone this a.m.? Say 9:30?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 09, 2010 9:53 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Welcome back!

Hey! Something funky must be going on with my email -- I literally just got this! Giving you a ring now...

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 09, 2010 9:08 AM
To: Stolbach, Cally
Subject: Welcome back!

Hi there- wondering if you have time to jump on the phone this a.m.? Say 9:30?

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 08, 2010 11:33 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.5 - 11.7

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.45 - 11.7. We are still working with Google to be able to report user engagement, and are now ensuring that all appropriate destination URLs have been coded correctly in order to report engagement. We will continue to provide updates as they are available.

Google English Campaign
Impressions: 163,830
Clicks: 3,166
CTR: 1.93%

Google Spanish Campaign
Impressions: 37,739
Clicks: 255
CTR: 0.68%

Yahoo/Bing English Campaign
Impressions: 18,685
Clicks: 287
CTR: 1.54%

Yahoo/Bing Spanish Campaign
Impressions: 48
Clicks: 0
CTR: 0.0%

TOTAL
Impressions: 220,302
Clicks: 3,708
CTR: 1.68 %

Also, we wanted to provide a snapshot of the delivery to specific destination URLs for the Google English campaign. This data reflects the results of both the Sitelinks that have been added to the campaign, and also the original ads that have been updated to drive users to destination URLs based on ad group relevancy (i.e. the Small Business ad group ads now send users to the "Employers" URL).

Finder: Finder.Healthcare.gov
Impressions: 5,167
Clicks: 347
CTR: 6.72%

Employers: www.healthcare.gov/foryou/employers/index.html
Impressions: 8,733
Clicks: 50
CTR: 0.57%

Family: www.healthcare.gov/foryou/family/index.html
Impressions 5,210
Clicks: 185
CTR: 3.55%

Young Adults: www.healthcare.gov/foryou/youngadults/index.html
Impressions: 1,851
Clicks: 114
CTR: 6.16%

Please let Imani Greene or I know if you have any questions.

Thanks!
Cally

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 05, 2010 2:13 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap - 11.4

Haha you're too funny ☺ Sounds like it's one of those Fridays…

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 05, 2010 2:12 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap - 11.4

Woo woo!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 05, 2010 2:12 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap - 11.4

Meaning the powerpoint like what we sent out last week? Yup! Imani should be sending it through literally any minute.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 05, 2010 2:11 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap - 11.4

Thanks! Just wanted to confirm that you're sending out a weekly memo this week…

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 05, 2010 2:08 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.4

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.4. Please note that we are working with Google to determine the best way to show engagement of users that are coming from the SEM campaign to the Healthcare.gov/CuidadoDeSalud.gov sites . We are working towards being able to reflect this information in Monday's daily recap report.

Google English Campaign
Impressions: 47,723
Clicks: 1,068
CTR: 2.24%

Google Spanish Campaign

Impressions: 22,442
Clicks: 138
CTR: 0.61%

Yahoo/Bing English Campaign
Impressions: 5,621
Clicks: 78
CTR: 1.39%

Yahoo/Bing Spanish Campaign
Impressions: 15
Clicks: 0
CTR: 0.0%

TOTAL
Impressions: 75,801
Clicks: 1,284
CTR: 1.69%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 05, 2010 2:12 PM
To: Eisman, Julia (HHS/ASPA)
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Please let Imani Greene or I know if you have any questions.

Thanks!

Cally

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 05, 2010 2:07 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
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TOTAL
Impressions: 75,801
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CTR: 1.69%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 05, 2010 1:11 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Today's Data

Importance: High

Hi Julia,

Would you mind giving me a quick call on my cell? I'm still have a few questions about how to reflect this data the way you want in the daily report

(b)(6)

Thanks!

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 05, 2010 9:48 AM
To: Eric Obenzinger; scarrera@google.com
Cc: Eisman, Julia (HHS/ASPA)
Subject: Healthcare.gov Goals

Hi Eric and Stephanie,

Julia and I were discussing the importance of setting up goals in the Healthcare.gov analytics to be able to track user actions once they get to the site. I am out of the office today, and want to make sure nothing gets stalled with my out, so I was hoping you can help Julia with this process. I can jump on a call if necessary this afternoon so we can all chat about this, or if it would be faster to work without me, please feel free. Just want to make sure we can implement the goals as fast as possible.

Thanks,
Cally

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 05, 2010 9:01 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: summary

Thank you for your message. I will be out of the office on 11/5 thru 11/8. If your message is urgent, please contact imani.greene@ogilvypr.com. Otherwise, I will return your message when I get back on 11/9.

Thanks,
Cally

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 6:04 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: summary

Ha, this is actually the (b)(6)

Yup, I can absolutely ad some of the earlier metrics you were talking about. I did want to just get clarity on one part of that, specifically the bounces. What should we consider a bounce? I just want to make sure we define this first, so that we know exactly what it means. Do you think maybe under 30 seconds? Under a minute? Maybe this is something we want to loop Google in on. Thoughts?

And in regards to setting up the goals, I think we should definitely connect with (b)(6) at Google on this, especially since I'll be out for 2 days and don't want anything to stop in my absence. Do you want me to set up a call or just chat via email with them?

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 5:45 PM
To: Stolbach, Cally
Subject: RE: summary

Sounds good. I think a shorter summary would be ideal earlier on Thursdays, and the more robust one can come later. Also, are you able to add some of the metrics I sent over in my earlier to the weekly reporting?

Also, I know we've discussed this before, but I wanted to find out from you the possibility of drilling down on a particular keyword (or adgroup) and track what people are doing once they land on HealthCare.gov. I think you mentioned that this can be done through "goals", but this is more your area of expertise so I wanted to ask your advice on the best way to get this information.

Glad to hear you're taking a few days off! After this, I can imagine you might need it. ☺

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 5:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: summary

Always glad to help! That's what we're here for ☺. I'll make sure that at a minimum, we are getting you a memo like this on Thursday, before 3pm. The more robust breakdown may come a little later on Thursdays (like today). Is that ok? I just want to make sure are correctly prioritizing everything for you, since the turnaround time is relatively tight. If that doesn't work, we will do what we need to in order to meet your schedule!

Also, I am out on vacation tomorrow and Monday, but want to give you my cell if you need anything. I'll be around, but may not always have access to a computer. But if you need anything at all, please do not hesitate to call – (b)(6)

Thanks!

Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 5:36 PM
To: Stolbach, Cally
Subject: summary

Hey Cally –
Thanks so much again for your help!!!!!

I've attached the memo I sent. Only thing major is that I changed the screenshot of the sitelinks to a different one than the one you sent....

-Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 5:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: summary

Always glad to help! That's what we're here for ☺. I'll make sure that at a minimum, we are getting you a memo like this on Thursday, before 3pm. The more robust breakdown may come a little later on Thursdays (like today). Is that ok? I just want to make sure are correctly prioritizing everything for you, since the turnaround time is relatively tight. If that doesn't work, we will do what we need to in order to meet your schedule!

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Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 5:36 PM
To: Stolbach, Cally
Subject: summary

Hey Cally –
Thanks so much again for your help!!!!!

I've attached the memo I sent. Only thing major is that I changed the screenshot of the sitelinks to a different one than the one you sent….

-Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 4:14 PM
To: Eisman, Julia (HHS/ASPA)
Subject: results
Attachments: HHS AdWords Metrics - Week 2.doc

Here are my results/insights. Still cranking on a few other things to add though!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 3:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap - 11.3

Got it.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 3:23 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap - 11.3

Both, if possible.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 3:22 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap - 11.3
Importance: High

Hi –really quick. Do you just want this week's data? Or cumulative?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 3:11 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap - 11.3

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 3:05 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap - 11.3

Sounds good! Want to give me a call when you are wrapping up? 202-729-4020

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 3:03 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap - 11.3

Need to finish up one thing. Can we say 3:15?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 2:15 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap - 11.3

Hi Julia,

Sure, glad to tweak the report so it will be more helpful for you. Can I give you a ring at about 3ish? I have a 2:30 call that I'm prepping for right now.

Thanks!
Cally

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First, I'm working on an updated landing page list for you, and will have that for you shortly.

Secondly, I find the metrics reports greatly helpful, though I was wondering if we could ask you to tweak our performance reports to include the following – cumulative by day, and also by adgroup each week:

- # impressions
- # clicks
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- # engaged visits (# visits from CPC - # bounces from CPC)
- Cost per engaged visit (total cost/#engaged visits)
- Bounce rate

Let me know if you'd like to talk about this further.

Thanks,
Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 04, 2010 11:32 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.3

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.3.

Google English Campaign
Impressions: 57,075
Clicks: 1,072
CTR: 1.88%

Google Spanish Campaign
Impressions: 22,797

Clicks: 167
CTR: 0.73%

Yahoo/Bing English Campaign
Impressions: 6,237
Clicks: 109
CTR: 1.75%

Yahoo/Bing Spanish Campaign
Impressions: 18
Clicks: 0
CTR: 0.00%

TOTAL
Impressions: 86,127
Clicks: 1,348
CTR: 1.57%

Please let Imani Greene or I know if you have any questions.

Thanks!

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Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
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Cally Stolbach
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 03, 2010 2:31 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Sitelinks Examples
Attachments: Screen shot 2010-11-03 at 9.10.01 AM.PNG; Screen shot 2010-11-03 at 9.10.27 AM.PNG; Screen shot 2010-11-03 at 9.12.52 AM.PNG

Cally Stolbach
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 03, 2010 2:19 PM
To: Eisman, Julia (HHS/ASPA)
Subject: destination URLs
Attachments: Healthcare.gov SEM dashboard Oct 19.xls

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 03, 2010 1:56 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: adwords tweaks

Hi there – just gave you a call. I have to jump into a 2:30 meeting as well, but can try to skip it if we don't connect before.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 03, 2010 12:51 PM
To: Stolbach, Cally
Subject: RE: adwords tweaks

Yep. No prob.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 03, 2010 12:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: adwords tweaks

I'm actually prepping something for a 1pm client call. Sorry our schedules are so off today! Can I give you a buzz maybe around 1:30 or 1:45?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 03, 2010 12:49 PM
To: Stolbach, Cally
Subject: RE: adwords tweaks

Sorry – just seeing this. Are you still free?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 03, 2010 12:33 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: adwords tweaks

Sorry, call ran miserable over – can you chat now?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 03, 2010 11:06 AM
To: Stolbach, Cally
Subject: RE: adwords tweaks

Perfect. Why don't you shoot me an email when you're free and we'll hop on the phone.

Thanks so much!

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Sent: Wednesday, November 03, 2010 11:05 AM
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Hi There!

So glad the analytics information was helpful! I am actually on a call until 12, can you chat then?

Let me know!
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I'd love to chat with you about a few more items that came up in an internal meeting here yesterday. Do you have time to talk for a few minutes?

Thanks much—
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Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap - 11.2

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.2.

Google English Campaign
Impressions: 48,099
Clicks: 987
CTR: 2.05%

Google Spanish Campaign
Impressions: 22,860
Clicks: 154
CTR: 0.67%

Yahoo/Bing English Campaign
Impressions: 8,240
Clicks: 102
CTR: 1.24%

Yahoo/Bing Spanish Campaign
Impressions: 19
Clicks: 1
CTR: 5.26%

TOTAL
Impressions: 79,218
Clicks: 1,244
CTR: 1.57%

Please let Imani Greene or I know if you have any questions.

Thanks!

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Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 03, 2010 11:03 AM
To: Stolbach, Cally
Subject: adwords tweaks

Hey there! Thanks so much again for your help with the analytics yesterday. It was enormously helpful.

I'd love to chat with you about a few more items that came up in an internal meeting here yesterday. Do you have time to talk for a few minutes?

Thanks much—
Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 03, 2010 11:09 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: adwords tweaks

Perfect!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 03, 2010 11:06 AM
To: Stolbach, Cally
Subject: RE: adwords tweaks

Perfect. Why don't you shoot me an email when you're free and we'll hop on the phone.

Thanks so much!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 03, 2010 11:05 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: adwords tweaks

Hi There!

So glad the analytics information was helpful! I am actually on a call until 12, can you chat then?

Let me know!
Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 03, 2010 11:03 AM
To: Stolbach, Cally
Subject: adwords tweaks

Hey there! Thanks so much again for your help with the analytics yesterday. It was enormously helpful.

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Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 03, 2010 11:05 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: adwords tweaks

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 03, 2010 11:03 AM
To: Stolbach, Cally
Subject: adwords tweaks

Hey there! Thanks so much again for your help with the analytics yesterday. It was enormously helpful.

I'd love to chat with you about a few more items that came up in an internal meeting here yesterday. Do you have time to talk for a few minutes?

Thanks much—
Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 02, 2010 3:11 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: sample site links
Attachments: HHS Healthcare.gov Google English Update 11.2.10.doc

Hi Julia,

Attached is the Word Doc with the ad group status updated in the chart. Let me know if you have any questions!

Thanks!

From: Stolbach, Cally
Sent: Tuesday, November 02, 2010 2:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: sample site links

Hi Julia – does the below work for your meeting? Or would you like to see more data/info on the ad groups? Let me know and I'll pull it asap.
Thanks!

Ad group	Campaign	Clicks	Impressions	CTR
Compare Plans/Options	Affordable Care Act Search	1,463	258,953	0.56%
Affordable Care Act	Affordable Care Act Search	3,743	659,078	0.57%
Media Coverage	Affordable Care Act Search	151	12,083	1.25%
Family/Child care	Affordable Care Act Search	445	72,429	0.61%
Student	Affordable Care Act Search	449	109,247	0.41%
Localized Plans	Affordable Care Act Search	2,885	330,987	0.87%
Student	Priority One Search	175	7,947	2.20%
Localized Plans	Priority One Search	2,052	194,829	1.05%
Family/Child care	Priority One Search	170	9,354	1.82%
Compare Plans	Priority One Search	640	42,812	1.49%
Health Insurance HV	Priority One_High Volume Search	4,535	171,100	2.65%
Localized Plans	Priority One_High Volume Search	2,362	92,433	2.56%
General Health Coverage/Insurance	Priority Two Search_English	1,171	241,066	0.49%
Seniors	Priority Two Search_English			2.42%

		85	3,506	
Individual	Priority Two Search_English	77	11,221	0.69%
Costs	Priority Two Search_English	767	50,971	1.50%
Pre-Existing Medical Condition/Status	Priority Two Search_English	78	7,275	1.07%
Small Business	Priority Two Search_English	50	8,061	0.62%
Private Health Care	Priority Two Search_English	143	10,506	1.36%
Quotes	Priority Two Search_English	19	4,272	0.44%
Total		**21,460**	**2,298,130**	**0.93%**

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 02, 2010 1:41 PM
To: Stolbach, Cally
Subject: RE: sample site links

Here are the landing pages we'd like to start with:

Finder (http://finder.healthcare.gov/)
Keyword examples: affordable health insurance, health insurance for the unemployed, cheap health insurance, obamacare, need health care, uninsured, compare health insurance, health insurance for the uninsured, best health insurance
+ Localized Plans adgroups
+ Compare Plan Options adgroup

Timeline: What's Changing and When
Keyword examples: timeline, affordable health care act, health care coverage,

New rights for Consumers
Text: http://www.healthcare.gov/news/factsheets/overview.html)
Video: http://www.healthcare.gov/law/introduction/index.html
Keyword examples: affordable health insurance, affordable health care act,

Young Adult Coverage (http://www.healthcare.gov/foryou/youngadults/index.html)
Keyword examples: affordable health insurance for college students, student insurance, health insurance for young people, health insurance plans under 30, student health insurance
+ Family, Childcare adgroup

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 02, 2010 1:16 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: sample site links

Find Insurance Options- http://finder.healthcare.gov/
Preventative Care- http://www.healthcare.gov/learn/index.html
Care Comparison- http://www.healthcare.gov/compare/index.html

Pre-Existing Condition Coverage- http://www.healthcare.gov/law/provisions/preexisting/about/index.html
Timeline- http://www.healthcare.gov/law/timeline/index.html
Info for Employers- http://www.healthcare.gov/foryou/employers/index.html
Info for Young Adults- http://www.healthcare.gov/foryou/youngadults/index.html
People with Disabilities- http://www.healthcare.gov/foryou/disabilities/index.html
Medicare For Seniors- http://www.healthcare.gov/foryou/seniors/index.html
Individual Coverage- http://www.healthcare.gov/foryou/individuals/index.html
Family Coverage- http://www.healthcare.gov/foryou/family/index.html

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 02, 2010 1:09 PM
To: Stolbach, Cally
Subject: sample site links

Here's what we've chosen so far:

Young Adults

- Protections for Young Adults
  http://www.healthcare.gov/foryou/youngadults/index.html

- Coverage Under Age 26
  http://www.healthcare.gov/law/provisions/youngadult/index.html

- Top 5 Things to Know
  http://www.healthcare.gov/foryou/youngadults/top5/index.html

- Find Insurance
  http://finder.healthcare.gov/

Seniors

- New Benefits for Seniors
  http://www.healthcare.gov/foryou/seniors/index.html

- Strengthening Medicare
  http://www.healthcare.gov/law/provisions/rebate/index.html

- Compare Care Quality
  http://www.healthcare.gov/compare/index.html

- Filling the "Donut Hole"
  http://www.healthcare.gov/law/provisions/donuthole/donuthole.html

Health Insurance, Health Care Insurance

- Find Insurance
  http://finder.healthcare.gov/

- New Rights for You

http://www.healthcare.gov/law/introduction/index.html

- Families with Children
  http://www.healthcare.gov/foryou/family/index.html
- Individuals
  http://www.healthcare.gov/foryou/individuals/index.html
- Young Adults
  http://www.healthcare.gov/foryou/youngadults/index.html
- Seniors
  http://www.healthcare.gov/foryou/seniors/index.html

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 02, 2010 2:35 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap for 11.1

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.1.

Google English Campaign
Impressions: 49,528
Clicks: 982
CTR: 1.98%

Google Spanish Campaign
Impressions: 23,080
Clicks: 139
CTR: 0.60%

Yahoo/Bing English Campaign
Impressions: 4,434
Clicks: 82
CTR: 1.85%

Yahoo/Bing Spanish Campaign
Impressions: 15
Clicks: 1
CTR: 6.67%

TOTAL
Impressions: 77,057
Clicks: 1,204
CTR: 1.56%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

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Keyword examples: timeline, affordable health care act, health care coverage,

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Text: http://www.healthcare.gov/news/factsheets/overview.html)
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Keyword examples: affordable health insurance for college students, student insurance, health insurance for young people, health insurance plans under 30, student health insurance
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From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 02, 2010 1:16 PM
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Subject: RE: sample site links

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Individual Coverage- http://www.healthcare.gov/foryou/individuals/index.html
Family Coverage- http://www.healthcare.gov/foryou/family/index.html

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To: Stolbach, Cally
Subject: sample site links

Here's what we've chosen so far:

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- Coverage Under Age 26
  http://www.healthcare.gov/law/provisions/youngadult/index.html

- Top 5 Things to Know
  http://www.healthcare.gov/foryou/youngadults/top5/index.html

- Find Insurance
  http://finder.healthcare.gov/

Seniors

- New Benefits for Seniors
  http://www.healthcare.gov/foryou/seniors/index.html

- Strengthening Medicare
  http://www.healthcare.gov/law/provisions/rebate/index.html

- Compare Care Quality
  http://www.healthcare.gov/compare/index.html

- Filling the "Donut Hole"
  http://www.healthcare.gov/law/provisions/donuthole/donuthole.html

Health Insurance, Health Care Insurance

- Find Insurance
  http://finder.healthcare.gov/

- New Rights for You
  http://www.healthcare.gov/law/introduction/index.html

- Families with Children
  http://www.healthcare.gov/foryou/family/index.html

- Individuals
  http://www.healthcare.gov/foryou/individuals/index.html

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- Seniors

http://www.healthcare.gov/foryou/seniors/index.html

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

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Timeline- http://www.healthcare.gov/law/timeline/index.html
Info for Employers- http://www.healthcare.gov/foryou/employers/index.html
Info for Young Adults- http://www.healthcare.gov/foryou/youngadults/index.html
People with Disabilities- http://www.healthcare.gov/foryou/disabilities/index.html
Medicare For Seniors- http://www.healthcare.gov/foryou/seniors/index.html
Individual Coverage- http://www.healthcare.gov/foryou/individuals/index.html
Family Coverage- http://www.healthcare.gov/foryou/family/index.html

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- Compare Care Quality
  http://www.healthcare.gov/compare/index.html

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Julia Eisman
New Media Communications Director
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(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, November 02, 2010 12:18 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: have a minute?

Hi Julia,

Sorry for the delayed response – I've been in and out of meetings all morning. Can we chat around 1pm? I can give you a ring if that works for you.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 02, 2010 10:42 AM
To: Stolbach, Cally
Subject: have a minute?

HI Cally-
Could you let me know when you have a few minutes to jump on the phone? Want to run a few things by you.

Thanks!
Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 01, 2010 3:09 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 10.29 - 10.31

Here you go! Let me know if you have any questions ☺

Results 10.20 – 10.31

Google English Campaign
Impressions: 2,248,602
Clicks: 20,478
CTR: 0.91%

Google Spanish Campaign
Impressions: 288,797
Clicks: 1,230
CTR: 0.43%

Yahoo/Bing English Campaign
Impressions: 86,699
Clicks: 1,411
CTR: 1.63%

Yahoo/Bing Spanish Campaign
Impressions: 3,991
Clicks: 115
CTR: 2.88%

TOTAL
Impressions: 2,628,089
Clicks: 23,234
CTR: 0.88%

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 01, 2010 2:47 PM
To: Stolbach, Cally
Subject: Re: SEM Campaign Recap for 10.29 - 10.31

Yes! That would be great.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 01, 2010 02:46 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 10.29 - 10.31

Hi! These are just for 10.29 through 10.31 (Friday through Sunday). Would you like to see total to date?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 01, 2010 2:45 PM
To: Stolbach, Cally
Subject: Re: SEM Campaign Recap for 10.29 - 10.31

Hey there - are these total to date or just daily?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 01, 2010 02:06 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: SEM Campaign Recap for 10.29 - 10.31

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 10.29 – 10.31.

Google English Campaign
Impressions: 203,177
Clicks: 3,710
CTR: 1.83%

Google Spanish Campaign
Impressions: 37,380
Clicks: 238
CTR: 0.64%

Yahoo/Bing English Campaign
Impressions: 18,129
Clicks: 278
CTR: 1.53%

Yahoo/Bing Spanish Campaign
Impressions: 38
Clicks: 0
CTR: 0.0%

TOTAL
Impressions: 258,724
Clicks: 4,226
CTR: 1.63%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach

Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

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Ok, will pull all of that data now and send it through shortly.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
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From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 01, 2010 02:06 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: SEM Campaign Recap for 10.29 - 10.31

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 10.29 – 10.31.

Google English Campaign
Impressions: 203,177
Clicks: 3,710
CTR: 1.83%

Google Spanish Campaign
Impressions: 37,380
Clicks: 238
CTR: 0.64%

Yahoo/Bing English Campaign
Impressions: 18,129
Clicks: 278
CTR: 1.53%

Yahoo/Bing Spanish Campaign
Impressions: 38
Clicks: 0
CTR: 0.0%

TOTAL
Impressions: 258,724

Clicks: 4,226
CTR: 1.63%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 01, 2010 2:07 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Sutton, Nikki E. (b)(6)
Sent: Wednesday, November 17, 2010 3:07 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS/Ogilvy call in info

Ah, okay. Thanks.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 17, 2010 2:53 PM
To: Sutton, Nikki E.
Subject: RE: HHS/Ogilvy call in info

The 3pm was moved to 1pm because of scheduling conflicts. I'm not aware of another 3pm call.

From: Sutton, Nikki E. [mailto: (b)(6)
Sent: Wednesday, November 17, 2010 2:51 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS/Ogilvy call in info

Macon was asking if the Ogilvy call is going to happen at 3pm, since there was just a hhs call at 1pm. Do you know if it is still happening?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 17, 2010 12:14 PM
To: Sutton, Nikki E.
Subject: RE: HHS/Ogilvy call in info

np

From: Sutton, Nikki E. [mailto: (b)(6)
Sent: Wednesday, November 17, 2010 12:14 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS/Ogilvy call in info

Nice, thanks.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 17, 2010 12:13 PM
To: Sutton, Nikki E.
Subject: RE: HHS/Ogilvy call in info

Hello!

Yes – here it is:

Call in information:

(b)(5),(b)(4), (b)(6)

From: Sutton, Nikki E. [mailto: (b)(6)
Sent: Wednesday, November 17, 2010 12:05 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS/Ogilvy call in info

Hi Julia,

Do you know if there is a call in number for the Ogilvy call this afternoon?

Thanks,
Nikki

Eisman, Julia (HHS/ASPA)

From: Sutton, Nikki E. [(b)(6)]
Sent: Wednesday, November 17, 2010 2:51 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS/Ogilvy call in info

Macon was asking if the Ogilvy call is going to happen at 3pm, since there was just a hhs call at 1pm. Do you know if it is still happening?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 17, 2010 12:14 PM
To: Sutton, Nikki E.
Subject: RE: HHS/Ogilvy call in info

np

From: Sutton, Nikki E. [mailto:(b)(6)]
Sent: Wednesday, November 17, 2010 12:14 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS/Ogilvy call in info

Nice, thanks.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 17, 2010 12:13 PM
To: Sutton, Nikki E.
Subject: RE: HHS/Ogilvy call in info

Hello!

Yes – here it is:

Call in information:

(b)(5),(b)(4), (b)(6)

From: Sutton, Nikki E. [mailto:(b)(6)]
Sent: Wednesday, November 17, 2010 12:05 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS/Ogilvy call in info

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Thanks,
Nikki

Eisman, Julia (HHS/ASPA)

From: Sutton, Nikki E. [(b)(6)]
Sent: Wednesday, November 17, 2010 12:14 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS/Ogilvy call in info

Nice, thanks.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 17, 2010 12:13 PM
To: Sutton, Nikki E.
Subject: RE: HHS/Ogilvy call in info

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Yes – here it is:

Call in information:

(b)(5),(b)(4), (b)(6)

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Nikki

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From: Sutton, Nikki E. [(b)(6)]
Sent: Wednesday, November 17, 2010 12:05 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS/Ogilvy call in info

Hi Julia,

Do you know if there is a call in number for the Ogilvy call this afternoon?

Thanks,
Nikki

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, November 12, 2010 11:44 AM
To: 'Stolbach, Cally'
Cc: Eisman, Julia (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: Google Analytics - Yahoo Tagging

Hi Cally,

Here's documentation on why clickthroughs from paid search are not matching up with visits in Google Analytics:

https://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=57166

A similar discrepancy can be seen in clicks from Adwords vs. visits in Analytics. At this point, you may want to use the visit metric instead of clicks because it is a more accurate reflection of who's actually visiting the site.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 12, 2010 10:08 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA)
Subject: Google Analytics - Yahoo Tagging

Hi Kaya,

Would you mind checking the Yahoo/MSN tagging within Analytics to ensure that it's tracking correctly? The visits and the clicks reported don't seem to be matching up correctly. I just re-checked the ads to ensure that nothing happened to the URLs we put in a few weeks ago, and they are good. Please let me know when you have a minute.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Wednesday, November 10, 2010 3:10 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Fw: SEM Campaign Report Week 3 - 11/2 - 11/8
Attachments: HHS SEM Week 3 11.02 - 11.08 Report.ppt

Got it.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, November 10, 2010 01:44 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: SEM Campaign Report Week 3 - 11/2 - 11/8

Hi All,

Attached please find the search engine marketing campaign report for week 3 of the campaign, 11/2 through 11/8. Please let us know if you have any questions, and if you would like to set up a time to walk through this in more detail.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Thursday, November 04, 2010 5:37 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Goforth, Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: analytics

Hi Julia,

I have given Ogilvy access to the reports on the Google Analytics account we've set up specifically for this campaign. They should be able to pull the necessary metrics to find information about what people are doing once they land on HealthCare.gov.

Do you have any updates on the integration of cost KPIs to the daily highlights? I believe Katie re-sent the list yesterday. The list is pretty straightforward to pull from Adwords and Analytics.

Kaya

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, November 04, 2010 5:23 PM
To: Walton, Achaia (HHS/ASPA)
Subject: analytics

Hi Kaya—
I wanted to find out from you the possibility of drilling down on a particular keyword (or adgroup) and track what people are doing once they land on HealthCare.gov. I think this can be done through "goals", but this is more your area of expertise so I wanted to ask your advice on the best way to get this information.

Do you know?

Thanks, and I'd be happy to talk about this in person if it's easier.

Julia

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, November 02, 2010 9:24 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 10.29 - 10.31

I can't. Sorry.

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, November 02, 2010 9:22 AM
To: Walton, Achaia (HHS/ASPA)
Subject: Re: SEM Campaign Recap for 10.29 - 10.31

So there's no way you could do 11:30? Pretty please? With a cherry on top?

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, November 02, 2010 09:19 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 10.29 - 10.31

This morning before 11:30 or this afternoon after 3 works. Thanks!

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, November 02, 2010 9:19 AM
To: Walton, Achaia (HHS/ASPA)
Subject: Re: SEM Campaign Recap for 10.29 - 10.31

Hey there. What times work for you? I'm trying to coordinate with Jenny's schedule which can be slightly tricky.

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, November 02, 2010 09:16 AM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: SEM Campaign Recap for 10.29 - 10.31

Hi Julia,

I just wanted to check if you could reschedule today's meeting? I didn't hear back from you.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 01, 2010 2:07 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
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CTR: 1.63%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
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Sent: Monday, November 01, 2010 2:07 PM
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Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, November 02, 2010 9:16 AM
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, December 21, 2010 5:19 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Following Up on Important Healthcare.gov Items

Don't forget to send me docs Jules

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, December 21, 2010 4:46 PM
To: OGIMGillman (CMS contact); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Sounds great. And please tell Chris that we're fine doing this by phone.

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 21, 2010 4:35 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Thanks, Julia!

For reference during tomorrow's call, attached are the questions from Meredith and Imani, as well as the additional TV PSA scripts that I sent yesterday. We are hoping to discuss these and the other items detailed at the bottom of this email chain during our 1pm call.

Also, as a reminder, here is the dial-in information:

(b)(4),(b)(6)

Looking forward to speaking with you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 21, 2010 8:53 AM

To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Hi Margo - Thanks for the check-in. We're definitely still on for 1pm tomorrow and hope to have more answers to you by then, if not sooner. Regarding a meeting time/date for the long range strategic plan I'll look into times that work for everyone and get back to you.

Talk soon,
Julia

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, December 20, 2010 5:39 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: Following Up on Important Healthcare.gov Items

Hi, Jenny, Julia, and Jaime:

We wanted to touch base with you on the following healthcare.gov items. Please review and advise ASAP. **We'd also like to confirm that you are still available to participate in our team call at 1pm on Wednesday.**

REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback at your earliest convenience.

TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

PAID RADIO SPOTS

For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session,

and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you at 9:23am on 12/16. We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you at 4:29pm on 12/17. Please advise on all of this at your earliest convenience.

LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you early next year to obtain a full debrief on the strategic campaign plan that we developed last month. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 7, 2pm – 6pm
- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Many thanks, and hope to hear from you soon—

Margo and Team

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, December 21, 2010 9:28 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Accepted: Next steps with Ogilvy

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, December 20, 2010 12:41 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: New HHS Rate Review Group Update

We need to take this out of our $300,000

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, December 20, 2010 12:33 PM
To: Backus, Jenny (HHS/ASPA)
Subject: FW: New HHS Rate Review Group Update

Jenny - take a look at the attached spreadsheet. These are proposed keywords and creative for the Rate Review.

Also, Ogilvy proposes an additional 70k for 2 weeks of additional search and display ads (like we did with MLR). That seems steep to me, but let me know what you think. Perhaps closer to 50 for two weeks?

I'll come by in a few minutes to check in...

p.s. your cookies were AMAZING.

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, December 17, 2010 5:45 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Greene, Imani; Beakey, Chris
Subject: New HHS Rate Review Group Update

Hello Julia!

We wanted to circle back with you about the upcoming Rate Review campaign. I have attached a spreadsheet containing potential keywords and text ad copy for your approval. We based the strategy around a 2 week buy, which can be shortened/extended accordingly. For this time period, we would recommend a $70,000 total budget. Google anticipates the total opportunity available for the proposed keyword group to be approximately 14,000 clicks for the two week period. Please note that all estimates are based on the keyword set provided for approval.

Similar to our strategy for the Medical Loss Ratio campaign, we have extracted applicable terms from the Affordable Care Act group and recommend activating these terms in the Rate Review campaign. This will eliminate cross competition between keywords that are relevant for both campaigns. Below are the terms we propose to move from the Affordable Care Act group into the Rate Review campaign ad group:

annual health care costs
control health care costs
health care costs america
health care costs rising
illegal immigration health care costs
national health insurance exchange
obama health care costs
rising health care costs

Please let us know your thoughts or if you have any questions! We look forward to connecting with you Monday morning to discuss any feedback you might have.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, December 17, 2010 4:55 PM
To: Eisman, Julia (HHS/ASPA); 'Greene, Imani'; OGIMGillman (CMS contact); Mulligan, Jaime (HHS/ASPA)
Cc: 'HHS Healthcare.gov'; 'Healthcare.gov HMA'
Subject: RE: URGENT: PLEASE READ

yes

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, December 17, 2010 4:42 PM
To: Backus, Jenny (HHS/ASPA); 'Greene, Imani'; OGIMGillman (CMS contact); Mulligan, Jaime (HHS/ASPA)
Cc: 'HHS Healthcare.gov'; 'Healthcare.gov HMA'
Subject: RE: URGENT: PLEASE READ

Jenny – are you okay with extending our search for another 30 days at our same level?

Imani – we'll get back to you on the items you listed.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, December 17, 2010 4:29 PM
To: OGIMGillman (CMS contact); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: URGENT: PLEASE READ

Hello all, it seems wise to piggyback Margo's note with a series of questions related to the buy(s). The most timely one relates to extending the existing search buy for an additional 30 days. Shall we do so at the same spending level ($300k?).

Other important questions are also included on the attachment.

From: Gillman, Margo
Sent: Friday, December 17, 2010 12:35 PM
To: Backus, Jenny (HHS/ASPA); 'Eisman, Julia (HHS/ASPA)'; Mulligan, Jaime (HHS/ASPA)
Cc: HHS Healthcare.gov; Healthcare.gov HMA
Subject: URGENT: PLEASE READ
Importance: High

Hi, Jenny, Julia, and Jaime:

Can you please respond to the questions that Meredith sent below ASAP? It is critical for us to receive answers from you in order to proceed with finalizing the radio scripts and developing a production schedule. If we hear from you today, then we can aim to schedule the recordings for either the first or second week in January. Then we can aim to execute the placements in either the third or fourth week of January, although some stations may require additional time, pending availability and the partnerships that we are able to broker. However, if we experience delays in getting direction from HHS, then the proposed schedule will need to be adjusted accordingly. Please note that Imani also needs guidance on how to proceed with the radio buy, so she will send you her list of questions shortly.

Finally, as you know, (b)(4) (b)(4) Several of us (myself, Chris, Imani, and Meredith) can be reached if there is an emergency, but we have made arrangements to be off. Please let us know ASAP whether we can skip the daily SEM reports during this week. If not, then we can make arrangement for a freelancer to handle them during the office closure.

Many thanks!

Margo

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202.729.4192 phone
202.729.4009 fax

From: Light, Meredith
Sent: Thursday, December 16, 2010 9:23 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Gillman, Margo; Greene, Imani; Beakey, Chris
Subject: Creative input needed for Ogilvy on Healthcare.gov
Importance: High

Good morning Jenny, Julia and Jaime,

We're very much looking forward to starting the creative but have some critical questions we need answers to before we can proceed. They're attached.

I've reached out to Michael Wilkins and Lisa Laden for the list of your approved actors.

Thanks so much and stay warm today!
Meredith

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, December 10, 2010 2:45 PM
To: OGIMGillman (CMS contact)
Cc: 'Wayman, Jennifer'; 'Light, Meredith'; 'Greene, Imani'; 'Beakey, Chris'; Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.9.10

We are crashing on a bunch things so can't really right now
The short headline is – we got some good feedback – and some new direction from them which will require some modifications on our plan
They liked a couple of the campaigns a lot – didn't like some of the others
Because of this – don't think we need to totally crash on the early January deadlines in some ways but may have some new ones – esp on the search side

Will give you a more complete picture next week

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Friday, December 10, 2010 2:41 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Wayman, Jennifer; Light, Meredith; Greene, Imani; Beakey, Chris
Subject: RE: SEM Campaign Recap for 12.9.10
Importance: High

Hi, Jenny:

Is there any chance that you can provide us with a quick update on where things stand with the creative concepts that you were planning to present to the White House? Per the messages that I previously left you, we are concerned about the timing for production and placement now.

Please let us know.

Thank you—

Margo

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Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Friday, December 10, 2010 2:29 PM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 12.9.10

Looks like Bounce rates are going up again – any reason why

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, December 10, 2010 2:24 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.9.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.09.10.

Google English Campaign
Impressions: 75,369
Clicks: 2,693
CTR: 3.57%
CPC: $4.64
Engaged Visits: 1,419.75
Cost per Engaged Visit: $8.81
Bounce Rate: 47.28%

Google Spanish Campaign
Impressions: 16,796
Clicks: 127
CTR: 0.76%
CPC: $3.47
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 24,529
Clicks: 420
CTR: 1.71%
CPC: $1.64

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 116,695
Clicks: 3,240
CTR: 2.78%
CPC: $4.07

*Medical Loss Ratio campaign ended as of 12/8/2010

**We are experiencing some Google Analytic issues with our Spanish page, cuidadodesalud.com and are investigating with Google. We can provide numbers as soon as we figure out what the issue is.

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, December 10, 2010 2:29 PM
To: 'Hsu, Charles'; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: 'Greene, Imani'; 'Stolbach, Cally'; 'Beakey, Chris'; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 12.9.10

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From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, December 10, 2010 2:24 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.9.10

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CTR: 1.71%
CPC: $1.64

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CPC: $0.00

TOTAL
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**We are experiencing some Google Analytic issues with our Spanish page, cuidadodesalud.com and are investigating with Google. We can provide numbers as soon as we figure out what the issue is.

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, December 10, 2010 1:51 PM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

yes

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, December 10, 2010 1:49 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: FW: Healthcare.gov Project Tracker Attached for 1pm Team Call

Are you two okay with meeting with Ogilvy just once next week, on Monday, instead of Monday AND Wednesday?

From: Perry, Dionte (HHS/ASPA)
Sent: Friday, December 10, 2010 1:40 PM
To: OGIMGillman (CMS contact); Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); 'HHS Healthcare.gov'; 'Hsu, Charles'; 'Healthcare.gov HMA'; 'pgreen@hmaassociates.com'
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

12/13 4-5 works for Jenny

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Friday, December 10, 2010 1:33 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA; pgreen@hmaassociates.com
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call
Importance: High

Hi, Julia, et al:

It looks like the following days and times will work best for us next week. Please advise on your preference.

Monday, 12/13: 4pm-5pm, or 1pm-2:30pm
Tuesday, 12/14: 2pm-3pm

Many thanks—

Margo

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 7:04 PM
To: Gillman, Margo
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Sounds good. Thank you!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 7:02 PM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks for following up, Julia. We will check our schedules and send you some options tomorrow morning. I will be at an offsite meeting on Monday and Tuesday of next week, so unable to participate, but Chris Beakey will be back in the office and able to lead the call in my absence.

Talk with you soon—

Margo

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 7:00 PM
To: Gillman, Margo; Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo-
Looks like scheduling got the best of us this week and are unable to meet tomorrow. We'll be back in touch about a time early next week (hopefully Monday) when we can meet. If there are times that don't work for your team on Monday, please let me know. We'd like to be sure the online team can join us for this.

Thanks much,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 3:00 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Jaime – we have it on our calendars and will wait to hear back from you later tonight.

Margo

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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Thursday, December 09, 2010 1:41 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

We won't be able to hard confirm this until this evening but hold this time on your calendars if possible.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 12:23 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>; HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Healthcare.gov HMA <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

When you have a moment, can you please confirm that we will have our meeting at 2:30pm tomorrow, but we will discuss SEM and the other proposed paid advertising tactics in a separate meeting next week?

Please advise.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
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Washington, DC 20036
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202.729.4009 fax

From: Gillman, Margo
Sent: Wednesday, December 08, 2010 3:43 PM
To: 'Mulligan, Jaime (HHS/ASPA)'; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA;

Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

Unfortunately, Imani no longer is available to participate in the call on Friday, and Callie only can participate from 9am to 10am. We can proceed with having a call at 2:30pm as you suggested, but a separate call will be needed to be scheduled to discuss SEM and the paid advertising tactics presented within the strategic campaign plan. Are you okay with this? Just let us know.

Many thanks!

Margo

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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 2:15 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jaime:

On Friday, it looks like most of us can talk by phone from 9am to 10am; 11am to 12pm; or from 1:30pm to 3:30pm. Please let me know if any of these options work.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 9:26 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo, we're actually going to need to move this meeting to Friday. Me or Julia will circle back with times but feel free to throw out a few to get the conversation started

---

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

Many thanks—

Margo

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From: Gillman, Margo
Sent: Tuesday, December 07, 2010 2:27 PM
To: 'Backus, Jenny (HHS/ASPA)'
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

Many thanks!

Margo

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202.729.4009 fax

From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 09, 2010 11:28 AM
To: DeCaro, Teresa (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: HC.gov Celebration

Stop by and we will give you the hard drive

From: DeCaro, Teresa (HHS/OCIIO)
Sent: Thursday, December 09, 2010 11:21 AM
To: Backus, Jenny (HHS/ASPA)
Subject: RE: HC.gov Celebration

I am here today.

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 09, 2010 11:14 AM
To: DeCaro, Teresa (HHS/OCIIO)
Subject: RE: HC.gov Celebration

I am totally coming – wouldn't miss
We have some CLASSIC healthcare.gov jingles that I don't think the WH will let us use officially but will be rocking for the party
Are you down here soon – I will give you the hard drive

From: DeCaro, Teresa (HHS/OCIIO)
Sent: Thursday, December 09, 2010 11:13 AM
To: Backus, Jenny (HHS/ASPA)
Subject: RE: HC.gov Celebration

Hi Jenny. I am sure this is a silly question, but what are the Ogilvy jingles? I hope you can come to this party. I am a proud momma, but really this will be fun – good musicians! ☺

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 09, 2010 11:06 AM
To: Chao, Henry (HHS/OCIIO); Park, Todd (HHS/IOS); DeCaro, Teresa (HHS/OCIIO); Pollitz, Karen (HHS/OCIIO); James, Brian (HHS/OCIIO); Cormeny, Sara (HHS/OCIIO); Liu, Beth (HHS/OCIIO); Silvestri, Kristine (HHS/OCIIO); Moore, Hannah (HHS/OCIIO); Miller, Daniel J. (HHS/OCIIO); Robinson, Lori A. (CMS/CPC); Nunez-Poole, Ana M. (CMS/CPC); Chong, Zabeen G. (CMS/OBIS); Misner, Heather (HHS/OCIIO); Funderburk, Frank (CMS/OEA); Field, Diane E. (CMS/OEA); Radcliffe, Monica (HHS/OCIIO); Egan, Lynn (HHS/OGC); Appold, Carey O. (CMS/CMSO); Thomas, Herbert N. (CMS/CMSO); Skopec, Laura (HHS/OCIIO); Nall, Benjamin (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Lafond, Craig (HHS/ASPA); Hsieh, Ted (HHS/ASPA); 'Phillips, Macon'; Edgerton, Erin M. ((b)(6) ; Mulligan, Jaime (HHS/ASPA); Haire, Yvette (HHS/ASPA); Williams, Vanessa (HHS/ASPA); Walton, Achaia (HHS/ASPA); Amor, Alison (HHS/ASPA/WCD); Stoltz, Craig (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Holman, Read (HHS/ASPA); Hambleton, Kathryn (HHS/ASPA); Shea, John (HHS/ASPA); Haycock, Hilary (HHS/ASPA); Eisman, Julia (HHS/ASPA); Santillo, Jessica (HHS/ASPA); Leban, Michelle (HHS/ASPA); Thompson, Penny R. (CMS/CMSO); Garlow, Nicholas (HHS/ASPA); Sorian, Richard (HHS/ASPA); O'Brien, Kelly (HHS/OCIIO); Outerbridge, Monique (HHS/OCIIO); Chong, Hanns (HHS/ASPA) (CTR); Kosterlitz, Julie (HHS/OCIIO); Minter, Nicholas (HHS/OCIIO); Oh, Mark (HHS/OCIIO); Booth, Jon G. (CMS/OEA); Holtje, Kristy L. (CMS/CPC); Gordon, Erin M.

(CMS/OEABS); Lucia, Kevin (HHS/OCIIO); Bangit, Eliza (HHS/OCIIO); Libster, Jennifer (HHS/OCIIO); Johnston, Nicole (HHS/OCIIO); 'Edward Mullen'
Subject: RE: HC.gov Celebration

I would be great if we could get Dru the Ogilvy jingles

From: Chao, Henry (HHS/OCIIO)
Sent: Thursday, December 09, 2010 11:04 AM
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Subject: RE: HC.gov Celebration

I won't be attending due to a 2 day meeting with state exchange grantees on 12/16 and 17 in Crystal City.

Have fun!

Henry Chao
Chief Information Officer
Office of Consumer Information and Insurance Oversight
U.S. Department of Health and Human Services
7501 Wisconsin Ave.
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301-492-4100 (Main)
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Subject: HC.gov Celebration
When: Friday, December 17, 2010 12:00 PM-2:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where: Restaurant in DC

Dear Team HealthCare.gov,

We've now officially scheduled our celebration of the Oct and Nov launches, combined with a team holiday party, for Friday, December 17, from 12 to 2 pm! Location will be coming soon – it will be a restaurant in DC. We have confirmed the band: Dru DeCaro (b)(6) and friends. Dru was finally able to find an opening in his schedule (as I mentioned at the last team meeting, he is the opening act for Usher's current tour!) – we are super-excited to have him playing for the team!

Three asks of everyone:

(1) Please RSVP ASAP whether you can attend, so we can get a final count for the caterer who will be serving a buffet lunch

(2) Please let me and Damaris know if there is anyone we need to invite that we inadvertently omitted

(3) Please let me and Damaris know your favorite song – we will be compiling a list for Dru to play

Thank you, and very much looking forward to celebrating with y'all!

Todd

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 09, 2010 11:06 AM
To: Chao, Henry (HHS/OCIIO); Park, Todd (HHS/IOS); DeCaro, Teresa (HHS/OCIIO); Pollitz, Karen (HHS/OCIIO); James, Brian (HHS/OCIIO); Cormeny, Sara (HHS/OCIIO); Liu, Beth (HHS/OCIIO); Silvestri, Kristine (HHS/OCIIO); Moore, Hannah (HHS/OCIIO); Miller, Daniel J. (HHS/OCIIO); Robinson, Lori A. (CMS/CPC); Nunez-Poole, Ana M. (CMS/CPC); Chong, Zabeen G. (CMS/OBIS); Misner, Heather (HHS/OCIIO); Funderburk, Frank (CMS/OEA); Field, Diane E. (CMS/OEA); Radcliffe, Monica (HHS/OCIIO); Egan, Lynn (HHS/OGC); Appold, Carey O. (CMS/CMSO); Thomas, Herbert N. (CMS/CMSO); Skopec, Laura (HHS/OCIIO); Nall, Benjamin (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Lafond, Craig (HHS/ASPA); Hsieh, Ted (HHS/ASPA); 'Phillips, Macon'; Edgerton, Erin M. (b)(6) ; Mulligan, Jaime (HHS/ASPA); Haire, Yvette (HHS/ASPA); Williams, Vanessa (HHS/ASPA); Walton, Achaia (HHS/ASPA); Amor, Alison (HHS/ASPA/WCD); Stoltz, Craig (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Holman, Read (HHS/ASPA); Hambleton, Kathryn (HHS/ASPA); Shea, John (HHS/ASPA); Haycock, Hilary (HHS/ASPA); Eisman, Julia (HHS/ASPA); Santillo, Jessica (HHS/ASPA); Leban, Michelle (HHS/ASPA); Thompson, Penny R. (CMS/CMSO); Garlow, Nicholas (HHS/ASPA); Sorian, Richard (HHS/ASPA); O'Brien, Kelly (HHS/OCIIO); Outerbridge, Monique (HHS/OCIIO); Chong, Hanns (HHS/ASPA) (CTR); Kosterlitz, Julie (HHS/OCIIO); Minter, Nicholas (HHS/OCIIO); Oh, Mark (HHS/OCIIO); Booth, Jon G. (CMS/OEA); Holtje, Kristy L. (CMS/CPC); Gordon, Erin M. (CMS/OEABS); Lucia, Kevin (HHS/OCIIO); Bangit, Eliza (HHS/OCIIO); Libster, Jennifer (HHS/OCIIO); Johnston, Nicole (HHS/OCIIO); 'Edward Mullen'
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Thank you, and very much looking forward to celebrating with y'all!

Todd

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, December 08, 2010 10:02 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: Re: Reschedule Ogilvy

Yes

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, December 08, 2010 09:25 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: Reschedule Ogilvy

Yo. Given that we're meeting internally on our strategy/next steps, shall I reschedule the Ogilvy meeting for later in the day/week or has someone already done that?

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 02, 2010 6:31 PM
To: Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: strategic plan

Only have hard copy

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 02, 2010 06:28 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: strategic plan

Hey Jenny—I bugged Julia before for this---but alas, neither of us seem to have it---do you have an e-version of the comm. Strategic plan Ogilvy sent our way? If no I'll email Chris. Thanksforyourtimeeeee.

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:41 PM
To: Mulligan, Jaime (HHS/ASPA); Santillo, Jessica (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Hallberg, Berit (HHS/ASPA)
Subject: RE: i just want to say

Seriously
The bit where they do the snap and say cereal and milk
Is soo good

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:40 PM
To: Santillo, Jessica (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Hallberg, Berit (HHS/ASPA)
Subject: RE: i just want to say

Also, fyi, I have watched this a couple of times now to try to figure out exactly why it's so amazing. Berit says she's going to have to hit me

---

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:38 PM
To: Santillo, Jessica (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: i just want to say

Exactly re: Ogilvy

+ Julia

Also now I want a breakfast quesadilla.

From: Santillo, Jessica (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:38 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: i just want to say

When did bacon become healthy? That is excellent news.

Jessica Santillo
202-690-7263 (o)
(b)(6) (c)

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:37 PM
To: Mulligan, Jaime (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: RE: i just want to say

CEREAL AND MILK baby

This proves why the Ogilivy songs are GENIUS

From: Mulligan, Jaime (HHS/ASPA)
Sent: Thursday, December 02, 2010 12:35 PM
To: Backus, Jenny (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: i just want to say

That this video is the most watched let's move video

http://www.youtube.com/user/letsmove#p/u/0/8TO7FLxZRSM

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:19 AM
To: Mulligan, Jaime (HHS/ASPA); 'Beakey, Chris'; Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

If I am the issue – you all can meet at 1 with out me

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:50 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

Adding Dee Dee for Jenny's schedule

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 9:50 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: rescheduling today's meeting

Hello everyone – Cara forwarded your message about not being able to meet at 1. Unfortunately Margo and I can't meet at 2. Can you give me some other times that work for you? I can schedule our team around those.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 22, 2010 2:45 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Greene, Imani; Light, Meredith
Subject: schedule check . . .

Importance: High

Hey Julia – I have to run an errand between 3 and 3:45. If you come up with a time for today's call during that time please hit replay all to this message so Margo, Meredith and Imani know. We're all standing by. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 22, 2010 1:12 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Following Up on Important Healthcare.gov Items

Cool thanks

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 22, 2010 1:09 PM
To: Beakey, Chris
Subject: RE: Following Up on Important Healthcare.gov Items

Let me see if the times work for us! I'll get back to you asap.

Again – sorry about today.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 22, 2010 1:08 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Following Up on Important Healthcare.gov Items

Hey totally ok – can you give me a sense of if you'll want to talk today or tomorrow? We can do this call between 3 and 5:30 today or between 11 and 2 tomorrow. (b)(4) If you want to do the call today or tomorrow I need to get back to my crew asap to let them know.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 22, 2010 1:00 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Apologies for the late notice, but we're going to have to reschedule the call for today. I will be back in touch with further guidance and times that work on our end.

Happy holidays!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 21, 2010 4:36 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items
Importance: High

Thanks, Julia!

For reference during tomorrow's call, attached are the questions from Meredith and Imani, as well as the additional TV PSA scripts that I sent yesterday. We are hoping to discuss these and the other items detailed at the bottom of this email chain during our 1pm call.

Also, as a reminder, here is the dial-in information:

(b)(4),(b)(6)

Looking forward to speaking with you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 21, 2010 8:53 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Hi Margo - Thanks for the check-in. We're definitely still on for 1pm tomorrow and hope to have more answers to you by then, if not sooner. Regarding a meeting time/date for the long range strategic plan I'll look into times that work for everyone and get back to you.

Talk soon,
Julia

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, December 20, 2010 5:39 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: Following Up on Important Healthcare.gov Items

Hi, Jenny, Julia, and Jaime:

We wanted to touch base with you on the following healthcare.gov items. Please review and advise ASAP. **We'd also like to confirm that you are still available to participate in our team call at 1pm on Wednesday**.

REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback at your earliest convenience.

TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take

about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

TV PSA CONCEPT TESTING

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LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you early next year to obtain a full debrief on the strategic campaign plan that we developed last month. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 7, 2pm – 6pm
- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Many thanks, and hope to hear from you soon—

Margo and Team

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 22, 2010 1:09 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: Following Up on Important Healthcare.gov Items

Hello - I'm out of the office until Monday, January 3, with limited access to email. If your matter is urgent, you can reach me by cell at (b)(6) Thanks.

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 22, 2010 1:08 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Following Up on Important Healthcare.gov Items

Hey totally ok – can you give me a sense of if you'll want to talk today or tomorrow? We can do this call between 3 and 5:30 today or between 11 and 2 tomorrow. (b)(4) If you want to do the call today or tomorrow I need to get back to my crew asap to let them know.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 22, 2010 1:00 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); (b)(6)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Apologies for the late notice, but we're going to have to reschedule the call for today. I will be back in touch with further guidance and times that work on our end.

Happy holidays!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 21, 2010 4:36 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items
Importance: High

Thanks, Julia!

For reference during tomorrow's call, attached are the questions from Meredith and Imani, as well as the additional TV PSA scripts that I sent yesterday. We are hoping to discuss these and the other items detailed at the bottom of this email chain during our 1pm call.

Also, as a reminder, here is the dial-in information:

(b)(4),(b)(6)

Looking forward to speaking with you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 21, 2010 8:53 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Hi Margo - Thanks for the check-in. We're definitely still on for 1pm tomorrow and hope to have more answers to you by then, if not sooner. Regarding a meeting time/date for the long range strategic plan I'll look into times that work for everyone and get back to you.

Talk soon,
Julia

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, December 20, 2010 5:39 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: Following Up on Important Healthcare.gov Items

Hi, Jenny, Julia, and Jaime:

We wanted to touch base with you on the following healthcare.gov items. Please review and advise ASAP. **We'd also like to confirm that you are still available to participate in our team call at 1pm on Wednesday**.

REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback at your earliest convenience.

TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

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spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

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Many thanks, and hope to hear from you soon—

Margo and Team

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1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, December 21, 2010 2:04 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Meeting tomorrow - quick but important question

Importance: High

Hello – happy holidays! Margo, Jaime and I are out of the office tomorrow and would like to call in for our meeting if that's ok with you all. Please let me know.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, December 16, 2010 8:41 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Next Steps for Ogilvy on Healthcare.gov

Groovy - thanks Julia

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 16, 2010 7:27 AM
To: Beakey, Chris; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Gillman, Margo; Light, Meredith; Greene, Imani; Green, Patricia
Subject: RE: Next Steps for Ogilvy on Healthcare.gov

Yep - We'll get back to you today on this.

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, December 16, 2010 7:26 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Light, Meredith; Greene, Imani; Green, Patricia
Subject: FW: Next Steps for Ogilvy on Healthcare.gov

Good morning! Just checking in on this. We need to make sure we're on track with what I've written down below before we can proceed with the January creative. It would be fine if you could just acknowledge the various points or note anything that's off-kilter. We'll be happy to talk by phone if that's easier.

Once we have sign-off on these points Meredith will send you a few additional questions as well. Thanks!

From: Beakey, Chris
Sent: Wednesday, December 15, 2010 10:13 AM
To: Backus, Jenny (HHS/ASPA); 'Mulligan, Jaime (HHS/ASPA)'; Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo
Subject: Next Steps for Ogilvy on Healthcare.gov
Importance: High

Hello Jenny, Julia and Jaime - thanks for your time on Monday!. I typed up this brief summary of our conversation and want to run it by you so I can make sure we stay on track. Can one of you take a quick look and let me know if I missed anything?

Current scope of work:

- Up until now our charge has been to "promote www.healthcare.gov<http://www.healthcare.gov/>" but now, at least for the next few weeks, our focus is on promoting various elements of the new healthcare law, so that we're sending people to specific landing pages within healthcare.gov

- Right now you (HHS team) are especially interested in focusing on 1) the new rule about young people 26 and under being able to stay on their parents' policies . . . 2) the fact that people with pre-existing conditions are now covered

. . . and 3) the fact that people from all demographics can now get coverage of some type . . .(we saw the pre-existing conditions and guaranteed coverage issues in the lead of the oped by Sect Sebelius and Eric Holder in yesterday's Wash Post) . . . one thing the White House team and HHS really liked about our treatments overall is that we're reflecting "everyday health challenges faced by everyday people."

- You are still amassing budget for the overall project, and may siphon in some money from the Obesity task order, so you want us to have some treatments that weave in the prevention theme (see notes on creative below)

- Soon, and hopefully with the next few days, we will have a final (for now) list of the elements you want to promote in the short term (we think they will be the elements listed above but they might change)

Additional notes on creative direction:

- You definitely want to move forward with radio spots around the following treatments (developed by us) 1) "I get coverage" (probably voiced by people from each demographic) 2) "Questions" 3) "Stamps" and 4) "Cool."

- You would like us to try to use the talent you have under contract to record the radio spots for Jan/Feb, meaning the people in the videos. Meredith is going to talk with your production team about this and we expect to have an update soon.

- There is a Webcast/conference call on Monday with Regional Staff to discuss a growing list of real people who are benefiting tremendously by the new law. I believe there's been an open call to gather these real life examples and that this is an opportunity to find out who has been identified I think these individuals may be who we need for earned media and social media activities. NOTE: Can a couple of us participate in this so we know about these people?

- Regarding audiences, you are presently most interested in focusing on 1) young people under 26 2) Moms and 3) Families (which could be personified by people across generations).

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- Regarding taglines - you don't want just one . . . we need to work in 3 taglines corresponding to the treatments "Anything can happen" "Find out what's in it for you" and "Where the answers are."

- Another note on creative direction that we need to work with - you like the concept of creative illustrating "Before" and "After." So in a spot in the "I get covered" theme we could have a 22 year old saying "I decided to go to graduate school. I was worried that not having a job meant I couldn't get health insurance, but now I can stay on my mom and dads' policy until I'm 26" . . . (this example is for illustrative purposes only)

- You want to utilize the bulk of their paid media efforts (which would include expenditures for Radio One and Univision) on media that reaches African Americans and Hispanics. The money will go farther and these audiences continue to be a top priority.

- Beginning in January you may give us some new direction on promoting prevention/wellness and New Years Resolutions (eg: "I want to stay healthier and prevent illness and now I can"

Deliverables:

- I believe our focus for the moment is on radio PSAs that can start airing in January, focusing mostly on the "I get coverage" "Questions" "Stamps" and "Cool" approaches above.

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- You want us to continue thinking about the best way to do a Viral Video contest but initially like the "What's in it for me?" concept (we'd issue a call for people to create videos highlighting various aspects of the law that they like)

Thanks very much for taking a look at this! Please let me know if I missed anything.

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Cc: OGIMGillman (CMS contact); Light, Meredith; Greene, Imani; Green, Patricia
Subject: FW: Next Steps for Ogilvy on Healthcare.gov

Importance: High

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Cc: Gillman, Margo
Subject: Next Steps for Ogilvy on Healthcare.gov
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Cc: OGIMGillman (CMS contact)
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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Monday, December 13, 2010 12:41 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: 4 p.m. meeting

Hey! I'm back . . . just want to make sure we're still on for the 4 p.m. meeting. Meredith and I will be there in person and the rest of the peeps will be on the phone.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Saturday, December 04, 2010 1:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: Ogilvy contacts week of Dec 5

Hello - I'm out of the office until Monday, December 13th, with limited access to email. If your matter is urgent, you can reach me by cell at (b)(6) If you need information about the FloodSmart campaign, you can email Marcus Snyder or Julie Rahmati at marcus.snyder@ogilvypr.com and julie.rahmati@ogilvypr.com. Questions about healthcare.gov can be answered by Margo Gillman at margo.gillman@ogilvypr.com. Thanks.

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
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smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:47 AM
To: Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: RE: Latest on today's meeting

Importance: High

Ok – just want to make sure – can Jenny be there if we do it at 12?

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 01, 2010 10:44 AM
To: Perry, Dionte (HHS/ASPA); Beakey, Chris; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara
Subject: RE: Latest on today's meeting

Team Ogilvy---option is to do it without Jenny at 1 pm, or with Jenny at 2 pm. I know you have a 2 pm but let us know what you want to do.

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, December 01, 2010 10:40 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); 'Perellis, Cara'
Subject: RE: Latest on today's meeting

Sorry, Jenny's schedule is booked for tomorrow and she's only available today from 12-1pm or 2-3pm.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:35 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: Latest on today's meeting

Hello everyone – can we possibly meet either later today or tomorrow? I won't be able to get our whole team on the line for a 12 o'clock call and would like to have Jenny there for the meeting given all of the info we have to go over. If you give me some times that work for you I'll check with our people.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, December 01, 2010 10:19 AM
To: Mulligan, Jaime (HHS/ASPA); Beakey, Chris; Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

If I am the issue – you all can meet at 1 with out me

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, December 01, 2010 9:50 AM
To: 'Beakey, Chris'; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

Adding Dee Dee for Jenny's schedule

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 9:50 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Subject: rescheduling today's meeting

Hello everyone – Cara forwarded your message about not being able to meet at 1. Unfortunately Margo and I can't meet at 2. Can you give me some other times that work for you? I can schedule our team around those.

Chris Beakey
Vice President, Social Marketing
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Cc: OGIMGillman (CMS contact); Perellis, Cara
Subject: RE: Latest on today's meeting

Ok I'll be there at 12 and will have others on the phone.

From: Perry, Dionte (HHS/ASPA) [mailto:Dionte.Perry@hhs.gov]
Sent: Wednesday, December 01, 2010 10:40 AM
To: Beakey, Chris; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara
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Sent: Wednesday, December 01, 2010 10:19 AM
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From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 9:50 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Sent: Wednesday, December 01, 2010 10:35 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
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To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 01, 2010 10:25 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

Hello everyone – just want to let you know I'm checking in with Margo on this and will get back to you asap.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, December 01, 2010 10:19 AM
To: Mulligan, Jaime (HHS/ASPA); Beakey, Chris; Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Perellis, Cara; Perry, Dionte (HHS/ASPA)
Subject: RE: rescheduling today's meeting

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smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Bulletin News [HHS-Editors@BulletinNews.com]
Sent: Wednesday, December 15, 2010 7:27 AM
To: OS Bulletinnews.com
Subject: HHS News Briefing for Wednesday, December 15, 2010
Attachments: HHSNewsBriefing101215.doc

HHS NEWS BRIEFING

This document and searchable archives are available at www.bulletinnews.com/hhs.

TO: THE SECRETARY AND SENIOR STAFF

DATE: WEDNESDAY, DECEMBER 15, 2010 7:30 AM EST

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Leading the News:

OBAMA ADMINISTRATION TO APPEAL VIRGINIA RULING ON HEALTHCARE LAW. One day after a judge in Virginia ruled that the individual mandate in the healthcare law was unconstitutional, news outlets are reporting that the Obama Administration is maintaining an optimistic outlook regarding the law's future, and plans to appeal the decision.

CQ HealthBeat (12/15, Norman) reports, "Justice Department officials on Tuesday rejected an attempt by the Virginia attorney general to bypass the appellate courts in his challenge to the federal health care law and said the government intends to file an appeal." Tracy Schmaler, a spokeswoman for the Justice Department, stated, "Virginia's suit is based on a state statute that is not applicable nationwide and the department believes this case should follow the ordinary course of allowing the courts of appeals to hear it first so the issues and arguments can be fully developed before the Supreme Court decides whether to consider it."

The Hill (12/15, Millman, 21K) reports in its "Healthwatch" blog, "The administration will appeal the district court ruling to the Fourth Circuit Court of Appeals, Justice Department spokeswoman Tracy Schmaler said in a statement. Some Republicans, including incoming House Majority Leader Eric Cantor (Va.) had called on President Obama and Attorney General Eric Holder to fast-track the appeal to the Supreme Court."

AFP (12/15) says, "Legal observers widely believe that a challenge to the law -- which extends coverage to some 32 million Americans who had none before the bill's passage, ensuring 95 percent of under-65 US citizens and legal residents will have health insurance by 2014 -- will make its way to the US Supreme Court, leaving one of President Barack Obama's key domestic achievements in the balance."

FOX News (12/15) reports, "Citing similar cases in which judges ruled for the US government, a Justice Department

spokeswoman said the department is confident the law will be kept whole once it goes to a higher court."

The Wall Street Journal (12/15, Bravin, 2.09M) says that the Administration is preparing for the possibility of yet another negative ruling in the Florida suit against the healthcare law. The Washington Post (12/15, 605K) "The Breaking News" Blog, Bloomberg News (12/15, Blum), Reuters (12/15, Vicini), and the Washington (DC) Examiner (12/15, Sherfinski, 93K) also cover the story.

Some Saying Mandate May Not Be Crucial To Health Reform. The New York Times (12/15, A18, Pear, 1.01M) reports that the White House said on Tuesday that eliminating the mandate from the healthcare law "would have 'devastating consequences.'" But, "in the wake of the decision Monday, which held that the individual mandate was unconstitutional, some lawmakers and some consumer advocates are investigating possible alternatives." For instance, Sen. Ben Nelson (D-NE), "who voted reluctantly for the health legislation," said, "I am not a big fan of the individual mandate." In addition, "Jamie Court, the president of Consumer Watchdog, a liberal advocacy group, said, 'The health insurance purchase mandate is not necessary for health care reform to work.'"

Administration Will Likely Attempt To Implement Law "As Fast As It Can." The Christian Science Monitor (12/15, Grier, 48K) reports, "A federal judge on Monday declared a key provision of President Obama's health care law unconstitutional. The ruling energized Republicans who hope to repeal or limit the legislation, and ensures that health care will remain a contentious political issue for months, perhaps years, to come." But, "that's not the way Obama hoped things would turn out when he signed his signature health reforms into law. Given the new political realities of health care," the main "thing the administration is likely to do is push hard to write regulations and implement the law as fast as it can."

LATimes: Individual Mandate In Healthcare Law Is Constitutional. The Los Angeles Times (12/15, 681K) says in an editorial, "The legal case against it almost certainly will make its way to the Supreme Court before the individual mandate is due to take effect in 2014," although "considered in its proper context, it doesn't violate the Constitution." The Times adds, "The legal battle over the federal healthcare reform law boils down to an argument over how to balance two opposing principles within the Constitution: the broad power granted to Congress to regulate interstate commerce, and the liberties reserved to individual citizens."

The Secretary in the News:

SEBELIUS, HOLDER SAY ELIMINATING MANDATE WOULD BE "DEVASTATING." The Hill (12/15, Millman, 21K) reports in its "Healthwatch" blog, "A day after a Virginia judge struck down the healthcare reform law's individual mandate, Obama administration officials warned in a Tuesday op-ed that there would be 'devastating consequences for everyone with health insurance' if the ruling is upheld." And, in a Washington Post op-ed, HHS Secretary Kathleen Sebelius and Attorney General Eric Holder wrote, "Without an individual responsibility provision, controlling costs and ending discrimination against people with preexisting conditions doesn't work."

SEBELIUS TOUTS HEALTH IT DURING MEETING. Modern Healthcare (12/15, Zigmond, 72K) reports, "The new year 'will begin a whole new chapter in health information technology,' HHS Secretary Kathleen Sebelius told health IT experts and federal grant recipients at the start of the Office of the National Coordinator for Health Information Technology's Update, a two-day meeting in Washington." Sebelius added, "Beyond the work done in the insurance market, there is important work to be done to move America to a 21st-century health delivery system. ... We knew we could not do that work without a robust system of health information technology." ONC head David Blumenthal and CMS Administrator Donald Berwick also spoke during the meeting.

ARTICLE SAYS INDIVIDUAL MANDATE BIGGEST PROBLEM FOR HEALTHCARE LAW. The Washington Post (12/15, Goldstein, 605K) reports, "With a court ruling in Virginia this week that the government cannot require Americans to buy health insurance, President Obama has landed in the position of defender-in-chief of an idea he once opposed." When he was running for the presidency, Obama "said...a mandate was unnecessary." But now, "the insurance requirement -- part of the scaffolding of the health-care legislation that Congress enacted in March -- has emerged as the law's central villain." The Post notes that the AHIP has pointed out the need for a mandate, and HHS Secretary Kathleen Sebelius said, "Without everyone in the health insurance market, costs will increase, people with pre-existing conditions will continue to be shut out of coverage, and insured Americans will continue paying for those who don't get coverage."

HHS in the News:

HHS ANNOUNCES PLAN TO ADDRESS PREVALENCE OF MULTIPLE CHRONIC ILLNESSES. The Hill (12/15, Pecquet, 21K) reports in its "Healthwatch" blog that HHS "on Tuesday unveiled a new plan calling for increased

collaboration between government agencies and the private sector to tackle the growing challenge of people with multiple chronic conditions." Over "a quarter of all Americans suffer from several chronic conditions, according to HHS, such as arthritis, asthma, chronic respiratory conditions, diabetes, heart disease, human immunodeficiency virus infection and hypertension. Treating those patients takes up 66 percent of the nation's healthcare budget, adds HHS." CMS Administrator Donald Berwick said, "Given the number of Medicare and Medicaid beneficiaries with multiple chronic conditions...focusing on the integration and coordination of care for this population is critical to achieve better care and health for beneficiaries, and lower costs through greater efficiency and quality."

SPENDING BILL INCLUDES MORE FUNDING TO COMBAT MEDICARE, MEDICAID FRAUD. CQ HealthBeat (12/15, Bunis) reports, "Among the highlights of the draft of the Senate omnibus fiscal 2011 spending bill is a $750 million increase for biomedical research at the National Institutes of Health, a $160 million spending hike in the fight against fraud and abuse in Medicare and Medicaid and an increase of $224 million to expand health training programs." Notably, the "more than 1,900-page document includes all 12 regular spending bills for the fiscal year that began Oct. 1, as well as additional policy provisions, including a pay freeze for civilian federal employees and the text of a food safety overhaul."

NIH SURVEY: MARIJUANA USE AMONG TEENS SURPASSES TOBACCO. The CBS Evening News (12/14, story 9, 0:20, Couric, 6.1M) reported, "Meanwhile, here at home, when researchers asked teenagers about drug use, they got some troubling responses. A new survey found daily marijuana use increased among all the groups surveyed, 8th, 10th, and 12th graders."

USA Today (12/15, Rubin, 1.83M) reports, "More high school seniors this year used marijuana than smoked cigarettes in the past 30 days, according to government data released Tuesday." And, "daily marijuana use increased significantly among eighth-, 10th- and 12th-graders, with about one in 16 high school seniors using marijuana daily or near-daily, the annual 'Monitoring the Future Survey' found." USA Today adds, "Marijuana use by teens declined from 2002 to 2007, noted Nora Volkow, director of the National Institute of Drug Abuse," although "today's eighth-graders 'have been exposed to a very different perspective on the way that the world is looking at marijuana.'"

The Los Angeles Times (12/15, Healy, 681K) reports, "Dr. Nora Volkow, director of NIDA, called the rise in daily use of marijuana particularly troubling, given that more frequent use, and by teens whose brains are still developing, has been shown to be more damaging to learning and memory than less frequent use."

The Washington Times (12/15, Wetzstein, 77K) reports, "Not only does marijuana use adversely affect learning, judgment and motor skills in developing minds, 'but research tells us that about one in six people who start using it as adolescents become addicted,'" said Volkow. Notably, "NIDA funds the Monitoring the Future survey." Commenting on the findings, R. Gil Kerlikowske, director of the Office of National Drug Control Policy, stated, "'No young person in today's competitive world is going to be helped by using marijuana' or other illicit drugs." He added, "'Mixed messages about drug legalization, particularly marijuana, may be to blame' for increases in drug use."

USA Today (12/15, Rubin, 1.83M) notes that Volkow and Kerlikowske "blamed the rising use among teens in the past three years on publicity surrounding medical marijuana." Volkow said that "more than a dozen states and the District of Columbia have legalized medical marijuana, so teens might tend to view the drug as beneficial, not risky."

PBS' NewsHour (12/15, Winerman) also quotes Volkow in "The Rundown" blog as saying, "These high rates of marijuana use during the teen and pre-teen years, when the brain continues to develop, place our young people at particular risk." Notably, "the researchers surveyed more than 46,000 students in grades 8, 10 and 12." The data revealed that "marijuana use in all three grades continued a three-year rising trend, after declining between 2002 and 2007."

The Baltimore Sun (12/14, Walker, 228K) said in the "Picture of Health" blog, "The survey also showed a significant increase in the reported use of Ecstasy, with 2.4 percent of eighth-graders citing past-year use, compared to 1.3 percent in 2009. Similarly, past-year MDMA use among 10th-graders increased from 3.7 percent to 4.7 percent in 2010." And, "prescription drug abuse also continued to remain a major problem. Although Vicodin abuse decreased in 12th graders this year to 8 percent, down from around 9.7 percent the past four years, other indicators confirm that nonmedical use of prescription drugs remains high. For example, the use of OxyContin, another prescription opiate, stayed about the same for 12th-graders at 5.1 percent in 2010."

The AP (12/15), AFP (12/15), Bloomberg News (12/15), Reuters (12/15, Fox) the CBS News (12/15, Saltzman) "Health" blog, and ABC News (12/15, Portnoy) all cover the story, as did the Washington Post (12/14, Stein, 605K) "The Checkup" blog, and the Time (12/14, Scherer, 3.37M) "Swampland" blog.

"VERY UNUSUAL" BLOOD TRANSPLANT APPEARS TO HAVE CURED AN HIV-POSITIVE PATIENT. The AP (12/15) reports that, according to a paper in Blood, "a very unusual blood transplant appears to have cured an American man

living in Berlin of infection with the AIDS virus." In 2007, the 40-year-old "had a blood stem cell transplant in 2007 to treat leukemia," and "his donor not only was a good blood match, but also had a gene mutation that confers natural resistance to HIV. Now, three years later, the recipient shows no signs of leukemia or HIV infection." Notably, "when the Berlin man's case first surfaced two years ago, Dr. Anthony Fauci, director of the National Institute of Allergy and Infectious Diseases, said the procedure was too expensive and risky to be practical as a cure."

Dr. Fauci added, "It's hard enough to get a good compatible match for a transplant like this," CNN (12/15, Watkins) reports. "But you also have to find (a) compatible donor that has this genetic defect, and this defect is only found in 1% of the Caucasian population and 0% of the black population." Likewise, a number of other "AIDS researchers predicted the report will have little impact on practice," noting that a "treatment associated with wiping out the immune system 'is very hazardous.'" Nevertheless, the "study is a proof of the concept 'that our understanding of HIV biology is correct,'" one expert explained.

STUDY EXAMINES HOW GENDER, INCOME AND EDUCATION MAY IMPACT OBESITY. USA Today (12/15, Hellmich, 1.83M) reports that, according to an analysis based on data from the National Health and Nutrition Examination Survey, "women who are better educated and live in households that are middle-income or above are less likely to be obese than women who are less educated and live in the lowest income households." Interestingly, "among men, there is not a statistically significant difference in obesity based on income and very little difference based on education, the data show." Epidemiologist Cynthia Ogden, of the National Center for Health Statistics, part of the Centers for Disease Control and Prevention, explained, "When looking at these two measures of socioeconomic status -- income and education -- their impact is greater on women than men."

Reuters (12/15) points out that approximately 66% of Americans are either overweight or obese. Currently 72 million American adults are obese, meaning they have a body mass index of 30 or greater.

Health Reform:

ADMINISTRATION SAYS RULING WILL NOT IMPACT HEALTH REFORM IMPLEMENTATION. The AP (12/15) reports, "The White House insisted Tuesday that the implementation of President Barack Obama's landmark health care law will not be affected by a negative federal court ruling, and the Justice Department said it would appeal." According to White House press secretary Robert Gibbs, "There's no practical impact at all as states move forward in implementing...the law that Congress passed and the president signed." Meanwhile, "Justice Department spokeswoman Tracy Schmaler said that, as expected, the department would appeal Monday's ruling by US District Judge Henry E. Hudson in Virginia. Hudson declared that a central provision of the law -- the requirement for nearly everyone to carry health insurance -- was unconstitutional."

SENATE REPUBLICANS CRITICIZE HEALTHCARE FUNDING IN OMNIBUS BILL. The Hill (12/15, Pecquet, 21K) reports in its Healthwatch blog that Senate Republicans are "arguing that the pending omnibus bill contains more than $1 billion in funding for healthcare reform -- one more argument for their caucus to vote against the more than 2,000-page bill." Analysis by the Republican Policy Committee says "omnibus funding for programs initiated by the Democrats' reform law includes: $750 million for the new Prevention and Public Health Fund, which includes community transformation grants to fund investments such as walking paths and farmers markets."

REPORT: REGULATORS ADOPTED 18 NEW RULES SINCE PASSAGE OF HEALTHCARE REFORM. The Hill (12/14, Pecquet, 21K) "Healthwatch" blog reported, "Federal regulators have adopted at least 18 new rules since passage of the healthcare reform law eight and a half months ago, according to the Congressional Research Service, most of the time without giving the public much chance to comment ahead of time." The Hill said "the new rules include health insurance reforms, the creation of an early retiree reinsurance program and requirements for states to start high-risk pools for people with pre-existing conditions."

STUDY SHOWS BABY BOOMERS WOULD BENEFIT MOST FROM HEALTHCARE LAW. CQ HealthBeat (12/15, Norman) reports a Commonwealth Fund study shows baby boomers "have the highest rates of unemployment among working-age adults and are increasingly losing their health insurance," so "that generation stands to benefit from the new health care law." About "8.6 million adults between the ages of 50 and 64 lacked insurance in 2009, an increase of 1.1 million over the previous year, the study found. Another 9.7 million people in that age range have such high out-of-pocket costs that they are considered underinsured." Early provisions "of the health law that might help this group include the creation high-risk pools for people with pre-existing conditions; the ban on lifetime coverage limits and the phase-out of annual limits; coverage of preventive services; an early retiree reinsurance program; and a new long-term-care insurance program, the report said."

The Hill (12/14, Millman, 21K) reported in its Healthwatch blog that the Commonwealth Fund is a "pro-reform group," and

its report "depicts a baby-boomer generation faced with financial challenges that often prevent it from seeking and receiving much-needed medical care." Commonwealth Fund President Karen Davis said, "This report paints a picture of a baby boomer generation whose health and financial security are in jeopardy because of rising healthcare costs and declining health insurance coverage."

LEONHARDT: HEALTHCARE LAW OPPONENTS ADHERING TO LAISSEZ-FAIRE TENETS. On the front page of the New York Times (12/15, A1, 1.01M), David Leonhardt writes in the Economic Scene column, "Today, the supposed threat to free enterprise is" the new healthcare law. "On Monday, a federal judge ruled part of the law to be unconstitutional, and the Supreme Court will probably need to settle the matter in the end." He says that opposition to the healthcare law "stems from the tension between two competing traditions in the American economy. One is the laissez-faire tradition that celebrates individuality and risk-taking. The other is the progressive tradition that says people have a right to a minimum standard of living -- time off from work, education and the like." Leonhardt argues that "the two traditions have never quite reconciled themselves. In particular, conservatives have often viewed any expansion of government protections as a threat to capitalism."

CUCCINELLI SAYS HE IS FIGHTING "GOVERNMENT OVERREACH." The Washington Times (12/15, McLaughlin, 77K) reports, "The man who put the first dent in the president's health care law, Virginia Attorney General Kenneth T. Cuccinelli II (R), is a newcomer to the national stage, but he's long been a crusader against the expansion of federal powers." Cuccinelli has said that "anybody who has followed his political career...shouldn't be surprised that he's challenging the health care act, as well as the Environmental Protection Agency." He stated, "There is no question I'm one of the people on point fighting against government overreach when they get outside their legal boundaries, and they seem to be very inclined to come up very close to them and sometimes cross those lines. ... The EPA has done it, the Congress and the president have done it."

POLL: DEMS LOSING PR BATTLE OVER HEALTH REFORM. The Washington Post (12/15, Cillizza, 605K) reports in The Fix, "Democrats are losing the public relations fight over the health care overhaul currently being debated in Congress, according to data in the new Washington Post-ABC News poll. Majorities believe the costs of their own health care as well as the nation's overall health care will rise if the bill becomes a law." Only "37 percent believe the quality of care they receive will be better under the new plan, as compared to 53 percent who said the care would be superior if the status quo was maintained." Notably, "one bright spot in the numbers for the Obama administration: a slim majority -- 51 percent -- said that government intervention is 'necessary to control costs and expand coverage' while 46 percent said that the plan will do 'more harm than good.'"

DIAMETRICALLY OPPOSED RULINGS SUGGEST SUPREME COURT WILL DECIDE FATE OF HEALTHCARE LAW. The Wall Street Journal (12/15, Bravin, 2.09M) reports that within a two-week period, two judges in Virginia handed down completely opposite rulings about the healthcare law. On Monday, Judge Henry Hudson, of the US District Court for the Eastern District of Virginia, ruled that the individual mandate in the healthcare law was unconstitutional. But two weeks prior, Judge Norman Moon, of the US District Court for the Western District of Virginia, said that the mandate was an essential part of the law. In light of the rulings, the Journal argues that the Supreme Court will likely decide the fate of the law.

FLORIDA CHALLENGE OF HEALTHCARE LAW TO FOCUS ON MEDICAID EXPANSION. CQ HealthBeat (12/15, Norman) reports, "In a Florida courtroom on Thursday, the 20 states fighting the health care law will attack its expansion of the nation's Medicaid program -- a sweeping provision that extends health coverage to millions of needy American adults." The majority of "lawsuits filed against the health care law have targeted its requirement that all Americans have health insurance -- a mandate struck down as unconstitutional by a federal district court judge in Virginia on Monday." But, the "Florida suit is different because the plaintiffs decided to attack the Medicaid expansion along with the mandate." CQ says, "The states, led by Florida Attorney General Bill McCollum, will contend that the Medicaid expansion exceeds Congress' spending powers by 'unduly coercing and commandeering' the states."

MAINE HOSPITALS TO LOSE $800 MILLION IN MEDICARE REIMBURSEMENTS UNDER HEALTH REFORM. Maine's Portland Press Herald (12/14, Cover) reported, "Maine hospitals will lose $800 million in Medicare reimbursements over 10 years under federal health care reform," according to Katie Fullam Harris, speaking on behalf of "MaineHealth, which represents seven hospitals as members and four hospitals as affiliates." At a meeting of the state's Advisory Council on Health Systems Development on Tuesday, Harris stated, "We wanted to make sure you recognize those reductions," adding, "There's very little fat to cut in Maine." The Press Herald noted that the committee, which had sought "public comment on a draft report that details how Maine can comply with the federal law passed earlier this year," will reconvene on Friday "to vote on the final report."

Gulf Oil Spill & Health:

DOJ EXPECTED TO JOIN PRIVATE OIL SPILL SUITS. The Wall Street Journal (12/15, Perez, Searcey, 2.09M) reports that the Justice Department is expected to join private civil suits stemming from the Gulf of Mexico oil spill, and Justice Department attorneys are reportedly positioning themselves to play major roles in the private litigation, including deposing key witnesses, which could boost the department's continuing probe of the spill. The Journal notes that dozens of suits have been consolidated in multidistrict litigation in New Orleans, and that a status conference is scheduled for Friday.

Healthcare News:

INSURERS UNLIKELY TO PAY FOR FAMILY CAREGIVING. NPR (12/15, Andrews) reports in its "Shots" blog, "No one wants to be cared for by strangers. So it's no surprise that many people look to family members and other trusted helpers to assist them with dressing and housekeeping when they're too old or ill to do so themselves." However, "Long-term care insurers often take a dim view of such unofficial assistance. 'There are almost no insurers that will pay for family members to provide care,' says Bonnie Burns, a training and policy specialist with California Health Advocates." The blog notes, "Long-term care insurance policies generally pay a set daily dollar amount for a certain number of years. Benefits kick in when someone needs help performing specified daily activities such as bathing or dressing."

CALIFORNIA INSURANCE COMMISSIONER ORDERS PACIFICARE NOT TO PAY $120 MILLION IN DIVIDENDS. The Los Angeles Times (12/15, Helfand, 681K) reports, "California Insurance Commissioner Steve Poizner has ratcheted up the pressure in a long-running dispute with Cypress-based PacifiCare." Poizner "has ordered the health insurer not to pay $120 million in dividends to two subsidiaries of its parent company, saying the money may be needed to cover possible penalties in an administrative case brought by the Department of Insurance." The "violations, each carrying a fine of as much as $10,000, allegedly occurred after PacifiCare was purchased in 2005 by insurance giant UnitedHealth Group Inc., the nation's largest insurer by revenue, state officials said."

The AP (12/15) reports, "The insurer faces nearly $1 billion in fines for nearly 1 million alleged violations." Other "similar informal warnings have been issued in the past, but this is the first time a formal order to keep dividends has been issued." Modern Healthcare (12/15, 72K) also reports the story.

MISSOURI GOVERNOR URGES LEGISLATORS TO REAUTHORIZE STATE RX PROGRAM. The AP (12/15, Salter) reports, "Gov. Jay Nixon is urging Missouri's General Assembly to reauthorize Missouri Rx, a program providing prescription drug assistance to needy senior citizens and those with disabilities." The program "began in 2006 and pays 50 percent of out-of-pocket costs for medications that are covered by a Medicare Part D plans, including the cost of the deductible and co-payment. It continues to provide benefits for those in the Medicare Part D coverage gap known as the 'doughnut hole.'"

The Kansas City Star (12/15, 233K) reports, "Facing a year in which many state programs will be slashed, Missouri Gov. Jay Nixon traveled across the state on Tuesday stumping for a program he wants to save." A spokesman for Nixon "said reauthorizing the program would cost about $20 million a year."

SEVEN KANSAS CITY HOSPITALS TO PARTICIPATE IN HEALTHCARE IMPROVEMENT INITIATIVE. The Kansas City Star (12/15, 233K) reports, "Seven Kansas City area hospitals have been selected to participate in a national initiative to improve the health and healthcare of Americans." Four of the hospitals "will focus specifically on cardiac care, with the goal of reducing heart patient re-admission rates. Three hospitals will concentrate on providing services to people who do not speak English." And, "all seven will work on reducing emergency" department "waiting times."

The Cincinnati Inquirer (12/15, O'Farrell) reports, "Aligning Forces for Quality is in place in 17 metropolitan areas around the United States. The Robert Wood Johnson Foundation is funding the effort, and results of the initiative will ultimately be shared nationwide to help hospitals deliver better, more equitable care."

REPORT SAYS ILLINOIS HOSPITALS SPENT BILLIONS OF DOLLARS ON COMMUNITY BENEFITS. According to the AP (12/15), "a new report details billions of dollars in community benefits that Illinois hospitals contributed in their 2008-09 fiscal years." The funds include more than "$1 billion in health-care services for patients unable to pay."

GROUP OF HOSPITAL SYSTEMS DISPUTES FINDINGS OF MDMA STUDY. Modern Healthcare (12/15, Rhea, 72K) reports, "A group of large hospital systems has sent a letter to the Medical Device Manufacturers Association disputing the findings of a recent study put out by the organization." The study "concluded that group purchasing organizations' contracting practices drive up the cost of medical products and, ultimately, the costs of care to consumers and payers. The authors asserted that a reduction of up to $37.5 billion in healthcare costs could be realized if Congress repeals the safe harbor law, which allows GPOs to collect a percentage of the dollars suppliers earn by selling goods to hospitals through GPO-negotiated contracts." But "in the letter to MDMA Board Chairman Eamonn Hobbs, 14 hospital systems rejected the study's conclusions, calling them 'completely unbelievable.'"

ACEP PRESIDENT SAYS STATES NEED TO ENSURE THAT HEALTH PLANS PROVIDE FAIR PAYMENT FOR EMERGENCY SERVICES. In a letter to the editor of the Seattle Times (12/15, 273K), Sandra Schneider, president of the American College of Emergency Physicians, writes, "The Times' article 'Doctors take fight over ER bills to high court' [NW Friday, Dec. 10], is misleading, particularly with regard to the doctor's portion of an ER bill. The fee for an emergency physician's services on a medical bill typically is about 20 to 25 percent of the total charges for a visit." Schneider concludes, "States like Washington need to ensure that health plans provide fair payment for emergency services."

Health Information Technology:

SURVEY FINDS IPAD DEPLOYMENTS ACCELERATING DUE TO POINT-OF-CARE APPLICATIONS. Healthcare IT News (12/15, Merrill, 54K) reports, "A survey of nearly 950 Healthcare Information and Management Systems Society (HIMSS) members indicates that iPad deployments are accelerating, in large part due to the mobile device's compelling point-of-care applications and uses." According to the survey, "more than 25 percent of the HIMSS respondents plan to deploy the iPad and other iOS devices immediately and nearly 70 percent plan to deploy the devices within the next year." The article notes, "When provided with a choice of options for potential iPad IT management challenges, nearly 75 percent identified secure configuration and deployment as the number one challenge and 53 percent identified mobile application and deployment as a key challenge."

Food & Import Safety:

US MARSHALS SEIZE CHILI PRODUCTS FROM RODENT-INFESTED FOOD WAREHOUSE IN NEW MEXICO. CBS News (12/15, Rand) reports, "An FDA complaint alleges investigators found rodents and animal feces in a New Mexico warehouse." CBS says "US Marshals seized chili products from a rodent-infested food warehouse in Derry, New Mexico Monday after FDA investigators discovered violations ranging from live birds to rodent droppings and nesting materials." CBS pointed out that "the warehouse, owned by Duran and Sons LLC, was used to store chili products such as chili pods, ground chili and crushed chili." Bloomberg News /AP (12/15) also covers the news.

Emergency Response and Pandemic Preparedness:

SHRINKING BUDGETS FOR STATE HEALTH PROGRAMS ENDANGERING US ABILITY TO CONFRONT EPIDEMICS, BIOTERRORISM, REPORT SAYS. Bloomberg News (12/14, Young) reported, "Shrinking budgets for US state health programs are endangering the nation's ability to confront epidemics and bioterrorism, according to areport " released Dec. 14 by "the Trust for America's Health, a Washington-based nonprofit that advocates for disease prevention, and" the "Robert Wood Johnson Foundation, a philanthropy that finances health research." Specifically, the report found that "cuts in federal and state spending threaten improvements for coping with outbreaks of illnesses, such as influenza." In fact, "two-thirds of US states -- 33 and the District of Columbia -- trimmed spending on emergency preparedness for public health in fiscal years 2008 through 2010 as the recession constrained budgets, the study found."

CQ HealthBeat (12/15, Adams) reports that the study "graded states on 10 indicators, including funding levels, the regularity of training exercises and the ability of public health agencies to electronically transmit data to medical providers." Up until recently, "public health had been shielded...from budget shortfalls because the federal government had provided additional funding to combat the H1N1 pandemic flu," and "the 2009 economic stimulus law (PL 111-5) also included more money for public health. But those resources are drying up."

The Hill (12/14, Millman, 21K) "Healthwatch" blog reported that "federal money for public health preparedness has taken a 27 percent hit (when adjusted for inflation) since fiscal 2005." Meanwhile, "local public health departments have lost 15 percent of their workforce since January 2008." The report also pointed out specific gaps in emergency health preparedness, such as "gaps in funding and infrastructure; how quickly states collect and report data; a shortage of public health workers; research and development of vaccines and medications; and the ability to handle a surge in those requiring care and to identify and service the most vulnerable Americans." The Wall Street Journal (12/14, Hobson, 2.09M) "Health Blog" also covered the story.

States Ranked On Readiness To Deal With Public Health Emergencies. The AP (12/15) reports that "Ohio is getting high marks for its readiness to deal with public health care emergencies," having met "nine out of 10 key indicators of preparedness for handling diseases, disasters and bioterrorism."

In a separate story, the AP (12/14) noted that West Virginia "ranks...high among the 50 states in being prepared for public-health emergencies," having met nine of 10 benchmarks. However, the report "says the state fell short in its ability to rapidly identify the food borne disease E. coli, one of its 10 key indicators of public-health preparedness."

Along similar lines, the AP (12/15) reports in a related story that "Arkansas, North Dakota and Washington met the criteria in all 10 categories." In Arkansas, state "Health Department chief of preparedness Dr. William Mason says mass vaccination clinics, programs to track food-borne illness and the new Health Department lab in Little Rock all contributed to the favorable ranking." In Washington state, according to the Seattle Times (12/14, Ostrom, 273K), "local emergency planners said it took a lot of time and energy" to arrive at the perfect 10 out of 10 score. In 2009, "the state met just six of 10 measures."

Another high-scoring state was Maryland, the Baltimore Sun (12/14, Cohn, 228K) "Picture of Health" blog reported. The state scored nine out of 10. The blog entry also noted that the report is called "Ready or Not? Protecting the Public from Diseases, Disaster, and Bioterrorism." In a separate story, the AP (12/14) noted that New Hampshire also scored well, but "fell short in being able to share data electronically with health care providers. It also failed to rapidly identify disease causing E. coli bacteria and submit results within four working days 90 percent of the time."

The Virginian-Pilot (12/14, Jeter) reported that "Virginia scored among the nation's top 14 states," garnering "positive scores for its electronic health information capabilities, its development and activation of emergency plans, and its laboratory staffing capabilities in case of an outbreak."

The Grand Rapids Press (12/14, King) reported that Michigan achieved eight of the report's 10 goals. However, the state has decreased its state funding for public health services by 11.2 percent in the past two budget years. Another state receiving a score of eight out of 10 was Pennsylvania, the Pittsburgh Post-Gazette (12/14, Nereim, 205K) reported. That state lost points "for decreasing funding for public health programs and for insufficient foodborne disease detection and reporting."

"Maine met seven out of 10 criteria" for emergency health preparedness, the Portland Press Herald (12/14, Hench) reported. The state "was one of only 17...that maintained or increased its emergency health preparedness budget, but the scorecard said the state did not create improvement plans following at least two drills or incidents, does not require child-care facilities to have an evacuation and relocation plan in the case of a major hazard, and did not routinely identify and report certain E. coli bacteria cases."

The AP (12/14) reported that "Colorado and Wyoming are middle-of-the-pack in a national review of how well states are prepared for a widespread medical emergency." Both states were particularly "faulted...for cutting funding for public health services."

The AP (12/15) reports that while Illinois "scored well on food safety, joining 29 states able to rapidly identify disease-causing E. coli bacteria and submit timely lab results," the state "was also among 25 states without a requirement for licensed child-care centers to have a written multi-hazard evacuation plan and lacking electronic surveillance for monitoring and sharing outbreak data." The state also "lost points on a chemical terrorism preparedness measure," giving it an overall score of six out of 10.

The AP (12/15) reports that Iowa "ranks among the worst in the nation in being prepared for a public health emergency." It joins Montana in being the only two states to achieve just five of the report's 10 benchmarks. Montana's Billings Gazette (12/14, Uken, 41K) pointed out that this "is the second consecutive year that Montana has brought up the rear," having "missed on these indicators: health information technology, electronic syndromic surveillance, community resilience, food-borne-disease detection and reporting and public health laboratories."

HAITIAN CANDIDATE CALLS FOR NEW ELECTION. The AP (12/15, Katz) reports Michel "Sweet Micky" Martelly, a "popular singer-turned-presidential candidate whose apparent loss in Haiti's flawed election helped spark days of rioting," called Tuesday for the nation's electoral commission "to be replaced and the vote redone - with all the original candidates involved." The proposal is "aimed at ending a crisis in which three candidates, including him, believe they should go to a two-person runoff." There was "no immediate reaction," however, to Martelly's proposal "from the other campaigns or election organizers, and it was unclear how many of the candidates would participate in a second election."

Nutrition & Obesity:

SODA TAX PROPONENT RELENTS WHILE SEEKING MONEY FROM COKE AND PEPSI. The New York Times (12/15, Neuman, 1.01M) reports, "Over the last year, Save the Children emerged as a leader in the push to tax sweetened soft drinks as a way to combat childhood obesity," while "at the same time," Save the Children was "seeking a major grant from Coca-Cola." According to the Times, "The talks with Coke are still going on," but "the soda tax work has been stopped. ... In interviews this month, Carolyn Miles, chief operating officer of Save the Children, said there was no connection between the group's about-face on soda taxes and the discussions with Coke," or "a $5 million grant from

PepsiCo."

PE Phase-Out Tied To Childhood Obesity. ABC World News (12/14, story 10, 1:50, Stephanopoulos, 8.2M) reported, "Only five states actually require physical education," and "more and more schools are making PE optional, letting students skip gym class. But...gym teachers are fighting back, saying that opt-out option makes no sense in the midst of an obesity epidemic."

ILLINOIS HAS FOURTH-HIGHEST CHILDHOOD OBESITY RATE IN US. The Chicago Tribune (12/15, Reilly, 488K) reported, "With one of the highest child obesity rates in the country, Illinois needs to be on the front line in battling the vexing public health threat, local officials" said recently "at the closed-to-the-public Illinois Obesity Action Summit held recently at Advocate Christ Medical Center in Oak Lawn." The state "has the fourth-highest childhood obesity rate in the nation, with one in five Illinois children considered obese, according to statistics discussed at the summit earlier this month. Additionally, 25 percent of Illinois adults are obese and 37 percent overweight." The Tribune notes that "the summit was hosted by the Illinois Alliance to Prevent Obesity and was attended by more than 100 officials from public health, medicine and business throughout the area."

Medicare:

ADVOCATES SAY MEDICARE, MEDICAID COORDINATION SHOULD NOT HARM PEOPLE SEEKING BOTH PROGRAMS. CQ HealthBeat (12/15, Bunis) reports, "Demonstration programs that test combining Medicare and Medicaid should incorporate strong protections for the frail and vulnerable population eligible for both programs, a coalition of health care advocates urged in a letter to Health and Human Services Secretary Kathleen Sebelius." CQ says "the groups that wrote Sebelius are concerned about turning Medicare dollars over to the states without built-in safeguards of beneficiary rights. This dual-eligible population, about 8.8 million people, typically is poor and has multiple chronic illnesses."

Medicaid:

OIG SAYS MEDICAID ERRONEOUSLY PAID ABOUT 18% OF CLAIMS FOR HOME CARE. CQ HealthBeat (12/15, Adams) reports, "Medicaid inappropriately paid for nearly one in five claims for personal care services at home from Sept. 1, 2006, through Aug. 31, 2007, according to a new Office of Inspector General report issued Tuesday." CQ adds, "In about 18 percent of cases, the claims should not have been paid because companies failed to show that the attendants working for the recipients were qualified to be personal care aides. The companies could not prove that they had performed background checks and verified other qualifications required for employment." Data show that the OIG "received some documentation for aides in about 57 percent of cases but nothing in the remaining 43 percent. Medicaid paid $724 million for these 6.5 million claims."

MINNESOTA OFFICIAL EXPECTS DELAY IN MEDICAID EXPANSION. The AP (12/14) reported, "An order to expand the Medicaid health program for the poor is expected to be one of Minnesota Gov.-elect Mark Dayton's first official acts next month. But a state human services official said Tuesday that it could take until October for the program to begin operating." The official said the state "will need nine months to design the expansion, convert computer systems, train staff and implement the program." He also said "state healthcare providers won't be eligible for an infusion of federal cash until the program is up and running."

The Minneapolis Star Tribune (12/15, Wolfe, 319K) reports, "Minnesota can add 95,000 low-income adults to its Medicaid rolls, vastly improving their medical care, at no additional cost to the state, two officials at the state Department of Human Services told legislators Tuesday." But "the bad news for those patients, said Medicaid director Brian Osberg, is that moving them to Medicaid may not start until Oct. 1." Many "advocates for patients and health providers said they were shocked by the projected delay, which they had thought might amount to only a few months."

MASSACHUSETTS FACES SIGNIFICANT BUDGET GAP, LARGELY BECAUSE OF SOARING MEDICAID COSTS. The Boston Globe (12/14, Norton, Cheney, 253K) reported that "Massachusetts taxpayers have delivered more revenue to the state Treasury nearly every month since October 2009, but the Patrick administration still faces a significant budget gap, largely because of soaring costs in the state Medicaid program." According to the Globe, "Medicaid has attracted almost a quarter million new enrollees since June 2006, while playing a major role in helping the state to achieve the lowest rate of uninsured individuals in the nation." Seventy-five percent "of the estimated 410,000 individuals newly insured in Massachusetts since passage of the 2006 health care law have found coverage in publicly subsidized programs, including the Medicaid or MassHealth system, according to a state report released" last week.

ARIZONA BUDGET ISSUES MAY PUT MEDICAID PROGRAM AT RISK. The AP (12/15) reports, "Cash-short Arizona's

budget troubles could put the state's Medicaid program on the chopping block again, with the possibility of hundreds of thousands of low-income people losing their government-funded healthcare." Arizona Governor "Jan Brewer and the Republican-led Legislature have already cut payment rates for care providers and reduced services, including some medical transplants, but Brewer spokesman Paul Senseman said the program's costs remain 'the largest single state budget problem that we're dealing with.'" Arizona "has already cut payment rates for providers and reduced services -- to great controversy in the case of transplant funding eliminated Oct. 1 by Arizona. But the state still projects a $1.4 billion shortfall in the next budget."

AUDIT FINDS SOME UTAH CLINICS OVERCHARGING MEDICAID. The Salt Lake Tribune (12/15, Stewart, 114K) reports, "At least three health clinics have been overcharging Utah's low-income Medicaid program, according to a new legislative probe of fraud, waste and abuse that may be costing taxpayers tens of millions of dollars." The "worst offender appears to be a clinic owned and operated by the Utah Department of Health -- the same agency that oversees Medicaid -- raising questions about the agency's ability to police itself." Auditors said "their findings point to a need for more robust, independent oversight by a state Office of the Inspector General (OIG)."

PHARMACISTS GROUPS, FEDERAL AUTHORITIES IN PACT OVER MEDICAID LAWSUIT. The Hill (12/14, Pecquet, 21K) "Healthwatch" blog reported, "The trade groups representing pharmacists and chain drug stores announced Tuesday that they've reached agreement with federal authorities on a motion to dismiss their lawsuit over Medicaid reimbursements." The Hill said that "the National Association of Chain Drug Stores and the National Community Pharmacists Association sued the Centers for Medicare and Medicaid Services in 2007 over a proposal to lower Medicaid reimbursements to pharmacists for dispensing generic drugs. A court that same year blocked the rule from being implemented, but the lawsuit had been lingering until now."

Health & Medical News:

ADMINISTRATION, PHARMACEUTICAL INDUSTRY TARGET COUNTERFEIT DRUGS. CQ Homeland Security (12/15, Margetta) reports, "Obama administration officials and leaders from the private sector declared Tuesday that eliminating counterfeit pharmaceuticals has become a top priority for federal customs agents and prosecutors, and they expect it to remain high on their agenda next year." Homeland Security Secretary Janet Napolitano stated during a forum, "This is a growing problem." Although "its work with illegal immigrant populations gains more political attention, Immigration and Customs Enforcement serves as the leading federal investigative authority for intellectual property and counterfeit goods cases. Over fiscal 2010, the agency launched more than 1,000 intellectual property cases involving counterfeit drugs and seizures were up 97 percent from the previous year, Napolitano said."

FDA DETAILS LIVESTOCK CONSUMPTION OF ANTIBIOTICS. The Los Angeles Times (12/15, 681K) "Booster Shots" blog reports, "The US-raised animals we eat consumed about 29 million pounds of antibiotics in the last year alone, according to a first-ever Food and Drug Administration accounting of antimicrobial drug use by the American livestock industry." The figures "came in response to a 2008 law requiring the federal government to collect and disseminate antibiotic use in livestock as part of the Animal Drug User Fee Act." Many "farmers feed these medications to the animals they raise for market in an effort to prevent disease from spreading among flocks of poultry and herds of livestock living in crowded and often unsanitary conditions. ... The ubiquitous use of these medications is controversial because they are used to counter the effects of raising livestock in conditions that are unhealthy and widely considered cruel."

FDA ADVISORY PANEL CONSIDERING SAFETY OF DENTAL AMALGAMS. The CBS Evening News (12/14, story 7, 2:04, Couric, 6.1M) reported, "Many of us have them, those silver fillings in our teeth. Called amalgams, dentists put more than 50 million of them in a year. But...the FDA is taking another look at whether they're safe." CBS (LaPook) added, "Forty-six-year-old Ross Prevett suffered four years ago from fatigue and sinus congestion and says nothing gave him relief until his dentist removed his silver fillings." LaPook explained, "Amalgam is half silver and other metals and half mercury. It's more durable and cheaper than composite, a mixture of plastic and glass." Several people "who claim amalgam made them sick spoke out" on Tuesday "at an FDA panel reexamining the safety of mercury fillings," although "the American Dental Association insists amalgams are safe."

The CNN (12/15, Willingham) The Chart blog reports, "An FDA advisory committee is holding a two-day hearing to re-review the scientific basis for the FDA's conclusion that mercury in amalgam dental fillings is not harmful to patients." Notably, the panel "initiated the hearings less than 18 months after the federal agency made the decision. Committee members are examining challenges from four consumer and dental groups that say the FDA used flawed science when it set the guidelines for mercury safety levels." While "the FDA noted there will be no vote on this, they may recommend to reverse the decision and send it to the main FDA board for review." CBS News (12/15, LaPook) also covers the story on its website, as does MSNBC /ClickonDetroit (12/15).

FDA RELEASES GUIDELINES FOR COMPANIES TO RELEASE DRUG COCKTAILS. Bloomberg News (12/15, Larkin)

reports, "Drug cocktails for cancer, heart disease and other conditions may reach the US market sooner under new guidelines that let companies seek approval for a combination of two or more medicines at the same time." The "path will be reserved for serious illnesses where a combination therapy is needed to overcome resistance or weak response to only one medicine, according to draft guidelines the Food and Drug Administration" released on Tuesday. But "while the guidelines may speed development of a combination owned by one company or an existing partnership between companies, they won't eliminate challenges that often prevent drugmakers from working together or with academic researchers." The Wall Street Journal (12/15, 2.09M) also reports the story.

FDA WARNS LIQUID COUGH CAPSULES POSE RISK TO CHILDREN. The AP (12/15) reports, "The US Food and Drug Administration says that Tessalon (benzonatate) liquid cough capsules should be kept in child-proof containers because they look like candy and could pose a risk to young children if ingested." The FDA said "that from 1982 through May of this year, there have been seven cases where children younger than 10 accidentally ingested benzonatate. Five of those children died."

CFS PATIENTS ADVISED NOT TO DONATE BLOOD UNTIL HEALTH OFFICIALS COMPLETE THEIR REVIEW. Bloomberg News (12/15, Waters) reports, "People with chronic fatigue syndrome shouldn't donate blood until health officials complete a review into whether the disorder is tied to an infectious agent that might spread to recipients, US advisers said." Some research indicates that "a virus called XMRV may be linked to the condition." Thus, a "panel of experts convened by the US Food and Drug Administration voted 9-4 [yesterday] in Gaithersburg, Maryland, that the scientific evidence supports rejecting donations from people with the illness, Shelly Burgess, a spokeswoman for the agency, said in an email."

DRUG DEALERS USING HOMELESS TO OBTAIN PRESCRIPTION DRUGS. ABC World News (12/14, story 7, 3:00, Stephanopoulos, 8.2M) reported that in Houston, Texas, "over the last four years, there have been over 1,200 deaths of accidental overdoses from prescription drugs. So, 20/20 anchor Chris Cuomo and his team went undercover and found a surprising group being recruited to buy the drugs -- the homeless." Every day, homeless men are ferried to pain "clinics and paid $20 for each prescription they get." Unlike illicit "drugs, where possession of the drug is enough to make a case, here, the pain pills are all legal. So, we're probably going to see a lot more of this across the country."

REGULAR, CONSISTENT EXERCISE MAY BE EFFECTIVE IN PREVENTING WEIGHT GAIN OVER TIME. ABC World News (12/14, story 9, 0:30, Stephanopoulos, 8.2M) reported, "Switching gears now, what happens when the battle of the sexes meets the battle of the bulge? A new study," published Dec. 15 in the Journal of the American Medical Association, "shows that men lose weight more quickly than women, but women are better at keeping the pounds off in the first place, if they exercise."

"If you want to stave off the middle-age spread, get active in your 20s and stay that way through your 30s and 40s, especially if you're a woman," CNN /Health.com (12/14, Harding) reported. For the study, "researchers followed about 3,500 people between the ages of 18 and 30 for two decades." They found that "women who maintained a regimen of moderate-to-vigorous exercise throughout the study gained about 13.5 pounds less, on average, than their least-active counterparts."

The Time (12/14, Park, 3.37M) "Healthland" blog reported that "men who were the most active gained 2.6 kg fewer per year than those who were least active." The study's lead author, Arlene L. Hankinson, MD, of the Feinberg School of Medicine, Northwestern University, "says her findings should establish that regular and consistent exercise at a moderate intensity is effective in preventing weight gain, particularly over time."

CONTRACTING VIRUSES EARLY MAY REDUCE ALLERGY RISK LATER IN LIFE. The UK's Daily Mail (12/15) reports, "Catching viruses such as flu when you're younger could protect you from developing allergies later in life," according to a paper in the Journal of Clinical Investigation. "Scientists from Harvard Medical School found baby mice infected with the influenza A virus grew into adults that were protected against induced symptoms of the condition," whereas "adult animals catching flu remained susceptible to asthma." Notably, the researchers "traced the effect to a sub-group of immune system cells called natural killer T-cells (NKT cells)."

ASTHMATIC CHILDREN IN AREAS WITH SMOKE-FREE LAWS MAY SUFFER FEWER BOUTS OF COUGHING, WHEEZING. Reuters (12/15, Norton) reports that, after examining data from a federal health survey, Harvard researchers found that children who resided in counties without a proliferation of smoke-free laws were no more likely to develop asthma. In contrast, asthmatic children who lived in areas with bans on smoking in restaurants, workplaces, and the like seemed to suffer fewer bouts of wheezing and coughing, according to the paper in Pediatrics.

SCIENTISTS FAIL TO FIND STRONG LINK BETWEEN GERD, ESOPHAGEAL CANCER DEVELOPMENT. The Washington Post (12/14, Huget, 605K) "The Checkup" blog reported, "New research out of the University of Michigan

shows that, contrary to what's been believed, GERD is not strongly linked to the development of esophageal cancer, at least not for many of the millions of Americans who suffer from the ailment." According to the paper in the American Journal of Gastroenterology, "among white non-Hispanic Americans, women with GERD symptoms very rarely go on to develop cancer of the esophagus," and the "same goes for men under age 50." However, "men over age 60...are at much greater risk, but the risk of colorectal cancer still is much higher."

EXPERTS PROVIDE RECOMMENDATIONS FOR AVOIDING HEARTBURN DURING THE HOLIDAYS. USA Today (12/15, Marcus, 1.83M) reports that "the holidays are a heartburn nightmare waiting to happen," but "there are effective ways to avoid such spells, and to treat the discomfort, experts say." Katherine Zeratsky, a dietitian at Mayo Clinic's Dan Abraham Healthy Living Center, suggests "steering clear of certain common reflux 'trigger' foods" like "fatty cheeses, alcoholic beverages, minty flavored drinks and desserts, [and] creamy beverages, such as eggnog, hot chocolate, and caffeinated drinks." Duke's Rahul Shimpi advises changing certain "lifestyle habits, including using tobacco and caffeine, which can decrease the pressure in the muscle at bottom of the esophagus." Notably, "some medications, including calcium channel blockers for high blood pressure and sedatives for insomnia and anxiety, can increase or exacerbate GERD, as well."

TEA DRINKERS MAY DIGEST FONDUE FASTER THAN WINE IMBIBERS. The AP (12/15) reports, "Debate has raged for decades in Switzerland over the perfect fondue beverage," with some insisting that "white wine is the best option. because the alcohol supposedly breaks down the gruyere cheese." Others, however, "say only tea -- with no milk or sugar -- is appropriate." Now, a paper in BMJ reveals that "people who drank tea digested the fondue in about six hours, compared to nine hours for those who had wine and kirsch," but "experts found no difference in symptoms like heartburn, nausea or indigestion among the groups."

CHEMICALS FOUND IN POMEGRANATES MAY AID IN FIGHT AGAINST CANCERS. According to a column in the Baltimore Sun (12/14, Weir, 228K), "chemicals found in pomegranate might have something to contribute in the fight against cancer," University of California scientists found. "When pomegranate juice was applied to prostate cancer cells cultured in a laboratory...researchers found that the cells were less likely to metastasize." Apparently, the "specific components of pomegranate -- phenylpropanoids, hydrobenzoic acids, flavones, and conjugated fatty acids -- inhibit a specific protein found in bone marrow responsible for the movement of cancer cells into the bone."

Meanwhile, the Time (12/14, Melnick, 3.37M) "Healthland" blog pointed out that "POM Wonderful, maker of pomegranate juice and other pomegranate-containing products, ran afoul of the Food and Drug Administration and Federal Trade Commission in September for making 'false and unsubstantiated' health claims on its products' labeling." In other words, "there's still no evidence that POM products can prevent heart disease or erectile dysfunction, as the company claimed."

ABOUT 3,000 AMERICANS DIE EACH YEAR FROM AN AORTIC DISSECTION. USA Today (12/15, Rubin, 1.83M) reports that approximately "3,000 Americans die each year from an aortic dissection, although the actual number probably is higher." While "aortic aneurysms don't cause symptoms...screening with ultrasound and sometimes CT or MRI scans can detect them before they tear, when they can be easily surgically repaired." The Los Angeles Times (12/15, Forgione, Times, 681K) "Booster Shots" blog and Bloomberg News (12/15, Lauerman, Waters) also discuss aortic dissection.

STUDY FINDS AGE-RELATED DISEASE REMAINS CONSTANT DESPITE LIFE EXPECTANCY INCREASE. The Los Angeles Times (12/15, Roan, 681K) reports in its "Booster Shots" blog that a new study says "we may spend more years sick than we did even a decade ago." In a "fascinating paper published Monday in the Journal of Gerontology, noted gerontologist Eileen Crimmins and her colleague Hiram Beltran-Sanchez, both of USC, suggest that the goal of a long life marked by mostly healthy years may not be possible for most of humanity." The authors say, "There is substantial evidence that we have done little to date to eliminate or delay disease or the physiological changes that are linked to age." They "note that the age of a first heart attack did not change from the 1960s to the 1990s. Some types of cancers have increased and diabetes rates have soared."

Stem Cell News:

STEM CELL TREATMENT HELPS BLIND CHILD SEE HER PARENTS FOR THE FIRST TIME. The UK's Daily Mail (12/14) reported that following "groundbreaking stem cell treatment in China," four-year-old Izabelle Evans, of the UK, "who has been blind since birth, has seen her mother and father for the first time." The child was born with septo optic dysplasia, "a congenital condition which affects just five in one million babies." It left Izabelle with "only a few hundred optic nerves to her brain" instead of the millions needed for her to see. The little girl's treatment involved "injecting the spinal canal with cells taken from the umbilical cords of healthy babies" which were "then used to rebuild the optic nerves."

Global Health:

WHO ATTRIBUTES REDUCED INCIDENCE OF MALARIA INFECTION TO 2008 CONTROL PROGRAM. The AP (12/14) reported, "The World Health Organization says a massive malaria control program since 2008 has helped reduce infections across Africa and eradicate the disease in Morocco and Turkmenistan." Specifically, the anti-malarial nets that were delivered to "almost 600 million people" are said to have "contributed to a drop of over 50 percent in malaria cases in 11 African countries, and two-thirds of the 56 malaria-endemic countries outside Africa. Malaria cases, however, increased in parts of Rwanda, Sao Tome and Principe and Zambia."

WHO Says World Could Stop Malaria Deaths By 2015. Reuters (12/14, Nebehay) reported that the World Health Organization says that the malaria mortality rate could be severely reduced, if not halted, by 2015. Already, through the use of indoor sprays and insecticide-treated mosquito nets, healthcare professionals have made great strides against the scourge. But to fully commit to the goal of containment, experts say they need at least $6 billion dollars. The current funding level falls around $1.8 billion a year.

SCIENTISTS MAY BE CLOSE TO DELIVERING WORLD'S FIRST MALARIA VACCINE. Reuters (12/14, Kelland, Hirschler) reported that scientists employed by GlaxoSmithKline are on the verge of a breakthrough that could save thousands upon thousands of lives. Over the course of 23 years, the efficacy of the malaria vaccine, known as RTS,S or Mosquirix, has been exemplified in major trials conducted in seven countries. Now, researchers are facing what may be their largest obstacle yet: convincing first-world politicians that the vaccine would not only compliment existing so-called low-tech strategies, but that it is worth the money.

SOUTH AFRICAN HEALTH MINISTER REDUCED COST OF HIV DRUGS BY 53 PERCENT. The AP (12/15) reports, "South Africa's health minister says he has brought down the cost of HIV drugs by 53 percent, enabling the government to treat twice as many patients in the next two years." According to his statement released Tuesday, "the government saved 4.7 billion rand ($689 million) by encouraging potential suppliers to participate in the bidding process, requesting a breakdown of costs from suppliers and monitoring price changes."

CRITICS FEAR SCOPE OF CHANGES PLANNED FOR NHS. The Financial Times (12/15, Timmins, 448K) reports that on Wednesday, Andrew Lansley, the UK health secretary, will issue a statement about his plans for the NHS. Lansley has said that he only intends to expand the work of his predecessor, but maintain that this will be a radical, in fact, the biggest change since the NHS was established, since Lansley may shift control of about £80bn of care that the NHS oversees, to GPs.

COMBINING MEDICINES WITH ANOTHER TYPE OF BREAST CANCER TREATMENT REJECTED BY UK. Bloomberg News (12/15, Hallam) reports, "Using either GlaxoSmithKline Plc's Tyverb (lapatinib) or Roche Holding AG's Herceptin (trastuzumab) with another type of breast cancer treatment didn't offer enough value to patients to justify the cost, the UK National Institute for Health and Clinical Excellence said." The agency "made the comments today in draft guidance on the treatment of patients whose hard-to-treat breast cancer has spread."

The UK's Press Association (12/15) reports, "Two drugs to treat breast cancer have been rejected for use on the NHS when combined with other therapies, according to new guidance." The draft guidance "does not recommend the drugs are used in this way for treating a type of advanced breast cancer that is both hormone-receptor and HER2-positive." Approximately "46,000 women are diagnosed with breast cancer every year in the UK and up to 80% have hormone receptor-positive breast cancer." Reuters (12/15, Hirschler) and the Wall Street Journal /Dow Jones Newswire (12/15, Stovall) also report the story.

PHARMASECURE ANNOUNCES ANTI-COUNTERFEITING DEAL WITH MAJOR INDIAN DRUG MANUFACTURER. The Christian Science Monitor (12/15, Arnoldy, 48K) reports a "start-up company in New Delhi announced a deal today with a major Indian drug manufacturer to combat counterfeit medications, a $32 billion illicit business that experts say results in as many as 1 million deaths per year." PharmaSecure, "the New Delhi start-up, has developed an elegant solution to the problem, which could help India protect its reputation as a major supplier of drugs." The company "will print a random code on up to 70 million pill packets, which customers can then text message to a phone number linked to a database. Computers look up the code, cross it off, and send back the expiration date and batch number to the customer." If "multiple customers send in the same code, the system warns them instantly."

NAGASAKI BOMB SURVIVORS STILL SUFFERING FROM EFFECTS OF RADIATION. Reuters (12/15, Joelving) reports that World War II atomic bomb survivors in Nagasaki are still falling ill today due to the radiation they received. A Japanese study tested survivors and found people who had received high levels of radiation were eight times more likely to develop a rare blood disease compared to those exposed to low levels of radiation. The researchers looked at myelodysplastic syndromes, or MDS, where damage to cells in the bone marrow prevents blood cells from developing

properly. Among the survivors exposed to the highest dose of radiation, the same as a few hundred standard CT scans (81 per 100,000 per year) got MDS. Dr. Rebecca Smith-Bindman, of the University of California-San Francisco, commented that the study pointed out yet another reason for increasing efforts to limit radiation exposure.

National News:

TAX DEAL MOVING TOWARD CONGRESSIONAL PASSAGE. Even as some liberal commentators continue to blast the tax measure currently before Congress, media reports reflect the widespread expectation among analysts and lawmakers that Congress will ultimately pass the legislation with few, if any, alterations. The story generated no coverage on network television last night, and print outlets cast the remaining Democratic objections to the deal as focused on the estate tax provisions.

AFP (12/15, Knox), for example reports that "Obama's contentious deal with Republicans to avert a New Year's tax hike steamed Tuesday towards final Senate approval, piling pressure on rebellious House Democrats to accept the deal." The Hill (12/15, Gleeson, Swanson, 21K), meanwhile notes that "a House liberal who has led the effort to stop...Obama's tax compromise with the GOP says efforts to change the package are futile." Rep. Peter Welch, "who just a week ago circulated a letter signed by 54 Democrats urging opposition to the deal, now says the 'die is cast,'" adding, "It is academic, OK. The bottom line is that it is a fast moving trail."

The Wall Street Journal (12/15, Hook, Vaughan, 2.09M) reports on the House debate under the headline "Democrats' Opposition Fades As Tax Vote Nears," and runs similar comments by Welch. The Los Angeles Times (12/15, Mascaro, 681K), meanwhile, notes that "House Majority Leader Steny Hoyer acknowledged Tuesday the urgency in passing the legislation to avoid a tax hike on Jan. 1." Said Hoyer, "The vote in the Senate indicates the urgency. ... When you look at this plan, there are some very good things in it."

In the Senate, McClatchy (12/15, Lightman, Hall) reports, the tax deal is "drawing a breadth of bipartisan support previously unseen during...Obama's presidency. Next stop is the House." There, the AP (12/15) reports, Democrats yesterday "considered changes" to the legislation, "despite a warning from Republicans that the bill's passage could be endangered as a result." Senate GOP leader Mitch McConnell said yesterday, "This agreement is not subject to being reopened. ... In other words, we have an understanding." The AP adds that "there is little disagreement among lawmakers about many elements of the bill, but a provision to benefit the wealthy by easing the estate tax draws strong opposition from House liberals."

Rep. Chris Van Hollen asks in the Washington Post (12/15, 605K), "Do we really want to borrow billions from China to give the wealthiest 6,600 estates a tax break averaging more than $1.5 million? House Democrats think this trade-off should be debated and voted on in the light of day. ... Let's find out if Republicans really want to jeopardize income tax, payroll tax and estate tax relief for every American in order to provide a budget-busting bonanza to the country's richest estates."

Sen. Jeff Bingaman, who voted against the tax deal, appearing on MSNBC's The Ed Show (12/14), said, "I think clearly in two years the debate will be joined again. There's no doubt about it. ... We're going to have the Bush tax cuts all extended for two years, then they all expire again. So we'll be right back in the debate."

Former secretary of Labor Robert Reich, on MSNBC's Countdown (12/14, Olbermann), said Obama and former president Clinton "believe that the current tax deal is analogous to what Bill Clinton did politically, by triangulating and cooperating with Republicans," but, "actually the analogy is wrong" because "it's an entirely different economy. ... We have had a great recession that came not out of the Fed raising interest rates too high, but out of a huge asset bubble, a housing bubble, exploding. ... The analogy doesn't hold. Potentially, this tax deal that Obama is entering in with Republicans...is going to explode the deficit without any real gain for the economy at all."

Keith Olbermann, on MSNBC's Countdown (12/14), said the Senate is "preparing to pass...a tax cut deal that's so bad for the US deficit it rattled world financial markets. ... Cutting taxes by a trillion dollars will require borrowing hundreds of billions from other countries, although the Obama Administration continues to keep secret the details of our debt to Saudi Arabia and other middle eastern countries. ... Thanks to the tax cut deal, years from now our kids may have to pay more in interest on the money we're borrowing from China and others to finance tax cuts for the rich."

Ed Schultz, at the opening of MSNBC's The Ed Show (12/14), said of the tax rates compromise, "The President and any other Democrat with their name on this deal...are walking themselves right into an election fight for their lives. Republicans have set the Democrats up big-time on this whole thing. ... I think this is a crucial mistake. The more I look at this, it's more of a hoodwink. ... It's pretty clear. The [GOP] will put the tax issue right on...Obama's desk in the 2012 run-up to the re-election. The President will constantly be on the defensive, and I guarantee you Republicans will never let the tax cuts for

the top 2% expire." Schultz added, "I'm not saying the President's not smart. I'm just saying that he is really underestimating his political power."

In a column titled "A Progressive's Answer To Obama," Katrina Vanden Heuvel writes in the Washington Post (12/15, 605K) that "Obama began" his tax cut "negotiations telegraphing his endgame, with eyes set unwaveringly on resolution. He chose not to passionately articulate his values, or to define the GOP's, and in the aftermath of the battle, he refused to explain where it's all meant to lead us." Next year, "any legislative movement forward on the progressive agenda (if any is possible) will require some form of compromise with an increasingly loathsome opposition. This is not a reality lost on any of us. But if reaching those compromises means a continued berating of the left, a continued lack of outrage toward the right and a continued willingness to strike deals...the president may well find himself with a modest list of achievements, a deeply demoralized base and a party that seemingly stands for nothing."

Boston College's Ray Madoff, in an op-ed for the New York Times (12/15, 1.01M) on the estate tax debate, argues that Democrats "would be better off conceding defeat. They should allow Republicans to get rid of the estate tax altogether -- but at the same time arrange for inherited wealth to be subject to income tax. ... By imposing the tax directly on those who receive the money, Congress could have a more honest discussion regarding the appropriate taxation of inherited wealth."

Analysis: Tax Deal Will Boost Economy In 2011, 2012. McClatchy (12/15, Lightman, Hall) reports, "The $858 billion tax-cut deal moving through Congress will jolt life into the struggling US economy over the next two years." McClatchy adds that "economists figure the deal should boost economic growth by up as much as a full percentage point in 2011 and lower the unemployment rate, now 9.8 percent, to as low as 8.7 percent by year's end."

Franken Explains Vote For Tax Deal, Says Obama "Punted On First Down." Sen. Al Franken writes in the Huffington Post (12/15), "A lot of people are unhappy that the president punted on first down, and I'm one of them. Extending the excessive Bush tax breaks for millionaires and billionaires will explode our deficit over the next two years without doing anything to help our economy. I think it's simply bad policy." Yet "for Minnesota's middle class, struggling to get by in a tough economy, there's a lot in this bill that will really help: tax cuts for working families, a payroll tax holiday, energy tax credits, and the extension of Recovery Act initiatives that are already making a difference." Adds Franken, "I am taking the president at his word that he will fight harder to put an end to these wasteful tax breaks in 2012 than he did in 2010."

Boxer Defends Compromise Measure. The Los Angeles Times (12/15, Simon, 681K) reports, "Though many of her fellow liberals oppose the tax-cut deal negotiated between President Obama and congressional Republicans, Sen. Barbara Boxer (D-Calif.) on Tuesday defended her support of the measure." Said Boxer, "The fact is, this bill will be a help to the middle class." Boxer, adds the Times, "during George W. Bush's presidency, assailed the 2001 and 2003 tax cuts as skewed toward the wealthy."

Issue Puts 2012 GOP Hopefuls In Bind. The New York Times (12/15, Steinhauer, 1.01M) reports, "Republicans are under pressure from the Tea Party movement and some other conservatives to reject the compromise tax bill, potentially complicating its passage and highlighting how the Republican Party is likely to face a persistent rightward push when it takes control of the House next month." The Times notes that "a group called the Tea Party Patriots circulated a petition this week calling the compromise a bad back-room deal with President Obama that violates the principles that Tea Party candidates campaigned on, like reducing the deficit, in the midterm elections. ... Commentators like Rush Limbaugh and conservative bloggers are also weighing in on the deal, and proclaiming it wanting."

Politico (12/15, Burns, 25K) reports, "For a host of Republican presidential hopefuls, the White House-backed compromise to extend the Bush tax cuts presents an unlikely dilemma: How to agree with...Obama." While "the legislative calculus seems obvious -- vote for the compromise or risk higher taxes across the board -- the candidates' political math may be more complicated. Republican primary voters showed little appetite for deal-making throughout the 2010 cycle and a few potential national candidates seem convinced that aversion to compromise will pay dividends in the presidential nomination fight." Politico notes that "so far, the hell-no caucus includes just one all-but-certain presidential candidate, former Massachusetts Gov. Mitt Romney, and a handful of 2012 wild cards: Former Alaska Gov. Sarah Palin, Indiana Rep. Mike Pence and South Carolina Sen. Jim DeMint."

Under the headline "Tax Deal Is Shaping 2012 GOP Campaign," the Wall Street Journal (12/15, King, 2.09M) casts Palin and Romney as bolstering their outsider credentials, and aligning themselves with the Tea Party. Politico (12/15, Hunt, 25K) reports, "South Dakota Sen. John Thune took a veiled swipe at...Romney on the Senate floor Tuesday, saying it's 'easy' and 'possibly even politically expedient to stand on the sidelines and criticize' the tax cut proposal backed by...Obama and GOP congressional leaders." Said Thune, "Inaction is not an option, and advocating against this proposal is no different than advocating for higher taxes." Thune "did not mention Romney by name, but his remarks come on the heels of the former Massachusetts governor's op-ed in Tuesday's USA Today, a piece that slammed the tax deal as a

'disappointing agreement.'"

Seib: Deal Could Build Momentum For Tax Code Overhaul. Gerald Seib, in his column for the Wall Street Journal (12/15, 2.09M), says the likely passage of the tax rates compromise could lead to a bipartisan campaign to overhaul the tax code. Seib says the current debate has drawn attention to the inefficiencies of the current system, and that the president's deficit commission proved a framework for reform. Seib notes approvingly that panel member Sen. Tom Coburn has endorsed a "flatter tax, a fairer tax." Coburn is quoted as saying, "We have all this anti-competitive incentive in the tax code that makes people make all these strange calculations that are based on lowering their tax bill."

Morris: Tax Deal Makes Obama Look Like A "Wimp." Dick Morris, in his column for The Hill (12/15, 21K), writes, "In the course of coming in from the cold of his extreme far-left positions, the president looks like a wimp, abandoning his long-held views in the face of electoral defeats, adverse court rulings, recalcitrant Democrats and strong, united Republican opposition. And wimps don't win." According to Morris, "Obama's 'compromise' with the Republicans over the Bush tax cuts" was "a surrender, not a compromise. It was submission, not triangulation."

RCP AVERAGE HAS OBAMA JOB APPROVAL AT 45.6%. The RealClearPolitics average of recent polling on President Obama's job approval has the President's approval at 45.6%, and disapproval at 47.6%. Approval is up 0.9% since yesterday; disapproval is down 0.9%.

The latest Gallup daily tracking poll of 1,547 "adults" (12/11-12/13) shows the President with a 46% approval rating and 45% disapproval. Rasmussen's automated survey of 1,500 "likely voters" (12/11-12/13) finds Obama's approval at 45%, with 54% disapproving of his performance.

An ABC News/WPost poll of 1,001 "adults" (12/9-12/12) shows the President's job approval at 49%, and his disapproval at 47%.

Not included in the RPC average, Zogby's poll of 1,914 "likely voters" (12/8-12/10) shows Obama with a 39% approval rating and a 61% disapproval rating.

OBAMA DISCUSSES PHILANTHROPY, ECONOMY WITH GATES AND BUFFETT. Bloomberg News (12/15, Goldman) reports that President Barack Obama "met with Berkshire Hathaway Inc. Chairman Warren Buffett and Microsoft Corp. co-founder Bill Gates" yesterday morning "at the White House to discuss the economy and the billionaires' philanthropic endeavors, an administration official said." Obama "called for the Oval Office meeting, which also included Gates' wife, Melinda, to discuss the Giving Pledge project, started by Buffett and Gates to encourage wealthy US individuals and families to give most of their fortunes to charity, the administration official said, speaking on condition of anonymity."

The AP (12/15) reports, "The White House says Obama's meeting with...Gates and...Buffett focused on ideas for spurring economic growth and making the US more competitive. They also discussed opportunities to invest in innovative industries that have growth potential." Adds the AP, "Obama has frequently consulted with Buffett on economic issues. The billionaire has said he favors letting the Bush-era tax cuts for the wealthiest Americans expire, a position Obama also held before striking a with congressional Republicans to allow the tax cuts to continue."

AFP (12/15) says that Obama "hosted America's two richest men...to swap notes on giving away wealth, economic growth and investing in education. ... A White House official said that the Oval Office visit also touched on ideas for 'growing the economy and making America more competitive, including investment in education to better prepare the next generation.'"

Politico 's Glenn Thrush (12/15) notes that the event, focused on "philanthropy and the stuttering economy," wasn't "on Obama's official schedule." The Hill's Vicki Needham (12/15), in a blog entry, and the Financial Times (12/15, Kirchgaessner, 448K), among other news outlets, also report on yesterday's meeting.

The story generated very little local TV coverage last night, with only a handful local broadcasts devoted to Obama's meeting with Gates and Buffet. KFOX-TV El Paso (12/14, 8:07 pm EST), like a majority of the local TV stations, introduced the event as a meeting between Obama and "two of the world's richest men" to "discuss ways to boost the economy."

Most local TV stations, including WKOW-TV Madison (12/14, 6:06 pm EST), mentioned that the men discussed how to "spur economic growth and make the US more competitive." KBOI-TV Boise (12/14, 6:22 pm EST) said that Obama "kicked around some ideas" with Gates and Buffett and that they "talked about opportunities to invest in cutting-edge industries." WBAY-TV Green Bay (12/14, 5:05 pm EST) called the meeting an "economic brainstorming session." KATV-TV Little Rock (12/14, 6:04 pm EST), WSAV-TV Savannah (12/14, 5:36 pm EST), WMBF-TV Myrtle Beach, SC (12/14, 4:23 pm EST), and WTOL-TV Toledo (12/14, 5:06 pm EST) broadcast similar segments.

Buffet and his relationship to the president received special attention by local stations. KETV-TV Omaha (12/14, 11:10 pm EST) referred to Buffett as "the Oracle of Omaha" and said the men had a "meeting of the minds at the White House." Both KSL-TV Salt Lake City (12/14, 6:30 pm EST) and WGN-TV Chicago (12/14, 6:12 pm EST and 10:18 pm EST) emphasized that Obama has "frequently" consulted Buffett on economic issues. KING-TV Seattle (12/14, 3:38 pm EST) identified Buffett as a "good friend" of the president.

KNXV-TV Phoenix (12/14, 8:15 pm EST) was one of the few local TV stations to mention that Obama, Gates, and Buffett also discussed the "new giving pledge initiative which encourages the world's wealthiest people to give their money to charity." The anchor added that "other donors include Facebook CEO Mark Zuckerberg and New York City Mayor Michael Bloomberg."

BUSINESS LEADERS DESCRIBED AS UNSATISFIED WITH JARRETT AS LIAISON. The New York Times (12/15, Stolberg, Calmes, 1.01M) reports, "Nearly halfway through" President Obama's "term, the dearth of business and Wall Street types in his administration rankles many executives, if only as a proxy for their unhappiness with his policies and occasional antibusiness political speech. And the White House has struggled to find such a person to fill the one spot about to open in Mr. Obama's inner circle, the director of the National Economic Council." The Times adds that "to be in charge of relations with business, Mr. Obama picked one of his closest advisers from Chicago, Valerie Jarrett," but "some in the business community do not regard her as an effective advocate; she is so close to the president, some say, that she is more apt to tell them what he thinks than the other way around."

Meyerson Criticizes Leading CEOs, Summers. Harold Meyerson writes in the Washington Post (12/15, 605K), "Obama is meeting with the chief executives of leading US corporations Wednesday, plainly seeking a rapprochement with American big business. What's by no means apparent, however, is whether our leading CEOs have any intention of reaching a rapprochement with the American people. ... Asking American corporations to invest in America may be asking the leopard to change his spots. What, then, should Obama do?" Adds Meyerson, "One thing he shouldn't do is hire a successor to Larry Summers who comes from Wall Street. I'm with those who think that Obama could use a CEO on his economic team, but he or she should be a manufacturing CEO with a track record of creating American jobs."

$1.1 TRILLION SENATE SPENDING BILL INCLUDES $8 BILLION IN EARMARKS. The omnibus spending bill introduced by Senate majority leader Harry Reid is being portrayed -- by NBC Nightly News, the only network to cover the bill, as well as nearly every print outlet this morning -- as a last ditch effort by Democrats to secure $8 billion in earmarks before Republicans take control of the House next year. Opposition to the bill is said to come almost entirely from the GOP side of the aisle, although the Washington Post notes the President's previously stated criticism of earmarking and reports that the White House "has not rallied behind the Democratic proposal."

NBC Nightly News (12/14, story 4, 2:45, Williams, 8.37M) reported on "a sudden firestorm over an old issue -- earmarks." NBC continued, "There appears to be one last giant effort to get thousands of these projects through. ... The measure would spend $1.1 trillion of your money, and it's packed with those special earmarked projects lawmakers of both parties added on." Sen. John McCain "says Congress failed to get the message." McCain was shown saying the Democrats' spending bill is "a direct betrayal of the majority of the voters on November 2nd who said stop the earmarking, stop the spending, stop the outrageous pork barrel projects." NBC noted majority leader Harry Reid "defended the bill and will fight to pass it."

The AP (12/15), in an article titled, "Earmarkers Feast On Pork One Last Time Before Diet," reports, "The spending barons on Capitol Hill, long used to muscling past opponents of bills larded with pet projects, are seeking one last victory before tea party-backed GOP insurgents storm Congress intent on ending the good old days of pork-barrel politics." According to the AP, Democrats, "in collaboration with a handful of old school Republicans," are "pushing to wrap $1.27 trillion worth of unfinished budget work into" a "1,900-plus-page bill" that "contains thousands" of earmarks. Sen. John McCain is quoted as saying, "That omnibus bill will be loaded down with earmarks and pork-barrel spending, which is a direct -- a direct -- betrayal of the majority of voters on Nov. 2 who said 'Stop the earmarking, stop the spending, stop the pork-barrel projects.'"

USA Today (12/15, Fritze, 1.83M), "GOP Senators Slam $1.1T Spending Bill Over Earmarks," identifies the opponents of the earmarks as "Senate Republicans," and quotes minority leader Mitch McConnell as saying, "This is exactly what the American people said ...they did not want us to do." Taxpayers for Common Sense "identified 6,600 earmarks in bill."

NPR's Mara Liasson, on Fox News' Special Report (12/14, Baier), said, "This is the last gasp of earmarks, probably." Politico (12/15, Rogers, 25K) says Reid is "defying the political odds."

Politico (12/15, Wong, 25K) also cites the TCS numbers in a piece titled, "Omnibus Includes $8B In Earmarks." Politico

notes that "the spending plan contains hundreds of millions of dollars worth of earmarks requested by Republicans, including...McConnell himself," but McConnell "said he was 'actively working to defeat' the massive omnibus bill." Politico also says "some of the most visible earmark requests belonged to Democrats," including "a $10 million earmark to build the John P. Murtha Center for Public Service at the University of Pittsburgh," and "$8 million for construction of the Edward M. Kennedy Institute for the United States Senate."

According to Fox News' Special Report (12/14, lead story, Baier), Reid "has opted, instead of simply offering up a bare bones [continuing resolution] similar to the House measure, to present a massive omnibus spending bill." McConnell: "To try to ram it through here on Christmas Eve is completely inappropriate. I'm vigorously in opposition to it." Sen. Tom Coburn: "This is exactly the kind of mischief that the American people are sick of."

House Republicans Urge Obama To Utilize Veto Threat. The Washington Post (12/15, Rucker, Kane, 605K), "Senate Spending Bill Contains Thousands Of Earmarks," reports that the bill's "fate was uncertain Tuesday, with a key test vote likely later in the week. The White House has not rallied behind the Democratic proposal. President Obama grew to oppose earmarks when he was a senator and he chided Congress when he signed a similarly massive spending bill in March 2009." House minority leader John Boehner and "dozens of his Republican colleagues sent Obama a letter requesting a veto of any spending measure filled with earmarks."

The Weekly Standard's Fred Barnes, appearing on Fox News' Special Report (12/14, Baier), said "one of" the President's "biggest embarrassments... was when he didn't veto that omnibus spending bill with all those earmarks in it after campaigning against earmarks. That's one of his few regrets. President Obama admits practically no mistakes, but that was one. Well, he's got a second chance. He doesn't have to veto it. He just needs to make one quick phone call to Harry Reid" and say "you have to get the earmarks out of there. I want them out of there."

Gibbs Says He "Assumes" Senators Will Read All 1900 Pages Within The Week. According to Fox News' Special Report (12/14, lead story, Bream), White House press secretary Robert Gibbs "had to answer tough questions about whether senators will actually be able to digest the bill before they must vote for or against it." Gibbs was shown saying, "I assume many members on Capitol Hill will" read all 1900 pages of the bill this week. Sen. Jim DeMint and "several of his Republican colleagues will insist the entire bill be read on the Senate floor, word-for-word." DeMint: "We're going to insist on it. People need to know what's in the bill. One of the best ways to do it is just to get the clerk to read it." Fox estimated that it would take the Senate clerk 40 hours to read the whole bill.

Collins May Support Omnibus Bill With Earmarks. According to The Hill (12/15, Bolton, 21K), "Several Senate Republicans are considering voting for the bill. 'That's my intention,' said retiring Sen. Bob Bennett (R-Utah) when asked if he would support the package." Sens. Kit Bond, George Voinovich and Susan Collins "also told The Hill on Tuesday they would consider voting for the omnibus."

Vulnerable Senate Democrats Expected To Oppose Inclusion Of Earmarks. NPR's Mara Liasson, on Fox News' Special Report (12/14, Baier), noted the predicament of the 23 Senate Democrats up for reelection in 2012, including Sen. Claire McCaskill, who said she "is not going to vote for this." Liasson added, "She is already facing a very tough race in Missouri. I think that Democrats who are worried about 2012 are going to be in a position to probably vote 'no' on this."

WSJournal Blasts Reid's Attempt To Pass Omnibus. The Wall Street Journal (12/15, 2.09M), in an editorial, encourages Republican Senators to oppose the omnibus bill and work for passage of a continuing resolution instead.

REID'S LAME-DUCK AGENDA INCLUDES START TREATY, DREAM ACT AND DADT. The Washington Times (12/15, Dinan, 77K) reports Senate Democrats "unveiled a broad agenda for an end-of-session sprint that otherwise could be a whole year's worth of activity -- including an arms-reduction treaty with Russia, a major immigration reform bill and legislation overturning the ban on openly gay military service members. That's not to mention the nearly 2,000-page, $1.1 trillion spending bill that contains hundreds of pork-barrel projects and new rules governing things such as airport baggage and the fate of [Gitmo] detainees."

According to Politico (12/15, 25K), Senate majority leader Reid "warned Tuesday he's willing to bring the Senate back after Christmas to resolve unfinished business in the lame-duck session. 'I hate to report all this to you, but there's still Congress after Christmas,' the Nevada Democrat told reporters. 'So if Republicans think because they can stall and stall and stall and if we take a break, we're through -- we're not through. Congress ends on Jan. 4, so we're going to continue working on this stuff until we get it done.'" Senate minority whip Jon Kyl "fired back at Reid's plans, calling them 'disrespectful' of the Senate and the holiday of Christmas."

Senate Expected To Open START Debate Today. AFP (12/15, Knox) reports that Reid "told reporters he could bring up START...on Wednesday despite stiff objections from Republicans who say there is not enough time for a full debate."

Asked whether the accord would garner the 67 votes needed for ratification and whether he would bring the treaty to a vote this year, Reid replied: "Yes. The answer is yes on both." But Republican Senator Jon Kyl "urged fellow Republicans to vote to delay the treaty indefinitely."

The Washington Times (12/15, Lake, 77K) reports, "opponents of the treaty -- like Sen. Christopher S. Bond, Missouri Republican and vice chairman of the Senate Select Committee on Intelligence -- argue that the treaty's focus on warheads instead of launching devices makes it impossible to verify that the Russians are keeping their end of the bargain." And "other critics, among them a group of Reagan-era defense officials who issued a public letter on Monday, argue the reductions would give Russia a nuclear advantage over the United States when tactical nuclear weapons...are taken into account."

Dream Act Backers Target 10 Senators. The Hill (12/15, Lillis, 21K) reports the National Hispanic Leadership Agenda "released a 'most wanted' list on Tuesday targeting 10 Senate lawmakers -- three Democrats and seven Republicans -- in hopes of getting the DREAM Act over the finish line before the 111th Congress adjourns." NHLA is "targeting Democratic Sens. Ben Nelson (Neb.), Kay Hagan (N.C.) and Claire McCaskill (Mo), and Republican Sens. Lindsey Graham (S.C.), Richard Lugar (Ind.), Olympia Snowe (Maine), Susan Collins (Maine), George Voinovich (Ohio) and George LeMieux (Fla.)." According to the Hill, "The lawmakers have been singled out either because they've supported the DREAM Act in the past, or because the states they represent have significant Hispanic populations," but "at least four of the 10...say they'll oppose the bill if it comes up in the lame-duck."

Impact Of GOP's "Near-Unanimous" Opposition To DREAM Act Analyzed. The Los Angeles Times (12/15, Hennessey, 681K), in an article titled, "Dream Act May Come Back To Haunt The GOP," says that "after years of courting Latino voters with a softer tone on immigration, Republican leaders in Congress have all but abandoned that posture, risking what remains of GOP support among the fastest-growing segment of the US population. The latest example is the near-unanimous opposition by Senate Republicans to the Dream Act." According to the Times, "The bill once was seen as a bipartisan initiative that offered the GOP a bridge to Latino voters," but last week, Senate Republicans "branded the measure as 'amnesty,' denouncing it as ripe for abuse."

MARINE COMMANDANT SAYS DADT REPEAL WOULD ENDANGER TROOPS' LIVES. AFP (12/15, De Luce) reports, "The chief of the US Marine Corps said Tuesday that ending a ban on openly gay troops in the military could jeopardize the lives of Marines in combat by undermining closely knit units." Gen. James Amos, "commandant of the Marine Corps and an opponent of lifting the 'Don't Ask, Don't Tell' prohibition, cited a Pentagon study saying Marines fighting in Afghanistan were worried that permitting gays to serve openly could disrupt 'unit cohesion.'" Said Amos, "I don't want to lose any Marines to distraction. I don't want to have any Marines that I'm visiting at Bethesda (hospital) with no legs."

The Washington Post (12/15, Whitlock, 605K) reports, "Amos was vague when asked to clarify how the presence of gays would distract or disrupt Marine combat units during a firefight." But citing the "recent Defense Department survey," he declared, "So the Marines came back and they said, 'Look, anything that's going to break or potentially break that focus and cause any kind of distraction may have an effect on cohesion.'"

House To Vote On Repeal. The Wall Street Journal (12/15, Hodge, 2.09M) reports that Democratic Rep. Patrick Murphy yesterday introduced legislation to repeal DADT, and Majority Leader Steny Hoyer said he would move to a vote soon – perhaps as early as tomorrow.

In an editorial, the New York Times (12/15, 1.01M) writes that "once the House bill is approved, the onus will be on Senate leaders to act swiftly, and on a handful of moderate Republicans to fulfill their promise to bring long-denied justice to the military's ranks." Adds the Times, "Senate Democratic leaders say there is a good chance they can take up the strategically important New Start nuclear-arms treaty this week and an omnibus spending bill that would be far better than a resolution to temporarily continue current spending levels. If Congress can put an end to the military's discriminatory policy and support these other vital measures, an often ugly political year could end with some historic successes."

WHITE HOUSE TO ISSUE DIRECTIVE TO INCREASE FEDERAL WORKFORCE DIVERSITY. In his "Federal Diary" column for the Washington Post (12/15, 605K) website, Joe Davidson writes on the Obama administration's new effort to increase diversity in the federal workforce. "White men held more than 61 percent of senior pay level positions in fiscal 2009," according to "the latest Annual Report on the Federal Work Force by the Equal Employment Opportunity Commission." Davidson adds that the White House "is preparing a presidential directive, in the form of an executive order or presidential memorandum, on increasing federal workplace diversity." The planned "directive would follow along the lines of the Executive Order on the Employment of Veterans in the Federal Government that President Obama issued in November 2009," which "created an interagency Council on Veterans Employment and directed agencies to develop specific operational plans to boost hiring."

SENATE SPENDING BILL INCLUDES FUNDING BOOSTS FOR SEC, CFTC. The Wall Street Journal (12/15, Boles, 2.09M) reports that the omnibus spending bill introduced yesterday by Senate Majority Leader Reid includes a $1.3 billion budget for the SEC, an 18% increase over 201; and $286 million for the Commodity Futures Trading Commission, which was given greatly expanded responsibilities by the Dodd-Frank financial regulation overhaul bill. The CFTC's 2010 budget was only $169 million.

FOMC: QEII WILL PROCEED DUE TO PERSISTENTLY HIGH UNEMPLOYMENT. The AP (12/15) reports that the Fed announced yesterday that "it will maintain the pace of its $600 billion Treasury bond-buying program because the economy is still too weak to bring down high unemployment." According to the AP, the Fed's "decision not to increase its purchases rattled bond investors, who fear a tax-cut plan in Congress could fuel enough growth to drive up interest rates."

According to USA Today (12/15, Davidson, 1.83M), the Fed "gave no signal it's inclined to suspend the purchases before their scheduled completion in June despite the backlash in Congress that followed the announcement of the stimulus early last month."

Bloomberg News (12/15, Lanman) reports that the statement from the Federal Open Market Committee said the current quantitative easing is "aimed at boosting a recovery that has been 'disappointingly slow' and keeping prices stable 'over time.'" Kansas City Fed President Thomas Hoenig "voted against the FOMC decision for the eighth straight time, reiterating his view that the 'continued high level of monetary accommodation' may eventually 'destabilize the economy.'" However, Bloomberg notes that "inflation excluding food and fuel costs...fell to 0.9 percent in October, the slowest pace since records began in 1960."

The New York Times (12/15, Chan, 1.01M) adds, "Interest rates on government bonds continued to march upward, appearing to defy one of the Fed's goals for the bond-buying program: lowering long-term interest rates. The yield on the benchmark 10-year note surged to 3.47 percent, up from 3.27 percent late Monday, and the highest level since May." The Times also notes that the Fed "did not publicly acknowledge, much less react to...criticisms leveled by foreign central banks and conservative economists."

Neil Irwin, writing for the Washington Post (12/15, 605K), says that in addition to concern over the Fed's policy, "bond investors are also spooked by the tax-cut deal between President Obama and congressional leaders, which if enacted would increase the budget deficit substantially over the next two years. ... If the higher rates persist, or rise further, it would both lean against economic growth and make it that much more expensive for the federal government to finance its debt." Nevertheless, Fed officials "have viewed the higher rates as mainly reflecting positive forces in the economy." The Wall Street Journal (12/15, Leo, Hilsenrath, 2.09M), the Financial Times (12/15, Harding, 448K) and AFP (12/15, Smith) also cover the FOMC's statement.

Retail Sales Improve For Fifth Straight Month; More CEOs Plan To Hire. The AP (12/15) reports, "A strong start to the holiday season is raising confidence that the consumer is back and that 2011 could be a better year for the economy than expected. Retail sales are rising, boosted by the best month for department stores in two years. Inflation remains tame. ... And a survey of CEOs at America's biggest companies suggests hiring will pick up in the next six months." According to the Commerce Dept, retail sales "jumped 0.8 percent in November...the fifth straight monthly gain." A Business Roundtable survey finds 45% of CEOs "plan to hire within six months - the highest percentage for that group in eight years." The Wall Street Journal (12/15, Izzo, 2.09M), in an article titled, "Retail Sales Make Fourth Quarter Look Stronger," also describes the widespread optimism regarding retail sales.

US Stocks Continue Bull Rally. The AP (12/15) reports, "Bonds prices fell sharply Tuesday, sending long-term interest rates to their highest level in seven months," while stocks "edged higher after retail sales rose for the fifth straight month in November and a survey showed that large companies intend to hire more workers." The DJIA "rose 47.98, or 0.4 percent, to 11,476.54"; the S&P 500 "rose 1.13, or 0.1 percent, to 1,241.59"; and the Nasdaq "rose 2.81, or 0.1 percent, to 2,627.72." The Wall Street Journal (12/15, Gongloff, 2.09M) also covers yesterday's market action.

GOP FINANCIAL CRISIS PANEL MEMBERS TO ISSUE DISSENTING OPINIONS. Politico (12/15, Maggs, 25K) reports, "Another bipartisan commission – this one seeking the causes of the financial crisis – is ending up deadlocked in a partisan dispute. Republican members of the Financial Crisis Inquiry Commission, which was supposed to complete its final report Wednesday, are preparing to issue dissenting opinions on their own in the coming days." According to Politico, the Republicans are "unhappy that commission chairman Phil Angelides, a Democrat, has delayed the report until late January, and that he has reserved just 36 pages for dissenting opinions in a document expected to run many hundreds of pages."

The Wall Street Journal (12/15, McKinnon, 2.09M) quotes the panel's top Republican, former Rep. Bill Thomas, who alleges that Angelides and the other Democrats are drafting a largely inaccurate report that constitutes "a hit piece."

However, one Democrat, former Sen. Bob Graham said, "I don't know what the basis of that statement is."

CBO: MORTGAGE ASSISTANCE PROGRAM WILL PREVENT 800,000 FORECLOSURES. Shahien Nasiripour, writing for the Huffington Post (12/15), says the CBO believes "the Obama administration's signature anti-foreclosure program will ultimately aid less than a quarter of the nearly four million distressed homeowners it was originally supposed to help." President Obama "initially portrayed the $50 billion initiative...as a crucial means of allowing people to hang on to their homes," but "the program...is now forecast to spend only $4 billion of the money allocated, plus another $8 billion on other programs created to support the initial effort." The CBO report forecasts that the program "will prevent no more than 800,000 foreclosures."

WPOST-ABC NEWS POLL: AMERICANS REMAIN SKEPTICAL OF GOP. The Washington Post (12/15, Balz, Cohen, 605K) reports Republicans "have yet to win the hearts and minds of the American people, according to a new Washington Post-ABC News poll" of 1,001 adults taken December 9-12 that found "the public trusts [President] Obama marginally more than" Hill "Republicans to deal with the" US' "main problems in the coming years, 43 percent to 38 percent." Meantime, "just 41 percent of" those surveyed "say the GOP takeover of the House is a 'good thing,'" while some "27 percent say it is a 'bad thing,' and 30 percent say it won't make any difference." The survey "has even splits between Obama and the GOP on taxes," the economy, "and dealing with the threat of terrorism." Still, "55 percent...disapprove of" Obama's job performance "on the deficit," while "54 percent...disapprove of" his "work on the economy." However, "49 percent" approve of Obama's "overall job performance," while "47 percent" disapprove.

Politico (12/15, Epstein, 25K), in a report on the Washington Post-ABC News survey, notes that Obama "polled strongest on health care reform and helping the middle class, with more than 50 percent saying he would do a better job tackling those issues, while 38 percent said the GOP would do better. Still, those surveyed had more faith in congressional Republicans than in the president when it came to reducing the federal budget deficit: 47 percent said Republicans would best handle that issue, while 39 percent said Obama would."

Milbank: Republicans Quick To Betray Tea Party Activists. In his Washington Post (12/15, 605K) column, Dana Milbank writes, "It was probably inevitable that the Tea Party activists would be betrayed, but the speed with which congressional Republicans have reverted to business-as-usual has been impressive. House" GOP "leaders rejected a Tea Party-backed candidate as the new chairman of the House Appropriations Committee, instead installing Hal Rogers of Kentucky, who is known as the 'Prince of Pork.'" So far, "at least 13 incoming" GOP "lawmakers...have hired lobbyists to run their offices." And "dozens of freshman lawmakers have already had fundraisers to collect millions of dollars from lobbyists and other deep-pocketed interests." Meantime, the GOP's "tax compromise...as the Tea Party Patriots group pointed out, violates no fewer than five provisions of the Republicans' campaign 'Pledge to America'...which was designed to show that Republicans were faithful to Tea Party principles."

STEELE'S DECISION TO SEEK ANOTHER TERM ROILS RNC RACE. The New York Times (12/15, Zeleny, 1.01M) reports that the race for the RNC chairmanship "has emerged as the hottest competition in town, prompting an array of party stalwarts, including former Vice President Dick Cheney, to bet on a candidate in the race, and others, like Gov. Haley Barbour of Mississippi, to try to influence the outcome." The Times adds that "establishment Republicans" view the contest "as a major conflict with outsized implications for the 2012 presidential election, as well as a chance for the party's presidential hopefuls to gain some control over the party's direction." Following RNC Chief Michael Steele's Monday announcement that he'd seek a second term, "criticism of his two-year tenure at the committee intensified." Wisconsin GOP Chief Reince Priebus, who's running for RNC chairman, said, "The R.N.C. cannot misfire on fund-raising again and hope someone else will do the job for us."

Politico (12/15, Martin, 25K) reports, "Some of the" GOP's "most prominent donors reacted Tuesday with shock - and then fury - to...Steele's decision to seek re-election, bluntly warning that they would not raise money for the party if" he "wins another term." And "with worries about the debt-ridden party's finances hanging over Steele, the unambiguous threats could further undermine the incumbent's already-dim prospects for victory. ... 'If Mr. Steele were to prevail, it will further alienate the party's major financial supporters and most active fundraisers,' said Wayne Berman, a top Washington lobbyist and bundler who served as the McCain presidential campaign's finance chairman in 2008." If Steele returns "as chairman, Berman added, it will spur many donors to do what they did in 2010 and 'support the many successful third-party groups.'"

In a story headlined "Steele Is Knocked On Fund Raising," the Wall Street Journal (12/15, O'Connor, 2.09M) reports that members of the RNC say they're concerned that if Steele wins a second term, it will hinder Republicans' fundraising efforts during the 2012 cycle. The Journal notes that the RNC raised $51 million less during the 2010 midterm cycle than it raked in during the 2006 midterm cycle, and that the committee concluded the most recent cycle in debt to the tune of some $15 million.

Roll Call (12/15, Drucker) reports, "Senate Republicans unhappy with the leadership of the" RNC "are quietly pushing for change in the wake of" Steele's decision to seek "a second term. ... 'I'm looking for what the alternatives are,' said Sen. Jim DeMint (S.C.), who raised millions of dollars for conservative Senate candidates last cycle and is flirting with running for president in 2012. 'I appreciate his service, but 2012 is real important.'" South Dakota Sen. John Thune, "who is the fourth-ranking Senate Republican and is actively considering a presidential bid, also suggested...that he would like to see a new RNC chairman assume office next year." Thune said, in part, "I think we want to make sure that whoever leads the RNC in the next couple of years is capable of raising the resources that will be necessary to make sure we can run winning campaigns - and I think that's the issue, probably, that [Steele] will have to answer about."

Politico (12/15, Hohmann, 25K) reports, "In announcing his bid for a second term...Steele admitted Monday with uncharacteristic understatement to having 'stumbled along the way.' Those stumbles have come at such frequent intervals that it's easy to forget some of his biggest doozies." With that in mind, Politico offers a look back at some of "the foot-in-mouth moments" that have marked Steele's tenure as head of the RNC.

FINEMAN: DEMOCRATS IN SEARCH OF A "BRAND." Writing at the Huffington Post (12/14), Howard Fineman related, "As the lame duck tax debate slogs towards its inevitable conclusion -- nearly $1 trillion worth of extended and new tax cuts over two years -- I'm wondering: what does the brand 'Democrat' mean? If anything." With President Obama having reached an agreement with Republicans on extending all the Bush-era tax cuts, "Obama's brand now is: I'm a non-ideological, deal-doing, practical, adult in a sea of extremes and I will somehow get us on that sunny road." Yet, "that leaves Democrats trying to figure out who or what they are. It leaves them looking for leaders, ideas and symbols with which to sell their brand, whatever it now is, in the political marketplace."

SURVEYS SHOW ALLEN NARROWLY TRAILING WEBB IN HYPOTHETICAL MATCHUP. The Washington Times (12/15, Weber, 77K) reports, "Virginia Republicans are eagerly eyeing a potential rematch between freshman Democratic Sen. Jim Webb and former GOP Sen. George Allen, who has posted strong numbers in early polls and has the backing of the party establishment in what could be one of the bellwether races of the 2012 cycle. ... A poll released Monday by the nonpartisan Calrus [sic] Research Group" showed Webb narrowly edging Allen 41%-40% in a hypothetical matchup. A "Democratic-leaning Public Policy Polling" survey released last month showed Webb besting Allen 49%-45%. The Times notes, "The liberal-leaning Swing State Project political website said that the polls put Mr. Webb in a 'fairly dangerous position - well below the 50 percent mark that supposedly represents safety.'"

GOP WILL HAVE CONTESTED SENATE PRIMARIES IN KEY 2012 STATES. Aaron Blake, in a blog post for the Washington Post (12/14, 605K), wrote, "Just one month into the 2012 election cycle, the surge in contested Republican primaries that was one of the dominant storylines of the last election shows no signs of abating. ... Florida state Senate President Mike Haridopolos and outgoing Sen. George LeMieux are already clashing, as are former Sen. George Allen and Prince William County Supervisor Corey Stewart in Virginia. Former Sen. Jim Talent could set up a heavyweight battle with state Treasurer Sarah Steelman if he runs for Senate in Missouri, and Nebraska Attorney General Jon Bruning looks like he will face a real primary before he can get to Sen. Ben Nelson (D)."

CREW SEEKS RELEASE OF FBI RECORDS ON ENSIGN PROBE. The Las Vegas Review-Journal (12/15, Urban, 178K) reports that in letters sent to DOJ, FBI and the US Attorneys executive office, Citizens for Responsibility and Ethics in Washington is urging prosecutors to release all records from the investigation of Sen. John Ensign. Calling the decision not to charge Ensign "troubling," CREW Chief Counsel Anne Weismann said Tuesday, "Based on what is in the public record? Absolutely, there appears to be clear violations of the law."

NRA'S CLOUT HAS LONG-IMPACTED ATF, US POLITICAL LANDSCAPE. In the latest installment in its 'The Hidden Life of Guns' series, the Washington Post (12/15, Horwitz, Grimadli, 605K) reports, "Behind the scenes, federal agents in charge of stopping gun trafficking to Mexico have quietly advanced a plan to help stem the smuggling of high-powered AK-47s and AR-15s to the bloody drug war south of the border. The controversial proposal by [ATF] officials...calls for a measure strongly opposed by the" NRA, "requiring gun dealers to report multiple sales of rifles and shotguns to ATF. The gun issue is so incendiary and fear of the NRA so great that the ATF plan languished for months at the Justice Department." DOJ "sources told The Post they fear that if the plan becomes public, the NRA will marshal its forces to kill it. Such is the power of the NRA," which "for four decades...has consistently outmaneuvered and hemmed in ATF, using political muscle to intimidate lawmakers and erect barriers to tougher gun laws."

Fraternal Order Of Police Lobbyist Profiled. The Washington Post (12/15, 10:35 PM, Grimaldi, Horwitz, 605K) profiles James O. Pasco Jr., "the Washington lobbyist for the nation's largest police officers union, the Fraternal Order of Police." In his role "as national executive director for the union," Pasco "worked against the nation's big-city mayors and police chiefs in 2007 when those groups launched a major campaign to reverse a decision by Congress that kept federal records about guns used in crimes from being made public. ... In 2008, the FOP wrote the Justice Department questioning 'ballistics microstamping,' which involves a firing mechanism that puts a microscopic code on a bullet, an aid to crime-

solving that would impose additional costs on the gun industry." While "he has worked for the" FOP, Pasco "has kept a lucrative side business representing beer, cigarette and entertainment companies. ... There have been times when the FOP has taken positions that coincided with the interests of companies represented by Pasco or his wife, who is also a lobbyist."

EMANUEL SUBMITS TO RESIDENCY HEARING. The Chicago Sun-Times (12/15, Pallasch, 256K) reports that yesterday, Rahm Emanuel "had to face grilling by experienced lawyers and political opponents -- as well as amateur activists peddling a variety of conspiracy theories -- about whether he's really a Chicago resident under the strict rule that candidates must reside in the city for a year before Election Day Feb. 2." Appearing before the Chicago Board of Elections, Emanuel "had to answer questions about everything from his tax returns to why he rented out his Ravenswood home if he truly intended to remain a resident of the city even after moving his family to Washington D.C. to serve as President Obama's chief of staff."

According to Politico (12/15, Shiner, 25K), "Election lawyer Burt Odelson, who is seeking to get Emanuel thrown off the ballot by challenging his control over the North Side home he has rented out since June 2009, opened the proceedings with more than 90 minutes of questions that ranged from tedious to uncomfortable."

The AP (12/15) notes one questioner "asked the former chief of staff why he rented out his Chicago home when he worked for Mr. Obama, but not when he was a Chicago congressman. Mr. Emanuel said the jobs were different and that real estate professionals said renting out the home would better protect its value."

The New York Times (12/15, Davey, 1.01M) says Emanuel, "known for his sharp tongue and his impatience with questions he does not care for, mainly offered controlled, quiet (sometimes barely audible) responses." The Wall Street Journal (12/15, Belkin, 2.09M) and the Christian Science Monitor (12/15, Guarino, 48K) also describe the hearing.

STUDY CASTS DOUBT ON ATTEMPTS TO TURNAROUND WORST US SCHOOLS. Amanda Paulson, writing for the Christian Science Monitor (12/15, 48K), notes the release of a study from the Thomas B. Fordham Institute titled, "Are Bad Schools Immortal?," that "examined more than 2,000 of the worst-performing district and charter schools in 10 states over five years. It found that very few of them closed, and even fewer – about 1 percent – truly 'turned around.'"

BROWN WANTS TO ACCELERATE CALIFORNIA BUDGET TIMELINE. The Los Angeles Times (12/15, Mehta, Times, 681K) reports California Gov.-elect Jerry Brown "said Tuesday that he wants to complete a budget agreement within two months of unveiling his budget, an accelerated timeline that would allow a late-spring special election for potential tax increases or other revenue generation."

SPRINGFIELD, IL, MAYOR FOUND DEAD. The New York Times (12/15, Fitzsimmons, Sulzberger, 1.01M) reports Illinois state police "are investigating the death of" Timothy Davlin, the mayor of Springfield, "whose body was found at home early Tuesday morning on a day he was supposed to appear in court to answer a lawsuit." Davlin "was supposed to appear in court in connection with a lawsuit alleging that he acted improperly in his role as executor of his cousin's estate."

PELOSI AIDE TO JOIN LOBBYING FIRM. Politico's Simmi Aujla (12/15) reports in a blog entry, "Brendan Daly, who helped craft Nancy Pelosi's communications strategy through several key legislative battles, is leaving Capitol Hill for a high level Washington public relations job" at Ogilvy Washington, where he will be "an executive vice president and national director for public affairs."

CENSUS BUREAU: IMMIGRANTS INCREASINGLY ATTRACTED TO RURAL REGIONS. The New York Times (12/15, Tavernise, Gebeloff, 1.01M) reports that new Census Bureau data show "immigrants fanned out across the United States in the last decade, settling in greater numbers in small towns and suburbs rather than in the cities where they typically moved when they first came to this country, new census data show. Following jobs to rural and suburban areas, in industries like construction and the food business, immigrant populations rose more than 60 percent in places where immigrants made up fewer than 5 percent of the population in 2000. In areas that had been home to the most immigrants, the foreign-born population was flat over that period."

DOWD DESCRIBES "BIRTHER" LIEUTENANT COLONEL'S COURT MARTIAL. Maureen Dowd, in her column for the New York Times (12/15, 1.01M) written from Fort Meade, Maryland, says, "Lt. Col. Terry Lakin of the Army had a motley crew of frustrated Birthers at his court-martial here on Tuesday. The decorated Pentagon doctor from Colorado became the movement's hero when he went on YouTube in March to brazenly urge President Obama to show 'honesty and integrity' by releasing his 'original signed birth certificate, if you have one.' He vowed to disobey what he called 'illegal orders' to deploy to Afghanistan because he did not regard Obama as a legitimate commander in chief."

MARCUS DEFENDS BOEHNER'S "PUBLIC CRYING." Under the headline "Cry, Boehner, Cry," Ruth Marcus writes in

the Washington Post (12/15, 605K), "No, not her -- him. The incoming House speaker, Ohio Republican John Boehner, turns out to be a veritable waterworks of emotion. ... It would be easy, from my political perspective, to get all snarky now," but "I've got a soft spot for weepers. Indeed, as my often-mortified family can attest, I am a fellow chronic crier. So I'd like to celebrate the lachrymose speaker-to-be and hope that he helps make the world safe for public crying. ... Mr. Speaker, I'm with you. Have a hankie."

UTILITY EMAIL CONTROVERSY ANALYZED. In his column for the Wall Street Journal (12/15, A19, 2.09M), Holman Jenkins discusses the controversy surrounding Duke Energy and several email between its employees and the Indiana utility commission, showing a cozy relationship between the utility's executives and the state's regulators. According to Jenkins, Duke's Edwardsport coal-gasification plant has been lurking in the background during the scandal. He acknowledges that no link has been shown between approvals sought for the plant and the email controversy, but suggests that concerns over the approval of such an expensive, controversial project may have been one of the factors that led to the development of the controversial relationships and resulting scandal.

WPOST: CLIMATE CONFERENCE MADE IMPORTANT PROGRESS. The Washington Post (12/15, 605K) editorializes that "in international diplomacy, participants sometimes view even small steps as great accomplishments," such as "the buzz in global-warming circles around the UN climate-change conference in Cancun, which wrapped up over the weekend." The climate conference "became more about rescuing the complex international climate negotiation framework from irrelevancy or even collapse," rather than addressing "some of the toughest questions, such as about the future of the Kyoto Protocol." According to the Post, though, "a well-designed, binding, international agreement would allow countries to exploit the most efficient opportunities to cut carbon," but "it surely won't happen until the United States tackles its own carbon emissions, preferably with legislation. ... Under those circumstances, Cancun established an important principle: Progress doesn't have to be all or nothing, a binding international treaty or bust."

NYTIMES BLAMES GOP FOR SLOW RATE OF JUDICIAL CONFIRMATIONS. The New York Times (12/15, 1.01M), in an editorial, says, "At a time when an uncommonly high number of judicial vacancies is threatening the sound functioning of the nation's courts, Senate Republicans are persisting in playing an obstructionist game. ... Because of Republican delaying tactics, qualified Obama nominees who have been reported out of the Judiciary Committee have been consigned to spend needless weeks and months in limbo, waiting for a vote from the full Senate."

NYTIMES ENCOURAGES CUOMO TO PURSUE ELECTION REFORM. The New York Times (12/15, 1.01M), in an editorial, says, "In New York State, and especially in New York City, voting is a difficult and frustrating task. That may help explain why in the last three elections, New York ranked 47th out of the 50 states and the District of Columbia in average voter turnout - a miserable record." The Times concludes, "The problems are obvious. The Legislature and incoming governor, Andrew Cuomo, need to fix them long before the next election."

WSJOURNAL BACKS TEXAS GOVERNOR'S TORT REFORM EFFORT. The Wall Street Journal (12/15, 2.09M) editorializes in favor of Texas Governor Rick Perry's proposal to adopt a British-style "loser pays" tort reform rule. The Journal notes that Perry's proposal would also force attorneys and plaintiffs who bring groundless tort suits to pay a penalty.

Editorial Wrap-Up:

NEW YORK TIMES. ***"How To Turn Off Voters."*** The New York Times (12/15, 1.01M), in an editorial, says, "In New York State, and especially in New York City, voting is a difficult and frustrating task. That may help explain why in the last three elections, New York ranked 47th out of the 50 states and the District of Columbia in average voter turnout - a miserable record." The Times concludes, "The problems are obvious. The Legislature and incoming governor, Andrew Cuomo, need to fix them long before the next election."

"A Last Chance To Make History On 'Don't Ask.'" In an editorial, the New York Times (12/15, 1.01M) writes that "once the House bill is approved, the onus will be on Senate leaders to act swiftly, and on a handful of moderate Republicans to fulfill their promise to bring long-denied justice to the military's ranks." Adds the Times, "Senate Democratic leaders say there is a good chance they can take up the strategically important New Start nuclear-arms treaty this week and an omnibus spending bill that would be far better than a resolution to temporarily continue current spending levels. If Congress can put an end to the military's discriminatory policy and support these other vital measures, an often ugly political year could end with some historic successes."

"Advise And Obstruct." The New York Times (12/15, 1.01M), in an editorial, says, "At a time when an uncommonly high number of judicial vacancies is threatening the sound functioning of the nation's courts, Senate Republicans are persisting in playing an obstructionist game. ... Because of Republican delaying tactics, qualified Obama nominees who have been reported out of the Judiciary Committee have been consigned to spend needless weeks and months in limbo, waiting for a

vote from the full Senate."
Washington Post. *"A Justice Dept. Post That Must Be Filled."* The Washington Post (12/15, 605K) editorializes, "James M. Cole appeared well on his way in July to filling the important No. 2 slot at the Justice Department after earning a favorable vote from the Senate Judiciary Committee," but "the full Senate has yet to vote on Mr. Cole's nomination to what is essentially the post of chief operating officer of the mammoth department." The Post notes that "some Senate Republicans... question Mr. Cole's approach to terrorism cases and his role as an independent monitor for struggling financial giant American International Group (AIG). These concerns should not derail Mr. Cole's confirmation - and they certainly should not be used to block a vote." The Post concludes, "There is no suggestion that Mr. Cole suffers from the kind of ethical or legal problems that would disqualify a nominee. If Republicans nevertheless find Mr. Cole unacceptable, they should have the decency to hold a floor vote and give him a thumbs down."

"Cancun Conference Shows An Evolving Response To Climate Change." The Washington Post (12/15, 605K) editorializes that "in international diplomacy, participants sometimes view even small steps as great accomplishments," such as "the buzz in global-warming circles around the UN climate-change conference in Cancun, which wrapped up over the weekend." The climate conference "became more about rescuing the complex international climate negotiation framework from irrelevancy or even collapse," rather than addressing "some of the toughest questions, such as about the future of the Kyoto Protocol." According to the Post, though, "a well-designed, binding, international agreement would allow countries to exploit the most efficient opportunities to cut carbon," but "it surely won't happen until the United States tackles its own carbon emissions, preferably with legislation. ... Under those circumstances, Cancun established an important principle: Progress doesn't have to be all or nothing, a binding international treaty or bust."

WALL STREET JOURNAL. ***"Richard Holbrooke."*** The Wall Street Journal (12/15, 2.09M), in an editorial, quotes from a letter Holbrooke wrote in August: "We face an extraordinary challenge -- and our greatest enemy is time. Americans are by nature impatient and driven by election cycles and screaming cable guys; Afghans see time differently and everything moves more slowly than we expect. If [the war] is as important as we say it is, we must give it time."

"Loser Pays, Everyone Wins." The Wall Street Journal (12/15, 2.09M) editorializes in favor of Texas Governor Rick Perry's proposal to adopt a British-style "loser pays" tort reform rule. The Journal notes that Perry's proposal would also force attorneys and plaintiffs who bring groundless tort suits to pay a penalty.

"Harry Reid's Holiday Jam." The Wall Street Journal (12/15, 2.09M), in an editorial, encourages Republican Senators to oppose the omnibus bill and work for passage of a continuing resolution instead.

LOS ANGELES TIMES. ***"The Individual Mandate: It's Constitutional."*** The Los Angeles Times (12/15, 681K) says in an editorial, "The legal case against it almost certainly will make its way to the Supreme Court before the individual mandate is due to take effect in 2014," although "considered in its proper context, it doesn't violate the Constitution." The Times adds, "The legal battle over the federal healthcare reform law boils down to an argument over how to balance two opposing principles within the Constitution: the broad power granted to Congress to regulate interstate commerce, and the liberties reserved to individual citizens."

"Power At The DWP."

The Big Picture:

HEADLINES FROM TODAY'S FRONT PAGES.

Los Angeles Times:
Grim Reports Cast Doubt On War Progress
Confronting His Demons
Mayor Picks An Outsider For DWP
Dream Act May Haunt The GOP
Luxury Shoppers Are Back

Wall Street Journal:
Shopping Spree Fuels Surge In Stocks
Tax Deal Shapes 2012 GOP Race
Aging Rigs Expose Gulf To Accidents

New York Times:
Intelligence Reports Offer Dim Views Of Afghan War
To Conquer Wind Power, China Writes The Rules

Opposition To Health Law Is Steeped In Tradition
Politics Enables Mexican Fugitive To Defang A Law
No To New York? There Must Be Some Mistake
A Kitchen-For-Rent Is A Lifeline For The Laid-Off

Washington Post:
Uptick In Interest Rates Puts Fed On Alert
Dunbar High Worse Off Since Contractor's Hiring
Focused NRA A Force In US Politics
D.C. Region Is Nation's Richest, Most Educated
In Poll, Many Still Skeptical Of GOP

Washington Times:
Metro Engineers Lacked Licenses
Senate's Agenda Grows As Time Ticks
Cuccinelli Savors Health Care Win
Pot Survey Fires Up Debate Over Messages To Youths

Atlanta Journal-Constitution:
Highlights Of Proposed Senate Spending Bill
Deal Presses Lawmakers For Tax Plan, New Reservoirs
More Sales Taxes, Less Income Taxes Likely Recommendation
Winter Weather | Sleet To Follow Record-Breaking Cold
A Shift In How We Live

Houston Chronicle:
Houston Is Set To Hike 150 Fees
2 Texas House Members Jump To GOP
Houston's Next Creature Feature? Dimetrodon
Bill Puts Pork For Texas On The Table

Story Lineup From Last Night's Network News:
ABC: Winter-Weather; Cold Weather Analysis; WikiLeaks-Assange; WikiLeaks-Finances; Holbrooke Obit; Afghanistan-Pakistan Review; DEA-Prescription Drug Trafficking; Gunman Attacks School Board; Health-Exercise; Education-Physical Education.
CBS: Winter Weather; Weather Analysis; WikiLeaks-Assange; WikiLeaks-Manning; Holbrooke Obit; Afghanistan-American Casualties; FDA-Dental Fillings; Italy-Riots; DEA-Teen Drug Use.
NBC: Winter Weather; Weather-Florida Tourism; Oregon Tornado; Politics-Earmark Debate; WikiLeaks-Assange; Holbrooke Obit.

Story Lineup From This Morning's Radio News Broadcasts:
ABC: Florida-School Board Shooting; Senate-Tax Cut Debate; Northeast-Severe Winter Weather; Oregon-Tornado; Politics-Emmanuel Residency Hearing.
CBS: Senate-Tax Cut Debate; Obama-CEO Meeting; Obama-Gates, Buffet Meeting; Florida-School Board Shooting; Northeast-Severe Winter Weather; Las Vegas-Casino Robbery.
NPR: Winter Weather-Florida Crops; Oregon-Tornado; Senate-Tax Cut Debate; Politics-START Treaty; North Korea-Nuclear Program; Florida-School Board Shooting; Australia-Refugee Drowning; Kosovo-Hashim Thaci Human Rights Violations; Kansas-Anonymous Good Samaritan.

Last Laughs:

LATE NIGHT POLITICAL HUMOR.

Jay Leno: "Can you believe the numbers all across the country? Five in Iowa, 13 in Wisconsin, 22 in Washington -- and that's just President Obama's approval rating. That's got nothing to do" with weather temperatures.

Jay Leno: "The site of the world's worst nuclear reactor disaster -- the worst in history, Chernobyl" – has "been sealed for 24 years." But they are "going to open it for tourists next week. Who is this for, really? ... People" who "feel they're not getting enough radiation from the body scanner maybe? Get a little extra shock."

Jay Leno: "No, they say that's the perfect destination for people who want to experience a toxic wasteland and have

already been to New Jersey."

Jay Leno: "Treasury Secretary Timothy Geithner has been released from the hospital after undergoing treatment for a kidney stone. He says he's recovering. Yeah, good luck. That's what he said about the economy."

Jay Leno: "President Obama has signed a Healthy, Hunger-Free Kids Act, which sets nutritional standards for school lunches. And not a moment too soon. You know, some of our kids are so fat, even their teachers don't find them attractive any more."

David Letterman: Top Ten Jets Coach Excuses: "7. 'The WikiLeaks guy made me do it.'

David Letterman: Top Ten Jets Coach Excuses: "3. 'Uh...restless leg syndrome?'

David Letterman: "Listen to how cold it is today in New York City. It's so cold...that a Jets coach tripped Al Roker."

David Letterman: "Julian Assange," the "WikiLeaks guy," was arrested recently but he is "now out on bail. And everybody wants to talk to this guy. ... Barbara Walters called. She wants to find out if he's a lesbian."

David Letterman: "But to show that he's a decent guy, today, in the holiday spirit, Julian Assange...leaked 200,000 letters from Santa."

David Letterman: "Do you know anything about this John Boehner," who is "going to be the new Speaker of the House? ... Here's all I know about him. ... For a long time, he was orange. They thought he had scurvy or something."

David Letterman: "Then they had an interview with him on '60 Minutes,' with Lesley Stahl. Did you see that on Sunday? Very emotional guy. I think in this day and age in politics you have to be an emotional guy. But come on." Boehner "will break down and sob just at the drop of a hat. As a matter of fact, Lesley Stahl dropped her hat, and he started crying."

Jimmy Fallon: "This Thursday is Larry King's final show, and CNN has apparently scheduled a bunch of surprises for it. ... Because if there's one thing you want to give a 77-year-old man who's had quintuple bypass surgery, it's lots of surprises."

Jimmy Fallon: "Yesterday, President Obama showed up 20 minutes late to a press conference. ... It was the longest he's kept everyone waiting. Well, unless you count the past two years."

Jimmy Fallon: "McDonald's said that a hacker broke into its database and stole customer emails and phone information. I'm no health freak here, but if McDonald's has your email and your phone number, you're eating way too much McDonald's."

Jimmy Fallon: "Yesterday at an elementary school, Michelle Obama said that childhood obesity is both an economic threat and a national security threat. ... It was pretty awkward, mainly because she said it all to one chubby kid."

Jon Stewart: "Barack Obama is a young man politically in some ways, wet behind his somewhat humorously large ears. You know what's interesting about Obama" is that "if you ever call him 'dude' in an interview, you know he...hears it. You know it! Shouldn't have done that."

Jon Stewart: "Sure, Barack Obama's made some mistakes in the first two years of his presidential tenure, but one, I think, stands out in particular. No, not his inability to close Guantanamo Bay or the continuation of Bush era draconian, anti-terror policies or the slower than expected progress in Afghanistan and Iraq or the inexplicable lack of urgency with financial regulations – look, ease up on the guy!"

Jon Stewart: "But there was one mistake in particular that stands out. It happened last Friday at 4:24 in the afternoon in the White House press briefing. 'I just had a terrific meeting with the former president, President Bill Clinton. I'm going to let him speak very briefly. And then I've actually got to go over and do some -- just one more Christmas party.' 'Thank you very much, Mr. President. First of all, I feel awkward being here and now you're going to leave me all by myself.' You're going to leave that guy, the Michael Jordan of press briefings, in charge while you go to a Christmas party?"

Jon Stewart: "Obama, what are you doing? You think the kind of handsome guy who replaced Clooney on 'ER' ever let" Clooney "back on the set? Not a chance!"

Jon Stewart: "Remember Wally Pipp, Mr. President? Of course you don't. Do you know why? Because he sat down for

like a day and let Lou Gehrig take a couple of cuts."

Jon Stewart: "Barack Obama, I'm not saying you don't have Jedi potential, but maybe you want to wait until term two before you let Obi-Wan back out in front of the press corps."

Jon Stewart: "Meanwhile, Obama faces challenges on other fronts. For instance, the healthcare bill. .. Democrats can always seek judicial remedies for laws they don't agree with, like no gay marriage. It's too bad that Republicans are so virulently opposed to judicial activism. 'A Federal judge in Virginia rules a key plank of...the new healthcare reform law is unconstitutional. Judge Henry Hudson says Congress cannot require Americans to purchase insurance under the Constitution's Commerce Clause.' 'It could turn out to be just the beginning of the end for Obama care.' ... It's a judicial activism miracle. Yes, Virginia, there is a Commerce Clause."

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Eisman, Julia (HHS/ASPA)

From: Courtney Kuhl [ckuhl@google.com]
Sent: Tuesday, December 21, 2010 12:43 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: Invitation: Google ThinkMobile Event (Feb. 10/NYC)

Julia,

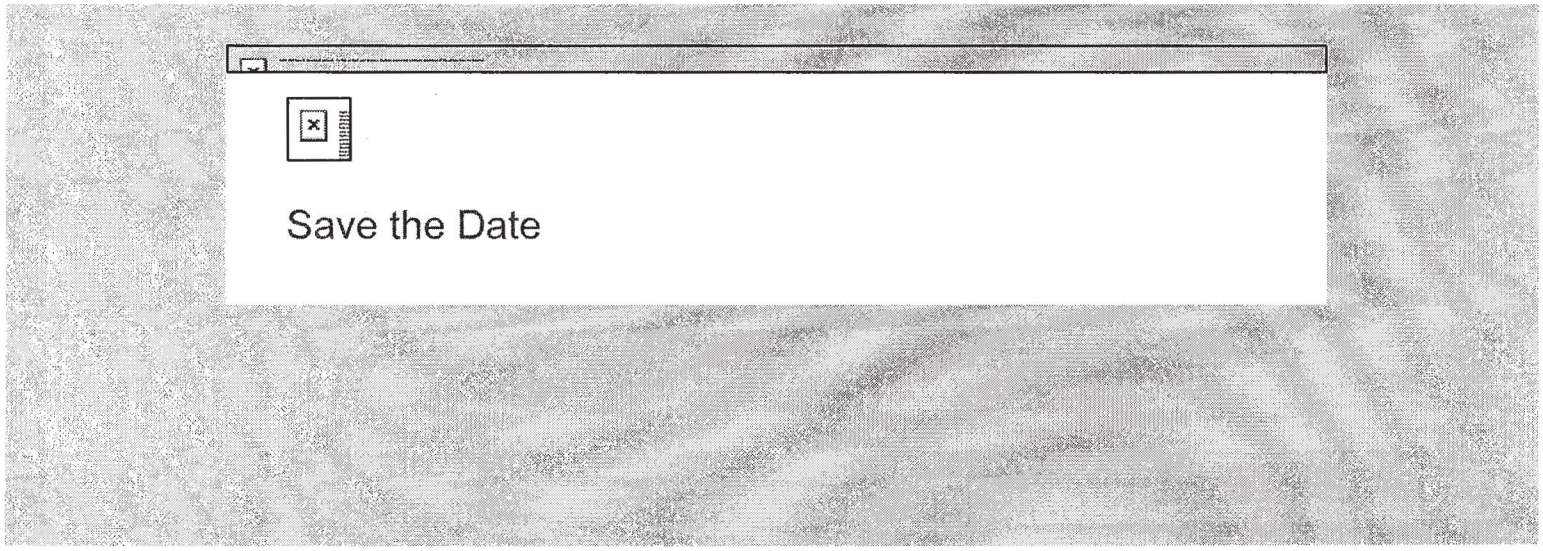
Google is hosting an event on mobile marketing at our offices in NYC on February 10th. We thought this might be helpful for Healthcare.gov, and other potential HHS projects in the future. Industry leaders including Marissa Mayer and Andy Rubin will be speaking; the event is the premiere mobile event Google will host in 2011. Details & an RSVP link are below; we'd love to have you attend. Cally Stolbach from Ogilvy will also be going.

The space is very limited, so just keep this invitation for yourself. If there's someone else you think should attend from HHS, let me know and we can possibly get an invitation for them as well. The focus is more on understanding how to connect with Americans through a mobile platform rather than getting in the weeds on the technical side.

Let me know if you have any questions, and hope you can join us!

Courtney

--
Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com | 202.346.1241 | (m)
(b)(6)



We can all agree, this year, mobile arrived. The question is: what are you, as a marketing leader, going to do about it?

Today's consumers are always connected no matter where they are. Driven by smartphone adoption, the mobile Internet has become an indispensable part of daily life. As a result, consumers are searching more, browsing more, and engaging with apps more. In 2011, we will only see these trends accelerate.

Who is this mobile consumer and how are they engaging with their smartphones? As we undergo one of the most dramatic consumer behavior transformations in history, you are challenged to identify new marketing strategies that make meaningful connections with the new mobile consumer. Google can help.

Join us in the new year for Google's inaugural, invitation-only mobile summit, **Think Mobile: It's Not Too Late To Be Early**. Gather with top marketing executives, industry visionaries, and agency leaders at our New York offices to immerse yourself in all things mobile. Prepare to learn, discuss, and get a sneak peek into the future of mobile.

It's an exciting time, so please reserve **February 10th to join us at Google's New York offices.**

To reserve your spot, please pre-register for this year's event by clicking here.

More information will follow in early January.

When
February 10, 2011
9:00am - 5:00pm
Followed by a cocktail reception.

Where
Google New York
76 Ninth Avenue, 4th Fl.
New York, NY 10011
Click here to view map

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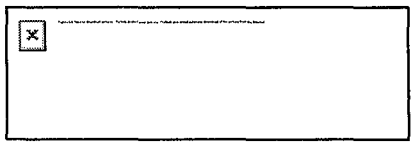

Eisman, Julia (HHS/ASPA)

From: DeCaro, Teresa (HHS/OCIIO)
Sent: Thursday, December 09, 2010 11:31 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: HC.gov Celebration

Ok, I am coming by now

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 09, 2010 11:28 AM
To: DeCaro, Teresa (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: HC.gov Celebration

Stop by and we will give you the hard drive

From: DeCaro, Teresa (HHS/OCIIO)
Sent: Thursday, December 09, 2010 11:21 AM
To: Backus, Jenny (HHS/ASPA)
Subject: RE: HC.gov Celebration

I am here today.

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 09, 2010 11:14 AM
To: DeCaro, Teresa (HHS/OCIIO)
Subject: RE: HC.gov Celebration

I am totally coming – wouldn't miss
We have some CLASSIC healthcare.gov jingles that I don't think the WH will let us use officially but will be rocking for the party
Are you down here soon – I will give you the hard drive

From: DeCaro, Teresa (HHS/OCIIO)
Sent: Thursday, December 09, 2010 11:13 AM
To: Backus, Jenny (HHS/ASPA)
Subject: RE: HC.gov Celebration

Hi Jenny. I am sure this is a silly question, but what are the Ogilvy jingles? I hope you can come to this party. I am a proud momma, but really this will be fun – good musicians! ☺

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, December 09, 2010 11:06 AM
To: Chao, Henry (HHS/OCIIO); Park, Todd (HHS/IOS); DeCaro, Teresa (HHS/OCIIO); Pollitz, Karen (HHS/OCIIO); James, Brian (HHS/OCIIO); Cormeny, Sara (HHS/OCIIO); Liu, Beth (HHS/OCIIO); Silvestri, Kristine (HHS/OCIIO); Moore, Hannah (HHS/OCIIO); Miller, Daniel J. (HHS/OCIIO); Robinson, Lori A. (CMS/CPC); Nunez-Poole, Ana M. (CMS/CPC); Chong, Zabeen G. (CMS/OBIS); Misner, Heather (HHS/OCIIO); Funderburk, Frank (CMS/OEA); Field, Diane E. (CMS/OEA); Radcliffe, Monica (HHS/OCIIO); Egan, Lynn (HHS/OGC); Appold, Carey O. (CMS/CMSO); Thomas, Herbert N. (CMS/CMSO); Skopec, Laura (HHS/OCIIO); Nall, Benjamin (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Goforth,

Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Lafond, Craig (HHS/ASPA); Hsieh, Ted (HHS/ASPA); 'Phillips, Macon'; Edgerton, Erin M. (b)(6) Mulligan, Jaime (HHS/ASPA); Haire, Yvette (HHS/ASPA); Williams, Vanessa (HHS/ASPA); Walton, Achaia (HHS/ASPA); Amor, Alison (HHS/ASPA/WCD); Stoltz, Craig (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Holman, Read (HHS/ASPA); Hambleton, Kathryn (HHS/ASPA); Shea, John (HHS/ASPA); Haycock, Hilary (HHS/ASPA); Eisman, Julia (HHS/ASPA); Santillo, Jessica (HHS/ASPA); Leban, Michelle (HHS/ASPA); Thompson, Penny R. (CMS/CMSO); Garlow, Nicholas (HHS/ASPA); Sorian, Richard (HHS/ASPA); O'Brien, Kelly (HHS/OCIIO); Outerbridge, Monique (HHS/OCIIO); Chong, Hanns (HHS/ASPA) (CTR); Kosterlitz, Julie (HHS/OCIIO); Minter, Nicholas (HHS/OCIIO); Oh, Mark (HHS/OCIIO); Booth, Jon G. (CMS/OEA); Holtje, Kristy L. (CMS/CPC); Gordon, Erin M. (CMS/OEABS); Lucia, Kevin (HHS/OCIIO); Bangit, Eliza (HHS/OCIIO); Libster, Jennifer (HHS/OCIIO); Johnston, Nicole (HHS/OCIIO); 'Edward Mullen'
Subject: RE: HC.gov Celebration

I would be great if we could get Dru the Ogilvy jingles

From: Chao, Henry (HHS/OCIIO)
Sent: Thursday, December 09, 2010 11:04 AM
To: Park, Todd (HHS/IOS); DeCaro, Teresa (HHS/OCIIO); Pollitz, Karen (HHS/OCIIO); James, Brian (HHS/OCIIO); Cormeny, Sara (HHS/OCIIO); Liu, Beth (HHS/OCIIO); Silvestri, Kristine (HHS/OCIIO); Moore, Hannah (HHS/OCIIO); Miller, Daniel J. (HHS/OCIIO); Robinson, Lori A. (CMS/CPC); Nunez-Poole, Ana M. (CMS/CPC); Chong, Zabeen G. (CMS/OBIS); Misner, Heather (HHS/OCIIO); Funderburk, Frank (CMS/OEA); Field, Diane E. (CMS/OEA); Radcliffe, Monica (HHS/OCIIO); Egan, Lynn (HHS/OGC); Appold, Carey O. (CMS/CMSO); Thomas, Herbert N. (CMS/CMSO); Skopec, Laura (HHS/OCIIO); Nall, Benjamin (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Lafond, Craig (HHS/ASPA); Hsieh, Ted (HHS/ASPA); 'Phillips, Macon'; Edgerton, Erin M. (CDC who.eop.gov); Mulligan, Jaime (HHS/ASPA); Haire, Yvette (HHS/ASPA); Williams, Vanessa (HHS/ASPA); Walton, Achaia (HHS/ASPA); Amor, Alison (HHS/ASPA/WCD); Stoltz, Craig (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Holman, Read (HHS/ASPA); Hambleton, Kathryn (HHS/ASPA); Shea, John (HHS/ASPA); Haycock, Hilary (HHS/ASPA); Eisman, Julia (HHS/ASPA); Santillo, Jessica (HHS/ASPA); Leban, Michelle (HHS/ASPA); Thompson, Penny R. (CMS/CMSO); Garlow, Nicholas (HHS/ASPA); Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA); O'Brien, Kelly (HHS/OCIIO); Outerbridge, Monique (HHS/OCIIO); Chong, Hanns (HHS/ASPA) (CTR); Kosterlitz, Julie (HHS/OCIIO); Minter, Nicholas (HHS/OCIIO); Oh, Mark (HHS/OCIIO); Booth, Jon G. (CMS/OEA); Holtje, Kristy L. (CMS/CPC); Gordon, Erin M. (CMS/OEABS); Lucia, Kevin (HHS/OCIIO); Bangit, Eliza (HHS/OCIIO); Libster, Jennifer (HHS/OCIIO); Johnston, Nicole (HHS/OCIIO); 'Edward Mullen'
Subject: RE: HC.gov Celebration

I won't be attending due to a 2 day meeting with state exchange grantees on 12/16 and 17 in Crystal City.

Have fun!

Henry Chao
Chief Information Officer
Office of Consumer Information and Insurance Oversight
U.S. Department of Health and Human Services
7501 Wisconsin Ave.
Bethesda, MD 20814
301-492-4100 (Main)
301-492-4456 (Direct)

INFORMATION NOT RELEASABLE TO THE PUBLIC UNLESS AUTHORIZED BY LAW:
This information has not been publicly disclosed and may be privileged and confidential. It is for internal government use only and must not be disseminated, distributed, or copied to persons not authorized to receive the information. Unauthorized disclosure may result in prosecution to the full extent of the law.

-----Original Appointment-----
From: Kendall, Damaris (HHS/OS) **On Behalf Of** Park, Todd (HHS/IOS)

Sent: Thursday, December 09, 2010 11:01 AM
To: DeCaro, Teresa (HHS/OCIIO); Pollitz, Karen (HHS/OCIIO); James, Brian (HHS/OCIIO); Cormeny, Sara (HHS/OCIIO); Liu, Beth (HHS/OCIIO); Silvestri, Kristine (HHS/OCIIO); Moore, Hannah (HHS/OCIIO); Miller, Daniel J. (HHS/OCIIO); Robinson, Lori A. (CMS/CPC); Nunez-Poole, Ana M. (CMS/CPC); Chong, Zabeen G. (CMS/OBIS); Misner, Heather (HHS/OCIIO); Funderburk, Frank (CMS/OEA); Field, Diane E. (CMS/OEA); Radcliffe, Monica (HHS/OCIIO); Egan, Lynn (HHS/OGC); Appold, Carey O. (CMS/CMSO); Thomas, Herbert N. (CMS/CMSO); Skopec, Laura (HHS/OCIIO); Nall, Benjamin (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Lafond, Craig (HHS/ASPA); Hsieh, Ted (HHS/ASPA); 'Phillips, Macon'; Edgerton, Erin M. (b)(6) Mulligan, Jaime (HHS/ASPA); Haire, Yvette (HHS/ASPA); Williams, Vanessa (HHS/ASPA); Walton, Achaia (HHS/ASPA); Amor, Alison (HHS/ASPA/WCD); Stoltz, Craig (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Holman, Read (HHS/ASPA); Hambleton, Kathryn (HHS/ASPA); Shea, John (HHS/ASPA); Haycock, Hilary (HHS/ASPA); Eisman, Julia (HHS/ASPA); Santillo, Jessica (HHS/ASPA); Leban, Michelle (HHS/ASPA); Thompson, Penny R. (CMS/CMSO); Garlow, Nicholas (HHS/ASPA); Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA); O'Brien, Kelly (HHS/OCIIO); Outerbridge, Monique (HHS/OCIIO); Chao, Henry (HHS/OCIIO); Chong, Hanns (HHS/ASPA) (CTR); Kosterlitz, Julie (HHS/OCIIO); Minter, Nicholas (HHS/OCIIO); Oh, Mark (HHS/OCIIO); Booth, Jon G. (CMS/OEA); Holtje, Kristy L. (CMS/CPC); Gordon, Erin M. (CMS/OEABS); Lucia, Kevin (HHS/OCIIO); Bangit, Eliza (HHS/OCIIO); Libster, Jennifer (HHS/OCIIO); Johnston, Nicole (HHS/OCIIO); 'Edward Mullen'
Subject: HC.gov Celebration
When: Friday, December 17, 2010 12:00 PM-2:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where: Restaurant in DC

Dear Team HealthCare.gov,

We've now officially scheduled our celebration of the Oct and Nov launches, combined with a team holiday party, for Friday, December 17, from 12 to 2 pm! Location will be coming soon – it will be a restaurant in DC. We have confirmed the band: Dru DeCaro (b)(6) and friends. Dru was finally able to find an opening in his schedule (as I mentioned at the last team meeting, he is the opening act for Usher's current tour!) – we are super-excited to have him playing for the team!

Three asks of everyone:

(1) Please RSVP ASAP whether you can attend, so we can get a final count for the caterer who will be serving a buffet lunch

(2) Please let me and Damaris know if there is anyone we need to invite that we inadvertently omitted

(3) Please let me and Damaris know your favorite song – we will be compiling a list for Dru to play

Thank you, and very much looking forward to celebrating with y'all!

Todd

Eisman, Julia (HHS/ASPA)

From: Failla, Mark [mark.failla@teamaol.com]
Sent: Wednesday, December 29, 2010 10:15 AM
To: Eisman, Julia (HHS/ASPA)
Cc: 'Imani.Greene@ogilvypr.com'
Subject: HHS Link on AOL Homepage today
Attachments: untitled.bmp; Flu HHS Screenshot.ppt

Hi Julia,

Just wanted to let you know that we're running a pro-bono Flu Prevention ad for HHS on our homepage today. It was placed in cooperation with the Ad Council. The ad and link appear in our "Cause Module" which features a different charity, non-profit or government agency each day of the year. It's an example of our dedication to government outreach efforts and the added value that we can offer you as part of your paid and PSA media efforts - Today's homepage ad will have approximately 14 million impressions.

The "Cause Module" is part of our new AOL homepage design and is also offered to our home page advertisers as added value to promote a cause and make consumers aware of their cause marketing efforts.

I'm really looking forward to working with you in the new year to support your effective online marketing efforts.

Happy Holidays,
Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)
AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Failla, Mark [mark.failla@teamaol.com]
Sent: Thursday, December 16, 2010 10:39 AM
To: Eisman, Julia (HHS/ASPA); 'Imani.Greene@ogilvypr.com'
Subject: RE: Advertising.com transparent, custom site lists for HHS

Hi Julia and Imani,

I just wanted to check in and see how the progress is coming on reviewing the site lists. Having a custom Advertising.com site list will give you lots of additional scale for your web campaigns and the ability to do some complex targeting at scale too. Please let me know if you would like me to begin putting together any media plans and pricing based on the solutions we discussed in our meeting last month.

Thanks,
Mark

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 22, 2010 1:59 PM
To: Failla, Mark; 'Imani.Greene@ogilvypr.com'
Subject: RE: Advertising.com transparent, custom site lists for HHS

Thanks!

From: Failla, Mark [mailto:mark.failla@teamaol.com]
Sent: Monday, November 22, 2010 1:45 PM
To: Eisman, Julia (HHS/ASPA); 'Imani.Greene@ogilvypr.com'
Subject: Advertising.com transparent, custom site lists for HHS

Julia,

Imani voiced some important concerns about Advertising.com transparency, and quite frankly, it is important that we meet any and all of your requirements so that you can successfully utilize all of our advertising services and targeting abilities. As I mentioned in our conversation this morning, our Advertising.com product development team has agreed to build HHS its very own Advertising.com network subnets of pre-approved sites. This way, you will be able to utilize all of our great targeting capabilities on the world's best optimization platform, and still reach your audiences at scale.

For campaign reporting, we will also be able to provide you with site level reporting. This had previously not been available, but is being made available to our Government clients immediately, with a full roll-out to our other clients in 2011. Site level reporting will include:
- Summary Reporting
- Top 100 best performing sites by: placement name, site ID, impressions, clicks, CTR, CVR, and CVM
- A listing of every web site URL with at least 1 impression served
- A breakdown of media by performance
- The top 50 media on sites
- Reporting will be available on demand (2-hour lag in real-time)

As a start in creating your approved subnets, I've attached the three site lists that you told me would be of most importance to you...Hispanic Content Channel list, Health Content Channel List, and a general Advertising.com 18+ with no UGC list (this was the list we started from to create the USPS custom subnet.) All you have to do, is comb through each of the site lists, highlight for me the sites you want to block, and then we will create three custom HHS site lists that your campaigns will run on exclusively.

Please let me know if you have any questions, or how else I can help.

Thanks,
Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)
AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 22, 2010 5:58 PM
To: Eisman, Julia (HHS/ASPA); Beakey, Chris
Cc: Greene, Imani; Light, Meredith; Wayman, Jennifer
Subject: RE: schedule check . . .

Thanks very much, Julia. We look forward to re-grouping with all of you after the new year.

Have a great holiday, and happy 2011!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 22, 2010 5:55 PM
To: Gillman, Margo; Beakey, Chris
Cc: Greene, Imani; Light, Meredith; Wayman, Jennifer
Subject: RE: schedule check . . .

Just to close the loop on this, we'll have to wait until after the holidays to meet.

Have a wonderful Christmas and New Years!

Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 22, 2010 3:07 PM
To: Eisman, Julia (HHS/ASPA); Beakey, Chris
Cc: Greene, Imani; Light, Meredith; Wayman, Jennifer
Subject: RE: schedule check . . .
Importance: High

Hi, Julia:

If it is not going to be possible for you to talk with us today, then please let us know ASAP whether you would like to schedule a time between 11-2 tomorrow, as Chris suggested.

Unfortunately, a number of staff have holiday/vacation plans with their families tomorrow, and we have had to ask them to make themselves available from 11-2 in an effort to accommodate all of you, since you cancelled today's meeting.

If we do not hear back from you by end of day today, then we will assume that we will pick everything back up when our offices re-open on January 3rd. I know that these matters are beyond your control, but we've really been trying to work with all of you to obtain necessary feedback and now we are up against the wall with the holidays.

Please let us know what you decide, ASAP.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 22, 2010 2:46 PM
To: Beakey, Chris
Cc: Gillman, Margo; Greene, Imani; Light, Meredith
Subject: Re: schedule check . . .

Will do.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 22, 2010 02:44 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Greene, Imani <Imani.Greene@ogilvypr.com>; Light, Meredith <Meredith.Light@ogilvypr.com>
Subject: schedule check . . .

Hey Julia – I have to run an errand between 3 and 3:45. If you come up with a time for today's call during that time please hit replay all to this message so Margo, Meredith and Imani know. We're all standing by. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 22, 2010 3:07 PM
To: Eisman, Julia (HHS/ASPA); Beakey, Chris
Cc: Greene, Imani; Light, Meredith; Wayman, Jennifer
Subject: RE: schedule check . . .

Importance: High

Hi, Julia:

If it is not going to be possible for you to talk with us today, then please let us know ASAP whether you would like to schedule a time between 11-2 tomorrow, as Chris suggested.

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Please let us know what you decide, ASAP.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
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1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, December 22, 2010 2:46 PM
To: Beakey, Chris
Cc: Gillman, Margo; Greene, Imani; Light, Meredith
Subject: Re: schedule check . . .

Will do.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, December 22, 2010 02:44 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Greene, Imani <Imani.Greene@ogilvypr.com>; Light, Meredith <Meredith.Light@ogilvypr.com>
Subject: schedule check . . .

Hey Julia – I have to run an errand between 3 and 3:45. If you come up with a time for today's call during that time please hit replay all to this message so Margo, Meredith and Imani know. We're all standing by. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 21, 2010 4:47 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Great – thank you!

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 21, 2010 4:46 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Sounds great. And please tell Chris that we're fine doing this by phone.

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 21, 2010 4:35 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Thanks, Julia!

For reference during tomorrow's call, attached are the questions from Meredith and Imani, as well as the additional TV PSA scripts that I sent yesterday. We are hoping to discuss these and the other items detailed at the bottom of this email chain during our 1pm call.

Also, as a reminder, here is the dial-in information:

(b)(4)

Looking forward to speaking with you soon—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 21, 2010 8:53 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Hi Margo - Thanks for the check-in. We're definitely still on for 1pm tomorrow and hope to have more answers to you by then, if not sooner. Regarding a meeting time/date for the long range strategic plan I'll look into times that work for everyone and get back to you.

Talk soon,
Julia

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, December 20, 2010 5:39 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: Following Up on Important Healthcare.gov Items

Hi, Jenny, Julia, and Jaime:

We wanted to touch base with you on the following healthcare.gov items. Please review and advise ASAP. **We'd also like to confirm that you are still available to participate in our team call at 1pm on Wednesday.**

REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback at your earliest convenience.

TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are

to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

PAID RADIO SPOTS

For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you at 9:23am on 12/16. We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you at 4:29pm on 12/17. Please advise on all of this at your earliest convenience.

LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you early next year to obtain a full debrief on the strategic campaign plan that we developed last month. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 7, 2pm – 6pm
- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Many thanks, and hope to hear from you soon—

Margo and Team

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 21, 2010 4:36 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items
Attachments: HealthCare Gov_CreativeQuestions.docx; HealthCare Gov_PaidMediaQuestions.docx; TV_Options_HealthCare gov.docx

Importance: High

Thanks, Julia!

For reference during tomorrow's call, attached are the questions from Meredith and Imani, as well as the additional TV PSA scripts that I sent yesterday. We are hoping to discuss these and the other items detailed at the bottom of this email chain during our 1pm call.

Also, as a reminder, here is the dial-in information:

(b)(4),(b)(6)

Looking forward to speaking with you soon—

Margo

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Talk soon,
Julia

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, December 20, 2010 5:39 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: Following Up on Important Healthcare.gov Items

Hi, Jenny, Julia, and Jaime:

We wanted to touch base with you on the following healthcare.gov items. Please review and advise ASAP. **We'd also like to confirm that you are still available to participate in our team call at 1pm on Wednesday.**

REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback at your earliest convenience.

TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

PAID RADIO SPOTS

For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you at 9:23am on 12/16. We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you at 4:29pm on 12/17. Please advise on all of this at your earliest convenience.

LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you early next year to obtain a full debrief on the strategic campaign plan that we developed last month. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 7, 2pm – 6pm
- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm

- Jan. 20, 2pm – 6pm

Many thanks, and hope to hear from you soon—

Margo and Team

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, December 20, 2010 5:39 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: Following Up on Important Healthcare.gov Items
Attachments: TV_Options_HealthCare.gov.docx

Importance: High

Hi, Jenny, Julia, and Jaime:

We wanted to touch base with you on the following healthcare.gov items. Please review and advise ASAP. **We'd also like to confirm that you are still available to participate in our team call at 1pm on Wednesday.**

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To inform future planning, we would like to schedule a time to meet with you early next year to obtain a full debrief on the strategic campaign plan that we developed last month. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

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- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Many thanks, and hope to hear from you soon—

Margo and Team

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, December 17, 2010 12:35 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: HHS Healthcare.gov; Healthcare.gov HMA
Subject: URGENT: PLEASE READ
Attachments: HealthCare.Gov_CreativeQuestions.docx

Importance: High

Hi, Jenny, Julia, and Jaime:

Can you please respond to the questions that Meredith sent below ASAP? It is critical for us to receive answers from you in order to proceed with finalizing the radio scripts and developing a production schedule. If we hear from you today, then we can aim to schedule the recordings for either the first or second week in January. Then we can aim to execute the placements in either the third or fourth week of January, although some stations may require additional time, pending availability and the partnerships that we are able to broker. However, if we experience delays in getting direction from HHS, then the proposed schedule will need to be adjusted accordingly. Please note that Imani also needs guidance on how to proceed with the radio buy, so she will send you her list of questions shortly.

Finally, as you know, (b)(4) (b)(4) Several of us (myself, Chris, Imani, and Meredith) can be reached if there is an emergency, but we have made arrangements to be off. Please let us know ASAP whether we can skip the daily SEM reports during this week. If not, then we can make arrangement for a freelancer to handle them during the office closure.

Many thanks!

Margo

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1111 19th Street NW, 10th Floor
Washington, DC 20036
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202.729.4009 fax

From: Light, Meredith
Sent: Thursday, December 16, 2010 9:23 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Gillman, Margo; Greene, Imani; Beakey, Chris
Subject: Creative input needed for Ogilvy on Healthcare.gov
Importance: High

Good morning Jenny, Julia and Jaime,

We're very much looking forward to starting the creative but have some critical questions we need answers to before we can proceed. They're attached.

I've reached out to Michael Wilkins and Lisa Laden for the list of your approved actors.

Thanks so much and stay warm today!
Meredith

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, December 10, 2010 2:46 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Wayman, Jennifer; Light, Meredith; Greene, Imani; Beakey, Chris; Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.9.10

Okay, thanks Jenny. We look forward to getting more of the details from you on Monday.

Margo

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Ogilvy Public Relations Worldwide
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Washington, DC 20036
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202.729.4009 fax

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Friday, December 10, 2010 2:45 PM
To: Gillman, Margo
Cc: Wayman, Jennifer; Light, Meredith; Greene, Imani; Beakey, Chris; Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 12.9.10

We are crashing on a bunch things so can't really right now
The short headline is – we got some good feedback – and some new direction from them which will require some modifications on our plan
They liked a couple of the campaigns a lot – didn't like some of the others
Because of this – don't think we need to totally crash on the early January deadlines in some ways but may have some new ones – esp on the search side

Will give you a more complete picture next week

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Friday, December 10, 2010 2:41 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Wayman, Jennifer; Light, Meredith; Greene, Imani; Beakey, Chris
Subject: RE: SEM Campaign Recap for 12.9.10
Importance: High

Hi, Jenny:

Is there any chance that you can provide us with a quick update on where things stand with the creative concepts that you were planning to present to the White House? Per the messages that I previously left you, we are concerned about the timing for production and placement now.

Please let us know.

Thank you—

Margo

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Washington, DC 20036
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202.729.4009 fax

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Friday, December 10, 2010 2:29 PM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 12.9.10

Looks like Bounce rates are going up again – any reason why

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, December 10, 2010 2:24 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.9.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.09.10.

Google English Campaign
Impressions: 75,369
Clicks: 2,693
CTR: 3.57%
CPC: $4.64
Engaged Visits: 1,419.75
Cost per Engaged Visit: $8.81
Bounce Rate: 47.28%

Google Spanish Campaign
Impressions: 16,796
Clicks: 127
CTR: 0.76%
CPC: $3.47
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 24,529

Clicks: 420
CTR: 1.71%
CPC: $1.64

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 116,695
Clicks: 3,240
CTR: 2.78%
CPC: $4.07

*Medical Loss Ratio campaign ended as of 12/8/2010

**We are experiencing some Google Analytic issues with our Spanish page, cuidadodesalud.com and are investigating with Google. We can provide numbers as soon as we figure out what the issue is.

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, December 10, 2010 2:26 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA; pgreen@hmaassociates.com
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Julia – we will send you a revised meeting invite shortly.

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 10, 2010 2:19 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA; 'pgreen@hmaassociates.com'
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo – Next Monday from 4-5pm works for us. Let's also go ahead and cancel next Wednesday's weekly meeting and squeeze those agenda items in Monday's meeting.

Thank you much-

Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Friday, December 10, 2010 1:33 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA; pgreen@hmaassociates.com
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call
Importance: High

Hi, Julia, et al:

It looks like the following days and times will work best for us next week. Please advise on your preference.

Monday, 12/13: 4pm-5pm, or 1pm-2:30pm
Tuesday, 12/14: 2pm-3pm

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
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Washington, DC 20036
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202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 7:04 PM
To: Gillman, Margo
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Sounds good. Thank you!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 7:02 PM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks for following up, Julia. We will check our schedules and send you some options tomorrow morning. I will be at an offsite meeting on Monday and Tuesday of next week, so unable to participate, but Chris Beakey will be back in the office and able to lead the call in my absence.

Talk with you soon—

Margo

Margo A. Gillman, MPH
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Ogilvy Public Relations Worldwide
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202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 7:00 PM
To: Gillman, Margo; Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo-
Looks like scheduling got the best of us this week and are unable to meet tomorrow. We'll be back in touch about a time early next week (hopefully Monday) when we can meet. If there are times that don't work for your team on Monday, please let me know. We'd like to be sure the online team can join us for this.

Thanks much,
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 3:00 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Jaime – we have it on our calendars and will wait to hear back from you later tonight.

Margo

Margo A. Gillman, MPH
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Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Thursday, December 09, 2010 1:41 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: Re: Healthcare.gov Project Tracker Attached for 1pm Team Call

We won't be able to hard confirm this until this evening but hold this time on your calendars if possible.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 12:23 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>; HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Healthcare.gov HMA <Healthcare.govHMA@ogilvypr.com>; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

When you have a moment, can you please confirm that we will have our meeting at 2:30pm tomorrow, but we will discuss SEM and the other proposed paid advertising tactics in a separate meeting next week?

Please advise.

Thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036

202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Wednesday, December 08, 2010 3:43 PM
To: 'Mulligan, Jaime (HHS/ASPA)'; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi, Jaime:

Unfortunately, Imani no longer is available to participate in the call on Friday, and Callie only can participate from 9am to 10am. We can proceed with having a call at 2:30pm as you suggested, but a separate call will be needed to be scheduled to discuss SEM and the paid advertising tactics presented within the strategic campaign plan. Are you okay with this? Just let us know.

Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 2:15 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 2:02 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jaime:

On Friday, it looks like most of us can talk by phone from 9am to 10am; 11am to 12pm; or from 1:30pm to 3:30pm. Please let me know if any of these options work.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 9:26 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi Margo, we're actually going to need to move this meeting to Friday. Me or Julia will circle back with times but feel free to throw out a few to get the conversation started

---

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

Many thanks—

Margo

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From: Gillman, Margo
Sent: Tuesday, December 07, 2010 2:27 PM
To: 'Backus, Jenny (HHS/ASPA)'
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

Many thanks!

Margo

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Washington, DC 20036
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202.729.4009 fax

From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, December 10, 2010 1:33 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA; pgreen@hmaassociates.com
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Importance: High

Hi, Julia, et al:

It looks like the following days and times will work best for us next week. Please advise on your preference.

Monday, 12/13: 4pm-5pm, or 1pm-2:30pm
Tuesday, 12/14: 2pm-3pm

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, December 09, 2010 7:04 PM
To: Gillman, Margo
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Sounds good. Thank you!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 7:02 PM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks for following up, Julia. We will check our schedules and send you some options tomorrow morning. I will be at an offsite meeting on Monday and Tuesday of next week, so unable to participate, but Chris Beakey will be back in the office and able to lead the call in my absence.

Talk with you soon—

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Thanks much,
Julia

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Sent: Thursday, December 09, 2010 3:00 PM
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Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Jaime – we have it on our calendars and will wait to hear back from you later tonight.

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Hi, Jaime:

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Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

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Importance: High

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Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

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From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
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Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

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Many thanks!

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Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

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I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, December 09, 2010 12:23 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Importance: High

Hi, Jaime:

When you have a moment, can you please confirm that we will have our meeting at 2:30pm tomorrow, but we will discuss SEM and the other proposed paid advertising tactics in a separate meeting next week?

Please advise.

Thanks—

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From: Gillman, Margo
Sent: Wednesday, December 08, 2010 3:43 PM
To: 'Mulligan, Jaime (HHS/ASPA)'; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
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From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Wednesday, December 08, 2010 2:15 PM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA; Perry, Dionte (HHS/ASPA)
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks Margo; can we do 2:30-3:30? That would be great. Thanks very much.

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Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
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Sent: Tuesday, December 07, 2010 6:58 PM
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Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Wednesday, December 08, 2010 11:42 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call

Thanks, Jaime. We are checking our schedules and will send you some potential meeting times for Friday, shortly.

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Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
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Subject: RE: Healthcare.gov Project Tracker Attached for 1pm Team Call
Attachments: HHS Weekly Project Tracker - Week of December 6 2010.FINAL.xlsx

Importance: High

My apologies – the tracker is attached.

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smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, December 07, 2010 6:58 PM
To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Hsu, Charles; HHS Healthcare.gov; Healthcare.gov HMA
Subject: Healthcare.gov Project Tracker Attached for 1pm Team Call

Hi again, Jenny:

Attached, please find our current project tracker, to help facilitate our 1pm conference call tomorrow. As mentioned below, we are anxious to receive your guidance on how to proceed with creative concept development and production. We also would like to begin discussing the overall strategic communications plan, if you are ready to provide feedback.

Please confirm that you are still available to talk at 1pm, when you have a moment.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Tuesday, December 07, 2010 2:27 PM
To: 'Backus, Jenny (HHS/ASPA)'
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
Subject: Following up on healthcare.gov creative concepts and strategic plan
Importance: High

Hi, Jenny:

Just a quick note to see if you have any feedback/direction on how we should proceed with the radio and TV concepts that were presented a few weeks ago. You mentioned on our last call that you were planning to discuss them with the White House on either Friday or yesterday. We would appreciate any guidance that you can provide, so we can determine immediate next steps and a production schedule. Also, we are awaiting your feedback on the overarching strategic campaign plan.

Will it be possible to begin discussing all of this during our 1pm call tomorrow? Please advise ASAP.

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Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Beakey, Chris
Sent: Saturday, December 04, 2010 12:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Gillman, Margo; Taylor, Erica; Greene, Imani; Stolbach, Cally; Hsu, Charles; Perellis, Cara
Subject: Ogilvy contacts week of Dec 5

Hey Jenny and Julia – as I mentioned, I'm out this coming week. You can connect with Margo and Meredith (cc'd here) once you have feedback on the creative concepts, and Margo will also be available to discuss feedback on the overall Strategic Plan and other aspects of the project.

Imani, Cally and Charles will continue to be the contacts for the SEM advertising.

I'll check email from time to time during the week and can be reached virtually always by cell at (b)(6) Take care and please let us know if you need anything. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

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To: Backus, Jenny (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov; Hsu, Charles; Healthcare.gov HMA
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Importance: High

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Fax: 202 729-4001
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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, December 29, 2010 1:43 PM
To: mark.failla@teamaol.com; Eisman, Julia (HHS/ASPA)
Subject: Re: HHS Link on AOL Homepage today
Attachments: untitled.bmp

Very, very cool! Thanks Mark.

From: Failla, Mark <mark.failla@teamaol.com>
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Cc: Greene, Imani
Sent: Wed Dec 29 10:15:00 2010
Subject: HHS Link on AOL Homepage today

Hi Julia,

Just wanted to let you know that we're running a pro-bono Flu Prevention ad for HHS on our homepage today. It was placed in cooperation with the Ad Council. The ad and link appear in our "Cause Module" which features a different charity, non-profit or government agency each day of the year. It's an example of our dedication to government outreach efforts and the added value that we can offer you as part of your paid and PSA media efforts - Today's homepage ad will have approximately 14 million impressions.

The "Cause Module" is part of our new AOL homepage design and is also offered to our home page advertisers as added value to promote a cause and make consumers aware of their cause marketing efforts.

I'm really looking forward to working with you in the new year to support your effective online marketing efforts.

Happy Holidays,
Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)
AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 21, 2010 11:39 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Stolbach, Cally
Subject: RE: Following Up on Important Healthcare.gov Items

Perfection. Consider it done.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 21, 2010 11:31 AM
To: Greene, Imani
Cc: Gillman, Margo; Stolbach, Cally
Subject: RE: Following Up on Important Healthcare.gov Items

Hello! So I think we don't need the daily reports, but if we could get a weekly (even a scaled down version) that would be great.

That cool?

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 21, 2010 11:30 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Stolbach, Cally
Subject: RE: Following Up on Important Healthcare.gov Items

Hi Julia. Will you be able to let us know about the daily reports? We don't want to leave you guys without them if you need them...

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 21, 2010 8:53 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: Following Up on Important Healthcare.gov Items

Hi Margo - Thanks for the check-in. We're definitely still on for 1pm tomorrow and hope to have more answers to you by then, if not sooner. Regarding a meeting time/date for the long range strategic plan I'll look into times that work for everyone and get back to you.

Talk soon,

Julia

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, December 20, 2010 5:39 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; Healthcare.gov HMA
Subject: Following Up on Important Healthcare.gov Items

Hi, Jenny, Julia, and Jaime:

We wanted to touch base with you on the following healthcare.gov items. Please review and advise ASAP. **We'd also like to confirm that you are still available to participate in our team call at 1pm on Wednesday**.

REVISED TV PSA SCRIPTS

Attached are revised (plus original) TV PSA scripts for your review, per your recent feedback on the "Anything Can Happen" approach. Please review and provide feedback at your earliest convenience.

TV PSA PRODUCTION TIMING

In response to Julia's recent question to Meredith, it will take about a month from concept testing (see recommendation below) and approval to produce the final TV PSA. Please note, however, that if animation is required, this likely will take about 1.5 months. In our attached revised concepts, the "dinosaur balloon" direction is the most expensive concept and will take longer to produce.

TV PSA CONCEPT TESTING

Jenny previously told us that HHS would like to test the "Anything Can Happen" concept in one market following actual production to determine whether a PSA on the healthcare law will be picked up. Given the significant costs associated with producing the spot, and concern that the results from testing the PSA in one market cannot be generalized for other markets, we would like to suggest an alternative approach. We propose to work with our PSA distribution vendor, WestGlen, to test HHS' preferred PSA concept(s) in storyboard format among a selection of nationally representative PSA directors. Fielded electronically, we can include a "quick and dirty" survey to help assess how likely the PSA directors are to air spots focusing on healthcare.gov and to identify which PSA elements are perceived to be most appealing/motivational. While this requires further discussion and planning, we believe that the testing process can be fairly quick. Please let us know your immediate thoughts about this.

PAID RADIO SPOTS

For radio, very few of the HHS-approved actors used on the HealthCare.gov site are professional actors, even though they have joined the union. We believe that the approved voices are fine for the real people in the "I Get Coverage" radio spot, but not for the part of the announcer. We feel the spots will be much more effective if we can choose the actors who are best for the announcer and for the evergreen spots. Since the evergreen spots are carried by a single voice, it must be the best possible voice we can get to reach the intended audience. We are currently conducting a casting session, and will have voice demos by end of day on Wednesday. They will all be union talent. We will share our voice picks with HHS as soon as possible. For planning purposes, we need to know how long your approval process will take.

In addition we are still awaiting answers to the list of questions pertaining to the radio scripts, which Meredith sent you at 9:23am on 12/16. We also are awaiting your responses to the questions regarding the radio and digital ad buys, which Imani sent you at 4:29pm on 12/17. Please advise on all of this at your earliest convenience.

LONGER-RANGE STRATEGIC PLAN

To inform future planning, we would like to schedule a time to meet with you early next year to obtain a full debrief on the strategic campaign plan that we developed last month. If possible, we would like to request a 4-hour block. Please let us know if we can plan this during any of the following times:

- Jan. 7, 2pm – 6pm
- Jan. 13, 2pm – 6pm
- Jan. 14, 1pm – 5pm
- Jan. 20, 2pm – 6pm

Many thanks, and hope to hear from you soon—

Margo and Team

Margo A. Gillman, MPH
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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 21, 2010 11:35 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: Following Up on Important Healthcare.gov Items

Thanks for your note. I'm out of the office through December 23, with unpredictable access to email. If your message is urgent, please contract cally.stolbach@ogilvypr.com or charles.hsu@ogilvypr.com.

Between (b)(4) I look forward to connecting on January 3, 2011.

At any point you may reach me on mobile (below) for urgent concerns.

Best Regards,

Imani Greene

(b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 21, 2010 11:30 AM
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(b)(6) (m)

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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, December 17, 2010 4:43 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); OGIMGillman (CMS contact); Mulligan, Jaime (HHS/ASPA)
Cc: HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: URGENT: PLEASE READ

Thanks all!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 17, 2010 4:42 PM
To: Backus, Jenny (HHS/ASPA); Greene, Imani; Gillman, Margo; Mulligan, Jaime (HHS/ASPA)
Cc: HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: URGENT: PLEASE READ

Jenny – are you okay with extending our search for another 30 days at our same level?

Imani – we'll get back to you on the items you listed.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, December 17, 2010 4:29 PM
To: OGIMGillman (CMS contact); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: URGENT: PLEASE READ

Hello all, it seems wise to piggyback Margo's note with a series of questions related to the buy(s). The most timely one relates to extending the existing search buy for an additional 30 days. Shall we do so at the same spending level ($300k?).

Other important questions are also included on the attachment.

From: Gillman, Margo
Sent: Friday, December 17, 2010 12:35 PM
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Cc: HHS Healthcare.gov; Healthcare.gov HMA
Subject: URGENT: PLEASE READ
Importance: High

Hi, Jenny, Julia, and Jaime:

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Finally, as you know, (b)(4) (b)(4) Several of us (myself, Chris, Imani, and Meredith) can be reached if there is an emergency, but we have made arrangements to be off. Please let us know ASAP whether we can skip the daily SEM reports during this week. If not, then we can make arrangement for a freelancer to handle them during the office closure.

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From: Light, Meredith
Sent: Thursday, December 16, 2010 9:23 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Gillman, Margo; Greene, Imani; Beakey, Chris
Subject: Creative input needed for Ogilvy on Healthcare.gov
Importance: High

Good morning Jenny, Julia and Jaime,

We're very much looking forward to starting the creative but have some critical questions we need answers to before we can proceed. They're attached.

I've reached out to Michael Wilkins and Lisa Laden for the list of your approved actors.

Thanks so much and stay warm today!
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Cc: HHS Healthcare.gov; Healthcare.gov HMA
Subject: RE: URGENT: PLEASE READ
Attachments: HealthCare Gov_PaidMediaQuestions.docx

Follow Up Flag: Follow up
Flag Status: Flagged

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From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 4:29 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: AOL Latino

We're in my office: 202 729 4150

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 14, 2010 4:28 PM
To: Greene, Imani
Cc: Stolbach, Cally
Subject: RE: AOL Latino

Hey guys – give me 5 extra minutes. :-/

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 3:18 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: AOL Latino

4:30 it is.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 14, 2010 3:17 PM
To: Greene, Imani
Cc: Stolbach, Cally
Subject: RE: AOL Latino

Sorry about that – would later work after all?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 2:57 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: AOL Latino

Actually - my 3pm got cancelled. If you're still up to chat at 3 I'm happy to call you in a few moments.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 14, 2010 2:45 PM
To: Greene, Imani

Cc: Stolbach, Cally
Subject: RE: AOL Latino

4:30?

I have a meeting from 3:30-4:30, and another from 5-5:30. So anytime around that is good.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 2:17 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: AOL Latino

Any chance you could speak at 4? I have a conflicting 3pm.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 14, 2010 1:24 PM
To: Greene, Imani
Cc: Stolbach, Cally
Subject: RE: AOL Latino

Hi! Yes – would love to chat. Can we talk around 3pm?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 12:24 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: AOL Latino

Hi Julia. I left you a vm message so this is just an email followup. Do you have a few minutes today to talk about AOL Latino? Try me on office and/or cell. Numbers are below.

Thanks!

Imani Greene
SVP/Director, Media SPB
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

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Subject: RE: AOL Latino

Sorry about that – would later work after all?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 2:57 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: AOL Latino

Actually - my 3pm got cancelled. If you're still up to chat at 3 I'm happy to call you in a few moments.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 14, 2010 2:45 PM
To: Greene, Imani
Cc: Stolbach, Cally
Subject: RE: AOL Latino

4:30?

I have a meeting from 3:30-4:30, and another from 5-5:30. So anytime around that is good.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 2:17 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: AOL Latino

Any chance you could speak at 4? I have a conflicting 3pm.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, December 14, 2010 1:24 PM
To: Greene, Imani
Cc: Stolbach, Cally
Subject: RE: AOL Latino

Hi! Yes – would love to chat. Can we talk around 3pm?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 12:24 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: AOL Latino

Hi Julia. I left you a vm message so this is just an email followup. Do you have a few minutes today to talk about AOL Latino? Try me on office and/or cell. Numbers are below.

Thanks!

Imani Greene
SVP/Director, Media SPB
Ogilvy Washington

202.729.4150 - office
(b)(6) mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, December 14, 2010 2:57 PM
To: Eisman, Julia (HHS/ASPA)
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Thanks!

Imani Greene
SVP/Director, Media SPB
Ogilvy Washington

202.729.4150 - office
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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
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Thanks!

Imani Greene
SVP/Director, Media SPB
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, December 10, 2010 4:17 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Hsu, Charles; Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 12.9.10

Hi Jenny,

To echo Julia's sentiment, we should set aside a few moments during next week's meeting to talk quickly about the campaign bounce rate.

One thought starter: an increase in bounce rate is not necessarily a negative outcome. Bounce rates are commonly misinterpreted to mean that users are leaving the site within seconds of entering – which is not necessarily the case. Google actually (loosely) defines a bounce rate as a percentage of single-page visits. So if HHS is directing a user to a content page that does not encourage additional information gathering (for example, the Medical Loss Ratio blog post) it is expected that the bounce rate will be rather high.

In assessing user engagement it is equally as important to consider *time spent,* of which HHS now boasts an impressive 11min and 24 seconds minutes for the English-language campaign. By way of comparison, time spent for the first week of the campaign 5min and 48seconds. (The bounce rate, was statistically similar at 54.12%.)

Since our recent efforts have been directing many users to more specific URLs and landing pages, the bounce rate may be an indication that users are actually finding what they need, spending time with the content, and navigating away without needing to dig through the site in order to answer their original keyword query. I think this is definitely worthy of additional exploration.

I look forward to your thoughts on Monday.

Imani Greene

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 10, 2010 2:35 PM
To: Backus, Jenny (HHS/ASPA); Hsu, Charles; Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 12.9.10

For what it's worth, the bounce rate for our paid search (47%) was lower than the bounce rate for organic search (54%).

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, December 10, 2010 2:29 PM
To: 'Hsu, Charles'; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: 'Greene, Imani'; 'Stolbach, Cally'; 'Beakey, Chris'; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 12.9.10

Looks like Bounce rates are going up again – any reason why

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, December 10, 2010 2:24 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 12.9.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com campaign for 12.09.10.

Google English Campaign
Impressions: 75,369
Clicks: 2,693
CTR: 3.57%
CPC: $4.64
Engaged Visits: 1,419.75
Cost per Engaged Visit: $8.81
Bounce Rate: 47.28%

Google Spanish Campaign
Impressions: 16,796
Clicks: 127
CTR: 0.76%
CPC: $3.47
Engaged Visits: N/A
Cost per Engaged Visit: N/A
Bounce Rate: N/A

Yahoo/Bing English Campaign
Impressions: 24,529
Clicks: 420
CTR: 1.71%
CPC: $1.64

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 116,695
Clicks: 3,240
CTR: 2.78%
CPC: $4.07

*Medical Loss Ratio campaign ended as of 12/8/2010

**We are experiencing some Google Analytic issues with our Spanish page, cuidadodesalud.com and are investigating with Google. We can provide numbers as soon as we figure out what the issue is.

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 9:19 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Hsu, Charles
Subject: RE: facebook.com

Hmm. I'm not sure we have generic best practices. We were actually going to offer recommendations for copy and re-directs based on our specific recommendation to you. Let me see of we can rustle up something evergreen in short order.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 03, 2010 9:13 AM
To: Greene, Imani
Cc: Stolbach, Cally; Hsu, Charles
Subject: Re: facebook.com

On this note, we had requested some info on best practices about where to redirect - our facebook page or our homepage, or any other material/research you have on fb ads. Any chance we could get that this morning? I'd like to share with the crew here.

Many thanks.

Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 09:07 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: RE: facebook.com

Will do. We're at the ready.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, December 03, 2010 9:02 AM
To: Greene, Imani
Cc: Stolbach, Cally; Hsu, Charles
Subject: Re: facebook.com

I'll get back to you. We're having a conversation about this today.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, December 03, 2010 08:56 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: facebook.com

Hi Julia. We never heard back regarding your priorities for facebook advertising and we know this is a priority. Will you have info to share today?

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, November 30, 2010 1:37 PM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Sorian, Richard (HHS/ASPA)
Subject: Re: SEM Campaign Recap for 11.29.10

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, November 30, 2010 01:17 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: FW: SEM Campaign Recap for 11.29.10

The MLR display isn't doing so hot:

Google DISPLAY NETWORK MLR
Impressions: 1,002,170
Clicks: 144
CTR: 0.01%
CPC: $14.18

What do you think about pausing it or ending it early? We could shift that $$ to the MLR Google search campaign which is performing better (or just cut it altogether)…

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 30, 2010 1:12 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.29.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 11.29. For purposes of comparative evaluation, we offer two distinct sets of metrics going forward: 1) the healthcare.gov/cuidadodesalud.gov Engagement Campaign; and 2) the MLR Engagement Campaign. The latter includes SEM results as well as results from the ad networks (including Google Content and Kontera). If you prefer to see the reporting differently, please let us know.

Note: there are several placements that require rigorous optimization. We look forward to recapping these during tomorrow's weekly report.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(11/29)**

Google English Campaign
Impressions: 16,421
Clicks: 412
CTR: 2.51%
CPC: $8.19
Engaged Visits: 193.10
Cost per Engaged Visit: $17.48

Bounce Rate: 53.13%

Google Spanish Campaign
Impressions: 23,196
Clicks: 166
CTR: 0.72%
CPC: $3.91
Engaged Visits: 77.07
Cost per Engaged Visit: $8.41
Bounce Rate: 53.57%

Yahoo/Bing English Campaign
Impressions: 17,373
Clicks: 168
CTR: 0.97%
CPC: $1.63

Yahoo/Bing Spanish Campaign
Impressions: 3
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 56,990
Clicks: 746
CTR: 1.31%
CPC: $5.76

****

MLR Engagement Campaign ***(11/29)***
Google MLR
Impressions: 66,0764
Clicks: 2,951
CTR: 0.45%
CPC: $3.95

Google DISPLAY NETWORK MLR
Impressions: 1,002,170
Clicks: 144
CTR: 0.01%
CPC: $14.18

Yahoo/Bing MLR
Impressions: 11,025
Clicks: 315
CTR: 2.86%
CPC: $1.51

Kontera
Impressions: 11,563
Clicks: 615
CTR: 5.32%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 6:47 PM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

All you Mulligan

-----Original Message-----
From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 29, 2010 5:54 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

I guess so. It might be nice if we could get Macon's read 1:1 first so that if they don't pass the laugh test we don't have to deal with a gang.

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 05:12 PM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: We need to figure out

How we respond to ogilvy's proposals for creative around healthcare.gov That they just presented

Do we need to set up a briefing with the wh

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 5:44 PM
To: Eisman, Julia (HHS/ASPA); Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: RE: We need to figure out

Yes - plus Chris and Jess

-----Original Message-----
From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 29, 2010 5:43 PM
To: Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: We need to figure out

If you want, I can set up a meeting with the four of us to discuss tomorrow, then we can make our recommendations to the WH.

Let me be the first to say that I'm not sure America's ready for the new radio jingles that are about to take the country by storm....

-----Original Message-----
From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 5:13 PM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 2:14 PM
To: Eisman, Julia (HHS/ASPA); Drobac, Krista (HHS/OCIIO)
Cc: Oseran, Laurie (HHS/OCIIO); Wilson, Lisa (HHS/OCIIO)
Subject: RE: Google search terms

We could definitely set up under our search – we would need a MOU on how you would send us funds but we can do under our contract

---

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 29, 2010 1:54 PM
To: Drobac, Krista (HHS/OCIIO); Backus, Jenny (HHS/ASPA)
Cc: Oseran, Laurie (HHS/OCIIO); Wilson, Lisa (HHS/OCIIO)
Subject: RE: Google search terms

Adding Jenny to help answer your question. My guess is that you'd need to establish your own contract with Ogilvy but I'm not totally sure.

Let us know if we can help.

From: Drobac, Krista (HHS/OCIIO)
Sent: Monday, November 29, 2010 1:46 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Oseran, Laurie (HHS/OCIIO); Wilson, Lisa (HHS/OCIIO)
Subject: RE: Google search terms

We definitely want to do this and we're getting pressure from WH to do more on PCIP outreach. If we had budget for it, would it be something we could set up ourselves or could we just use your contract with Ogilve (or whoever your contractor is)?

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 29, 2010 12:39 PM
To: Drobac, Krista (HHS/OCIIO)
Cc: Oseran, Laurie (HHS/OCIIO); Wilson, Lisa (HHS/OCIIO)
Subject: RE: Google search terms

Hi Krista-
We don't have ads going directly to the PCIP site, though many of our ads go to the insurance finder which offers PCIP as an option.

If you're interested, I'd be happy to sit and talk you through the online ads if you'd like to direct traffic directly to PCIP.gov.

-Julia

From: Drobac, Krista (HHS/OCIIO)
Sent: Monday, November 29, 2010 10:12 AM
To: Eisman, Julia (HHS/ASPA)

Cc: Oseran, Laurie (HHS/OCIIO); Wilson, Lisa (HHS/OCIIO)
Subject: Google search terms

Hey Julia.

Just checking in on the Google search terms on PCIP. Are those ads happening?

Thanks,
Krista

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, November 24, 2010 9:55 AM
To: 'Hsu, Charles'; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: 'Greene, Imani'; 'Stolbach, Cally'; 'Beakey, Chris'; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 11.23.10

Our bounce rates are looking high
Do we need to adjust on anything

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:41 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.23.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.23.

Google English Campaign
Impressions: 809,884
Clicks: 1,979
CTR: 0.24%
CPC: $5.96
Engaged Visits: 945.96
Cost per Engaged Visit: $12.47
Bounce Rate: 52.20%

Google Spanish Campaign
Impressions: 22,551
Clicks: 145
CTR: 0.64%
CPC: $3.70
Engaged Visits: 67.02
Cost per Engaged Visit: $8.01
Bounce Rate: 53.78%

Yahoo/Bing English Campaign
Impressions: 12,629
Clicks: 194
CTR: 1.54%
CPC: $2.20

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 845,064
Clicks: 2,318
CTR: 0.27%
CPC: $5.51

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, November 24, 2010 9:37 AM
To: 'Greene, Imani'; Eisman, Julia (HHS/ASPA); 'Hsu, Charles'
Cc: Kohan, Behnaz (HHS/ASPA); 'Stolbach, Cally'; 'Beakey, Chris'; OGIMGillman (CMS contact)
Subject: RE: Display ads

No – we are allocating an additional $50,000

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:36 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display ads

I should have asked this important question – is this in addition to this month's search budget, or so we need to modify search to cover this expense?

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 24, 2010 9:29 AM
To: Hsu, Charles; Greene, Imani
Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Subject: Display ads

Team Ogivly –
We'd like to allocate 50k for two weeks (this week and next) to MLR display ads – both in-text and sponsored ads, as we've been discussing.

You should have all you need, however let me know if there's anything else I've missed.

Thanks much and happy almost Thanksgiving-
Julia

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, November 24, 2010 8:54 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: display ads

Go ahead and let them know we want to spend 50,000 on them for the next two weeks
(the rest of this week and next week)
thanks

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, November 24, 2010 8:52 AM
To: Backus, Jenny (HHS/ASPA)
Subject: display ads

Morning Jenny – let me know when we can reach out to Ogilvy to flip the switch on the display ads. There's no new creative for them -- since we're doing text-only (in-text and sponsored links), we're using the same language and keywords as we are with the search ads. So we're good to go from that end.

-Julia

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, November 23, 2010 7:38 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: updated SEM dashboards

Ok

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 22, 2010 10:26 PM
To: Backus, Jenny (HHS/ASPA)
Subject: Re: updated SEM dashboards

Jenny - are you okay with this search plan for MLR?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 10:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris <Chris.Beakey@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Julia, with these changes made are we approved to turn on the MLR buy, or are we still awaiting your final approval?

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 22, 2010 6:27 PM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Hi all –
I've made a few changes to the spreadsheets. Any place I made a change, I added a (***) in the adgroup and bolded the change. Let me know if you're having trouble reading it.

Changes include:

- updated landing pages for some existing HC.gov adgroups to drive more people to the Finder.
- updated one of the creatives in the MLR SEM (not sure we can say "consumers vs. CEOs")

-Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 5:36 PM

To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Hsu, Charles
Subject: updated SEM dashboards

Hi Julia. As discussed, this forwards an updated SEM dashboard for the MLR campaign, with updated ad copy and updated keywords. As discussed we:

- Modified the search ads to expresses that "more dollars go to healthcare instead of CEO salaries"'
- Modified the search ads to remove the copy that read "A premium for consumers"
- Removed all search terms that seemed to drive consumers to look for healthcare options, such as "low cost insurance premiums"
- Added "health costs and insurance profits" to the list

As discussed, we have paused the Priority One terms related to the Affordable Care Act such as "Health Care Reform" and "Obamacare" under the existing campaign, so that we may advertise the MLR messages instead. An interim dashboard is also enclosed accordingly.

The two campaigns will split the daily costs of HHS's approved media ODC investment for the next 7 days; about $5,000 will be spent daily on the healthcare.gov SEM campaign and about $5,000 will be spent daily on the MLR campaign. Next Monday, we will reevaluate the need and performance of both campaigns and design a going-forward strategy.

Next Steps

- Approval of the MLR keyword list and ad copy.
- Revisit the "Text Ads on Content Sites" proposal
- Revisit the "In-text hyperlinked ads" proposal
- Potential revisit of banner ads to drive consumer interest

Im on mobile this evening if you have questions or wish to move forward with the search ads.

Regards,

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 22, 2010 7:04 AM
To: 'Imani.Greene@ogilvypr.com'; Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Gibson, Roxanne (HHS/ASPA)
Cc: 'Charles.Hsu@ogilvypr.com'; 'Cally.Stolbach@ogilvypr.com'; 'Chris.Beakey@ogilvypr.com'
Subject: Re: Existing SEM buy

We would like you to continue it

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Sunday, November 21, 2010 09:54 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles <Charles.Hsu@ogilvypr.com>; Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: Existing SEM buy

Good morning! Just a reminder that our existing SEM buy will go dark tomorrow if we do not commit to extending it. Your email approval is all that is needed to continue your presence at the same levels. Please advise at your earliest convenience.

If anything is needed from me, please do not hesitate to ask.

Thanks as always...

Imani Greene
SVP/Director, Media SPB
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 19, 2010 3:50 PM
To: 'Chris.Beakey@ogilvypr.com'; Eisman, Julia (HHS/ASPA)
Cc: Perry, Dionte (HHS/ASPA)
Subject: Re: Question about Wednesday Nov 24 meeting

No we won't
Thanks for checking

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Friday, November 19, 2010 03:48 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: Question about Wednesday Nov 24 meeting

Hello Julia and Jenny – just want to check and see if we'll still be doing our Wednesday meeting next week, the day before Thanksgiving. Please let me know – thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 15, 2010 11:03 AM
To: 'Beakey, Chris'; Eisman, Julia (HHS/ASPA); 'Greene, Imani'
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Thank you
Do you think we need to do anything new on Search stuff around the event today

---

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 11:02 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Of course!

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 15, 2010 11:02 AM
To: Beakey, Chris
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Chris – can you please hold on this for this week

Would like to chat about this later this week – think it makes sense to announce this more around a specific project

Thanks

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 10:59 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Ogilvy news release for your review

Hi Jenny – Happy Monday. We'd like to send the attached news release out to some of our business media contacts. Is this OK with you?
We're looking forward to presenting some creative concepts to you at the Wednesday meeting.

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 3:23 PM
To: Mulligan, Jaime (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Here is the deal = we have our OPEN ENROLLMENT EVENT AT THE SAME TIME I think
We need some separation = although different reporters – we may want to really promote this with on line folks mostly and the consumer reporters

---

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 3:21 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

- Todd's only availability on Monday is at 11:30 am so we will have to do this at that time if we want both Todd and Karen
  - Michael, is that feasible re: the studio/auditorium etc?
  - ***If I get the greenlight from this chain on the 11:30 am time I will begin setting up the GO TO MEETING etc***
- Julia and I just talked and we have a plan for reaching out to bloggers (includes reaching out to Ogilvy shortly)
- I'm going to take the bullets Doug sent and compare them to what we had for Oct 1st and come up with some 'almost final' paper for us to review
- What time would we need to notify the Hill/Governors---would you need any other info? (Liz, Paul/Lauren?)
- What am I missing in terms of logistics for liftoff?

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 3:10 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

3 pm would be great for me.

-----Original Message-----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 3:05 PM

To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Make that 3 per Michael's email. :)

----- Original Message -----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 03:04 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

We do have some bullets from Doug; thank you---

How about 1 pm for the press thing? Todd does that work for you?

----- Original Message -----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 02:58 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

After 11 am is better for me, but I can try to rearrange for this whenever you set it.

Doug sent you (Jaime?) some bullet points, right?

-----Original Message-----
From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 1:56 PM
To: Pollitz, Karen (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

We would like to set up a "GO TO MEETING" Press Call -Webcast ont eh new improvements and updates for Monday = mostly with our own line folks
We can get Ogilivy to help us promote the call with their online reporter crowd too - Julia and Jaime - can you reach out
Was thinking we could do in the AM or early afternoon

We could also webcast it out -and do from auditorium

WHAT do you think Michael W

Todd and Karen - when are you free on MONDAY?
We also need to update the HILL and GOVERNORS - looping in Liz and Paul

WE REALLY NEED OCIIO and TODD to help generate some paper
thanks

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)

Sent: Friday, November 12, 2010 11:05 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Doug can you pls send talk pts you did for me to Jaime? Thanks

----- Original Message -----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 11:01 AM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Is anyone drafting paper (talkers) etc on the new additions to the Finder? Karen, if you can let me know if I should work with Terese/etc on updating the paper we had for the initial rollout---or if someone's already working on it--

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 10:59 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Sure

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 10:58 AM
To: Pollitz, Karen (HHS/OCIIO)
Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Working on it - we are thinking of hitting the online folks who liked it last time
What is your schedule for Monday - can we set up a call with the consumer press

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 10:57 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Roll out plan for portal?

Do we have one for Monday?

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, November 10, 2010 12:59 PM
To: Perry, Dionte (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re:

I am frustrated
I have another meeting at this time
Julia can lead this meeting

We do have a standing meetig but I donakt understand wjy it isn't on my calendar

I asked for someone

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, November 10, 2010 12:50 PM
To: Backus, Jenny (HHS/ASPA)
Subject:

Do you have a standing meeting every Wednesday with Ogilvy? It's not on your calendar.

Ms. Dionte Perry

Administrative Assistant (Contractor)

Assistant Secretary for Public Affairs (ASPA)

HHH Building, Room 647D

(202) 690-6881

dionte.perry@hhs.gov

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, November 09, 2010 11:42 AM
To: Eisman, Julia (HHS/ASPA)
Subject: do you have news stuff from Ogilvy

Do you have our current search words
thanks

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 01, 2010 2:30 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: SEM Campaign Recap for 10.29 - 10.31

Are these total to date or just daily?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, November 01, 2010 2:07 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap for 10.29 - 10.31

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 10.29 – 10.31.

Google English Campaign
Impressions: 203,177
Clicks: 3,710
CTR: 1.83%

Google Spanish Campaign
Impressions: 37,380
Clicks: 238
CTR: 0.64%

Yahoo/Bing English Campaign
Impressions: 18,129
Clicks: 278
CTR: 1.53%

Yahoo/Bing Spanish Campaign
Impressions: 38
Clicks: 0
CTR: 0.0%

TOTAL
Impressions: 258,724
Clicks: 4,226
CTR: 1.63%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach

Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 01, 2010 10:30 AM
To: Mulligan, Jaime (HHS/ASPA); Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Yes = there are two phases here
The First phase is to take our current key word list and give them better landing pages
The second is to VERY quickly develop some landing pages on key topics- esp unemployment AND Open Enrollment

---

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 01, 2010 10:25 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Julia, the recommendations at the bottom of the chain are places that are currently directed to the homepage and we'd just be reassigning them to the various content pages right? In which case we could start doing that today or tomorrow, right?

Sorry everyone, not trying to be dim here, just trying to make sure I understand what we're looking to do priority-wise since I think developing any single new landing page will take some time

---

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 01, 2010 10:16 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Would things like this work?

Choosing A Health Plan
Choosing Your Health Plan
Changing Health Plans?
Pick a New Health Plan

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 01, 2010 10:13 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Plus Richard and Jessica
My priority order for landing pages are
FINDER
OPEN ENROLLMENT FOR NON SENIORS– we also should think about buying terms around this

Health care law change, insurance open enrollment
OPEN ENROLLMENT FOR SENIORS
UNEMPLOYMENT AND ACA
YOUNG PEOPLE

Not sure timeline is the place to send obamacare searchers too

PCIP AND PREVENTION CAN CHANGE

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 01, 2010 10:09 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: Suggested landing pages

With the goal of driving more traffic to specific landing pages based on targeted keyword searches, here are a few suggested changes to our adwords campaign. I have a pre-scheduled call with Cally at Ogilvy at 11 today, so we can discuss then. Feel free to join in.

Landing page targets:

- **Finder (http://finder.healthcare.gov/)**

Keyword examples: affordable health insurance, health insurance for the unemployed, cheap health insurance, obamacare, need health care, uninsured, compare health insurance, health insurance for the uninsured, best health insurance

- **Timeline: What's Changing and When**

Keyword examples: timeline, obamacare, affordable health care act, health care coverage,

- **Pre-existing Condition Insurance Plan**

Keyword examples: pre existing condition, need health care, health insurance for the uninsured, trouble finding health care, health care coverage

- **Preventive Care (Prevention Tab)**

Keyword examples: prevention, preventive health care, stay healthy, get healthy, health care coverage, preventive services, preventive care

- **Young Adult Coverage (http://www.healthcare.gov/law/provisions/youngadult/index.html)**

Keyword examples: affordable health insurance for college students, student insurance, health insurance for young people, health insurance plans under 30

- **Appealing Health Plan Decisions (http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html)**

Keyword examples: appeal insurance company decisions, patients rights, new health care rights, fight insurance companies, health care coverage

Additional landing pages:

- Open Enrollment
- Compare Care Quality
- Patients Bill of Rights
- New Benefits that take effect after Sept 23
- Information for you pages for each audience area

Using keywords that are already used to drive traffic to each page, here are some sample ads that we could use to drive traffic to the landing pages.

HEADLINE (max 25 characters): Health Insurance Options
DESC LINE 1 (max 35 characters): Find public, private and community

DESC LINE 2 (max 35 characters): options that meet your needs
DISPLAY URL: Finder.HealthCare.gov
LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Compare Health Plan Options
DESC LINE 1 (max 35 characters): Find public & private insurance
DESC LINE 2 (max 35 characters): options & prices that apply to you
DISPLAY URL: Finder.HealthCare.gov
LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Pre-existing Condition?
DESC LINE 1 (max 35 characters): Learn about PCIP in your state &
DESC LINE 2 (max 35 characters): how it could help you get coverage
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/preexisting/index.html

HEADLINE (max 25 characters): Health Reform Timeline
DESC LINE 1 (max 35 characters): Healthcare is improving now thru
DESC LINE 2 (max 35 characters): 2014. See what's changing and when.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/timeline/index.html

HEADLINE (max 25 characters): Preventive Care & Services
DESC LINE 1 (max 35 characters): Learn how you may be eligible for
DESC LINE 2 (max 35 characters): preventive care at no extra cost.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/learn/index (Prevention tab)

HEADLINE (max 25 characters): Appeal Health Decisions
DESC LINE 1 (max 35 characters): Know your right to appeal when
DESC LINE 2 (max 35 characters): your health plan denies coverage.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html

HEADLINE (max 25 characters): Coverage of Young Adults
DESC LINE 1 (max 35 characters): Keep your children under your
DESC LINE 2 (max 35 characters): health plan until they are 26.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/youngadult/index.html

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 01, 2010 10:13 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
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PCIP AND PREVENTION CAN CHANGE

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Keyword examples: timeline, obamacare, affordable health care act, health care coverage,

- **Pre-existing Condition Insurance Plan**

Keyword examples: pre existing condition, need health care, health insurance for the uninsured, trouble finding health care, health care coverage

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LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Pre-existing Condition?
DESC LINE 1 (max 35 characters): Learn about PCIP in your state &
DESC LINE 2 (max 35 characters): how it could help you get coverage
DISPLAY URL: www.HealthCare.gov
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HEADLINE (max 25 characters): Preventive Care & Services
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DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/learn/index (Prevention tab)

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DESC LINE 1 (max 35 characters): Know your right to appeal when
DESC LINE 2 (max 35 characters): your health plan denies coverage.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html

HEADLINE (max 25 characters): Coverage of Young Adults
DESC LINE 1 (max 35 characters): Keep your children under your
DESC LINE 2 (max 35 characters): health plan until they are 26.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/youngadult/index.html

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Monday, November 22, 2010 10:28 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith
Subject: Approval of Creative

Hi Jenny and Julia. We need to start production on the radio ads as soon as possible – ideally on Friday of this week – to get them ready for January. Please let us know if you'd like us to come in for another presentation or if you have any thoughts on the content. I'm cc'ing Meredith here too since she's managing this component. I'm around all day today and tomorrow and accessible by email on Wednesday. Thanks.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Monday, November 22, 2010 6:00 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA); Lukstat, Richard; Talley, Randy; Esquivel, Kety
Subject: REVISED FW: MLR announcement
Attachments: Digital Buy Reco - MLR.docx; HHS proposed site lists - MLR.xlsx; UPDATED NOV 22 MLR DASHBOARD.xlsx

I made a couple of edits to the copy on the dashboard. Please review this one – marked "UPDATED." Thanks.

From: Greene, Imani
Sent: Sunday, November 21, 2010 10:31 PM
To: Eisman, Julia (HHS/ASPA); 'Mulligan, Jaime (HHS/ASPA)'
Cc: 'Backus, Jenny (HHS/ASPA)'; Beakey, Chris; Lukstat, Richard; Talley, Randy; Esquivel, Kety
Subject: MLR announcement

Hello Julia and Jamie. I know you all have not yet solidified a spending level for the upcoming MLR digital buy, but we wanted to provide you with a recommendation before the day began. (I trust it will be a very, very busy day.)

For the purposes of this document, we are proposing a monthly spending of $250k which is consistent with Friday's recommendation. However, as discussed we can turn off the entire program (or just pieces of it) at any point during the month without penalty. Of course, if you have a final budget in mind we are happy to update the enclosures accordingly.

Upon your review, you'll note that we still need the following in order to execute the buy:

- approved budget (and campaign duration)
- destination URLs for linked ads
- approval of enclosed SEM dashboard, which includes proposed ads and accompanying ad copy
- approval of enclosed site lists for Google and Kontera Networks, which are proposed to host HHS's text ads.

Please don't hesitate to email or call my mobile (below) with questions.

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Friday, November 19, 2010 3:49 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: Question about Wednesday Nov 24 meeting

Hello Julia and Jenny – just want to check and see if we'll still be doing our Wednesday meeting next week, the day before Thanksgiving. Please let me know – thanks.

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Friday, November 19, 2010 3:47 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Detailed budget for our plan

Sure thing – we'll have the SEM ad copy for you soon.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 19, 2010 2:04 PM
To: Beakey, Chris
Subject: RE: Detailed budget for our plan

Thanks Chris!

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Friday, November 19, 2010 11:46 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: Detailed budget for our plan

Hi Julia and Jenny! Happy Friday. Attached is a budget that provides the costs of doing everything on the plan we sent yesterday. As we mentioned it's higher than what we currently have to spend but we wanted to give you an idea of all of the things we believe will be effective and the itemized cost for each. Please let me know how you'd like to proceed. We can provide more detail on each item if you need that . . . we could also get a sense of the ideas you initially like the best. From there we can come up with a firm budget and the exact items that will be included.

We're also happy to talk through the full plan whenever it's convenient. Best wishes and thanks.

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Friday, November 19, 2010 11:46 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: Detailed budget for our plan
Attachments: HCDG Strategic Plan Budget_11-18-10_FINAL.xlsx

Hi Julia and Jenny! Happy Friday. Attached is a budget that provides the costs of doing everything on the plan we sent yesterday. As we mentioned it's higher than what we currently have to spend but we wanted to give you an idea of all of the things we believe will be effective and the itemized cost for each. Please let me know how you'd like to proceed. We can provide more detail on each item if you need that . . . we could also get a sense of the ideas you initially like the best. From there we can come up with a firm budget and the exact items that will be included.

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 18, 2010 12:59 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: talk this afternoon

Importance: High

Hi Julia – I have a meeting then and I'm not sure if I can move it but I'll try. Imani, can you participate in this?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 12:57 PM
To: Beakey, Chris; Greene, Imani
Subject: talk this afternoon

Hi guys –
Just wanted to give you a heads up that we'd like to jump on the phone with you this afternoon for about 20 minutes to talk about an ad push around a big announcement we're making on Monday.

We'd probably want to get new search terms and figure out if its possible to do any display ads.

Are you free at 2pm by chance?

Thanks,
Julia

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 18, 2010 10:53 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Perellis, Cara
Subject: RE: address for delivery of our plan

Terrific - thanks

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 10:49 AM
To: Beakey, Chris
Cc: Perellis, Cara
Subject: RE: address for delivery of our plan

Thanks Chris.

We're at 200 Independence Ave, SW I'm in 634E.

If they need anything, they can ask for me:

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 18, 2010 10:47 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Perellis, Cara
Subject: address for delivery of our plan

Hey Julia – thanks for the meeting yesterday. I am going to send our plan over via messenger around 3 p.m. Can you tell me what address I should use and if there's anything special I need to do because of security issues?

Chris Beakey
Vice President, Social Marketing
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Eisman, Julia (HHS/ASPA)

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, November 16, 2010 1:05 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Call in number problem

Hey Julia – Cally, Imani and I are trying to call in but the number doesn't work. Here's what we're calling:

(b)(5),(b)(4),(b)(6)

Chris Beakey
Vice President, Social Marketing
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smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, November 16, 2010 12:54 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Greene, Imani; Mulligan, Jaime (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: AOL advertising meeting with Mark Failla

Thanks Julia – I'll call in.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 16, 2010 12:46 PM
To: Backus, Jenny (HHS/ASPA); Beakey, Chris; Greene, Imani; Mulligan, Jaime (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: AOL advertising meeting with Mark Failla

Here's a call-in # for those who can't make it in-person:

(b)(5),(b)(4),(b)(6)

-----Original Appointment-----
From: Eisman, Julia (HHS/ASPA)
Sent: None
To: Backus, Jenny (HHS/ASPA); 'Chris Beakey'; 'Imani Greene'; Mulligan, Jaime (HHS/ASPA)
Cc: Stolbach, Cally
Subject: Updated: AOL advertising meeting with Mark Failla
When: Tuesday, November 16, 2010 1:00 PM-2:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where: 647D - HHS

We'll hear from Mark Failla, an account director at AOL, who will give us background on AOL advertising opportunities.

He sent along this note in advance of our meeting:

Here are some links to our latest government advertising creatives...the first link will show you banner creative for the 9/11 National Day of Service, Texas Army National Guard, and VA.

The second link will show you a brand new in-banner video ad for the Corporation for National and Community Service

http://demo.advertising.com/publish/_unsorted/govt/index.html http://demo.advertising.com/publish/CNC_20101105_01/

For more examples of AOL's creativity, across a variety of industries please follow the link below.

http://www.advertising.aol.com/creative/ads-and-integration/creative-support

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 11:27 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Hi – we're checking on this.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 15, 2010 11:03 AM
To: Beakey, Chris; Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Thank you
Do you think we need to do anything new on Search stuff around the event today

---

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 11:02 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Of course!

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 15, 2010 11:02 AM
To: Beakey, Chris
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Chris – can you please hold on this for this week

Would like to chat about this later this week – think it makes sense to announce this more around a specific project

Thanks

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 10:59 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Ogilvy news release for your review

Hi Jenny – Happy Monday. We'd like to send the attached news release out to some of our business media contacts. Is this OK with you?
We're looking forward to presenting some creative concepts to you at the Wednesday meeting.

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Friday, November 12, 2010 1:59 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Checking in

Hello Jenny and Julia – I am leaving the office a little early today but wanted to check in and see if you have any thoughts on the PSA strategy we are recommending for January. We think this is a smart mix of tactics and have begun developing some creative treatments for the radio spots. We'd like to play and present some of these to you at our meeting next Wednesday if that works for you. We're also on track to deliver our full Strategic Plan to you on Thursday. Please email me back if you need anything else for the moment. Thanks – and have a good weekend.

Chris Beakey
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Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, November 10, 2010 3:18 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov; Healthcare.gov HMA; Hardy, Laura
Subject: January PSA placement recommendations
Attachments: JANUARY 2011 HEALTHCARE PSAS PLAN.doc

Hello Jenny! We had a good meeting with Julia today. One of the items we brought to the meeting is the attached list of places we'd like to place PSAs and some paid media spots in January. We're recommending placing a significant amount in radio because of its effectiveness in reaching all of our target audiences and because we can do this quickly and very well in the short time frame. We're working on some really cool creative concepts and would like to present these to you at our meeting next week (November 17) if that works.

In addition to the radio placements, we'd like to get some spots in the doctor office waiting room videos. We can target about 600 of these for January.

We'd also like to do some paid buys, which you'll see reflected here, to reach the various audiences (women 25-54, young people) . . . and would like to consider doing a multimedia news release that will have embedded PSAs and will get us some visibility among social media (the approach and targets are listed in the memo).

Please let us know if you have any thoughts or other places you'd like us to be in January. We're developing a robust multimedia plan for the rest of the year, which you'll see next week as a part of our full Strategic Plan.

Thanks and let me know if you need anything else at the moment.

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Friday, November 05, 2010 12:18 PM
To: Eisman, Julia (HHS/ASPA); Rosero, Luis (HHS/ASPA)
Cc: Healthcare.gov HMA; Esquivel, Kety
Subject: RE: Introductions

Thanks Julia! And hello Luis. Representatives of HMA, our partner in the initiative, are developing the grassroots partnership strategy, so they will be in contact with you soon. I'm cc'ing them here. Kety Esquivel from our Social Marketing team may connect with you as well. Feel free to email me or call if you have any questions or need additional information at the moment. Best wishes, Chris

---

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 05, 2010 12:14 PM
To: Rosero, Luis (HHS/ASPA); Beakey, Chris
Subject: Introductions

Chris, meet Luis Rosero. Luis, meet Chris.

Luis is one of the leaders of our public affairs team at HHS, and has been leading our effort to promote Cuidadodesauld.gov.

Chris is at Ogilvy and helping to manage our outreach and engagement on HealthCare.gov. He'd like to learn more about the events that are currently underway to engage the Hispanic community so we're leveraging them in our grassroots/partnership strategy.

Luis -- if there are others Chris should connect with, please say the word.

Thanks!
Julia

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Friday, November 05, 2010 12:03 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Info needed - follow up from yesterday

Hey Julia – just want to let you know that I'm asking our group to have a first draft of the Strategic Plan (for Ogilvy internal review) by next Wednesday so we can stay on track to deliver it to you on the 18th. I'm hoping my people can connect with these people on Monday or Tuesday at the latest.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 5:55 PM
To: Beakey, Chris
Subject: RE: Info needed - follow up from yesterday

Good to know! I'll connect.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 5:55 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Info needed - follow up from yesterday

Hey there – no we haven't talked with any of the other people on the list.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 5:51 PM
To: Beakey, Chris
Subject: RE: Info needed - follow up from yesterday

Hi Chris-
I spoke with Michael Wilker on our video team and he said that Jenny already put you two in touch. Are there others that you've already been in contact with? Just don't want to duplicate efforts!

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 12:11 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: RE: Info needed - follow up from yesterday

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 12:01 PM
To: Beakey, Chris; Backus, Jenny (HHS/ASPA)
Subject: Re: Info needed - follow up from yesterday

Hi Chris, I'll do introductions for the people you mentioned below to get the conversation started.

May loop in a few more relevant people as needed.

Thanks again-
Julia

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 11:37 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: Info needed - follow up from yesterday

Jenny and Julia – thanks so much for your time yesterday. As mentioned, we'd like to get contact information for various people at HHS and at the White House who our team can talk with as they develop sections of the Strategic Plan. We want to be sure we are leveraging the relationships and assets you already have in place so we get the best results and avoid recommendations that are duplicative.

In particular, we would like phone numbers and email addresses for:

HHS Production Studio – key contact there (name, email address, phone) We would like to meet them in the next couple of days and are hoping to set up a time to see the facility.

White House reps who have established partnerships/connections with potential partners that could support the healthcare.gov partnership network (you mentioned Stephanie Cutler and Michael Blake). We'd like to have some brief phone conversations with them to build this out in the most effective way.

Luis Rosero. We'd like to learn more about the events that are currently underway to engage the Hispanic community so we're leveraging them in our grassroots/partnership strategy.

Jessica Santillo, who I believe you said we could speak with regarding the earned media strategy.

On another note, by the middle of next week we'll have a detailed strategy for the PSAs that will run beginning in January. We're excited about this and think there are some great opportunities.

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 6:14 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Info needed - follow up from yesterday

Thanks Julia hope you have a good night.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 5:55 PM
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Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001
smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 2:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Info needed - follow up from yesterday

Thanks! Would 1 to 2 on Wednesdays work?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 12:08 PM
To: Beakey, Chris
Subject: Re: Info needed - follow up from yesterday

I'll check on that for you.

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 12:06 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Info needed - follow up from yesterday

Hey . . . we actually have a conflict with that meeting time, not all of us but some of us. I'm asking people on my team to give me several times that they can do this meeting so I can run them by you to see if one of them will work for you. If none of them do then we'll probably have a couple of us meeting with you and then reporting back to our team.

Are there times besides the 2:15-3 slot on Wednesday that are good for you?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 12:04 PM
To: Beakey, Chris
Subject: Re: Info needed - follow up from yesterday

One more thing - would you mind sending me the calendar invite for next week's meeting? Would like to circulate that among a few folks here.

Thanks!

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 11:37 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: Info needed - follow up from yesterday

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 1:08 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: PSA Creative Brief
Attachments: Healthcare gov PSA Creative Brief.doc

Hello Jenny and Julia – As I mentioned yesterday, we've done a Creative Brief to guide our PSA development efforts. It's attached here for your review. Please let me know what you think! Thanks.

Chris Beakey
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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 12:11 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: RE: Info needed - follow up from yesterday

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 04, 2010 12:01 PM
To: Beakey, Chris; Backus, Jenny (HHS/ASPA)
Subject: Re: Info needed - follow up from yesterday

Hi Chris, I'll do introductions for the people you mentioned below to get the conversation started.

May loop in a few more relevant people as needed.

Thanks again-
Julia

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 11:37 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 04, 2010 11:38 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: Info needed - follow up from yesterday

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Eisman, Julia (HHS/ASPA)

From: Bulletin News [HHS-Editors@BulletinNews.com]
Sent: Wednesday, November 10, 2010 7:21 AM
To: OS Bulletinnews.com
Subject: HHS News Briefing for Wednesday, November 10, 2010
Attachments: HHSNewsBriefing101110.doc

Editor's Note. The HHS News Briefing will not publish on Thursday, November 11th in observance of Veterans Day. Publication will resume on Friday, November 12th.

HHS NEWS BRIEFING

This document and searchable archives are available at www.bulletinnews.com/hhs.

TO: THE SECRETARY AND SENIOR STAFF

DATE: WEDNESDAY, NOVEMBER 10, 2010 7:30 AM EST

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Leading the News:

FORMER GLAXO EXECUTIVE INDICTED FOR ALLEGED ROLE IN US DRUG PROBE. The New York Times (11/10, B2, Wilson, 1.01M) reports, "The Justice Department on Tuesday announced that it had charged a former vice president and top lawyer for the British drug giant GlaxoSmithKline with making false statements and obstructing a federal investigation into illegal marketing of the antidepressant Wellbutrin (bupropion) for weight loss." The "indictment accuses the Glaxo official, Lauren C. Stevens...of lying to the Food and Drug Administration in 2003, by writing letters, as associate general counsel, denying that doctors speaking at company events had promoted Wellbutrin for uses not approved by the agency."

Bloomberg News (11/10, Voreacos) reports, "Stevens signed letters to the FDA making false statements and hid the extent of the company's promotion of the drug for unapproved uses, including weight loss, according to the indictment." She also "withheld that the company paid a Vermont physician to speak at 511 promotional events in 2001 and 2002 to discuss off-label uses and also paid Michigan doctor to give 488 talks, prosecutors said." Stevens "is charged with one count of obstructing an official proceeding, one count of falsifying and concealing documents and four counts of making false statements."

The AP (11/10) notes, "Stevens' indictment marks a rare case of the Department of Justice targeting a specific executive, rather than an entire company. Some legal experts have stressed that companies will not curb illegal marketing tactics

until executives are threatened with prison time, because fines leveled against companies are often just a fraction of their total sales." CBS News (11/10), US News & World Report (11/10), NPR (11/10), the Boston Business Journal (11/10), and the Wall Street Journal (11/10, Catan, Loftus, 2.09M) also report the story.

The Secretary in the News:

GOP SEEKS TO "GRILL" SEBELIUS ON HEALTHCARE OVERHAUL. In an analysis piece in the AP (11/10), Ricardo Alonso-Zaldivar writes, "Republicans plan to use the investigative powers of Congress to go after President Barack Obama's health care overhaul, and they're focusing on" the possible cost to consumers. "Republicans say they'll focus on what the new health care law will mean for Medicare and employer health plans." The GOP wants "to grill...Health and Human Services Secretary Kathleen Sebelius" on the "costs and benefits of the overhaul for working families." Additionally, the GOP is "clamoring to question Medicare administrator Don Berwick." According to HHS officials, say "Berwick's views from a career as a medical doctor dedicated to improving the quality of care are well known" and he "won't be shy about" arguing that "the overhaul strengthens Medicare" when testifying before Congress.

POSSIBLE HOUSE ENERGY AND COMMERCE CHAIRS PROMISE HEARINGS ON HEALTHCARE OVERHAUL. CQ Today (11/9, Koss) reported, "A growing chorus of conservatives is highlighting Rep. Fred Upton's moderate voting record in a bid to block the Michigan Republican from assuming the chairmanship of the Energy and Commerce Committee." Meanwhile, Rep. Joe L. Barton (R) "has been waging an aggressive campaign for a waiver from" caucus term limit rules so he can lead the committee. As part of the exchanges between the two caps, "Upton's office on Tuesday circulated a news article that repeated his earlier pledges to boost oversight of the administration, promising to make EPA Administrator Lisa P. Jackson and Health and Human Services Administrator Kathleen Sebelius such frequent visitors to the committee that 'we're going to give them a reserved parking place in the Rayburn House Office Building.'" Barton also says "he plans to initiate oversight hearings on the health care overhaul."

SEBELIUS CALLS FOR MEDICARE FIX, MORE PRIMARY-CARE PHYSICIANS. Modern Healthcare (11/9, Zigmond, 72K) reported, "In a speech to the Association of American Medical Colleges, HHS Secretary Kathleen Sebelius pushed for an extension to the so-called doc fix to stop an expected 23% cut to Medicare payments for physicians." She said the measure will mean "that our doctors and seniors can have some peace of mind while we work on a long-term fix." Additionally, Sebelius "highlighted the need for more primary-care physicians in the US, as she said 60 million Americans live in areas with a shortage of these doctors."

Fox News Channel's Live Desk (11/9, 1:16 p.m. EST, Kelly) broadcast, "The nation's largest doctor's group, which backed the overhaul, now says that looming Medicare cuts will be catastrophic for seniors." Fox (Siegel) added, "The AMA is a bunch of hypocrites, because they made a Faustian deal with president Obama back in the spring of 2009 to get this included." Kelly said, "Kathleen Sebelius said she had a cabinet meeting where the President stressed preventing these disastrous cuts must be one of our top priorities. The White House wants to prevent the cuts and I think the Republicans want to prevent the cuts. The question is: Is it just a temporary band date and why can't the costs being dealt with?" Siegel replied, "A lot of the people who wanted cuts could have done something."

HHS in the News:

FDA SAYS RADIATION OVERDOSES WERE DUE TO OPERATOR ERROR. The Los Angeles Times (11/10, Maugh, 681K) reports, "The Food and Drug Administration said Tuesday that overdoses of radiation to more than 400 patients undergoing CT scans of their heads were due to operator error and called on manufacturers to make changes to prevent such mistakes in the future." The FDA "recommended that the companies compile all dosing information in an easily accessible form for operators and that they install a pop-up device to warn operators before they administer a dangerous overdose."

According to Dow Jones Newswire (11/9, Dooren), the overdoses were first reported in Cedars Sinai Medical Center in Los Angeles, where over 200 patients received more than the recommended doses during scans to screen for stroke.

"But while the findings have cleared questions of potential equipment malfunction," Center for Devices and Radiological Health Director Jeffrey Shuren "is urging manufacturers to put in place several safety mechanisms aimed at preventing user mistakes that could lead to future case of excess radiation exposure in patients," Modern Healthcare (11/10, Rhea, 72K) reports. CQ HealthBeat (11/10, Reichard) and Reuters (11/10, Steenhuysen) also cover the story.

INSPECTORS DISMISS ALLEGATIONS THAT FDA PRESSURED SCIENTISTS TO APPROVE MEDICAL DEVICES. The AP (11/9, Perrone) reported, "For the second time this year, federal inspectors have dismissed allegations by Food and Drug Administration scientists who say they were pressured and harassed by their managers into approving medical

devices against their judgment." The HHS' office of inspector general "concluded there is 'no evidence of retaliation' against the employees," according to a memo. Some "current and former FDA medical device reviewers have alleged since 2008 that agency managers improperly overruled their opinions and tried to intimidate them when they went public with their concerns." AP said that "at issue are CT scanners and other medical devices that use radiation to detect or treat diseases."

GAO RAISES QUESTIONS ABOUT FDA WORK WITH EXTERNAL SCIENTISTS DURING HEPARIN CRISIS. CQ HealthBeat (11/10, Bunis) reports, "The Food and Drug Administration's response to the 2008 heparin contamination crisis helped protect the public's health, but its work with external scientists who had ties to manufacturers of the drug 'ran the risk of undermining public confidence in the integrity of FDA's operations,' the Government Accountability Office said in a report released on Tuesday." GAO said, "We recommended that FDA develop adequate controls to help avoid exposure to risks when working with external entities in future situations similar to the heparin crisis."

HHS ANNOUNCES GUIDANCE ON LIMITED BENEFIT INSURANCE PLANS. The Wall Street Journal (11/10, Adamy, 2.09M) reports the Obama administration may soon provide details on how it plans to change the healthcare law's restrictions for limited benefit insurance plans. Last Friday, the Department of Health and Human Services released information on "mini-med" insurance policies. These policies set a low limit on medical expense coverage, but have low premiums. HHS said it will create "special rules" for calculating administrative costs on mini-med insurance policies.

CDC SAYS NUMBER OF UNINSURED AMERICANS ROSE IN FIRST QUARTER OF 2010. CQ HealthBeat (11/10, Reichard) reports, "The number of Americans -- including those in the middle class -- who have had periods without health coverage has risen considerably in recent years. That has led people with hypertension, diabetes and asthma to skip care, thus increasing their odds of developing costly complications," according to a National Health Interview Survey released Tuesday. "An estimated 59.1 million Americans in the first quarter of 2010 were uninsured for at least part of the year before they were interviewed," CQ said, noting that "Census Bureau officials interviewed 90,000 people in 35,000 households." The CDC, which released the analysis, said "the 59.1 million figure represented an increase of 400,000 compared with 2009 and 2.7 million compared with 2008."

The CNN (11/9, Young) "The Chart" blog reported the data from the survey covered "2006 through 2009 and the first quarter of 2010. Over that time, the number of people without insurance in the 18- to 64-year-old age group has increased an average of 1.1 million Americans per year." Notably, "half of the overall increase [is] among people with family incomes twice to three times higher than the federal poverty level of about $22,000 for a family of four." Dr. Thomas Frieden, director of the CDC, said, "Private insurance coverage has been falling steadily for at least the last 10 years." He added. "The public insurance safety net helped cover children, but private insurance fell by nine percent." Reuters (11/10, Fox), MedPage Today (11/9, Frieden), and HealthDay (11/9, Reinberg) also covered the story.

FDA HEAD SPEAKS AT SUMMIT ON BUDGET, RECALLS. FDA Commissioner Margaret Hamburg spoke at the Reuters Health Summit in New York. Reuters (11/9, Richwine) reported that she warned Congress to use caution when considering cutting the FDA's budget, noting that no other entity will take up the slack if the FDA isn't able to do its job well.

According to another Reuters (11/9) article, Hamburg defended her agency's handling of the heparin recall, arguing that it had to act quickly so it relied on volunteer help from Momenta Pharmaceuticals scientists. She added that the help did not affect the approval process for Momenta's generic version of Lovenox.

Reuters (11/9, Pierson) reported that Hamburg also criticized Johnson & Johnson for secretly recalling Motrin last year. Hamburg said that while the company previously was exemplary in dealing with public health concerns, the recall was contrary to that image. Hamburg argued that the public needed to be informed if a product is being removed from shelves due to quality or safety concerns.

Hamburg Suggests Copycat Biologic Approval Process May Never Be Finished. According to Reuters (11/9, Heavey), Hamburg said that while the FDA has to create a way to review copycat biologic drugs, because the process is dynamic there may never be a finished process for it. Additionally, some generic drugmakers say wouldn't use such a process, preferring the greater protections being a brand name biologic offers.

NCI HEAD SAYS NIH OFFERS "FULL SPECTRUM OF SUPPORT" FOR TRANSLATIONAL RESEARCH. The Washington Post's (11/9, Fox) "The Federal Coach" feature interviews Dr. Thomas Waldmann, the chief of the metabolism branch at the National Institutes of Health, National Cancer Institute, and "described as a 'renaissance scientist' by his peers." According to Waldmann, the best way to lead in a high science environment is to find "choose young scientists who show originality in their thinking and almost have a maverick mind" that also are "hard working and can work in a team." The administrator should "give them the resources and a large amount of independence." On his

own career, Waldmann commented, "Here at NIH you have this full spectrum of support at all levels, and it's easiest to do what is now a cliché but what I've done all of my career: translational research, applying the insights of basic observations to patients."

FDA REQUESTS SECOND TRIAL OF REPROS TESTOSTERONE DRUG. The Houston Business Journal (11/10) reports, "Shares of Repros Therapeutics Inc. fell 19 percent Tuesday on the news that the US Food and Drug Administration asked the pharmaceutical company for a second mid-stage trial for its experimental testosterone drug, Androxal (clomifene)." The agency "recommended that the drug be tested on men who have not had testosterone treatment or had been off testosterone treatment for at least six months before moving on to a Phase 3 study." Androxal "is being developed for the treatment of secondary hypogonadism, a defect of the gonads that results in reduced production of testosterone." Reuters (11/10) also reports the story.

OPM CUTS RIBBON ON NEW VETERANS EMPLOYMENT OFFICE. In his "Federal Diary" column for the Washington Post (11/10, 605K) website, Joe Davidson writes that "Tuesday was a good day for veterans at the Office of Personnel Management," where military personnel were "on hand to witness a ceremonial ribbon-cutting [as] OPM opened a Veterans Employment Program Office" designed to "facilitate hiring vets not only at OPM but throughout the government." The "employment of veterans ranges widely among federal agencies." DOD has vets serving in 41 percent of its civilian workforce. Health and Human Services is last among executive departments with veterans serving in 6.3 percent of its workforce. "At the new employment office, veterans can search for work using the government's online database, learn to write resumes and work with job counselors."

HOSPITAL ORGAN DONATION PROGRAMS HONORED. The Dallas Morning News (11/10, Jacobson, 257K) reports that Parkland Memorial Hospital's "highly touted process for procuring organ donations after patients suffer severe head trauma" has been "so successful that it was recognized this week along with seven other U.S. medical centers" by the federal Health Resources and Services Administration and the Organ Donation and Transplant Alliance.

Health Reform:

NAIC OFFICIALS CONSIDER GROUP'S CONCERNS ABOUT INSURANCE EXCHANGES. CQ HealthBeat (11/10, Reichard) reports, "Health insurance exchanges created by the states should each offer at least three health plans" and "states should ensure that members of boards overseeing exchanges do not have a conflict of interest." These are some of the comments by the Federation of American Hospitals "under consideration by officials at the National Association of Insurance Commissioners as they prepare to issue modifications to a model act states can follow to pass laws establishing insurance exchanges under the overhaul law." FAH has expressed "concern that the exchanges in different states not subject hospitals to varying quality performance measures, among other arguments for a degree of uniformity in the way exchanges operate."

Number Of Approved Healthcare Waivers Increasing. The New York Times (11/10, Abelson, 1.01M) reports, "As Obama administration officials put into place some of the new rules that go into effect under the federal healthcare law, they are issuing more waivers to try to prevent some insurers and employers from dropping coverage and also promising to modify other rules because many of the existing policies would not meet new standards." Federal officials have already "granted dozens of one-year waivers that were aimed at sparing certain employers, including McDonald's, insurers and unions who offer plans that sharply limit the coverage they provide." These "minimed" plans "fail to comply with new rules phasing out limits on how much policies will provide in medical care each year."

HEALTH EXPERTS: REPUBLICANS MAY MAKE STRATEGIC CUTS TO HEALTHCARE LAW AHEAD OF 2012 ELECTION. Reuters (11/9, Krasny, Gershberg) reported that though Republicans in Congress may find it difficult to repeal healthcare reform, they could make strategic cuts before the 2012 presidential campaign, making the law unrecognizable within one year. Health policy experts, at a panel discussion recently at the Harvard School of Public Health, agreed there were problems with the law and that it doesn't take into account the needs of many Americans.

MCCONNELL PLANS TO JOIN SUIT AGAINST HEALTHCARE LAW. The Politico (11/10, Haberkorn, 25K) reports, "Senate Minority Leader Mitch McConnell plans to file a friend-of-the-court brief in the multi-state lawsuit challenging the constitutionality of the health care reform law." In his brief, McConnell argues "that the requirement that nearly all Americans buy insurance 'dramatically oversteps the bounds of the Commerce [Clause] which has always been understood as a power to regulate, and not to compel, economic activity.'" Moreover, "if the mandate is deemed constitutional, there will no longer be any real limit on Congress' power to regulate citizens' activity," he argues.

H1N1 Flu:

STUDY: CANADA'S SECOND H1N1 WAVE WAS LARGER BUT MILDER. MedPage Today (11/9, Neale) reported, "In Canada, the second wave of the 2009 H1N1 influenza pandemic affected many more people than the first, although the percentage of severe cases declined, researchers found." According to study reported online in Canadian Medical Association Journal, "the second wave in the fall brought four to five times the number of hospital admissions, admissions to the intensive care unit, and deaths as the first spring wave." Still, "in the second wave there were proportionally fewer ICU admissions (16.4% versus 19.6% of all hospital admissions) and deaths (4.9% versus 5.2% of confirmed cases), despite the fact that patients were generally older and more likely to have an underlying medical condition."

Healthcare Fraud:

MARYLAND HOSPITAL AGREES TO PAY $22 MILLION IN UNNECESSARY STENT CASE. The AP (11/10) reports, "The US Attorney's office says a Towson [MD] hospital has agreed to pay $22 million to settle allegations it provided illegal kickbacks to a Pikesville cardiology practice accused of implanting unnecessary stents." The payment will settle "allegations of kickbacks from St. Joseph's Medical Center to MidAtlantic Cardiovascular Associates, co-founded by Dr. Mark Midei, the doctor accused of performing hundreds of unnecessary medical procedures at the Towson hospital."

The Washington Post (11/10, Bishop, 605K) reports, "Included in the settlement...is the repayment of federal funds that St. Joseph received for 'medically unnecessary' coronary stents placed by Midei after he had left MidAtlantic to become a full-time St. Joseph employee with a seven-figure salary." St. Joseph said in a statement "it reached the agreement without admitting liability in order to avoid the expense and uncertainty of litigation and to allow the medical center to move forward." The Post notes, "More than 100 patients have filed malpractice claims against the hospital and Midei, who was removed from duty in May 2009 under suspicion that he had falsified patient records to justify unneeded stent procedures."

The Baltimore Business Journal (11/10) reports, "The settlement is the latest chapter in the federal and state governments' and hospital's investigations as to whether one of its cardiologists performed costly and unnecessary cardiac procedures in patients." Modern Healthcare (11/10, 72K) also reports the story.

Healthcare News:

STATE REPUBLICAN LEADERS EYE MEDICAID CUTS IN TOUGH ECONOMY. The Palm Beach Post (FL) (11/10, Singer, 127K) reports, "Until last week, the idea of any state pulling out of the federal-state Medicaid health insurance program was inconceivable. ... Yet amid an economic collapse, new health reform mandates and a conservative voter groundswell, some state-level GOP leaders are openly discussing dumping Medicaid altogether." For instance, "Texas' governor, Rick Perry, is hitting national talk shows raising the merits," while the Florida House leadership has said its "agenda will include a 'memorial' to the Senate: an endorsement of major changes to Medicaid, setting the stage for a battle of Republican ideas in 2011."

MASSACHUSETTS MUNICIPALITIES SEEK GREATER CONTROL OVER HEALTHCARE COSTS. The Boston Globe (11/10, Cheney, Norton, 253K) reports that Massachusetts Governor Deval Patrick's budget chief, Jay Gonzalez, yesterday "steered clear of addressing" municipal officials' specific demands for increased control over employee healthcare costs, "saying only that the governor is looking for ways to control health care costs across Massachusetts." Local governments argue that "they could have prevented layoffs if Beacon Hill had granted them" healthcare plan design authority, "the unilateral power to set copayments, deductibles, and benefit levels for their employees." Meanwhile, "labor unions oppose the move, contending it would eliminate their right to negotiate health care benefits and would result in higher costs for thousands of workers."

MONTANA GOVERNOR LASHES BACK AT MEDICAL INDUSTRY FOR CRITICISM OF MEDICAID PRIVATIZATION IDEA. The AP (11/10) reports that Gov. Brian Schweitzer (D-MT) "has lashed back at the medical industry for their criticism of his idea to privatize a piece of Medicaid." In October, Schweitzer "said he was considering a test to let a private, managed-care firm run Medicaid in part of the state." At a meeting at his office on Nov. 9 to which "representatives from the medical industry" were summoned, Schweitzer "told them they are partly to blame for a costly Medicaid system." The governor also said that privatization of Medicaid may be necessary as a result of federal health reform measures.

SURVEY SHOWS FEW EMPLOYERS PLAN TO TERMINATE HEALTHCARE COVERAGE. Modern Healthcare (11/10, Vesely, 72K) reports, "A tiny fraction of large employers say they are likely to terminate their workers' healthcare coverage in 2014, when the state-based insurance exchanges become operational, according to a survey by Mercer, a consulting firm." Beginning "in 2014, employers can either offer coverage to workers or pay a penalty." Only "6% of employers with 500 or more workers said they plan to drop coverage and allow workers to purchase individual policies through

exchanges." And "only 3% of businesses with 10,000 or more employees said they would stop offering health benefits."

SOME EMPLOYERS ADOPT TIERED SYSTEM TO PASS ON HEALTH COSTS TO HIGHER PAID EMPLOYEES. The New York Times (11/10, Abelson, 1.01M) reports, "With healthcare costs climbing even higher during this enrollment season, more employers are adopting a tiered system to pass on the bulk of those costs to their employees by assigning bigger contributions to workers in top salary brackets and offering some relief to workers who make less money." Experts say "the trend is likely to continue, as employers devise various ways of spreading increased healthcare costs among their staff and balancing that side of the ledger against fewer raises and other compensation." Nationwide, "the percentage of workers with coverage in large companies whose premiums vary with their wages climbed to 17 percent in 2010, up from 14 percent two years ago."

SCRUTINY OF LARGE INSURERS' POWER INCREASING. USA Today (11/10, Young, 1.83M) reports, "Amid growing consumer fury over double-digit insurance rate hikes, the power wielded by huge insurance companies is under increasing scrutiny." The article illustrates this with a cost-saving program for physical therapy created by TheraMatrix that "has come under attack from Blue Cross Blue Shield of Michigan." In a lawsuit, the insurer is accused of using "its position as the state's dominant insurer to try to crush TheraMatrix" because it "was seen as a threat by officials at Blue Cross and by some Michigan hospitals." Blue Cross' "aggressive tactics...against TheraMatrix raise questions about whether relationships between hospitals and insurers are inflating medical prices and stifling competition needed to control costs."

Health Information Technology:

SURVEY SAYS 33% OF HEALTHCARE FIRMS REPORTED IDENTITY THEFT. InformationWeek (11/10, Lewis) reports, "A Healthcare Information and Management Systems Society (HIMSS) survey has revealed that 33% of respondents said their organization has had at least one known case of medical identity theft, and that some cases may never be reported." The results are based on interviews with "272 IT and security professionals at hospitals and medical practices about their readiness for the risks and security challenges they face as their healthcare organizations increasingly use digitized medical records." Also, the report said hospitals "seeking to qualify for reimbursements under" the CMS "electronic health record (EHR) incentive programs must meet meaningful use criteria that not only requires organizations to conduct a risk analysis, but also mandates that they correct all deficiencies identified."

ARTICLE EXAMINES IMPACT OF INFORMATION TECHNOLOGY ON HEALTHCARE. The Atlantic (11/9, McArdle, 457K) reported, "Information technology is on the brink of revolutionizing health care – if physicians will only let it." The report said IBM is using "pioneering technology" to "store and analyze streaming data in real time, a task that was previously too big for ordinary computers to handle." For example, IBM "is using that technology to test a theory already suggested by some studies: that tiny changes in heart rate may indicate infections at least 12 hours before they would otherwise become apparent." Some doctors "are cautiously watching" developments regarding detailed medical records and how they may "used in malpractice cases." Chalapathy Neti, "IBM's lead researcher on health-care analytics, hopes that the sector's historical resistance to change can be overcome with technology that combines better monitoring with better diagnostic tools."

BLOG: DATA BREACHES COST HOSPITALS BILLIONS ANNUALLY. The Wall Street Journal (11/9, Hobson, 2.09M) "Health Blog" discussed a new report on healthcare breaches, which is based on 65 interviews with healthcare organizations. The blog added that the report found that among the organizations in the study, about 60% of them had over two data breaches in a two year period. The breaches cost the organizations about $2 million each. Notably, data breaches cost American hospitals about $6 billion annually. Also, the blog reports that 74% of the groups with electronic health records said they took measures to make their data secure.

Human Services News:

TEEN GIRLS MORE LIKELY TO HAVE RISKY SEX, STUDY SUGGESTS. The Time (11/9, Melnick, 3.37M) "Healthland" blog reported, "A doctoral candidate at Arizona State University made a surprising discovery during the course of her dissertation research on the impact of early sexual health education." Nicole Weller "found that regardless of what type of sex-ed they received, teen girls were 30% less likely than teen boys to use protection during their first sexual encounter. She also found that black teens were 40% less likely than white teens to use protection the first time they had sex." The researcher "presented her analysis of data from the National Survey of Family Growth, in which she looked at responses from 5,012 adolescents aged 11 to 19," at "the annual American Public Health Association Social Justice Meeting and Expo in Denver."

STUDY LINKS EXCESSIVE TEXTING AMONG TEENS TO SEX, DRUGS. The AP (11/10) reports, "Teens who text 120 times a day or more -- and there seems to be a lot of them -- are more likely to have had sex or used alcohol and drugs

than kids who don't send as many messages, according to provocative new research." The authors of the study "aren't suggesting that 'hyper-texting' leads to sex, drinking or drugs, but say it's startling to see an apparent link between excessive messaging and that kind of risky behavior."

In "Vital Signs," the New York Times (11/9, Rabin, 1.01M) reported that "the study by researchers at Case Western Reserve University, presented Tuesday at a meeting of the American Public Health Association in Denver, is based on data from questions posed last year to more than 4,000 students at 20 urban high schools in Ohio." Approximately "one-fifth sent at least 120 text messages a day, one-tenth were on social networks for three hours or more, and four percent did both." Notably, "that four percent were at twice the risk of nonusers for fighting, smoking, binge drinking, becoming cyber victims, thinking about suicide, missing school, and dozing off in class."

"The hyper-texters were 3.5 more likely to have had sex than teens who texted less," the Time (11/9, Melnick, 3.37M) "Healthland" blog reported. "The hyper-networkers, however, were not more likely to have had sex compared with the hyper-texters," but "they did exceed the texters' predilection for fighting, drinking and drug use," according to the study authors.

"Hyper-texting was reported by 19.8% of teens, many of whom were female, from lower socio-economic status, a minority background, and a single-mother home," the UK's Press Association (11/9) reported.

BBC News (11/9, Briggs) quoted the study's lead author, Dr. Scott Frank, as saying, "This should be a wake-up call for parents to not only help their children stay safe by not texting and driving, but by discouraging excessive use of the cell phone or social websites in general." The UK's Daily Mail (11/9) and the UK's Telegraph (11/9, Alleyne) also covered the story.

Food & Import Safety:

PAPER URGES SENATE TO PASS STALLED BILL TO BOLSTER FDA POWERS. In an editorial, the Miami Herald (11/10, 175K) calls for the passage of the FDA Food Safety Modernization Act stalled in the Senate, citing the recent food product recalls, including eggs. "The Food and Drug Administration is responsible for food safety, but it needs more weapons in its arsenal to prevent contamination of the food we produce and eat," the paper said. The editorial said the bill "provides mandatory recall authority for the FDA and requires strong 'trace-back provisions' to allow faster identification of the sources of tainted food and contamination sites."

Nutrition & Obesity:

ADOLESCENT OBESITY ASSOCIATED WITH RISK OF SEVERE OBESITY IN ADULTHOOD. USA Today (11/10, Hellmich, 1.83M) reports, "Heavy teenagers are often destined for skyrocketing weight gain in their 20s," according to a study published Nov. 10 in the Journal of the American Medical Association. After reviewing "national data on the height and weight records of almost 9,000 people ages 12 to 21 who were followed for 13 years," researchers found that "about half of obese teenage girls and about a third of obese teen boys become severely obese by the time they are 30 -- meaning they are 80 to 100 pounds over a healthy weight."

"By the time they reach their late 20s to early 30s, people who were obese between 12 and 21 are more than seven times more likely than normal-weight or overweight peers to develop severe obesity -- defined as having a body mass index, or BMI, of 40 or more," the Los Angeles Times (11/10, Healy, 681K) reports. "The result not only confers profound health risks for teens whose excess weight follows them and accelerates into adulthood, it also spells a looming public health disaster in a country where almost one in five adolescents is obese, experts say."

The CNN (11/9, Wade) "The Chart" blog reported, "The researchers also found that [among] teens who were overweight but not obese when the study started, more than 15 percent of the girls and six percent of the boys went on to become severely obese adults." In particular, "overweight African-American girls were more likely than their white peers to bump up to the highest weight category."

HealthDay (11/9, Gordon) reported, "Severe obesity...heightens the risk for a number of health complications, including type 2 diabetes, high blood pressure, high cholesterol, asthma, and arthritis. In addition, people who are severely obese can expect significant reductions in life expectancy, according to background information in the study." In light of the finding that "teens who were obese at the beginning of the study were 16 times more likely to become severely obese adults compared to normal-weight or overweight teens," study author Penny Gordon-Larsen, PhD, of the Gillings School of Global Public Health, University of North Carolina-Chapel Hill, stated, "This is really setting these kids up to have significant health challenges later in life."

According to WebMD (11/9, Doheny), "Gordon-Larsen tells parents of all children to 'keep an eye on the weight gain.'" Gordon-Larsen suggested that "parents have a goal of 'keeping a healthy household.' That means focusing on healthy food options and building physical activity into the day, encouraging kids to walk more and move more." MedPage Today (11/9, Neale), Medscape (11/9, Barclay), and Reuters (11/10, Joelving) also covered the story.

Parents Called Upon To Be Role Models In Helping To Fight Childhood Obesity. In a related article, USA Today (11/10, Hellmich, 1.83M) reports that "obesity is proving to be a heavy burden for the nation's kids and teens," as evidenced by "a study in today's Journal of the American Medical Association finds that heavy teens often gain a lot more weight in their 20s," many of whom go on to become "morbidly obese...by their early 30s." Dietitians point out that children watch what their parents each, and that "getting healthier should be a family affair." To that end, parents should consider having meals together as a family as often as possible, not keeping soda and an array of snacks at home, becoming more physically active as a family unit, and encouraging the kids to take part in planning healthy meals.

BLOG ANALYZES PROSPECTS OF PASSAGE OF CHILD NUTRITION BILL IN HOUSE. NPR (11/9, Fulton) "Shots" blog reported, "Cloudy. That's how we'd describe the prospects for passage of the massive bill funding school lunch and other child nutrition programs this year." It said "efforts to move the bill have been stalled in Congress for months, due in part to splits among the advocates over how the Healthy and Hunger-Free Kids Act should be paid for." Many, including "anti-hunger groups," oppose "the Senate version because it would take future increases slated for the food stamps program and instead put them towards improving school lunch funding and nutrition." Still, some "food stamp advocates say there is a chance to increase funding for school lunch without using food stamp cuts -- put the whole thing into the omnibus."

Child Advocates Urge House To Pass Child Nutrition Bill. In an op-ed in the Orlando Sentinel (11/10, 206K), Dr. O. Marion Burton, president of the American Academy of Pediatrics and Dr. David J. Bailey, the president and CEO of Nemours, call upon the House of Representatives to pass the Child Nutrition Reauthorization bill that was passed by the Senate. They said it would "promote healthy eating and wellness in child care," and help tackle the problem of preschoolers "developing diabetes and liver disease." They wrote, "At the outset of Congress, child health was one of the first legislative priorities addressed, with passage of the Children's Health Insurance Program Reauthorization Act. The US House of Representatives can bookend this Congress with another major victory for children."

SUGAR-SWEETENED BEVERAGES MAY INCREASE RISK OF GOUT IN WOMEN. The Los Angeles Times (11/9, Kaplan, 681K) "Booster Shots" blog reported that sugar-sweetened beverages may "increase the risk of gout" in women, according to a study published online Nov. 9 in the Journal of the American Medical Association. After examining data on approximately 79,000 women, researchers found that, "compared with a baseline group of women who drank less than one serving of a sugary soda per month, those who drank one soda per day had a 74% increased risk of gout." The study authors pointed out that "fructose consumption prompts the body to make more uric acid, the substance that causes tiny crystals of urate to build up in the joints and cause arthritis."

WASHINGTON TO CONSIDER STATEWIDE BAN OF CAFFEINATED ALCOHOL BEVERAGES. The Seattle Times (11/10, Sullivan, 273K) reports that Washington state's Liquor Control Board "is expected to ban the sale of caffeinated alcohol drinks" on Wednesday, Gov. Chris Gregoire's office said on Tuesday night. Gregoire, Attorney General Rob McKenna and other lawmakers have been pushing for a statewide ban since several Central Washington students were sickened by the beverages at an off-campus party last month. "Gregoire and Liquor Control Board Chair Sharon Foster will discuss the issue during a news conference on Wednesday morning, said Cory Curtis, a spokesman for the Governor's Office. If the ban is supported by the Liquor Control Board, as expected, it is unclear precisely when it would go into effect."

The makers of the product - Phusion Projects Inc. of Chicago – "say they work hard to ensure products aren't sold to underage people. They also point out the partygoers may have been drinking other types of alcohol," according to the AP (11/10). Washington is said to be "one of several states considering outlawing high-alcohol energy drinks while the Food and Drug Administration reviews their safety."

Medicare:

FIXING MEDICARE SAID TO REQUIRE PRIVATE, NOT GOVERNMENT, HEALTHCARE. The Deseret (UT) News (11/10) editorializes, "The American Medical Association's aggressive campaign this week against looming cuts to the fees doctors are paid through Medicare is a stark example of the biggest problem with a government-provided health plan." While "there are no easy ways to escape the realities of funding health care for seniors," the decision on how to run the health plan will be political. In contrast, private systems "have incentives to innovate and economize that do not present themselves to government. Solutions to Medicare depend on private, not government, solutions."

Medicaid:

MANN URGES MEDICAID DIRECTORS TO ENSURE CONTINUITY OF COVERAGE. CQ HealthBeat (11/10, Adams) reports, "Cindy Mann, director of the Center for Medicaid and State Operations (CMSO), on Tuesday encouraged Medicaid directors to make continuity of coverage for people enrolled in the program a priority even as they prepare for a dramatic expansion under the health care law." Mann said "state officials should make sure that when beneficiaries' circumstances change, such as when a mother delivers a baby, that the family does not fall through the cracks and lose coverage even if their eligibility changes."

GROUP URGES CONNECTICUT TO PAY FOR MEDICAID PATIENTS' SMOKING CESSATION TREATMENTS. The Hartford Courant (11/9, Sturdevant, 147K) reported, "The American Lung Association is calling on state leaders to pay for treatment that will help people on Medicaid quit smoking." Indeed, the state "spends millions on smoking cessation, including $6.4 million in the 2010 fiscal year from the state Tobacco and Health Trust Fund," but it does not cover "all Medicaid patients" who want "to receive nicotine replacements." In fact, only "pregnant women who are on Medicaid will have all costs of smoking cessation covered."

Health & Medical News:

REPORT: US KIDNEY DIALYSIS PATIENTS FACE ONE OF HIGHEST DEATH RATES OUTSIDE OF THIRD WORLD. The Oregonian (11/10, Rojas-Burke, 271K) reports, "US kidney dialysis patients face one of the highest death rates outside of the third world, even though US taxpayers spend more than any other nation: about $77,000 a year per patient, or more than $20 billion per year altogether, according to an investigation by the nonprofit journalism outfit ProPublica." The investigatory report "details how US dialysis patients commonly receive treatment in settings that are unsanitary and prone to lapses in care, and how the government has withheld critical data about clinics' performance from patients."

The Time (11/9, Szalavitz, 3.37M) "Healthland" blog reported, "The article shows the complexity of providing universal care through for-profit businesses, illustrating how perverse incentives in payment policies create a situation in which patient care is measured in quantity rather than quality." For example, "dialysis patients get too many drugs (which nets profits for the clinics that are dispensing them)...but not enough oversight of dialysis procedures by doctors and nurses (which costs companies money)." The report claims that "the main problem is that Medicare's payment scheme created incentives for private industry to move in and largely take over the business of end-stage renal disease."

Both on the air and on its website, NPR (11/9) interviewed Dr. Barry Straube, "director and chief medical officer for the Centers for Medicare and Medicaid, which has provided dialysis treatments, organ transplants, and medical visit costs to any patient diagnosed with kidney failure in the United States since 1972." As for the charge made by the report that there are "few official inspections from Medicare, which offers comprehensive coverage to kidney failure patients in the US and is supposed to inspect dialysis facilities once every three years," Straube admitted, "There definitely is truth in the fact that the [Center for Medicare and Medicaid Services] in its regulatory role, overseeing the quality of care in dialysis facilities, has not been able to perform as many surveys and therefore perform that type of oversight as well as it might like to have."

According to The Hill (11/9, 21K) "Healthwatch" blog, Straube explained, "We are hindered by funding that comes from Congress in order to perform regulatory oversight visits for all of the 17 different provider sites that CMS is charged with regulating. And the funding that is provided to the agency is insufficient in order to be able to meet the statutory requirements in terms of frequency and thoroughness of those sites." Straube "also said the article fairly described conditions at some facilities, but overstates the problem overall." Kaiser Health News (11/9) also covered the story. The Atlantic (December 2010, 457K) runs a piece called "God Help You. You're On Dialysis," written by Robin Fields, author of ProPublica's investigatory report.

LAWYER SAYS GLAXO FAILED TO WARN ABOUT RISKS OF PAXIL. Bloomberg News (11/10, Feeley) reports, "GlaxoSmithKline Plc, the UK's largest drugmaker, failed to properly warn consumers that its antidepressant drug Paxil (paroxetine) could cause birth defects, a lawyer for the family of an injured teenager told jurors." Glaxo "had research from the 1980s showing Paxil caused deaths among the offspring of animal test subjects and didn't provide clear warnings about the deaths, Kimberly Baden, a lawyer for Anna Blyth and her family, told a Philadelphia jury today." Baden said Paxil "caused a narrowing of the aorta leading from the heart of Anna, now 14 years old." Glaxo officials say Anna's heart defects "were most likely caused by genetics or the fact that her mother became pregnant late in life."

VARIATIONS IN INFECTION DETECTION COULD AFFECT HOSPITAL RANKINGS. Modern Healthcare (11/10, McKinney, 72K) reports, "Hospital-specific infection rates are increasingly used in quality reporting and as a guide for

consumers, but variations in the way that organizations use infection-surveillance definitions could affect the validity of the data, according to a study in the Nov. 10 issue of the Journal of the American Medical Association." The "Centers for Disease Control and Prevention's National Healthcare Safety Network, or NHSN, is a Web-based surveillance program that uses hospital-reported data to track rates of healthcare-associated infections." But "when researchers evaluated surveillance of central line-associated bloodstream infections in four medical centers, they found that infection preventionists applied NHSN definitions in very different ways."

MedPage Today (11/10, Phend) reports, "Routine surveillance of central line-associated bloodstream infection rates by infection prevention specialists correlated poorly with a computer algorithm reference standard, Michael Y. Lin, MD, MPH, of Rush University Medical Center in Chicago, and colleagues found." The "results suggested that the subjective determinations by infection preventionists aren't as uniform or reliable as hoped." This discovery "has big implications for the relative ranking of hospitals, Lin and colleagues noted." HealthDay (11/10) also reports the story.

LILLY'S CEO SAYS BIG PHARMACEUTICAL MERGERS FAIL BECAUSE THEY CUT INNOVATION. The New York Times /Reuters (11/10, Pierson) reports that unlike other chief executive officers of pharmaceutical companies, John Lechleiter, CEO of Eli Lilly & Co., eschews the idea of his company merging with another pharmaceutical giant, despite the fact that many of Lilly's patents for medicines are about to expire. Believing that mergers between pharmaceutical giants are unsuccessful because they stifle innovation and cut productivity, Lechleiter prefers to rely upon new candidate drugs Lilly is developing in-house to be successful in clinical trials and to receive approval from the Food and Drug Administration in time to generate strong profits following the expiration of patents on Lilly's blockbuster drugs.

NYTIMES SAYS CT SCANS FOR LUNG CANCER COULD COST "BILLIONS OF DOLLARS." In an editorial, the New York Times (11/10, A34, 1.01M) weighs in on costs, "limitations," and "potential risks for patients" following a recently published study that "found that annual CT scans could reduce the mortality rate from lung cancer in very heavy smokers and former smokers by 20 percent." It says the scanning "costs could reach billions of dollars a year." The paper notes that "government and private insurers that try to limit their coverage of CT scans based on the experts' judgments - as they should - will need to brace for charges that they are attempting to 'ration' health care."

AMERICANS' TOP THREE STRESSORS APPEAR TO BE MONEY, WORK, AND THE ECONOMY. The Washington Post (11/8, Stein, 605K) "The Checkup" blog reported, "In case there was any doubt, a new survey shows that Americans are stressed out," and there appears to be three leading causes: "money, work, and the economy."

In fact, "more Americans are worried about money than in the past few years, and the stress is taking a physical toll," USA Today (11/10, Jayson, 1.83M) reports. "In the online Stress in America survey in August by Harris Interactive for the American Psychological Association, 76% of the 1,134 adults surveyed cited money as a cause of stress. Last year, 71% did."

As a result, people have had "trouble adopting" certain "healthy behaviors like eating right, exercising, and getting enough sleep," the Time (11/9, Melnick, 3.37M) "Healthland" blog reported. And, the "effects of all of that appears to be trickling down to their families, particularly in households with overweight or obese parents." Apparently, "obese parents were more likely than normal-weight parents to have overweight kids." What's more, "fat parents and fat children shared higher levels of stress."

As for geographical disparities, "Los Angeles residents say that they are more stressed than people in other major cities," according to the Los Angeles Times (11/9, Hennessy-Fiske, 681K) "LA Now" blog. "About 29% of Los Angeles residents surveyed reported having a 'great deal of stress,' compared to 24% of respondents nationally. That was also higher than the other urban areas, including New York City and Denver (both 24%), Atlanta (27%), Detroit (25%) and Seattle (20%)."

JUST ONE THIRD OF ELIGIBLE YOUNG AMERICAN WOMEN RECEIVE ALL THREE DOSES OF HPV VACCINE. The Los Angeles Times (11/9, Roan, 681K) "Booster Shots" blog reported that, even though the HPV vaccine has been shown to "protect against several common strains of human papilloma virus," data from researchers at the University of Maryland reveal that "a majority of young women who are eligible for the vaccine are either not getting it or are not following the three-shot protocol to be fully immunized."

For the study, investigators "looked at medical records on 9,658 girls and women aged nine through 26 who were seen at the University of Maryland Medical Center between August 2006 and August 2010," HealthDay (11/9, Gardner) reported. "Only 27.3 percent of them opted to start the vaccine," and of those, "39.1 percent completed just one dose, 30.1 percent got two doses and 30.7 percent finished the series." Investigators also noted that black women "were less likely than white women to get all three doses, and women aged 18 through 26 were less likely than younger girls to complete the series."

Lead investigator Kathleen Tracy, PhD, told WebMD (11/9, Mann), "Eighteen-year-olds are more likely to be transient and more likely be in between home and college, and this is the first time mom or dad isn't telling you don't forget to go and get this." There has "also been controversy about mandating the HPV shot, which could play a role in the low rates of vaccine acceptance and completion."

Thus, "Tracy and colleagues are in the process of conducting a pilot study for increasing compliance among women ages 18 to 26 by text-messaging them every day for seven days before their vaccine appointments," MedPage Today (11/9, Fiore) reported. Notably, "caveats to HPV vaccination include that it only protects against four of the major strains of the virus and others can still cause cervical cancer -- which is why Tracy emphasized the importance of Pap smears even if patients are vaccinated." Reuters (11/10, Brooks) also covers the study.

US DOCTORS MUST BECOME MORE ATTUNED TO ISLAMIC BELIEFS, VALUES, RESEARCHERS SAY. USA Today (11/10, Rubin, 1.83M) reports that, according to a paper recently published in the Journal of Medical Ethics, researchers suggested that "US doctors must become more attuned to Islamic beliefs and values that could affect the physician-patient relationship with Muslim Americans," especially so for female patients. "According to Islamic bioethics, a Muslim patient's first choice of a doctor would be one who is also Muslim and of the same sex. Second choice would be a non-Muslim of the same sex, followed by a Muslim of the opposite sex and a non-Muslim of the opposite sex," the paper's authors wrote. Critical care physician Hasan Shanawani, of the Islamic Medical Association of North America's ethics committee, who was not involved with the paper, stated, "The onus is on you the doctor to make sure that your patients' modesty and personal dignity are being protected."

Global Health:

POLIO OUTBREAK IN CONGO PROMPTS EMERGENCY. The New York Times (11/10, A10, McNeil, 1.01M) reports, "An explosive outbreak of polio is taking place in the Congo Republic, with 201 cases of paralysis found in two weeks and 104 deaths, the World Health Organization said Tuesday." Brazzaville, the country's capital, "has declared an emergency and announced plans to vaccinate the entire population with oral drops three times with help from the WHO, Unicef and the" CDC.

The WHO "partly attributed the outbreak in the central African country which has not registered a case since 2000 to Congo's poor health and hygiene infrastructure," reports AFP (11/10). Congo's director-general of health, Alexis Elira Dokekia, said "majority of cases, or 175, are located in the coastal town of Pointe Noire," along with "eight other cases scattered around the country including three in capital Brazzaville." Bloomberg News (11/10, Gale) also covers the story.

CHOLERA SPREADS TO HAITI'S CAPITAL. NBC Nightly News (11/9, story 4, 0:25, Williams, 8.37M) reported, "Grim confirmation from Haiti the cholera epidemic has reached the capital city of Port-au-Prince. This puts millions more people at risk now as was feared. The outbreak has already killed almost 600 people in Haiti in the last three weeks, more than 9,000 have been hospitalized and health experts are warning it will spread even more quickly now."

The Los Angeles Times (11/10, Mozingo, 681K) says that though "the official death toll nationally Tuesday was 538," people "appeared to be dying at a rapid pace." At "the Gonaives hospital, the medical director said eight people had died between Nov. 1 and Monday afternoon. But in the next hour alone, three people died." The Times says that "down the road, workers at the main cemetery said 10 bodies had arrived that night. They guided a reporter and photographer to them, laid on the ground or on top of tombs."

The Wall Street Journal (11/10, Arnesen, 2.09M) reports the people at risk of contracting cholera in Port-au-Prince include 1.3 million refugees living in camps since the January earthquake, many of whom are living in unhygienic conditions. As of Tuesday, the government said it had 113 suspected cholera cases, with one death in the capital city, though officials were awaiting confirmation of tests at the national laboratory. "We are concerned," Claude Surena, a senior Ministry of Health official, said, "but we are still waiting for results."

National News:

WHITE HOUSE UNVEILS HOME ENERGY EFFICIENCY PROGRAM. The AP (11/10, Frommer) reports the White House "unveiled a new 'Home Energy Score' federal program Tuesday that will allow people to determine how energy-efficient their homes are." It was "one of several energy initiatives that Vice President Joe Biden announced at a White House event Tuesday. The voluntary Home Energy Score program, developed by the Energy Department, will provide homeowners a score of between one and 10, along with estimated savings from energy retrofits, and a personalized list of recommended home energy upgrades."

McClatchy (11/10, Thomma) reports Vice President Biden said the new program "will help people save money and create new jobs for contractors." The "three-step program, called Recovery Through Retrofit, will offer new software for contractors to easily show people how much they can save, offer low-cost financing to help people pay for home improvements and set new guidelines for contractors to assure the public the work is done right." White House aides "said the availability of simple, trustworthy information should help more people invest in making their homes more energy efficient."

USA Today 's (11/10) Wendy Koch reports in its "Greenhouse" blog, "US officials expect that the audits, to be done by trained contractors, will cost less than half of current private ones, which often exceed $350, because of their streamlined approach." Consumers "will be able to seek up to $25,000 in federally insured, PowerSaver loans at or below market rates. The US Department of Housing and Urban Development expects up to 24,000 households will qualify for loans averaging $12,500 during the two-year pilot program, which starts early next year."

PRESS COVERAGE OF THE PRESIDENT'S MANAGEMENT OF THE ECONOMY. As the Bulletin News Media Analytics graph illustrates, coverage of the President's handling of the economy last night and this morning was mixed, but marginally more positive than negative. Healthy data from the Commerce Department and a variety of private indices was presented as evidence that the US economy is improving. On the other hand, widespread international unease over the Fed's quantitative easing is now portrayed as criticism of the President -- since he defended the move on Monday.

CONRAD, BAYH PROPOSE TAX CUT EXTENSION WITH EYE TO OVERHAUL. The Wall Street Journal (11/10, McKinnon, 2.09M), in an article titled, "Extending Tax Cuts, But With A Catch: Top Democrats Link Keeping Bush-Era Breaks to an Overhaul of Tax Code; Republican Aides Say They Are Open to the Idea," reports Sens. Kent Conrad and Evan Bayh are proposing that a temporary extension of all the Bush tax cuts be accompanied by reform of the tax code within the next two years. Republican Senators are said to be open to the idea, but hesitant to offer support as of yet. Conrad is quoted as saying, "If I were able to make the decision, I would go for changing the tax system fundamentally. And I'd have an extension [of the Bush-era tax cuts] until that was accomplished." Bayh said, "For the next couple of years we need to err on the side of growth, not adding to the burdens of people who make the hiring and investing decisions, but after that we need to quickly pivot and begin reducing this debt."

Lame-Duck Session AMT Adjustment Gets Bipartisan Support. The AP (11/10, Ohlemacher) reports, "Leaders from both parties in Congress vowed Tuesday to spare more than 21 million taxpayers from significant tax increases when they file their returns next spring by adjusting the alternative minimum tax before the end of the year. ... In a letter to the IRS, Democratic and Republican leaders of the tax-writing congressional committees said they would address the issue after Congress returns next week in a lame-duck session."

SENATORS WANT TO PARE $20 BILLION FROM OBAMA'S SPENDING REQUEST. The Hill (11/10, Bolton, 21K) reports Senate Democrats "hope in the lame-duck session to pass spending bills that are dramatically slimmer than President Obama's request." The Senate Appropriations Committee "is drafting an omnibus spending bill that sets government funding levels at $20 billion less than the administration requested, according to Senate aides." According to the Hill, "The lower level was initially proposed by" Sens. Jeff Sessions and Claire McCaskill, "a freshman Democrat who could face a tough reelection fight in 2012," but "the spending concessions have angered liberal advocates who say the government needs to spend more."

WHOLESALE INVENTORIES, SMALL BUSINESS CONFIDENCE IMPROVE. The Wall Street Journal (11/10, Bater, Leo, 2.09M), in an article titled, "Businesses Gaining Confidence," reports that the Commerce Dept announced yesterday that wholesale inventories increased 1.5% in September reaching $417 billion, while the August number was revised to reflect a 50% larger gain than previously reported. The Journal also reports that National Federation of Independent Business's improved by 2.7 points in October, reaching 91.7.

AP Economic Stress Index Shows Improvement In September. The AP (11/10, Crutsinger, Schneider), in an analysis piece titled, "Economic Stress Dips To 16-month Low," reports, "The nation's economic stress fell in September to a 16-month low, thanks to more hiring in New England, fewer foreclosures in the mid-Atlantic and declining bankruptcy filings in the Southeast, according to The Associated Press' monthly analysis of conditions around the country. Eighty percent of the nation's 3,141 counties enjoyed some month-over-month easing of economic pain, the AP's Economic Stress Index shows. So did all but six states: Alaska, Colorado, Kansas, Mississippi, Nebraska and Nevada."

Economists Expect US Economic Growth To Remain Sluggish. Reuters (11/10, Reese) reports on a poll of 70 economists in an article titled, "US Growth Outlook Broadly Unchanged." The economists polled by Reuters expect the US economy to continue growing at about its current pace through next year. They forecast 2.2% growth in Q1-'11, and 2.5% growth in Q2.

DOL: US Firms Still Not Boosting Hiring. The AP (11/10, Rugaber) reports, "Companies are still hesitating to ramp up hiring, even as more evidence emerges that the economy is slowly improving. Employers posted fewer job vacancies in September than the previous month, the second month of declines, according to a report Tuesday from the Labor Department. And a survey of small business owners showed they are more optimistic, but still reluctant to add many new workers."

Holiday Hiring Off To Strong Start. ABC World News (11/9, story 5, 0:20, Sawyer, 8.2M) reported, "And good economic news now. New numbers show holiday hiring is off to the strongest start since 2006. A couple of examples: Macy's adding 65,000 seasonal workers, Toys 'R' Us, 45,000, and retail sales for the first week of November are strongly up."

Investors Fear Wave Of Municipal Defaults. The Wall Street Journal (11/10, Corkery, 2.09M), in an article titled, "The Next Credit Crisis? Munis: Debtholders Are Left Steamed as Some Cities Forgo Repayment Promises," reports on investors' alarm over the failure of several small US cities to honor their debt obligations.

INFLATION FEARS DRIVE COMMODITIES TO A 25-MONTH HIGH. Bloomberg News (11/9, Campbell) reports, "Commodities extended a rally to a 25- month high as the global appetite for crops outpaced dwindling supplies, and precious metals surged on demand for a haven from slumping currencies. The Thomson Reuters/Jefferies CRB Index of 19 raw materials rose as much as 1.6 percent to 320.38, the highest level since Oct. 6, 2008. ... Last week, the dollar slumped to the lowest level since December against a basket of major currencies on plans by the Federal Reserve to expand a US stimulus program by buying more debt."

According to the AP (11/10, Randall), "Many investors worry that the Fed's bond-buying program could lead to a jump in inflation down the line, which would erode the value of all bonds since their fixed payouts would become worth less over time. ... The dollar has been falling against other currencies in anticipation of the Fed's stimulus program, but it gained 0.9 percent against an index of other currencies Tuesday as new troubles emerged in Ireland."

The Wall Street Journal (11/10, Pleven, Cui, Kilman, 2.09M), "Commodity Prices Surge: Gold, Cotton Touch New Highs as Fed Stimulus, Chinese Growth Drive Demand," and the Financial Times (11/10, Meyer, Farchy, Blas, 448K), "Food Price Fears As US Warns On Crop Yields," also cover the spike in commodities prices.

Response To Fed's Quantitative Easing Turns Partisan. Bloomberg News (11/10, Lanman) reports, "Top lawmakers on the US Senate Banking Committee stated opposing views about the Federal Reserve's expansion of record monetary stimulus, widening the political rift over the effort to spur the US recovery." Sen. Tim Johnson said, "I commend the Fed for being willing to try and help improve economic growth in America." Sen. Richard Shelby "said he's 'worried about the risks' of the Fed's actions." Bloomberg notes that president Obama "defended" the Fed's move on Monday.

WPost: QE2 "Amounts To Money-Printing." The Washington Post (11/10, 605K), in an editorial, says the Fed has "create[d] an awkward situation for President Obama as he prepares for" the G20 summit in Seoul. According to the Post, "After QE2, China and other trade-surplus countries can accuse the United States of manipulating its currency. ... Clearly, a global backlash must be added to the already long list of QE2's risks" since "Bernanke's policy amounts to money-printing."

US Stock Indices Fall 0.5-0.8%. The AP (11/10, Randall) reports that the DJIA "fell 60.09, or 0.5 percent, to 11,346.75"; the S&P500 "fell 9.85, or 0.8 percent, to 1,213.40"; while the Nasdaq "fell 17.07, or 0.7 percent, to 2,562.98."

According to the New York Times (11/10, Hauser, 1.01M), "In early September, analysts said, the markets generally began to price in expectations that the Fed would announce the plans to buy the additional government securities, a move intended to stimulate the economy, setting off a rally that has pushed indexes to their highest level this year."

Treasurys' Yields Move Upward. Bloomberg News (11/10, Hwang, Kearns) notes, "Yields on 30-year bonds climbed for a fifth day on speculation tomorrow's sale of $16 billion of the securities may receive tepid demand since the Fed is focusing its purchases of Treasuries among shorter-maturity debt. The two-year Treasury yield climbed four basis points to 0.44 percent, while the 10- year yield increased 11 basis points to 2.66 percent."

JUDICIAL DELAYS SLOW PACE OF HOME SALES. The Wall Street Journal (11/10, Simon, Sidel, Timiraos, 2.09M), in an article titled, "Mortgage Lenders Meet Resistance In Courts," reports that courts across the country are siding with homeowners in cases brought by banks trying to accelerate the processing of foreclosures. The Journal says the judicial delays are part of the reason that foreclosure sales have dropped in recent months.

GALLUP: 18% OF AMERICANS HAD TROUBLE BUYING FOOD. Laura Bassett, writing for the Huffington Post (11/9), reports, "A staggering 18 percent of Americans surveyed last month said there have been times over the past year when

they could not afford to put food on the table, recent Gallup data shows. This number is slightly lower than it was in September 2009, despite persistently high unemployment levels and record participation in the food stamp program."

GOP CONFERENCE TARGETS EXPIRED WELFARE PROGRAM. Arthur Delaney, writing for the Huffington Post (11/9), notes that the Republican Study Committee has "recommended reducing the deficit by cutting a welfare program that lards the federal budget with $2.5 billion in wasteful spending every year. The Committee, led by Rep. Tom Price (Ga.), called for cutting the $2.5 billion Emergency Fund created by the stimulus bill to help states subsidize jobs via the Temporary Assistance for Needy Families program, formerly known as welfare. ... Problem is, the TANF Emergency Fund has already expired, along with the 240,000 jobs progressive economists say it created."

LAHOOD TELLS GOVERNORS-ELECT TO SPEND GRANTS ON RAILROADS OR RETURN THE MONEY. The AP (11/10, Lowy) reports, "The Obama administration has a message for Republican governors who campaigned against the president's high-speed rail program: Build the trains or give back the money." As proof Transportation Secretary LaHood yesterday "rejected a request from Gov.-elect John Kasich in Ohio to use the $400 million in federal funds pledged to that state's train project on other projects like road construction or freight lines." On Monday, "LaHood sent the same message to Wisconsin" where Gov.-elect Scott Walker had "campaigned against the Madison-to-Milwaukee line." The money is part of the American Recovery and Reinvestment Act which "doesn't allow the money to be spend for other purposes." In his letters, LaHood promoted the projects as sources of jobs. Kasich spokesman Rob Nichols said that Kasich "remains interested in pursuing additional flexibilities on this issue."

Wisconsin Governor-Elect Asks Administration To Divert Rail Funds For Roads. The Milwaukee Journal Sentinel (11/10, Stein, 206K) reports Wisconsin's "internal squabbling over a proposed Milwaukee to Madison passenger rail line went national Tuesday as Governor-elect Scott Walker urged the Obama administration to let the state divert $810 million in federal stimulus funds from the project to roads and other state officials, including Illinois Gov. Pat Quinn, stepped up calls for the rail funds to be sent to them instead." In a letter Tuesday "to US Transportation Secretary Ray LaHood, Walker, a Republican, said the state had massive needs for building and repairing bridges and roads that are 'literally crumbling.'" The Journal Sentinel adds that on Monday, LaHood "had told Walker that the federal money had to be spent on the rail project or Wisconsin would lose it to another state - a view that was echoed Tuesday by a key Republican congressman from the state."

Stimulus Described As "Consist[ing] Mostly Of Tax Cuts." Larry Beinhart, in a post for the Huffington Post (11/9) titled, "Why The Stimulus Package Failed," writes, "The stimulus package failed because it consisted mostly of tax cuts. Tax cuts are among the very worst ways to create jobs and certainly the most expensive."

GOP LAWMAKERS EXPECTED TO PUSH FOR REVIVAL OF DC VOUCHER PROGRAM. The Washington Times (11/10, Simmons, 77K) reports despite "the opposition of the incoming D.C. mayor and the Democratic president, key House Republican lawmakers say they will push a popular school-voucher program that was canceled by the Obama administration." Alexa Marrero, a spokeswoman for Rep. John Kline, "likely chairman of the House Education and Labor Committee, said her boss and other House leaders continue to support the D.C. Opportunity Scholarship program and intend to pursue its revival." Marrero said Rep. Kline is "very focused on restoring the program," and she "added that presumptive House Speaker-to-be John A. Boehner and Rep. Darrell Issa, incoming chairman of the House Oversight and Government Reform Committee, which oversees D.C. affairs, also 'remain strong supporters' of the D.C. voucher program."

GOP Gains Could Mean Less Funding For NCLB, Race To The Top. The Washington Times (11/10, Weber, 77K) reports the GOP midterm gains "could mean new funding problems for President George W. Bush's signature No Child Left Behind Act education reform and a possible frontal attack on President Obama's own 'Race to the Top' school reform." House and Senate Committee aides "expressed confidence Tuesday during a panel discussion that Mr. Bush's plan, a reform wrapped in the 2001 reauthorization of the Elementary and Secondary Education Act (ESEA), would receive full funding even with the new House GOP majority and the expanded Senate Republican minority." But "private-education policy experts on a panel sponsored by the American Enterprise Institute were less optimistic, saying the more likely scenario is that Congress will fund only selected parts on the legislation, focused primarily on the act's Title I, the flagship aid program for disadvantaged students."

Report Highlights Education Gap For African American Males. NBC Nightly News (11/9, story 8, 2:25, Williams, 8.37M) reported on the "long-standing and stubborn achievement gap in America's public schools between black students and white students. For some reason, black children routinely fall behind their white counterparts and tonight, a new report is out that focuses on black males. It suggests that this gap is even bleaker and bigger than anyone first realized." NBC (Allen) added, "According to a new report, most black male students performed worse than their peers by almost every measure. In fourth grade, only 12% do well in reading compared to 38% for white male students. By eighth grade, only 12% of black male students are proficient in math, compared to 44% of their white peers. Nationally, less than half of

all black male students graduate from high school, far below the 78% national rate for public schools. After that, among college students, only 5% are black men."

The CBS Evening News (11/9, story 6, 2:40, Couric, 6.1M) says the report "found African American males languish at the very bottom of their class every step of the way." CBS (Whitaker) added, "Achieving black male students...are increasingly rare in American schools." Michael Casserly, executive director, Council of the Great City Schools: "The overall academic achievement of African American males was appallingly low not only in cities but nationwide." Researchers "say this isn't just a crisis affecting African Americans, this crisis affects all Americans. Dropouts cost taxpayers more than $8 billion annually in public assistance programs like food stamps. It costs more than $25,000 to incarcerate an inmate for a year but only about $14,000 a year for a student to attend community college. Researchers call these dismal numbers a call to action for scholars across the country to study this problem and come up with real solutions."

GOP MIDTERM GAINS MAY DERAIL DADT REPEAL. AFP (11/10) reports the "repeal of the ban on gays openly serving in the US military once seemed a safe bet, given profound changes in public attitudes and even support at the highest levels of the Pentagon," but "no longer." Republican opposition "to repeal 'Don't Ask, Don't Tell' has stiffened since their victory in mid-term elections last week, dimming prospects for action in Congress, even Democrats acknowledge." The White House is "pushing for repeal this year in a lame duck session of Congress, recognizing that it will be even tougher to end the 17-year-ban when Republicans gain control of the House of Representatives next year," but Democratic leaders, "some of whom barely survived the elections themselves, see mounting obstacles."

The Washington Post (11/10, O'Keefe, 605K) reports R. Clarke Cooper "is watching the clock on the military's 'don't ask, don't tell' policy." Cooper, the "leader of the Log Cabin Republicans, a gay rights group of about 19,000 members, is pressing the three branches of government to end the ban on gay men and lesbians serving openly in uniform. The Army reserves captain, who is suing the federal government, was at a recent meeting with President Obama and other activists to discuss strategy, and this week he is lobbying Republican lawmakers on Capitol Hill." Days "before the lame-duck session starts, Cooper is finding himself up against" Sen. McCain, "who once supported repeal but is now trying to strip it from the massive defense authorization bill that sets Pentagon policy. McCain has said he wants it cut to ensure quick passage of the bill, according to his aides."

Levin Under Pressure From All Sides On Repeal. Politico (11/10, Wong, 25K) reports Sen. Carl Levin "is feeling heat from all sides on a proposal to end the military's 'don't ask, don't tell' law." Levin, the Senate Armed Services Committee chairman, is "facing pressure from the White House, fellow Democrats and gay-rights activists to push forward in the lame-duck session with a defense bill that includes a repeal of the ban on gays openly serving in the military." But ranking Republican Sen. John McCain "has been quietly negotiating with Levin to strip the repeal from the military funding bill ahead of the lame-duck session. And it's certainly not lost on the six-term Michigan Democrat that his reputation and legacy are on the line: If things fall apart, Levin could become the first chairman of his committee in nearly 50 years who fails to shepherd the annual defense authorization measure through Congress."

TWO LAWSUITS CHALLENGE DEFENSE OF MARRIAGE ACT. The Wall Street Journal (11/10, Bray, 2.09M) reports that in two new lawsuits, supporters of gay rights are challenging the 1996 Federal Defense of Marriage Act. In one case, a longtime companion of a woman who died in February, 2009, is challenging the levy of the estate tax on her companion's estate by the IRS. In the second, a group of legally married gay couples in Connecticut, Vermont, and New Hampshire has filed suit to challenge the law because they were denied benefits under Federal law.

PELOSI PRAISES WORK OF 111TH CONGRESS. Outgoing House Speaker Nancy Pelosi writes in USA Today (11/10, 1.83M), "The results of last week's elections reflected the genuine frustration of the American people, who are justifiably angered by the continued high unemployment rate. While Democrats are also disappointed at the rate of job growth, it does not diminish what we have accomplished." Pelosi adds that "President Obama and this Congress were job creators from Day One, saving the country from the worst economic catastrophe since the Great Depression. The Recovery Act created or saved more than 3 million jobs, and America is moving forward. ... But much more needs to be done." Pelosi also writes that "Congressional experts have called the 111th Congress the most productive Congress in a half-century," and "Democrats remain committed to fighting for the people's interests, not the special interests."

Kaptur, DeFazio Urge Postponement Of Democratic Leadership Vote. Politico (11/10, Allen, 25K) reports, "A pair of disaffected Democratic survivors are calling on the party's top brass to postpone House leadership elections until December -- a move that could give potential challengers to Speaker Nancy Pelosi and her top lieutenants more time to gather their forces." In a letter to their colleagues, Reps. Marcy Katpur and Peter DeFazio wrote, "Following the loss of our majority, we should fully understand the causes of our historic losses before we begin the process of rebuilding. If we do not to learn from our losses we will remain in the minority until we do learn."

Capuano Criticizes Leadership's "Hubris." The Boston Globe (11/9, Arsenault, Viser, 253K) reported, "The expectation

that House Democrats will soon confirm Speaker Nancy Pelosi as their new minority leader, despite her leading role in last week's disastrous midterm elections, has led to internal misgivings about party strategy that could fuel a fight over the second-ranking leadership post." Rep. Michael Capuano told the Globe, "If the Red Sox came in and lost every game of the year and they kept the manager at the end of the year, that's a problem. ... That's what we seem to be on the verge of doing. ... The thing that amazes me is the hubris, that no one has stepped aside voluntarily."

Himes Undecided On Pelosi. The Hill's Jordan Fabian (11/10) reports, "Another House Democrat expressed reservations Tuesday about...Pelosi's campaign to become minority leader in the next Congress." Rep. Jim Himes "said he was undecided on whether or not he will back Pelosi." Said Himes, "I withhold judgment on that. ... I haven't heard of anyone else who wants to compete yet."

Meyerson Defends Pelosi, Urges Democrats To Retain Her As Leader. Harold Meyerson, in his Washington Post column (11/10), writes that "a lot of Democrats deserve a share of the blame for the shellacking they took last week, beginning with a president who shied away from defending his achievements." But Pelosi "should not be high on that list." After the election, "she remains the Democrat most capable of forging a unified opposition to Republican attempts to undercut key programs such as Social Security and Medicaid, and her record demonstrates that she is the Democrats' most effective fighter for the interests of ordinary Americans. That's not the perception, alas, but it's the reality."

CLYBURN CRITICIZES HOYER'S TACTICS, SAYS HE'S NOT INTERESTED IN NUMBER 3 SPOT. The Hill (11/10, Lillis, Bolton, 21K) reports, "The leadership race between Reps. James Clyburn and Steny Hoyer took a sharp turn Tuesday when Clyburn criticized his opponent's tactics and said they were making other Democrats uncomfortable." Clyburn, "currently the majority whip, said Majority Leader Hoyer's strategy of releasing the names of his supporters is threatening a process that is historically 'about respecting and honoring' fellow Democrats." But "despite Clyburn's criticism, both camps were quick to dismiss the possibility of an emerging rift between the two Democrats, noting the cordial, if competitive, nature of the race so far."

Politico (11/10, Bresnahan, 25K) reports that "Clyburn, battling with Rep. Steny Hoyer for the minority whip position in the next Congress, has 'no interest' in 'stepping down' to a lower leadership post." Clyburn also "believes there are as many as 50 Democrats who remain undecided on whether to support him or Hoyer, meaning that the race is still wide open." Said the current Whip, "I wouldn't be making calls or talking to these members if I didn't think I could win."

The Washington Post (11/10, Kane, 605K), meanwhile, reports that Hoyer "continued Tuesday to collect high-profile endorsements from his party's liberal wing in his bid to become House minority whip, trying to counter the impression that his candidacy is built around support from moderate-to-conservative Democrats." Yesterday, "seven Democratic committee chairmen issued a letter Tuesday endorsing Hoyer's candidacy for the No. 2 post in the minority leadership, including three leading liberals: Foreign Affairs Committee Chairman Howard L. Berman (Calif.), Financial Services Committee Chairman Barney Frank (Mass.) and Energy and Commerce Committee Chairman Henry A. Waxman (Calif.)."

PUSH TO BAN EARMARKS PITS DEMINT AGAINST MCCONNELL, INHOFE. The AP (11/10, Taylor) reports, "Fresh off the tea party's show of election might, GOP Sen. Jim DeMint said Tuesday he'll force a showdown next week with Senate Minority Leader Mitch McConnell and other old guard Republicans over 'earmarked' pet projects that DeMint and other victors last week made a symbol of out-of-control deficit spending." DeMint, "buoyed by support from six GOP freshman, is optimistic he'll win a change in internal GOP rules to effectively bar any Republican from seeking earmarks." Said the GOP senator, "Americans want Congress to shut down the earmark favor factory, and next week I believe House and Senate Republicans will unite to stop pork barrel spending."

Politico (11/10, Raju, Bresnahan, 25K) reports that "McConnell is maneuvering behind the scenes to defeat a conservative plan aimed at restricting earmarks, setting up a high-stakes showdown that pits the GOP leader and his 'Old Bull' allies against...DeMint." Politico adds that "in a series of one-on-one conversations with incoming and sitting senators, McConnell is encouraging his colleagues to keep an open mind and not to automatically side with DeMint." While "not demanding that rank-and-file Republican senators vote against the earmark ban," McConnell is "laying out his concerns that eliminating earmarks would effectively cede Congress' spending authority to the White House while not making a real dent in the $1 trillion-plus budget deficit."

The Hill (11/10, Rushing, 21K), meanwhile, reports that "Sen. James Inhofe...is vowing an all-out war within the Senate GOP conference next week to defeat an earmark moratorium that he says unconstitutionally cedes congressional spending power to President Obama." Inhofe, "one of the most conservative members of the Senate... concedes that DeMint is likely to get the moratorium passed by the GOP conference, but says he is prepared to give floor speeches that single out DeMint and Sen. John McCain (R-Ariz.), another longtime earmark opponent, for hypocrisy." Inhofe said in an interview, "I have quotes, and I'll use them on the floor to make sure McCain and DeMint can't wiggle out of how they define earmarks. This is an Obama-DeMint-McCain effort. ... I'll lose on this, but I want to be on the record."

The Los Angeles Times (11/10, Mascaro, 681K) reports that the "among influential Republican lawmakers over...threatens an area of potential bipartisan agreement between the GOP and White House in the aftermath of last week's midterm election." President Obama "identified the earmark ban as an issue 'we can work on together.' Rep. Eric Cantor, the No. 2 Republican in the House, said he would like to take Obama up on the offer." But "old spending habits are hard to break among Congress members who see the power of the purse as one of their greatest strengths."

The Washington Times (11/10, McLaughlin, 77K) reports, "Steve Ellis, vice president at Taxpayers for Common Sense, a nonpartisan spending watchdog group, said that Mr. McConnell, a member of the appropriations committee, has 'earmarking in his DNA.'"

CBC SAYS IT WILL ACCEPT REPUBLICANS. Politico (11/10, Cogan, 25K) reports, "The Congressional Black Caucus says it will gladly accept the two newly elected black Republicans into its group, opening the door to partisan diversity in a caucus that has been historically Democratic." CBC Chairwoman Barbara Lee told Politico, "Membership in the Congressional Black Caucus has never been restricted to Democrats. ... Should either of the two African-American Republicans recently elected to the House of Representatives request membership in the Congressional Black Caucus, they will be welcomed." The Hill (11/10, Lillis, 21K) notes that "the decision was reached after a unanimous vote by the CBC's executive committee, said Rep. Emanuel Cleaver (D-Mo.), a member of that panel."

GOP Urged To Expand Appeal To Minorities. In a Wall Street Journal (11/10, 2.09M) op-ed, Zoltan Hajnal says the Republican Party needs to expand its appeal to minority voters in order to remain relevant for the future. While the GOP won 60% of the white vote in 2010, Hajnal notes that demographic trends indicate that relying on white voters will produce decreasing returns for the Republicans in the future.

OBAMA-BOEHNER RELATIONSHIP ALMOST NONEXISTENT. The New York Times (11/10, Baker, 1.01M) reports on the relationship, or lack thereof, between President Obama and Speaker-in-waiting John Boehner, saying, "With Mr. Boehner about to become the speaker of the House, the nation's two most powerful leaders open this new era with little connection other than a shared fondness for golf and a weakness for cigarettes." To date, the two "have spent virtually no time together and have made little effort to forge a bond. Aides said they could not recall a single one-on-one meeting or substantive phone call." Consequently, "it may be hard for Mr. Obama to reach out to the emboldened House Republicans." The Times notes, "Mr. Obama and Mr. Boehner seem to have been talking past each other since the election last week, with Mr. Boehner claiming a mandate to reverse administration policies and Mr. Obama claiming a mandate to work together."

ISSA PLANS WIDE RANGE OF OVERSIGHT HEARINGS. The Christian Science Monitor (11/10, Feldmann, 48K) reports Rep. Darrell Issa is "set to take over the chairmanship of the House Oversight and Government Reform Committee, and he has made no secret of his love of hearings." Hearings that Issa "says he requested but were ignored by the Democrats include: food safety; homeland security; Fannie Mae and Freddie Mac; health-care reform oversight; wasteful stimulus spending; the Minerals Management Service (see BP oil spill); and school choice." Other issues on "Issa's inquiry wish list: federal emergency management; protecting the independence of inspectors general; federal IT systems; federal financial management; TARP oversight; failures at the Securities and Exchange Commission; stimulus oversight; Countrywide Financial Corp.; the Presidential Records Act; and federal-agency performance management."

WSJournal Criticizes Issa For Seeking Publicity. In an editorial, the Wall Street Journal (11/10, 2.09M) criticizes Rep. Issa for being a publicity hound in the wake of the Republican election victories that will place him in the chairmanship of the Oversight Committee. The Journal says that while the committee needs to exercise effective oversight, Issa has so far spent too much time discussing his agenda.

WATCHDOG GROUP WANTS PROBE INTO GOOGLE'S TIES WITH ADMINISTRATION. The Hill (11/10, Jerome, 21K) reports as House Republicans "plan an ambitious oversight agenda for the next session of Congress, a watchdog group is calling for a probe into a company that it says is far too cozy with the Obama administration: Google." The National Legal and Policy Center (NLPC), "a group that advocates for a smaller and more ethical government, wrote to leaders of the House Oversight Committee this month urging them to investigate a major privacy breach by Google. It wants to know if the company's ties to the administration helped it dodge penalties after the incident." The group "also urges a look at Google's ties to the administration more generally, pointing to what it calls 'a growing body of evidence' that shows the administration's 'unusually close relationship with Google has resulted in favoritism towards the company on federal policy issues.'"

CONGRESSIONAL WATCHDOGS WORRY ABOUT FATE OF ETHICS OFFICE. USA Today (11/10, Schouten, 1.83M) reports congressional watchdogs "fear the new Republican House majority will dismantle an office that opened up once-secretive ethics probes, and they are urging incoming Speaker John Boehner to maintain its powers when his party

assumes control in January." Boehner "voted against the creation of the independent body, known as the Office of Congressional Ethics (OCE), in 2008 and has questioned its effectiveness. That has raised concerns among watchdog groups, such as the non-partisan Campaign Legal Center, that Republican leaders in the new Congress will seek to curb its authority to investigate House members." Boehner spokesman Michael Steel "said Tuesday that no decision has been made."

WHITE HOUSE WANTS INDEPENDENT GROUPS TO BACK OBAMA'S REELECTION EFFORT. Yesterday morning, Politico (11/9, Cummings, 25K) reported that the White House is "bracing for an onslaught of $500 million or more in spending by outside Republican groups opposed to President Barack Obama's 2012 re-election, prompting Obama advisers to give the green light to big Democratic donors to set up similar outside groups to counter the GOP's effort." According to Politico, "That posture marks a significant shift by a White House that had discouraged outside players in the political arena in 2008." Senior White House adviser David Axelrod is quoted as saying, "If they spent $200 million on Senate races, they are capable of adding a half-billion to a billion in a race for control of the presidency."

Possibility Of Obama Primary Challenge Pondered. The Christian Science Monitor (11/9, Feldmann, 48K) examines the question of whether President Obama may face a challenge from the left, noting that Sen. Russ Feingold's spokesman says the Senator "'has no current plans to run for anything.' Notice the qualifier – 'current.' That does not rule out a decision tomorrow to run for something." And so "the guessing game goes on. Mr. Obama, weakened by his midterm 'shellacking,' has to worry both about the newly empowered Republicans and about the possibility of a primary challenge from his left." Former Gov. Howard Dean's "name was also floated as possible primary challenger, but his spokeswoman seemed more definitive: 'He is absolutely, categorically not running in 2012.'" Other potential candidates named in the story include Rep. Dennis Kucinich, who "would be seen as token opposition from the left," and Secretary of State Hillary Rodham Clinton, who "has insisted every which way she has no intention of opposing the boss."

EIGHT CONGRESSIONAL RACES REMAIN UNDECIDED. The Los Angeles Times (11/10, Memoli, 681K) reports eight congressional races "remain undecided one week after election day, though Republicans appear set to add to their historic gains." Seven races for the House "are yet uncalled by the Associated Press, and Democrats were defending all seven. Of that group, only two Democrats lead their Republican opponents, with the average vote differential being fewer than 600 votes in each." If "all current leads hold, Democrats would likely hold 191 seats in the new Congress, while Republicans would hold 244. That would be a net gain of 63 seats for the GOP, which will hold the majority in the House for the first time since 2006."

Strategists Question Van Hollen's "Firewall" Strategy. The Hill (11/10, Miller, 21K) reports Democrats "spent more than $65 million on television, radio and direct-mail advertising in 77 congressional districts, according to the Center for Responsive Politics, and then lost two-thirds of those races." The National Republican Congressional Committee (NRCC), "meanwhile, spent about $46 million on independent expenditure advertising. It won 52 out of 66 races where it made those expenditures, according to a spokesman." Democratic Congressional Campaign Committee Chairman Chris Van Hollen (D-Md.) "explained his party's 'firewall' strategy early last month," but "some Democratic consultants are questioning that strategy and wondering whether the committee should have focused its resources on holding, say, a dozen competitive seats instead of spreading itself thin across so many districts."

CONGRESSIONAL ELECTIONS IN 2012 COULD BE WORSE FOR DEMOCRATS. The AP (11/10, Babington) reports the 2010 midterm election was "bad for Democrats," but the "next one could be worse. Senate Democrats running in 2012 will be trying to hold their jobs in states where Republicans just scored major congressional and gubernatorial victories - Florida, Pennsylvania, Ohio, Michigan, Wisconsin, New Mexico and Virginia." President Barack Obama "carried those states in 2008, and he will need most of them to win re-election in two years," but they now "all will have Republican governors." Democrats must also "defend Senate seats in hotly contested Missouri, and in four states that Obama has little chance of winning, assuming he even tries: North Dakota, Nebraska, West Virginia and Montana."

Morris Credits Obama With Rallying Democratic Base, Preventing Tsunami. The Hill (11/10, Morris, 21K) reports President Obama's "last-ditch attempt to turn out his voter base worked - and changed the 2010 election from a tsunami of epic proportions into a mere catastrophe for the Democrats." Post-election polling by John Zogby "reveals that voters who made up their minds about how to vote within the last week voted Democrat by 57-31 while those who made up their minds earlier backed the Republican candidate, 53-44." Those who "decided in the voting booth or in the week immediately before voting backed the Democrat by large margins. Fortunately for the GOP, only 8 percent of the electorate were late deciders. A full 46 percent were early voters."

Turnout Among Young Voters Drops To About 20 Percent. McClatchy (11/10, Lightman) reports, "Only about 20 percent of the nation's young people turned out to vote last week, a drop from the last midterm election in 2006." Despite the "sparse turnout, voters age 18 to 29 voted overwhelmingly for Democratic candidates for the House of Representatives, but it wasn't nearly enough to blunt Republican gains that gave the GOP its first majority in the House

since 2006." In a study "released Tuesday, CIRCLE and Generational Alliance, independent groups that track young voter participation, found that 20.9 percent of all eligible voters under 30 went to the polls last week, compared with 23.5 percent in the last midterm election four years ago." The 2010 turnout "was a dramatic drop from the 2008 presidential election, when 51 percent of the young people voted."

NRSC CONTINUES TO TARGET MANCHIN. The Hill (11/10, D'Aprile, 21K) reports the National Republican Senatorial Committee "took its first shot at a Senate Democrat up for election in 2012 on Tuesday, hitting Sen.-elect Joe Manchin (D-W.Va.) amid rumors that the GOP is working to convince him to switch parties." Manchin "is tamping down speculation that he could leave the Democratic Party after FoxNews reported Monday that the GOP is making overtures," and he "will have to run for a full six-year term in 2012, when he may very well be a top GOP target once again." In a release Tuesday, the NRSC "accused Manchin of 'doubling down on his commitment to anti-coal US Senate Majority Leader Harry Reid (D-NV), who spearheaded the failed $787 billion stimulus debacle and strongly supports a job-killing cap-and-trade energy tax.'"

ALASKA ELECTION WORKERS BEGIN TO COUNT WRITE-IN BALLOTS. The AP (11/10, Bohrer) reports election workers "will begin scrutinizing tens of thousands of ballots in the Alaska Senate race on Wednesday in a scene reminiscent of the 2000 Florida recount." The vote count "could help determine whether Sen. Lisa Murkowski wins re-election as a write-in candidate - or whether the courts get the final say in what has been a fiercely contested race." While "initial returns showed write-in ballots leading Miller by 13,439 votes, it's not clear how many of those were for Murkowski or the 159 other write-in candidates."

McClatchy (11/10, Cockerham) reports the Division of Elections "has posted a new update in the ballot count. It lists over 22,000 absentee and early votes counted today. The current total has write-ins leading Joe Miller by 11,557 votes. That means Miller has picked up 1,882 votes in today's count."

The Washington Post (11/10, Somashekhar, 605K) reports one of the "final pressing questions of the elections of 2010: Do the people of Alaska know how to color, and do they know how to spell?" If the "count of write-in ballots shows that they do," Sen. Murkowski "will have pulled off one of the great upsets in political history with her last-minute write-in campaign to hold on to her seat. Launched just weeks before Election Day, her effort largely amounted to telling people to do the two things necessary for their votes to count: Fill in the bubble, and spell her name." Murkowski "hopes there will be enough perfectly colored dots and properly spelled names to give her the unambiguous victory she has already claimed."

POLLSTERS MISSED MARK IN NEVADA SENATE RACE. Politico (11/10, Catanese, 25K) reports that of "all the competitive races in the nation, none saw as much errant public polling in the final weeks as the Nevada Senate contest. Much of the polling reported a close election between Senate Majority Leader Harry Reid and Sharron Angle, with the Republican challenger holding a slight advantage." But in the "end it wasn't even that close: Reid won 50 percent to 45 percent - a result virtually no one forecast." Rasmussen Reports "says it miscalculated Reid's appeal among unaffiliated voters," while CNN/Opinion Research "thinks the race flipped during the final week. And Mason-Dixon Research concedes it underestimated the Democratic ground game."

FOUR GOP REPS EYE HOUSE ENERGY CHAIRMANSHIP. The Washington Times (11/10, Lengell, 77K) reports, "The chairmanship of the House Energy and Commerce Committee is emerging as one of the top prizes of the new Congress, and a collection of powerful House GOP members already are angling for the post." Rep. Cliff Stearns (R FL) "said in an interview Tuesday he was definitely in the race, provided that the panel's current ranking Republican, Rep. Joe L. Barton of Texas, does not obtain from the House Steering Committee a waiver of term-limit rules to reclaim the gavel he had before the Republicans lost their House majority in 2007." Reps. Fred Upton (R MI) and John Shimkus (R IL) "also are vying to head the influential committee."

REPUBLICANS SEEK CANDIDATE TO CHALLENGE STEELE. The New York Times (11/10, Rutenberg, Zeleny, 1.01M) reports, "Some senior" GOP "officials are maneuvering to put pressure on" RNC Chief Michael Steele "not to seek re-election...in January or, failing that, to encourage a challenger...to take him on." Among those "leading the effort is" Mississippi RNC member Henry Barbour, "a nephew of Gov. Haley Barbour of Mississippi. ... Governor Barbour is said by people involved in the discussions to be among those eager to see a change at the top of the party." Henry Barbour, in an interview, said, "I like Mike Steele, and I've worked hard to support him as chairman. I do think we have to make a change, and I have actively talked to some other members in the last week or so and encouraged a few of them to consider running." The Times adds, "Among those Mr. Barbour has approached is" Wisconsin GOP Chairman Reince Priebus.

Writing in 'The Fix' blog on the website of the Washington Post (11/9, 605K), Chris Cillizza offered a similar report, saying, "There is an effort underway among prominent" RNC "members to recruit a serious alternative to...Steele if and when he

decides to" seek reelection "early next year, according to sources familiar with the conversations. Henry Barbour...has approached...Priebus...about the possibility of challenging" Steele "early next year." Currently, "Priebus remains undecided on a challenge to Steele and those close to him insist he is not actively organizing for such a bid." Still, "there is broad agreement within the ranks of the RNC that Steele is very likely to run for a second term and very likely to be seriously challenged for that post." Cillizza added, "Estimates of Steele's strength within the" RNC "vary but there is a general consensus that he has between 50 to 60 solid votes. He would need 85 votes to win" reelection.

NEW YORK RELEASES PLAN TO CUT GREENHOUSE GAS EMISSIONS. The New York Times (11/10, Navarro, 1.01M) reports after "a 10-month study, Gov. David A. Paterson is leaving his successor an ambitious environmental plan to reduce New York's greenhouse gas emissions by 80 percent by the middle of the century." The plan, "released in draft form on Tuesday, calls for doubling the state's sources of renewable energy by 2030, setting stricter efficiency standards for all buildings, shifting private transportation toward electric vehicles and supporting the creation of jobs in research on energy technology and in clean energy industries." Administration officials "said they hoped that Governor-elect Andrew M. Cuomo would use it as a guide in promoting a shift to clean energy," and the plan "is generally in line with the energy policy that Mr. Cuomo laid out during his campaign."

MCCAIN PRAISES OBAMA, THEN TAKES IT BACK. The Washington Post's Al Kamen reports in his "In the Loop" column, "Sen. John McCain (R-Ariz.) speaking Sunday at an international symposium in Halifax, Nova Scotia, offered strong praise for his erstwhile opponent." McCain, "asked whether President Obama would be the right person to deliver a 'strong signal' to Iran that Washington stands firmly behind democracy," said that Obama "is entirely suited to give that message," adding that his "rise to become 'president of the strongest nation in the world...is a remarkable story, and I think it's a shining example to people all over the world.'" Then he added that Obama is "also a person who is catapulted to a position of extreme - of enormous responsibility with very little background or experience in these issues."

PETERSON FOUNDATION SOCIAL SECURITY AD CAMPAIGN CRITICIZED. Sam Stein, in a piece for the Huffington Post (11/9), notes that "in what may be the first major move of the forthcoming Social Security debate, the Peterson Foundation launched on Tuesday a $20 million TV ad campaign to promote the need for a major discussion on debt and deficit reduction. Titled 'OweNo,' the campaign, which promotes a mock presidential candidate irreverently named Hugh Jidette (get it? Huge debt), doesn't take on Social Security reform directly. But the connections are fairly obvious and it has the program's defenders deeply wary about being outgunned."

WEST HIRES "PROVOCATIVE" TALK RADIO COMMENTATOR AS CHIEF OF STAFF. The Washington Post (11/10, Rucker, 605K) reports that in the "wake of last week's GOP victories in the midterm elections, some conservative firebrands who have leveled harsh criticism at Washington officialdom will soon themselves become Capitol insiders." Rep.-elect Allen West (R-Fla.), "who rode the tea party wave to unseat Rep. Ron Klein (D-Fla.), has hired Joyce Kaufman, a local conservative talk radio commentator known for her provocative and sometimes incendiary statements, as his chief of staff." In "discussing the move on her show Tuesday afternoon, the husky-voiced radio commentator said she is excited to come to Washington and get a 'bird's-eye view' of Congress," and she "dismissed the outgoing Democratic leadership as 'garbage.'"

FORMER GOP LEADERSHIP AIDES EXPECT TO PROSPER AS LOBBYISTS. The Hill (11/10, Bogardus, 21K) reports on "GOP lobbyists, most of them former Republican leadership aides, who stand to benefit from their party's takeover of the House." Among those lobbyists identified by The Hill are Kathryn Lehman, a partner at Holland & Knight, "Susan Hirschmann of Williams & Jensen, Dan Meyer of the Duberstein Group, John Feehery with Quinn Gillespie & Associates, Sam Geduldig at Clark, Lytle & Geduldig, Mark Isakowitz of Fierce, Isakowitz and Blalock and Drew Maloney of Ogilvy Government Relations."

PENTAGON HAS NO EXPLANATION FOR PACIFIC VAPOR TRAIL. The AP (11/10, Jelinek) reports the Pentagon "said Tuesday it did not know what created a vapor trail that crossed the skies off the Southern California coast and resembled a missile launch." Video posted "on the CBS News website shows an object flying through the evening sky Monday that left a large contrail, or vapor trail. A news helicopter owned by KCBS, a CBS affiliate in Los Angeles, shot the video." But Pentagon officials "were stumped by the event." One expert, John Pike, of "the US-based security analyst group globalsecurity.org," called it "an optical illusion."

The Washington Post (11/10, Pomfret, 605K) reports a "series of US government agencies said Tuesday that they could not explain what created" the vapor trail, but "a series of civilian experts said they could. It was not a missile, they said, as many conjectured, but an airplane." GlobalSecurity.org's John Pike "was joined in his opinion by geeks and experts. Web traffic was so intense on one site, ContrailScience.com, that its owner had to send visitors to an overflow site." ContrailScience "pointed to several similar incidents in the past in which jets were mistaken for missiles."

INCREASED SCRUTINY TAKES TOLL ON KAPLAN, OTHER FOR PROFIT COLLEGES. The New York Times (11/10,

Lewin, 1.01M) reports in a nearly 2,700 word story that the "huge online Kaplan University's" higher education revenues "eclipse not only the test-prep operations, but all the rest of the Washington Post Company's operations." Kaplan's revenue "grew 9 percent during the last quarter to $743.3 million - with higher education revenues more than four times greater than those from test-prep - helping its parent company more than triple its profits." But over the "last few months, Kaplan and other for-profit education companies have come under intense scrutiny from Congress, amid growing concerns that the industry leaves too many students mired in debt, and with credentials that provide little help in finding jobs." The Times notes Kaplan and the Post Company "spent $350,000 on lobbying in the third quarter of this year, more than any other higher-education company."

JUDGE RULES AGAINST COLORADO'S CAMPAIGN FINANCE LAW INTERPRETATION. The Washington Times (11/10, Richardson, 77K) reports, "A group of Colorado neighbors who ran afoul of the state's complex campaign-finance rules scored a victory Tuesday when a federal appeals court ruled that the law imposed an unreasonable restriction on free-speech rights." Judge Harris Hartz of the 10th US Circuit Court of Appeals "ruled that the six neighbors in North Parker, Colo., should not have had to register as an 'issue committee' in order to fight a proposed neighborhood annexation." According to the Times, "At the same time, supporters of Colorado's campaign-finance laws took heart in the court's refusal to overturn the law outright, instead disagreeing with the application of the law."

SUPREME COURT WEIGHS CONTRACTS THAT LIMIT CLASS ACTION SUITS. USA Today (11/10, Biskupic, 1.83M) reports, "In a dispute that could affect consumers nationwide, the Supreme Court took up a case Tuesday revolving around the terms of a cellphone contract and testing when disgruntled customers can file a class-action lawsuit rather than be forced to arbitrate out of court." The case, "begun by a couple in California who were charged $30 in taxes for a 'free' cellphone when they signed up for service, pits the terms of federal arbitration law against a state policy permitting class-action lawsuits." The dispute "has also set civil rights organizations, such as the NAACP Legal Defense Fund, against business groups including the Chamber of Commerce. The NAACP legal fund contends the leverage of class-action lawsuits are often the only way to protect consumers or deter employer misconduct. The chamber counters that arbitration serves both sides by eliminating costly and time-consuming litigation."

The Los Angeles Times (11/10, Savage, 681K) reports, "Vincent and Liza Concepcion bought cellphone service from AT&T Mobility in Southern California because the offer included a free Nokia phone. They objected, however, when they were charged $30.32 in sales tax. At issue is whether they can join with millions of others in a class-action suit against a company if they believe they were cheated out of a small amount of money." The Times adds, "Many companies are determined to shield themselves from suits that could turn a $30 claim such as the Concepcions' into a $30-million court case. The fine print that comes with their products often includes a clause that says the purchaser agrees to take any complaints to an arbitrator and may not join a class-action suit. The Supreme Court heard arguments Tuesday in the case of AT&T vs. Concepcion to decide whether companies can enforce those arbitration clauses, and the justices sounded split."

The Washington Post (11/10, 10:32 PM, Barnes, 605K) reports, "In the fine print of the service agreement, the couple said they would settle disputes through arbitration and as individuals, not as part of a class of complaining customers. Such arbitration agreements are common for 'transactional' contracts, such as those for credit cards and cellphones, and increasingly for employers and their workers. The case has been billed as one of the court's most important on consumer rights in years, with civil rights organizations and consumer groups on one side and, on the other, businesses worried about the costs of lawyer-driven class-action suits." The Post adds, "The justices' questions suggested a more limited ruling on the facts of the specific case rather than the broad decision on class-action suits that the 26 groups submitting friend-of-the-court briefs had addressed."

The Wall Street Journal (11/10, Bravin, 2.09M) reports that the justices seemed unwilling to intrude on the authority of state courts to apply state laws.

MILBANK TAKES ISSUE WITH O'REILLY JEST. Dana Milbank, in his column for the Washington Post (11/10, 605K), complains about Fox's Bill O'Reilly jokingly asking on air: "Does sharia law say we can behead Dana Milbank?"

DEMOCRATS URGED TO FOCUS ON JOBS, INFRASTRUCTURE. In her Washington Post (11/10, 605K) column, Katrina Vanden Heuvel says conservatives, "aroused in part by the Tea Party and its opposition to Obama, came out in large numbers - making up more than 40 percent of the electorate last week," but the "whiter, older, more conservative electorate last Tuesday remained skeptical of the conservative agenda." If Democrats "want to listen to voters, they'd be well advised to push hard on a bolder program to rebuild America and put people back to work."

DOWD DISSECTS CONSERVATIVE SPIN ON MIDTERMS. In her New York Times (11/10, 1.01M) column, Maureen Dowd recounts her "conservative brother" Kevin's analysis of the midterm elections, saying the "voters left no doubt about their feeling for his super-nanny state where the government controls all aspects of their lives and freedoms." The media

is "becoming increasingly aware that its creation is in over his head," and President Obama "seems unaware of, or ambivalent about, the results of his actions. The last three weeks of the campaign were particularly unseemly. The vision of the President of the United States, one who spoke of civility and hope and change, exposed as just another Chicago pol, viciously and personally attacking his opponents, was undignified."

MARCUS WORRIES OBAMA WON'T CHANGE AGENDA IN RESPONSE TO MIDTERMS. In her Washington Post (11/10, 605K) column, Ruth Marcus notes that what "worries me about the response of the shellackee in chief to the election results - and, even more, the response of the soon-to-be-former House speaker, Nancy Pelosi" is that their "instincts have tended more toward blaming the dogs for not understanding how good the food is for them, not accepting that it's time to tweak the recipe." President Obama's "self-diagnosis in his post-election news conference was dominated by the assessment that voters had simply failed to grasp - and that his failure lay chiefly in explaining clearly enough - why the administration took the steps it did." But Obama's "dismissive analysis omits the non-emergency choices he made - primarily to press for and, in the end, muscle through the passage of health-care reform - and the ensuing discomfort of voters."

PARKER SAYS PALIN PRESIDENTIAL AMBITIONS FRIGHTENING TO GOP. In her Washington Post (11/10, 605K) column, Kathleen Parker says watching Sarah Palin "drop foreign policy and economic nuggets into the twitterverse confirms that the real agenda for Palin is President Palin, and therein lies fresh terror for Republicans. She's too powerful to ignore, and too (fill-in-the-blank) to take seriously. She is - in a word yet again whispered rather than uttered – 'Dangerous.' Not only would Palin the presidential candidate drive away other Republican candidates, but she would most certainly lose a national election. Thus, the GOP finds itself in a pickle: How to shed itself of this attractive nuisance?"

FORMER JUSTICE STEVENS WARNS OF "INVIDIOUS PREJUDICE" IN ISLAMIC CENTER DEBATE. The New York Times (11/10, 1.01M) editorializes that former Supreme Court Justice John Paul Stevens "delivered one of the sanest and most instructive arguments for tolerance that we have heard in a long time." In a speech in Washington on Thursday, Justice Stevens, who served as an intelligence officer in Pearl Harbor during World War II, "confessed his initial negative reaction decades later at seeing dozens of Japanese tourists visiting the USS. Arizona memorial," but "said that he recognized his mistake in 'drawing inferences' about the group of tourists that might not apply to any of them. Justice Stevens ended with a powerful message that participants in the debate over the mosque and community center in Lower Manhattan should heed: 'Ignorance -- that is to say, fear of the unknown -- is the source of most invidious prejudice.'"

NYTIMES SAYS GOP STATE OFFICIALS IRRESPONSIBLE TO NOT RAISE TAXES. The New York Times (11/10, 1.01M) says in an editorial that Republicans "won more than 690 new legislative seats, taking back at least 19 state chambers and 10 governor's seats from Democrats. Republicans previously had been in full control of nine states; now they will fully control at least 20." There is "no way that these newly elected Republican lawmakers and governors can follow through on their promises to erase huge deficits without raising taxes - except by making irresponsibly draconian cuts in critical state services, particularly for the poor and for education." The Times adds, "No matter what the politicians have promised, there is no sound way to balance budgets, protect the most vulnerable people, and the states' own economies, without some tax increases."

Editorial Wrap-Up:

NEW YORK TIMES. ***"States Out Of Balance."*** The New York Times (11/10, 1.01M) says in an editorial that Republicans "won more than 690 new legislative seats, taking back at least 19 state chambers and 10 governor's seats from Democrats. Republicans previously had been in full control of nine states; now they will fully control at least 20." There is "no way that these newly elected Republican lawmakers and governors can follow through on their promises to erase huge deficits without raising taxes - except by making irresponsibly draconian cuts in critical state services, particularly for the poor and for education." The Times adds, "No matter what the politicians have promised, there is no sound way to balance budgets, protect the most vulnerable people, and the states' own economies, without some tax increases."

"The Fed vs. The G-20." The New York Times (11/10, 1.01M), in an editorial titled, "The Fed Vs. The G-20," argues that international criticism of the Fed is "understandable but shortsighted." According to the Times, "The Fed's move is a much-needed attempt to stimulate the American economy and head off deflation here. Prolonged stagnation, or worse, in the United States would turn off one of the main sources of global demand and global growth."

"Justice Stevens On 'Invidious Prejudice.'" The New York Times (11/10, 1.01M) editorializes that former Supreme Court Justice John Paul Stevens "delivered one of the sanest and most instructive arguments for tolerance that we have heard in a long time." In a speech in Washington on Thursday, Justice Stevens, who served as an intelligence officer in Pearl Harbor during World War II, "confessed his initial negative reaction decades later at seeing dozens of Japanese tourists visiting the USS. Arizona memorial," but "said that he recognized his mistake in 'drawing inferences' about the group of tourists that might not apply to any of them. Justice Stevens ended with a powerful message that participants in

the debate over the mosque and community center in Lower Manhattan should heed: 'Ignorance -- that is to say, fear of the unknown -- is the source of most invidious prejudice.'"

"CT Scans For Lung Cancer."

WASHINGTON POST. ***"South American Transition."*** The Washington Post (11/10, 605K), in an editorial, "For most of the past decade, two leftist populists dominated South America's largest countries," Argentina's Nestor Kirchner and Brazil's Luiz Incio Lula da Silva, but "now, within a week, both have been supplanted. Mr. Kirchner's death Oct. 27 of a heart attack left his wife, Cristina Fernandez de Kirchner -- Argentina's current president -- unmoored. Mr. da Silva's chosen successor, Dilma Roussef, won a presidential election runoff Oct. 31. Those two women will now lead their neighboring G-20 countries in potentially difficult transitions."

"Easing Does It?" The Washington Post (11/10, 605K), in an editorial, says the Fed has "create[d] an awkward situation for President Obama as he prepares for" the G20 summit in Seoul. According to the Post, "After QE2, China and other trade-surplus countries can accuse the United States of manipulating its currency. ... Clearly, a global backlash must be added to the already long list of QE2's risks" since "Bernanke's policy amounts to money-printing."

"An Accident Foretold."

WALL STREET JOURNAL. ***"Mr. Issa's Investigations."*** In an editorial, the Wall Street Journal (11/10, 2.09M) criticizes Rep. Issa for being a publicity hound in the wake of the Republican election victories that will place him in the chairmanship of the Oversight Committee. The Journal says that while the committee needs to exercise effective oversight, Issa has so far spent too much time discussing his agenda.

"From Jakarta To Jerusalem." In an editorial titled "From Jakarta To Jerusalem," the Wall Street Journal (11/10, 2.09M) accuses Obama of stepping on his own message of praise for Indonesia's moderation and thriving economy by criticizing Israel. The Journal goes on to note that Indonesia currently prohibits Israelis from even entering its territory – and calls on Obama to pursue his outreach by urging an end to that policy.

"A Better G-20 Agenda." The Wall Street Journal (11/10, 2.09M), in an editorial, encourages the Administration to reach an agreement with the government of South Korea, and welcomes Japan's statement on the Trans-Pacific Partnership.

LOS ANGELES TIMES. ***"Targeting An American."*** The Los Angeles Times (11/10, 681K) says in an editorial that "anyone who is still not sure whether Anwar Awlaki is a bitter, fulminating, implacable enemy of the United States should check out the video posted online Monday. In it, the US-born radical Islamic cleric urges his followers to kill Americans even when there is no religious fatwa in place calling on them to do so." However, the Times questions the government's justification for including Awlaki on a "targeted killings" list, noting that the Obama Administration "should explain why it needs to draw up what are, in effect, death lists, and why it needs to authorize extrajudicial assassinations of the sort Americans have always considered a grave violation of human rights when undertaken by other countries."

"Will India Step Up?"

The Big Picture:

HEADLINES FROM TODAY'S FRONT PAGES.

Los Angeles Times:
Rumblings Of Inflation Grow Louder
Haiti Once Again At Disaster's Brink
U.S. Gun Effort Faulted
A Silent Witness To Death
Stranded At Sea On A 'Floating City

Wall Street Journal:
Commodity Prices Surge
Mortgage Lenders Set Back In Courts
Ireland's Fate Tied To Doomed Banks

New York Times:
In Curt Exchange, U.S. Faults Israel On Housing
New York Schools Chancellor Ends 8-Year Run

U.S. Says Holocaust Fund Was Defrauded
Scrutiny And Suits Take A Toll On For-Profit College Company
A 24-Karat Safety Net For Investors
In These Lean Days, Even Stores Shrink

Washington Post:
No Charges To Be Filed In Destruction Of CIA Tapes
Fed Move At Home Trails US To Seoul
Obama Praises Indonesia's 'Spirit Of Tolerance' As A Model
Military Broadens US Push To Help Mexico Battle Drug Cartels
In Alaska, The Final Countdown

Washington Times:
House GOP To Push For School Vouchers
Drone Footage Overwhelming Analysts
Obama's G-20 Agenda Threatened By Fed Move
GOP Senators Ask Colleagues To Back Ban On Earmarks
DJ Accused In Baltimore Drug Ring

Atlanta Journal-Constitution:
Divided Regents Expand UGA's Engineering Programs
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Houston Chronicle:

Story Lineup From Last Night's Network News:
ABC: California-UFO; Airline Industry-Safety Concerns; Obama-Indonesia; Clinton-Gates Interview; Holiday Hiring; Cruise Ship Stranded; Health-Medical Miracle.
CBS: Afghanistan-Murder Case; California-UFO; Mexico-Violence; Mexican Border-Predator Drones; Obama-Indonesia; Education-Black Male Education Gap; Utah-Kidnapping Trial; Abortion Doctor Wanted Posters; Cruise Ship Stranded; NTSB-Older Driver Conference; Bush-Book Tour.
NBC: California-UFO; Cruise Ship Stranded; Obama-Indonesia; Haiti-Cholera Reaches Capital; Bush-Book Tour; Justice-Connecticut Death Verdict; Education-NYC Schools Chancellor Resigning; Education-Black Male Achievement Gap.

Story Lineup From This Morning's Radio News Broadcasts:
ABC: Obama-Indonesia Visit; Mexico- Cruise Ship Stranded; Economy-Home Values Down.
CBS: California-Aerial Sighting; Mexico-Cruise Ship Stranded; Obama-Indonesia Visit; Politics-Lame Duck Session; Wall Street.
NPR: Obama-Indonesia Visit; Mexico-Cruise Ship Stranded; Economy-Inventory Growth; California-University Tuition; BP Oil Spill Investigation; San Francisco-Toys In Children's Meals; Brazil-Prison Riot.

Last Laughs:

LATE NIGHT POLITICAL HUMOR.

Jay Leno: "President Obama was in India yesterday, visiting our jobs. Tomorrow he goes to China, to visit our money. So it's a nice trip."

Jay Leno: "And you know, the Republicans are making such a big deal out of it, saying how expensive the trip was. They said the President was staying at the Taj Mahal. He was not staying at the Taj Mahal. Turns out he was staying at the Taj Mahal Express, near the airport. Smaller...hotel."

Jay Leno: "President Obama traveled to India because he said it's becoming one of our most important trading partners. For example, we give them our American jobs, and they give us -- what the hell? Do we get anything out of this? Have we gotten anything out of this? No! We don't get anything."

David Letterman: "President Barack Obama is traveling. He went to India, then I believe South Korea, then Japan. He's going to keep traveling until he finds his birth certificate."

David Letterman: "George W. Bush's memoir is out today. And the guy is apparently quite candid, quite honest in the memoir. It's a big, big book. The problem is because of his economic policies, nobody can afford to buy the book."

David Letterman: "But the guy, the President, he is still quick, still very athletic. ... He proved today at a book signing that he can still duck a shoe."

David Letterman: "And in the book, Bush says that he lost respect for John McCain when he selected Sarah Palin as his running mate." This is coming from a "guy whose running mate shot a buddy in the face."

Conan O'Brien: "Just a few hours ago, former President George W. Bush appeared on 'Oprah.' ... When asked about being a leader of the free world, Oprah said, 'It's not bad.'"

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Eisman, Julia (HHS/ASPA)

From: Cutter, Stephanie (b)(6)
Sent: Thursday, November 18, 2010 2:37 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Phillips, Macon; Papas, Nick
Subject: RE: Online ads for MLR

I can't be on, but defer to you all. something simple and quick on consumer value/rebates would be helpful.

Stephanie Cutter
Assistant to the President, Special Projects
(b)(6)

-----Original Appointment-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:14 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Cutter, Stephanie; Phillips, Macon; Papas, Nick
Subject: Online ads for MLR
When: Thursday, November 18, 2010 4:30 PM-5:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where: CALL: (b)(5),(b)(4),(b)(6)

We'll jump on a call with Ogilvy to discuss online ad plans for the MLR rollout.

Call-in:
(b)(5),(b)(4), (b)(6)
Passcode:
(b)(5),(b)(4), (b)(6)

Eisman, Julia (HHS/ASPA)

From: Eric Obenzinger [eobenzinger@google.com]
Sent: Friday, November 05, 2010 10:27 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; scarrera@google.com
Subject: Re: Healthcare.gov Goals

Makes sense — how about a call on Monday at 10:30 or 11AM?

-Eric

On Fri, Nov 5, 2010 at 10:19 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov> wrote:

Thanks Eric (and Cally)-

Ultimately I'd like to learn how to track what people are doing once they get to the website from the adwords campaign. Perhaps the first few pages they look at, and where they exit.

I'll check out the link you sent below, but if you have other thoughts that would be helpful.

A call on Monday sounds like a good idea.

Thanks,

Julia

From: Eric Obenzinger [mailto:eobenzinger@google.com]
Sent: Friday, November 05, 2010 9:57 AM
To: Stolbach, Cally
Cc: scarrera@google.com; Eisman, Julia (HHS/ASPA)
Subject: Re: Healthcare.gov Goals

Hi everyone:

Hope all is well — I'm actually a bit out of pocket today due to travel delays and Stephanie is totally out of the office all day.

Unfortunately I'm not especially experienced with setting up goals beyond talking about the instructions detailed here:

http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55515

I may not be as useful for this until Stephanie gets back on Monday. What goals are you hoping to set up?

Thanks,

-Eric

On Fri, Nov 5, 2010 at 9:48 AM, Stolbach, Cally <Cally.Stolbach@ogilvypr.com> wrote:

Hi Eric and Stephanie,

Julia and I were discussing the importance of setting up goals in the Healthcare.gov analytics to be able to track user actions once they get to the site. I am out of the office today, and want to make sure nothing gets stalled with my out, so I was hoping you can help Julia with this process. I can jump on a call if necessary this afternoon so we can all chat about this, or if it would be faster to work without me, please feel free. Just want to make sure we can implement the goals as fast as possible.

Thanks,

Cally

--

Eric Obenzinger — Google Advertising
eobenzinger@google.com | 212-565-2679 (Desk) | 646-861-5923 (Fax)

--

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eobenzinger@google.com | 212-565-2679 (Desk) | 646-861-5923 (Fax)

Eisman, Julia (HHS/ASPA)

From: Eric Obenzinger [eobenzinger@google.com]
Sent: Friday, November 05, 2010 9:57 AM
To: Stolbach, Cally
Cc: scarrera@google.com; Eisman, Julia (HHS/ASPA)
Subject: Re: Healthcare.gov Goals

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Thanks,

-Eric

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Thanks,

Cally

--

Eric Obenzinger — Google Advertising
eobenzinger@google.com | 212-565-2679 (Desk) | 646-861-5923 (Fax)

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Monday, November 15, 2010 3:12 PM
To: Mulligan, Jaime (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: blogger outreach

Hello. I have posted it on my Twitter and FB feed. Is there a hash tag for folks to follow? Thank you.

-----Original Message-----
From: Mulligan, Jaime (HHS/ASPA) [mailto:Jaime.Mulligan@hhs.gov]
Sent: Mon 11/15/2010 11:20 AM
To: Esquivel, Kety; Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: blogger outreach

Hi,

Attached is the media advisory related to this---if there's anything you guys can do to encourage participation at 3-thanks for your time.

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 6:03 PM
To: 'Kety.Esquivel@ogilvypr.com'; Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA)
Subject: blogger outreach

Hi,

I spoke to Cally this afternoon about how we could use some help with some outreach to online contacts re: a rollout we're doing Monday. The related event will be at 3 on Monday and we'll be dropping the advisory in the morning; at that time me or Julia will forward, and any help you guys can provide to get out the word/etc would be much appreciated---

Just wanted to close the loop since originally I thought the advisory was coming tonight---

Thanks.

Jaime

Jaime Mulligan

U.S. Department of Health & Human Services

jaime.mulligan@hhs.gov

desk: 202-260-6151

mobile (b)(6)

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Monday, November 08, 2010 3:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

No worries. Looking forward. Thank you.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Mon Nov 08 15:48:37 2010
Subject: Re: Follow Up

Hi! Running a few minutes behind from another appointment. Will call you very soon, but may be a little after 4.

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Monday, November 08, 2010 02:37 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

Thank you. My cell phone is: 410.500.8340. Thanks again!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Mon Nov 08 14:35:51 2010
Subject: RE: Follow Up

Hi there! Sorry to hear you're not feeling well! Happy to talk by phone. What's the best # to reach you at?

Hope to catch up soon…

Julia

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Monday, November 08, 2010 2:35 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

Julia,

Unfortunately (b)(6) and working from home today. Is it possible for us to meet by phone? I look forward to your thoughts.

Thank you,
Kety

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Fri Nov 05 17:55:28 2010
Subject: RE: Follow Up

Sorry for not responding sooner! I think an hour should be good, and we can always follow-up by phone as well. Let me know if you think otherwise!

Have a great weekend.

Julia

From: Kety Esquivel [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, November 04, 2010 9:25 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

Fantastic. 4pm sounds great.

I have a previously scheduled conference call at 5pm. So I do have a hard stop then, but I think one hour will give us enough time.

What do you think?

On 11/4/10 8:44 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Absolutely.

How about Monday at 4 at the Starbucks near HHS again?

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, November 04, 2010 08:03 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up

Hi Julia,

I wanted to send a quick note to follow up and see if we can schedule that next meeting over coffee/drinks that we had discussed. Are you available next Monday or Tuesday? I look forward to your thoughts.

Thanks!
Kety

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Monday, November 08, 2010 2:37 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

Thank you. My cell phone is: (b)(6) Thanks again!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Mon Nov 08 14:35:51 2010
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Hope to catch up soon…

Julia

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Subject: Re: Follow Up

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Julia

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Absolutely.

How about Monday at 4 at the Starbucks near HHS again?

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Sent: Thursday, November 04, 2010 08:03 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up

Hi Julia,

I wanted to send a quick note to follow up and see if we can schedule that next meeting over coffee/drinks that we had discussed. Are you available next Monday or Tuesday? I look forward to your thoughts.

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Kety

Eisman, Julia (HHS/ASPA)

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To: Eisman, Julia (HHS/ASPA)
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Julia

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From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, November 04, 2010 08:03 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up

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I wanted to send a quick note to follow up and see if we can schedule that next meeting over coffee/drinks that we had discussed. Are you available next Monday or Tuesday? I look forward to your thoughts.

Thanks!
Kety

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, November 04, 2010 8:04 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up

Hi Julia,

I wanted to send a quick note to follow up and see if we can schedule that next meeting over coffee/drinks that we had discussed. Are you available next Monday or Tuesday? I look forward to your thoughts.

Thanks!
Kety

Eisman, Julia (HHS/ASPA)

From: Failla, Mark [mark.failla@teamaol.com]
Sent: Monday, November 22, 2010 1:45 PM
To: Eisman, Julia (HHS/ASPA); 'Imani.Greene@ogilvypr.com'
Subject: Advertising.com transparent, custom site lists for HHS
Attachments: untitled.bmp; HHS Health Content Site List.doc; HHS Hispanic Content Site List.doc; General HHS Site List 18+ no ugc.doc

Julia,

Imani voiced some important concerns about Advertising.com transparency, and quite frankly, it is important that we meet any and all of your requirements so that you can successfully utilize all of our advertising services and targeting abilities. As I mentioned in our conversation this morning, our Advertising.com product development team has agreed to build HHS its very own Advertising.com network subnets of pre-approved sites. This way, you will be able to utilize all of our great targeting capabilities on the world's best optimization platform, and still reach your audiences at scale.

For campaign reporting, we will also be able to provide you with site level reporting. This had previously not been available, but is being made available to our Government clients immediately, with a full roll-out to our other clients in 2011. Site level reporting will include:
- Summary Reporting
- Top 100 best performing sites by: placement name, site ID, impressions, clicks, CTR, CVR, and CVM
- A listing of every web site URL with at least 1 impression served
- A breakdown of media by performance
- The top 50 media on sites
- Reporting will be available on demand (2-hour lag in real-time)

As a start in creating your approved subnets, I've attached the three site lists that you told me would be of most importance to you...Hispanic Content Channel list, Health Content Channel List, and a general Advertising.com 18+ with no UGC list (this was the list we started from to create the USPS custom subnet.) All you have to do, is comb through each of the site lists, highlight for me the sites you want to block, and then we will create three custom HHS site lists that your campaigns will run on exclusively.

Please let me know if you have any questions, or how else I can help.

Thanks,
Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)
AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Failla, Mark [mark.failla@teamaol.com]
Sent: Monday, November 01, 2010 12:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: AOL Advertising

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Red Category

Hi Julia,

Hope you had a great weekend! Any word on a potential meeting date?

Thanks,
Mark

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 12:32 PM
To: Failla, Mark
Subject: RE: AOL Advertising

Hi Mark –
Last week turned busier than expected, but I'm looking into times to get together and I'll be back in touch.

Looking forward to it!

Julia

From: Failla, Mark [mailto:mark.failla@teamaol.com]
Sent: Tuesday, October 19, 2010 12:47 PM
To: Eisman, Julia (HHS/ASPA)
Subject: AOL Advertising

Hi Julia,

Thanks for taking my call today - it was great talking with you!

I am happy to re-introduce you to AOL. There have been many changes to the Web icon that just turned 25 years old. The NEW fresh AOL is the most powerful web media company for display advertising. AOL owns and operates the largest family of original sites on the web, and the nations largest ad network (Advertising.com). We reach 186 million internet users each month - that's 9 out of every 10 internet users (more than Google, Yahoo or MSN). We also have the most robust targeting abilities to reach exact audiences online.

As the Director of Government Advertising at AOL, I'm responsible for helping government agencies coordinate online marketing efforts with their offline efforts - both paid and PSA. AOL played a major role in the Obama for President campaign and this year's successful communication outreach for the Census Bureau. I work with USPS, all of our military branches, as well as a host of volunteer initiatives with the Corporation for National and Community Service. I've attached a few slides that illustrate some of these ad campaigns, as well as a one-sheeter on AOL and Advertising.com. For more information on AOL Advertising, please visit http://www.advertising.aol.com/

I'm looking forward to meeting with you and the folks at Ogilvy to discuss how we can help the effectiveness of your overall media and advertising coverage for your initiatives.

Thanks,
Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)
AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Gibson, Roxanne (HHS/ASPA)
Sent: Thursday, November 18, 2010 8:02 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy

Hi, Julia.

Behnaz is actually the COTR on that contract and is more familiar with the work that you all are having Ogilvy do. Based on what's already been approved to be done we can decide whether or not additional funds need to be added to the contract.

For now, it's best if you and Behnaz have a conversation about the requirements.

Roxanne Gibson
Office of the Assistant Secretary
for Public Affairs (ASPA)
Operations Team
202/205-1300

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, November 17, 2010 9:01 AM
To: Gibson, Roxanne (HHS/ASPA)
Subject: Ogilvy

Hi Roxanne,
Jenny suggested I reach out to you to help clarify a budget question. In talking to Ogilvy yesterday to determine next steps, they mentioned that we need to re-up our funds for online ads. Yet when I mentioned this to Jenny she said our budget should carry us through February. Can you help clarify? Let me know if there's a time to talk this morning.

Thanks!
Julia

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Gibson, Roxanne (HHS/ASPA)
Sent: Wednesday, November 17, 2010 9:01 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office: Ogilvy

I am out of the office on Wednesday. I will not be checking email so if this is an urgent matter, please contact Behnaz Kohan (202/205-2819). I will be back in the office on Thursday. Thanks.

Eisman, Julia (HHS/ASPA)

From: Goforth, Prudence (HHS/ASPA)
Sent: Friday, November 12, 2010 4:47 PM
To: Park, Todd (HHS/IOS); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

Importance: High

We have a "go" for EHealth and CTAC Finder to start loading and the launch of new data for 11 PM East Coast time Sunday night!!!!!! It will all be live by early Monday morning. We will have a chance to check bugs like we did for the other launches. Rock and Roll folks – sorry I will miss this one.

From: Park, Todd (HHS/IOS)
Sent: Friday, November 12, 2010 3:28 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

I can rejigger my schedule to be available at 3 pm on Monday

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 03:24 PM
To: Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Makes sense---do you want to just do this one with Karen at 3 pm then?

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 3:23 PM
To: Mulligan, Jaime (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Here is the deal = we have our OPEN ENROLLMENT EVENT AT THE SAME TIME I think

We need some separation = although different reporters – we may want to really promote this with on line folks mostly and the consumer reporters

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 3:21 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

- Todd's only availability on Monday is at 11:30 am so we will have to do this at that time if we want both Todd and Karen

  - Michael, is that feasible re: the studio/auditorium etc?

  - ***If I get the greenlight from this chain on the 11:30 am time I will begin setting up the GO TO MEETING etc***

- Julia and I just talked and we have a plan for reaching out to bloggers (includes reaching out to Ogilvy shortly)

- I'm going to take the bullets Doug sent and compare them to what we had for Oct 1st and come up with some 'almost final' paper for us to review

- What time would we need to notify the Hill/Governors---would you need any other info? (Liz, Paul/Lauren?)

- What am I missing in terms of logistics for liftoff?

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 3:10 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

3 pm would be great for me.

-----Original Message-----

From: Mulligan, Jaime (HHS/ASPA)

Sent: Friday, November 12, 2010 3:05 PM

To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)

Cc: Santillo, Jessica (HHS/ASPA)

Subject: Re: Roll out plan for portal?

Make that 3 per Michael's email. :)

----- Original Message -----

From: Mulligan, Jaime (HHS/ASPA)

Sent: Friday, November 12, 2010 03:04 PM

To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)

Cc: Santillo, Jessica (HHS/ASPA)

Subject: Re: Roll out plan for portal?

We do have some bullets from Doug; thank you---

How about 1 pm for the press thing? Todd does that work for you?

----- Original Message -----

From: Pollitz, Karen (HHS/OCIIO)

Sent: Friday, November 12, 2010 02:58 PM

To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)

Cc: Santillo, Jessica (HHS/ASPA)

Subject: RE: Roll out plan for portal?

After 11 am is better for me, but I can try to rearrange for this whenever you set it.

Doug sent you (Jaime?) some bullet points, right?

-----Original Message-----

From: Backus, Jenny (HHS/ASPA)

Sent: Friday, November 12, 2010 1:56 PM

To: Pollitz, Karen (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)

Cc: Santillo, Jessica (HHS/ASPA)

Subject: RE: Roll out plan for portal?

We would like to set up a "GO TO MEETING" Press Call -Webcast ont eh new improvements and updates for Monday = mostly with our own line folks

We can get Ogilivy to help us promote the call with their online reporter crowd too - Julia and Jaime - can you reach out

Was thinking we could do in the AM or early afternoon

We could also webcast it out -and do from auditorium

WHAT do you think Michael W

Todd and Karen - when are you free on MONDAY?

We also need to update the HILL and GOVERNORS - looping in Liz and Paul

WE REALLY NEED OCIIO and TODD to help generate some paper

thanks

-----Original Message-----

From: Pollitz, Karen (HHS/OCIIO)

Sent: Friday, November 12, 2010 11:05 AM

To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO)

Cc: Santillo, Jessica (HHS/ASPA)

Subject: Re: Roll out plan for portal?

Doug can you pls send talk pts you did for me to Jaime? Thanks

----- Original Message -----

From: Mulligan, Jaime (HHS/ASPA)

Sent: Friday, November 12, 2010 11:01 AM

To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA)

Cc: Santillo, Jessica (HHS/ASPA)

Subject: RE: Roll out plan for portal?

Is anyone drafting paper (talkers) etc on the new additions to the Finder? Karen, if you can let me know if I should work with Terese/etc on updating the paper we had for the initial rollout---or if someone's already working on it--

-----Original Message-----

From: Pollitz, Karen (HHS/OCIIO)

Sent: Friday, November 12, 2010 10:59 AM

To: Backus, Jenny (HHS/ASPA)

Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

Subject: Re: Roll out plan for portal?

Sure

----- Original Message -----

From: Backus, Jenny (HHS/ASPA)

Sent: Friday, November 12, 2010 10:58 AM

To: Pollitz, Karen (HHS/OCIIO)

Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

Subject: RE: Roll out plan for portal?

Working on it - we are thinking of hitting the online folks who liked it last time

What is your schedule for Monday - can we set up a call with the consumer press

-----Original Message-----

From: Pollitz, Karen (HHS/OCIIO)

Sent: Friday, November 12, 2010 10:57 AM

To: Backus, Jenny (HHS/ASPA)

Subject: Roll out plan for portal?

Do we have one for Monday?

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 30, 2010 2:09 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 11.29.10

By the way – Ms Stolbach is back on the case, so please keep her copied. Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 30, 2010 1:30 PM
To: Hsu, Charles; Greene, Imani
Subject: RE: SEM Campaign Recap for 11.29.10

Hi Charles –
In regards to the MLR campaign, I believe there are some keywords which link directly to an MLR blog (here).

Can we instead redirect to this page: http://www.healthcare.gov/law/provisions/premiums/index.html

Also, I'd love to hear your thoughts on how we can optimize the placements that aren't performing.

Thanks much-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 30, 2010 1:12 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.29.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 11.29. For purposes of comparative evaluation, we offer two distinct sets of metrics going forward: 1) the healthcare.gov/cuidadodesalud.gov Engagement Campaign; and 2) the MLR Engagement Campaign. The latter includes SEM results as well as results from the ad networks (including Google Content and Kontera). If you prefer to see the reporting differently, please let us know.

Note: there are several placements that require rigorous optimization. We look forward to recapping these during tomorrow's weekly report.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(11/29)**

Google English Campaign
Impressions: 16,421
Clicks: 412
CTR: 2.51%
CPC: $8.19
Engaged Visits: 193.10
Cost per Engaged Visit: $17.48
Bounce Rate: 53.13%

Google Spanish Campaign
Impressions: 23,196
Clicks: 166
CTR: 0.72%
CPC: $3.91
Engaged Visits: 77.07
Cost per Engaged Visit: $8.41
Bounce Rate: 53.57%

Yahoo/Bing English Campaign
Impressions: 17,373
Clicks: 168
CTR: 0.97%
CPC: $1.63

Yahoo/Bing Spanish Campaign
Impressions: 3
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 56,990
Clicks: 746
CTR: 1.31%
CPC: $5.76

****

MLR Engagement Campaign ***(11/29)***
Google MLR
Impressions: 66,0764
Clicks: 2,951
CTR: 0.45%
CPC: $3.95

Google DISPLAY NETWORK MLR
Impressions: 1,002,170
Clicks: 144
CTR: 0.01%
CPC: $14.18

Yahoo/Bing MLR
Impressions: 11,025
Clicks: 315
CTR: 2.86%
CPC: $1.51

Kontera
Impressions: 11,563
Clicks: 615
CTR: 5.32%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 30, 2010 1:46 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Stolbach, Cally
Subject: RE: SEM Campaign Recap for 11.29.10

Thanks Julia. So this replaces all of the MLR blog page redirects on display and search ads? Can and will do.

Thoughts on optimizations coming tomorrow. Ok?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 30, 2010 1:30 PM
To: Hsu, Charles; Greene, Imani
Subject: RE: SEM Campaign Recap for 11.29.10

Hi Charles –
In regards to the MLR campaign, I believe there are some keywords which link directly to an MLR blog (here).

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Also, I'd love to hear your thoughts on how we can optimize the placements that aren't performing.

Thanks much-
Julia

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Sent: Tuesday, November 30, 2010 1:12 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.29.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 11.29. For purposes of comparative evaluation, we offer two distinct sets of metrics going forward: 1) the healthcare.gov/cuidadodesalud.gov Engagement Campaign; and 2) the MLR Engagement Campaign. The latter includes SEM results as well as results from the ad networks (including Google Content and Kontera). If you prefer to see the reporting differently, please let us know.

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CTR: 0.97%
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Yahoo/Bing Spanish Campaign
Impressions: 3
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 56,990
Clicks: 746
CTR: 1.31%
CPC: $5.76

****

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Google MLR
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CTR: 0.45%
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Google DISPLAY NETWORK MLR
Impressions: 1,002,170
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CTR: 0.01%
CPC: $14.18

Yahoo/Bing MLR
Impressions: 11,025
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Kontera
Impressions: 11,563
Clicks: 615
CTR: 5.32%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 3:33 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display ads
Attachments: Kontera Screengrabs.ppt

One last bit of good news before we all enjoy our long weekends: the Kontera ads are also live (and might I add – looking pretty good). Screenshots are enclosed. Results to come on Monday.

Have a great holiday.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Greene, Imani
Sent: Wednesday, November 24, 2010 1:27 PM
To: 'Backus, Jenny (HHS/ASPA)'; Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: Display ads

Google's sponsored ads are up!

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, November 24, 2010 9:37 AM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: Display ads

No – we are allocating an additional $50,000

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:36 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display ads

I should have asked this important question – is this in addition to this month's search budget, or so we need to modify search to cover this expense?

Imani Greene

202.721.9656 (o)

(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 24, 2010 9:29 AM
To: Hsu, Charles; Greene, Imani
Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Subject: Display ads

Team Ogivly –
We'd like to allocate 50k for two weeks (this week and next) to MLR display ads – both in-text and sponsored ads, as we've been discussing.

You should have all you need, however let me know if there's anything else I've missed.

Thanks much and happy almost Thanksgiving-
Julia

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 3:01 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: RE: Kontera DRAFT ads

Excellente!

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 24, 2010 2:38 PM
To: Greene, Imani
Cc: Hsu, Charles
Subject: Re: Kontera DRAFT ads

Looks good to me.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 02:34 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: FW: Kontera DRAFT ads

Hi Julia. What do you think of these? We can add more on Monday...

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Hsu, Charles
Sent: Wednesday, November 24, 2010 2:17 PM
To: Greene, Imani
Subject: Kontera DRAFT ads
Importance: High

Affordable Obama Care Adgroup

Insurance Companies Held Accountable
New healthcare laws make insurance companies more accountable policy holders. Insurance

companies must reduce overhead and offer better value to consumers. Visit here to learn more!

MLR
Changes in Your Healthcare Law!
New rules have recently been passed to ensure that consumers get more value for their health insurance. Insurance companies are now held accountable about where your policy money is spent. Visit here to learn more!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 2:35 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: FW: Kontera DRAFT ads

Importance: High

Hi Julia. What do you think of these? We can add more on Monday...

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Hsu, Charles
Sent: Wednesday, November 24, 2010 2:17 PM
To: Greene, Imani
Subject: Kontera DRAFT ads
Importance: High

Affordable Obama Care Adgroup

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202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 1:39 PM
To: Eisman, Julia (HHS/ASPA)
Subject: logo
Attachments: image001.png



Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 1:27 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display ads

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202.729.4150 (o)
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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 1:26 PM
To: Eisman, Julia (HHS/ASPA)
Subject: can you please buzz me on mobile?

(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 10:24 AM
To: Hsu, Charles; Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 11.23.10

Indeed. And there was also a suite of words added last week (related to the Finder updates) that are not yet optimized for performance. If it doesn't improve within a week or so, we'll start optimizing some of the terms out.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Hsu, Charles
Sent: Wednesday, November 24, 2010 10:00 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 11.23.10

I think the uptick in bounce rate is due to the new MLR groups that we recently added in. We are generating a lot of new traffic to our site and we are going over keywords now to optimize. This should improve over the next few days after the new keywords groups have time to settle in. We are still in the ramp up phase as we observe which keywords and ads will be the most effective to attract the right audience.

Charles

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, November 24, 2010 9:55 AM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 11.23.10

Our bounce rates are looking high
Do we need to adjust on anything

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:41 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.23.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.23.

Google English Campaign
Impressions: 809,884
Clicks: 1,979
CTR: 0.24%
CPC: $5.96
Engaged Visits: 945.96
Cost per Engaged Visit: $12.47
Bounce Rate: 52.20%

Google Spanish Campaign
Impressions: 22,551
Clicks: 145
CTR: 0.64%
CPC: $3.70
Engaged Visits: 67.02
Cost per Engaged Visit: $8.01
Bounce Rate: 53.78%

Yahoo/Bing English Campaign
Impressions: 12,629
Clicks: 194
CTR: 1.54%
CPC: $2.20

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 845,064
Clicks: 2,318
CTR: 0.27%
CPC: $5.51

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:37 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display ads

Thanks.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, November 24, 2010 9:37 AM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: Display ads

No – we are allocating an additional $50,000

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:36 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display ads

I should have asked this important question – is this in addition to this month's search budget, or so we need to modify search to cover this expense?

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 24, 2010 9:29 AM
To: Hsu, Charles; Greene, Imani
Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Subject: Display ads

Team Ogivly –
We'd like to allocate 50k for two weeks (this week and next) to MLR display ads – both in-text and sponsored ads, as we've been discussing.

You should have all you need, however let me know if there's anything else I've missed.

Thanks much and happy almost Thanksgiving-
Julia

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:36 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
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Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:30 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: Display ads

Thanks Julia! We'll send you email updates when each element goes live.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 24, 2010 9:29 AM
To: Hsu, Charles; Greene, Imani
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Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 3:37 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Display ads

Indeed. Can you call me on mobile? I'm ready when you are.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Tue Nov 23 15:34:57 2010
Subject: Display ads

Imani - you have a few minutes to chat around 4ish?

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 1:05 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: touching base
Attachments: Healthcare.gov SEM Dashboard English FINAL 10 19 10.xls

This...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 1:04 PM
To: Greene, Imani
Subject: RE: touching base

Can you clarify what you mean by "master dashboard"?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 1:03 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: touching base

One more thing – is it possible to send an updated master dashboard for the healthcare.giv (and cuidadodesalud.gov) campaign when Cally returns. She really is the keeper of the institutional knowledge and I'm hesitant to create her work for fear of errors. Would that be ok?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 12:46 PM
To: Greene, Imani; Hsu, Charles
Subject: RE: touching base

Yep – on the ad planner as we speak. Just curious if you had other magic ways of getting that info.

Re: #1 and #2, thanks!! #2 is a little more urgent than #1 at this very moment.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 12:45 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: touching base

To number 1 and 2: yes and yes. we are still actively planning to produce the weekly summary, and I suspect Charles is working on this now. And we can absolutely provide the data you requested.

The only info we have is the google ad planner info that we discussed last week (I think?) and it actually hasn't changed. (It is updated monthly I believe.)
https://www.google.com/adplanner/#siteSearch?identifier=healthcare.gov&geo=US&trait_type=1&lp=false. Does this help at all?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 12:40 PM

To: Greene, Imani; Hsu, Charles
Subject: touching base

Imani and Charles-

Just wanted to touch base about a few things....

1. Regarding the weekly report you guys typically pull together, is it possible to still get that for this week?

2. Also, any way you can pull together the following stats for me in the next few hours:

Overall

- Impressions (or number of times the ads were displayed)
- Clicks (or number of visits to the sites, from the search ads)
- Click-through rate (number of clicks generated from impressions)

English

- Impressions (or number of times the ads were displayed)
- Clicks (or number of visits to the sites, from the search ads)
- Click-through rate (number of clicks generated from impressions)

Spanish

&#8226 Impressions
&#8226 Clicks
&#8226 Click-through rate

3. Is it possible to gather any demographic information about our site visitors from the ads?

Thanks so much – and happy to jump on the phone if easier.

Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 1:03 PM
To: Eisman, Julia (HHS/ASPA)
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&#8226 Impressions
&#8226 Clicks
&#8226 Click-through rate

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Thanks so much – and happy to jump on the phone if easier.

Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 12:47 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: touching base

Thanks for sharing the priority. That's always super helpful. We're on it, right Charles?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 12:46 PM
To: Greene, Imani; Hsu, Charles
Subject: RE: touching base

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From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
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To: Eisman, Julia (HHS/ASPA); Hsu, Charles
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To: Greene, Imani; Hsu, Charles
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Spanish

&#8226 Impressions
&#8226 Clicks
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3. Is it possible to gather any demographic information about our site visitors from the ads?

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Julia

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Sent: Tuesday, November 23, 2010 12:45 PM
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2. Also, any way you can pull together the following stats for me in the next few hours:

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English
- Impressions (or number of times the ads were displayed)
- Clicks (or number of visits to the sites, from the search ads)
- Click-through rate (number of clicks generated from impressions)

Spanish
- Impressions
- Clicks
- Click-through rate

3. Is it possible to gather any demographic information about our site visitors from the ads?

Thanks so much – and happy to jump on the phone if easier.

Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 11:20 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: updated SEM dashboards

You havent seen crazy. These are unwieldy decisions and there is no perfect answer. I totally get it.

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 11:18 AM
To: Greene, Imani; Hsu, Charles
Subject: RE: updated SEM dashboards

Thanks -- am I crazy for thinking that? Thanks for talking through.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 11:17 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: updated SEM dashboards

You got it. We're on it.

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 11:17 AM
To: Greene, Imani; Hsu, Charles
Subject: RE: updated SEM dashboards

My concern is that we'll wind up with a huge bounce rate for the broad (Obamacare) terms. That said, I LOVE the creative and think it could generate a large number of clicks.

So my thought is to keep the creative for the broad Obamacare terms, but redirect to the homepage (where we have a MLR banner and link to the blog).

But redirect to the blog for the more MLR specific words.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 11:03 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: updated SEM dashboards

Hmm. The Obamacare words were already going to the homepage. Inst the point of this to redirect all interested parties to the consumer blog?

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]

Sent: Tuesday, November 23, 2010 10:57 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: updated SEM dashboards

Thanks!

Again - I think for the ACA/Obamacare adgroup, the homepage is fine. But for the MLR specific terms, the blog is ideal.

Imani - would you agree?

-----Original Message-----
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 10:56 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: updated SEM dashboards

Apologies again. Yes they are now going to the correct URl of
http://www.healthcare.gov/news/blog/medical_loss_ratio.html

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 10:43 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: updated SEM dashboards

Imani and Charles-
In doing my own search and seeing the new ads, I clicked through from the ads and was taken to the homepage. I thought we had discussed sending some people to the Blog - no?
http://www.healthcare.gov/news/blog/medical_loss_ratio.html

I think for some of the super broad terms (like Health Care Reform), homepage is fine. But terms specific to "medical loss ratio," they should go to the blog.

Let me know if you have any questions -
Thanks,
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 10:01 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Beakey, Chris; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Sure thing these ads are now live!

[cid:image003.jpg@01CB8AF5.65DF3A60]

[cid:image004.jpg@01CB8AF5.65DF3A60]

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 7:41 AM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: Re: updated SEM dashboards

We're good to go.

Thanks.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 10:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris <Chris.Beakey@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Julia, with these changes made are we approved to turn on the MLR buy, or are we still awaiting your final approval?

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 22, 2010 6:27 PM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Hi all -
I've made a few changes to the spreadsheets. Any place I made a change, I added a (***) in the adgroup and bolded the change. Let me know if you're having trouble reading it.

Changes include:

* updated landing pages for some existing HC.gov adgroups to drive more people to the Finder.
* updated one of the creatives in the MLR SEM (not sure we can say "consumers vs. CEOs")

-Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 5:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Hsu, Charles

Subject: updated SEM dashboards

Hi Julia. As discussed, this forwards an updated SEM dashboard for the MLR campaign, with updated ad copy and updated keywords. As discussed we:

* Modified the search ads to expresses that "more dollars go to healthcare instead of CEO salaries"'

* Modified the search ads to remove the copy that read "A premium for consumers"

* Removed all search terms that seemed to drive consumers to look for healthcare options, such as "low cost insurance premiums"

* Added "health costs and insurance profits" to the list

As discussed, we have paused the Priority One terms related to the Affordable Care Act such as "Health Care Reform" and "Obamacare" under the existing campaign, so that we may advertise the MLR messages instead. An interim dashboard is also enclosed accordingly.

The two campaigns will split the daily costs of HHS's approved media ODC investment for the next 7 days; about $5,000 will be spent daily on the healthcare.gov SEM campaign and about $5,000 will be spent daily on the MLR campaign. Next Monday, we will reevaluate the need and performance of both campaigns and design a going-forward strategy.

Next Steps

* Approval of the MLR keyword list and ad copy.

* Revisit the "Text Ads on Content Sites" proposal

* Revisit the "In-text hyperlinked ads" proposal

* Potential revisit of banner ads to drive consumer interest

Im on mobile this evening if you have questions or wish to move forward with the search ads.

Regards,

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 11:17 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: updated SEM dashboards

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-----Original Message-----
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Sent: Tuesday, November 23, 2010 11:03 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: updated SEM dashboards

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-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 10:57 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: updated SEM dashboards

Thanks!

Again - I think for the ACA/Obamacare adgroup, the homepage is fine. But for the MLR specific terms, the blog is ideal.

Imani - would you agree?

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To: Eisman, Julia (HHS/ASPA); Greene, Imani
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Charles

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Let me know if you have any questions -
Thanks,
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 10:01 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Beakey, Chris; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Sure thing these ads are now live!

[cid:image003.jpg@01CB8AF5.65DF3A60]

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 7:41 AM
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Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
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Sent: Monday, November 22, 2010 10:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris <Chris.Beakey@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>; Backus, Jenny (HHS/ASPA)

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Imani Greene

202.721.9656 (o)
(b)(6) (m)

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* Potential revisit of banner ads to drive consumer interest

Im on mobile this evening if you have questions or wish to move forward with the search ads.

Regards,

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

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Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

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Sent: Tuesday, November 23, 2010 10:50 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: updated SEM dashboards

Apologies! Charles, can you please make this adjustment right away? And lets double check links for all of the terms and confirm with Julia that they're all linking to the correct places as indicated by the dashboard.

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202.729.4150 - office
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Sent: Monday, November 22, 2010 5:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Hsu, Charles
Subject: updated SEM dashboards
Attachments: Proposed MLR SEM Dashboard v2.xlsx; Healthcare.gov SEM Dashboard- during MLR.xls

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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 12:53 PM
To: Eisman, Julia (HHS/ASPA); Beakey, Chris
Subject: RE: REVISED FW: MLR announcement

I'm available now. Do you have time?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 22, 2010 12:52 PM
To: Beakey, Chris; Greene, Imani
Subject: RE: REVISED FW: MLR announcement

Can I jump on the phone with one of you about this? Shouldn't take more than about 5 minutes.

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 22, 2010 10:46 AM
To: 'Beakey, Chris'; 'Greene, Imani'
Subject: RE: REVISED FW: MLR announcement

First, thank you both for pulling this together on such short notice.

Regarding the site-list, some of these sites have nothing to do with health care. Are these intended for sponsored ads and for in-text ads? And if the idea is that the ad will appear on relevant content pages, why is it that there are automotive sites or energy/environment (etc...) sites on the list?

Thanks!
Julia

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 22, 2010 6:00 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA); Lukstat, Richard; Talley, Randy; Esquivel, Kety
Subject: REVISED FW: MLR announcement

I made a couple of edits to the copy on the dashboard. Please review this one – marked "UPDATED." Thanks.

From: Greene, Imani
Sent: Sunday, November 21, 2010 10:31 PM
To: Eisman, Julia (HHS/ASPA); 'Mulligan, Jaime (HHS/ASPA)'
Cc: 'Backus, Jenny (HHS/ASPA)'; Beakey, Chris; Lukstat, Richard; Talley, Randy; Esquivel, Kety
Subject: MLR announcement

Hello Julia and Jamie. I know you all have not yet solidified a spending level for the upcoming MLR digital buy, but we wanted to provide you with a recommendation before the day began. (I trust it will be a very, very busy day.)

For the purposes of this document, we are proposing a monthly spending of $250k which is consistent with Friday's recommendation. However, as discussed we can turn off the entire program (or just pieces of it) at any point during the

month without penalty. Of course, if you have a final budget in mind we are happy to update the enclosures accordingly.

Upon your review, you'll note that we still need the following in order to execute the buy:

- approved budget (and campaign duration)
- destination URLs for linked ads
- approval of enclosed SEM dashboard, which includes proposed ads and accompanying ad copy
- approval of enclosed site lists for Google and Kontera Networks, which are proposed to host HHS's text ads.

Please don't hesitate to email or call my mobile (below) with questions.

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 10:14 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Gibson, Roxanne (HHS/ASPA)
Cc: Hsu, Charles; Stolbach, Cally; Beakey, Chris
Subject: RE: Existing SEM buy

Thanks Jenny. To double-confirm, we are continuing the existing SEM buy on Google, Yahoo/MSN/Bing for one additional month at total ODC spending of $300k. We will re-evaluate the levels for the ongoing effort between now and December 17.

Thanks again.

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 22, 2010 7:04 AM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Gibson, Roxanne (HHS/ASPA)
Cc: Hsu, Charles; Stolbach, Cally; Beakey, Chris
Subject: Re: Existing SEM buy

We would like you to continue it

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Sunday, November 21, 2010 09:54 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles <Charles.Hsu@ogilvypr.com>; Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: Existing SEM buy

Good morning! Just a reminder that our existing SEM buy will go dark tomorrow if we do not commit to extending it. Your email approval is all that is needed to continue your presence at the same levels. Please advise at your earliest convenience.

If anything is needed from me, please do not hesitate to ask.

Thanks as always...

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Got it. For one month?

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Sent: Sunday, November 21, 2010 10:38 PM
To: Greene, Imani; Backus, Jenny (HHS/ASPA)
Cc: Hsu, Charles; Stolbach, Cally; Beakey, Chris
Subject: RE: Existing SEM buy

Imani-
As Jenny mentioned in last week's meeting, we would like to extend the buy.

Thanks much-
Julia

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Sent: Sunday, November 21, 2010 9:54 PM
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For the purposes of this document, we are proposing a monthly spending of $250k which is consistent with Friday's recommendation. However, as discussed we can turn off the entire program (or just pieces of it) at any point during the month without penalty. Of course, if you have a final budget in mind we are happy to update the enclosures accordingly.

Upon your review, you'll note that we still need the following in order to execute the buy:

- approved budget (and campaign duration)
- destination URLs for linked ads
- approval of enclosed SEM dashboard, which includes proposed ads and accompanying ad copy
- approval of enclosed site lists for Google and Kontera Networks, which are proposed to host HHS's text ads.

Please don't hesitate to email or call my mobile (below) with questions.

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Sunday, November 21, 2010 9:55 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Stolbach, Cally; Beakey, Chris
Subject: Existing SEM buy

Good morning! Just a reminder that our existing SEM buy will go dark tomorrow if we do not commit to extending it. Your email approval is all that is needed to continue your presence at the same levels. Please advise at your earliest convenience.

If anything is needed from me, please do not hesitate to ask.

Thanks as always...

Imani Greene
SVP/Director, Media SPB
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, November 19, 2010 5:26 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: hhs mlr

Ok. I will call within 10 minutes...

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 19, 2010 5:24 PM
To: Greene, Imani
Subject: RE: hhs mlr

Sure. Call me: 202-690-6453

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, November 19, 2010 5:23 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: hhs mlr

Don't hesitate for a moment to dial my cell. Did you want to connect for a few moments now? I have some news to share...

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 19, 2010 5:22 PM
To: Greene, Imani
Subject: RE: hhs mlr

Hi Imani- I hate to even ask this, but are you reachable this weekend if needed?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, November 19, 2010 3:07 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: hhs mlr

I do. Call my cell: (b)(6)

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Fri Nov 19 14:50:24 2010
Subject: RE: hhs mlr

Hi Imani- Do you have a minute to jump on the phone?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, November 19, 2010 10:37 AM
To: Eisman, Julia (HHS/ASPA); jamie.mulligan@hhs.gov
Cc: Light, Meredith; Stolbach, Cally; Talley, Randy; Lukstat, Richard; Stolbach, Cally; Esquivel, Kety; Beakey, Chris
Subject: hhs mlr

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
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Subject: hhs mlr
Attachments: Initial Buy Reco.docx

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, November 18, 2010 3:41 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: Accepted: FW: Online ads for MLR

Absolutely. Can we touch on Facebook for a bit?

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, November 18, 2010 1:29 PM
To: Eisman, Julia (HHS/ASPA); Beakey, Chris
Subject: RE: talk this afternoon

I can do it at 4:30...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 1:02 PM
To: Beakey, Chris; Greene, Imani
Subject: RE: talk this afternoon

How about 4:30 instead?

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, November 18, 2010 12:59 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: talk this afternoon
Importance: High

Hi Julia – I have a meeting then and I'm not sure if I can move it but I'll try. Imani, can you participate in this?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 12:57 PM
To: Beakey, Chris; Greene, Imani
Subject: talk this afternoon

Hi guys –
Just wanted to give you a heads up that we'd like to jump on the phone with you this afternoon for about 20 minutes to talk about an ad push around a big announcement we're making on Monday.

We'd probably want to get new search terms and figure out if its possible to do any display ads.

Are you free at 2pm by chance?

Thanks,
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 16, 2010 2:13 PM
To: Eisman, Julia (HHS/ASPA)
Subject: imani's contact info

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 16, 2010 11:48 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: still on for AOL

A dial-in would be great! Much appreciated!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 16, 2010 11:41 AM
To: Greene, Imani
Subject: Re: still on for AOL

Sorry! I thought I got back to you. I was thinking in-person but either way is fine! I can send you call-in # shortly.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 16, 2010 11:36 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: still on for AOL

Checking in again... Did you want me to come to your offices or dial in to a call? Im fine either way.

From: Greene, Imani
Sent: Tuesday, November 16, 2010 9:48 AM
To: 'Eisman, Julia (HHS/ASPA)'
Cc: Beakey, Chris
Subject: still on for AOL

Shall I/we come over to your office and ask for you?

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
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Cc: Beakey, Chris
Subject: still on for AOL

Shall I/we come over to your office and ask for you?

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
[redacted] - mobile

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Sent: Tuesday, November 16, 2010 9:48 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris
Subject: still on for AOL

Shall I/we come over to your office and ask for you?

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, November 15, 2010 2:54 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Beakey, Chris; Mulligan, Jaime (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Hsu, Charles
Subject: Re: Ogilvy news release for your review

Excellent. We'll make these changes straight away and advise if there are any questions.

If anything comes out of the press event that you think will be a "searchable moment" (I just coined that) do let us know.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani; Backus, Jenny (HHS/ASPA) <Jenny.Backus@hhs.gov>; Beakey, Chris; Mulligan, Jaime (HHS/ASPA) <Jaime.Mulligan@hhs.gov>
Cc: Kohan, Behnaz (HHS/ASPA) <Behnaz.Kohan@hhs.gov>; Stolbach, Cally; Hsu, Charles
Sent: Mon Nov 15 14:47:51 2010
Subject: RE: Ogilvy news release for your review

I think this looks good. Made a few suggestions to the keywords.

Also, we're putting up a short blog that explains in very basic language the new updates, and we're thinking of directing a segment of the keywords to that landing page – perhaps the keywords that specifically mention "healthcare.gov" and Todd Park/Karen Pollitz. That may capture the people who are more interested in what's behind the update rather than people actually searching for coverage.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 15, 2010 1:41 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Beakey, Chris; Mulligan, Jaime (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Hsu, Charles
Subject: RE: Ogilvy news release for your review

Hello all. Sorry for the delay. See the enclosed recommendation for SEM keywords and text ads to support today's announcement.

Please let us know your thoughts.

From: Greene, Imani
Sent: Monday, November 15, 2010 11:57 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Beakey, Chris; Mulligan, Jaime (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally
Subject: RE: Ogilvy news release for your review

Thanks for this note and the quick call. We'll get back to you within the hour with a recommendation.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 15, 2010 11:47 AM
To: Greene, Imani; Backus, Jenny (HHS/ASPA); Beakey, Chris; Mulligan, Jaime (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally
Subject: RE: Ogilvy news release for your review

I think it would make sense to tweak some keywords, but perhaps also the creative so consumers know that the tool is even more comprehensive, and there are even more plans available. Another thought is to add terms or tweak language for particular states – like NY which saw a decent size increase in plans.

Here are some key phrases to work from, pulled from advisory and fact sheet:

- HealthCare.gov Insurance Finder Gets Better for Consumers
- HealthCare.gov doubles the number of plans available for comparison in consumer Tool
- Significant Increase in Options for Consumers to Compare & in Number of Health Insurance Companies in Insurance Finder tool
- This update to HealthCare.gov further enhances the ability of Americans to find health care coverage that meets their needs and get the best value for their money.
- This update brings significant expansion in the transparency that HealthCare.gov is bringing to the insurance marketplace – transparency that leads to more competition between insurers and better value for consumers.
- HealthCare.gov puts consumers, not their insurance companies, in charge and takes much of the guesswork and confusion out of buying insurance.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 15, 2010 11:32 AM
To: Backus, Jenny (HHS/ASPA); Beakey, Chris; Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally
Subject: RE: Ogilvy news release for your review

Hello all. I know you've been speaking with Cally and Keti, so forgive me if I'm missing pieces of information that you've shared with them. I think its quite helpful to add search terms around any important/highly-visible activity you will engage in, including this one.

If you like, we can recommend some terms as a function of the press release we're collectively working on. Or if you want to give us a list of theoretical search terms now, we can add them to our "live list" and update them over the course of the day.

Your thoughts?

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 15, 2010 11:03 AM
To: Beakey, Chris; Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Thank you
Do you think we need to do anything new on Search stuff around the event today

---

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 11:02 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Of course!

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 15, 2010 11:02 AM
To: Beakey, Chris
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Chris – can you please hold on this for this week

Would like to chat about this later this week – think it makes sense to announce this more around a specific project

Thanks

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 10:59 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Ogilvy news release for your review

Hi Jenny – Happy Monday. We'd like to send the attached news release out to some of our business media contacts. Is this OK with you?
We're looking forward to presenting some creative concepts to you at the Wednesday meeting.

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, November 15, 2010 1:41 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Beakey, Chris; Mulligan, Jaime (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally; Hsu, Charles
Subject: RE: Ogilvy news release for your review
Attachments: Expanded Tool Options. 11.15.10.xlsx

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Please let us know your thoughts.

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Thanks for this note and the quick call. We'll get back to you within the hour with a recommendation.

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- HealthCare.gov Insurance Finder Gets Better for Consumers
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Thanks

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 10:59 AM
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Cc: Kohan, Behnaz (HHS/ASPA); Stolbach, Cally
Subject: RE: Ogilvy news release for your review

Hello all. I know you've been speaking with Cally and Keti, so forgive me if I'm missing pieces of information that you've shared with them. I think its quite helpful to add search terms around any important/highly-visible activity you will engage in, including this one.

If you like, we can recommend some terms as a function of the press release we're collectively working on. Or if you want to give us a list of theoretical search terms now, we can add them to our "live list" and update them over the course of the day.

Your thoughts?

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 15, 2010 11:03 AM
To: Beakey, Chris; Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Thank you
Do you think we need to do anything new on Search stuff around the event today

---

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 11:02 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Of course!

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 15, 2010 11:02 AM
To: Beakey, Chris
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Chris – can you please hold on this for this week

Would like to chat about this later this week – think it makes sense to announce this more around a specific project

Thanks

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 10:59 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Ogilvy news release for your review

Hi Jenny – Happy Monday. We'd like to send the attached news release out to some of our business media contacts. Is this OK with you?
We're looking forward to presenting some creative concepts to you at the Wednesday meeting.

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, November 12, 2010 10:21 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Updated: AOL advertising meeting with Mark Failla

Get your beach on and get off email!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Fri Nov 12 10:19:34 2010
Subject: Re: Updated: AOL advertising meeting with Mark Failla

Heheh. Yes. About to head to the beach. :-)

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, November 12, 2010 10:18 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Updated: AOL advertising meeting with Mark Failla

Aren't you supposed to be off.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Backus, Jenny (HHS/ASPA) <Jenny.Backus@hhs.gov>; Beakey, Chris; Greene, Imani; Mulligan, Jaime (HHS/ASPA) <Jaime.Mulligan@hhs.gov>
Sent: Fri Nov 12 10:15:42 2010
Subject: Updated: AOL advertising meeting with Mark Failla

We'll hear from Mark Failla, an account director at AOL, who will give us background on AOL advertising opportunities.

He sent along this note in advance of our meeting:

Here are some links to our latest government advertising creatives...the first link will show you banner creative for the 9/11 National Day of Service, Texas Army National Guard, and VA.

The second link will show you a brand new in-banner video ad for the Corporation for National and Community Service

http://demo.advertising.com/publish/_unsorted/govt/index.html http://demo.advertising.com/publish/CNC_20101105_01/

For more examples of AOL's creativity, across a variety of industries please follow the link below.

http://www.advertising.aol.com/creative/ads-and-integration/creative-support

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, November 12, 2010 10:19 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Updated: AOL advertising meeting with Mark Failla

Aren't you supposed to be off.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Backus, Jenny (HHS/ASPA) <Jenny.Backus@hhs.gov>; Beakey, Chris; Greene, Imani; Mulligan, Jaime (HHS/ASPA) <Jaime.Mulligan@hhs.gov>
Sent: Fri Nov 12 10:15:42 2010
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For more examples of AOL's creativity, across a variety of industries please follow the link below.

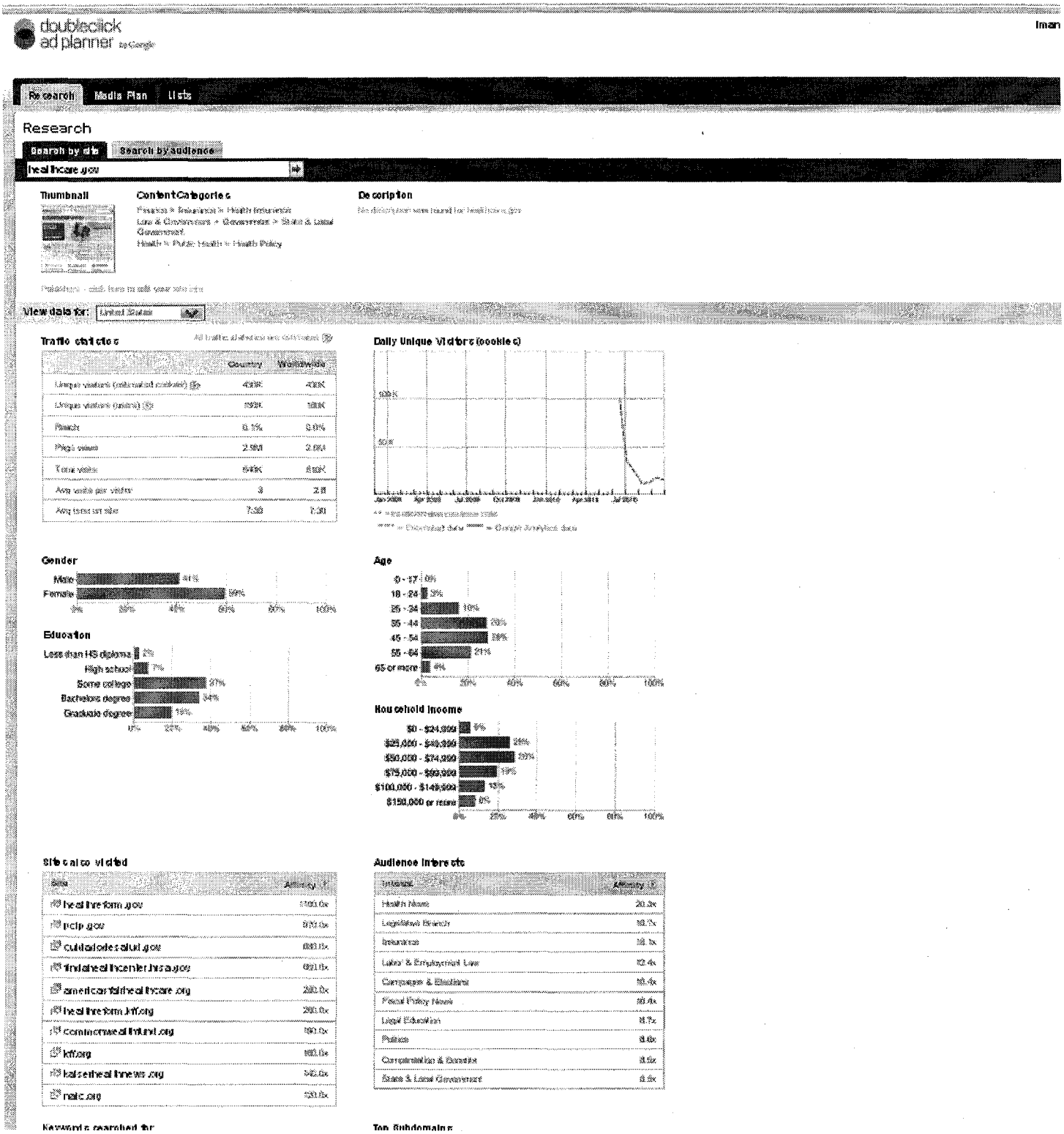
http://www.advertising.aol.com/creative/ads-and-integration/creative-support

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 10, 2010 2:42 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: demographics
Attachments: image001.png; DoubleClick-Ad-Planner-Methodology-White-Paper-04-09-2010.pdf

---

From: Greene, Imani
Sent: Wednesday, November 10, 2010 2:35 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: demographics



http://www.google.com/support/adplanner/bin/answer.py?hl=en&answer=175532

Imani Greene
SVP/Director, Media SPB

Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

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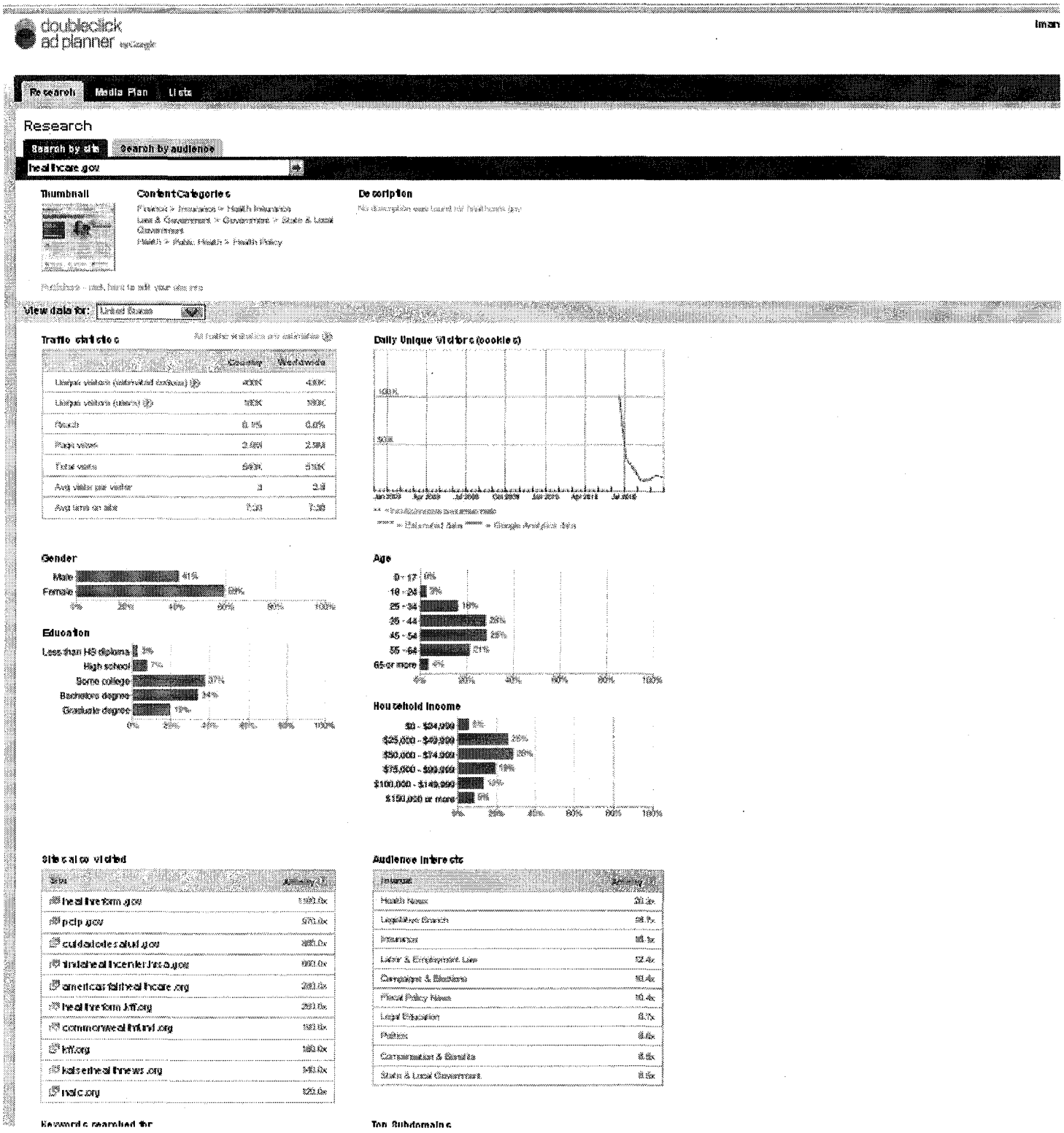

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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 10, 2010 10:12 AM
To: Eisman, Julia (HHS/ASPA); Beakey, Chris
Subject: Re: AOL's marketing folks have reached out to me

Thanks Julia. I figured as much but didn't want to miss a meeting!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani; Beakey, Chris
Sent: Wed Nov 10 10:04:13 2010
Subject: RE: AOL's marketing folks have reached out to me

Hi Imani- sorry for not getting back to you, but we are not doing this today. I'm looking into times for next week, however!

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, November 10, 2010 10:01 AM
To: Eisman, Julia (HHS/ASPA); Beakey, Chris
Subject: Re: AOL's marketing folks have reached out to me

Hi Julia. I left you a voicemail but I know email usually reached its destination faster.

Are we on the meet with AOL today?

From: Greene, Imani
To: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>; Beakey, Chris
Sent: Mon Nov 08 11:33:42 2010
Subject: RE: AOL's marketing folks have reached out to me

Apologies Julia. I thought I responded to this. Tomorrow is jammed packed. I'd prefer to meet on Wednesday. 11am works perfect!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 08, 2010 11:05 AM
To: Greene, Imani; Beakey, Chris
Subject: RE: AOL's marketing folks have reached out to me

Hello! Just checking on these times below to talk with Mark at AOL. Would love to get this on the schedule for this week, if possible.

Let me know!

Julia

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, November 05, 2010 5:16 PM

To: 'Greene, Imani'; 'Beakey, Chris'
Subject: RE: AOL's marketing folks have reached out to me

Are you two available for a meeting with Mark on 11/9 between 11-1 OR 2-4:30, 11/10 from 11-12?

Would like to get this on the calendar for next week, if possible.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, November 05, 2010 12:29 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Beakey, Chris
Cc: Stenrud, Chris (HHS/ASPA)
Subject: RE: AOL's marketing folks have reached out to me

I'll do the same. We'll overload them with response.

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 05, 2010 12:12 PM
To: Backus, Jenny (HHS/ASPA); Greene, Imani; Beakey, Chris
Cc: Stenrud, Chris (HHS/ASPA)
Subject: RE: AOL's marketing folks have reached out to me

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From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 05, 2010 12:09 PM
To: 'Greene, Imani'; Eisman, Julia (HHS/ASPA); 'Beakey, Chris'
Cc: Stenrud, Chris (HHS/ASPA)
Subject: AOL's marketing folks have reached out to me

Can you guys call them and see what they have to offer- it may make sense to do something with them for one of our contracts
Mark Failla - (b)(6)

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(b)(6) (m)

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Mark Failla - (b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, November 08, 2010 11:35 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: broad weekly report
Attachments: HHS SEM Week 2 10.20 - 10.25 Report.ppt

Certainly! Here it is again.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 08, 2010 11:04 AM
To: Greene, Imani
Cc: Stolbach, Cally
Subject: broad weekly report

Hi Imani-
Hope you had a great weekend! Just wanted to touch base quickly to see if you wouldn't mind sending (or resending) the weekly slide deck report of our Adwords campaign.

It was a crazy day on our end, so I may have just missed it.

Let me know-
Thanks!
Julia

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
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Imani Greene

202.721.9656 (o)
(b)(6) (m)

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Subject: AOL's marketing folks have reached out to me

Can you guys call them and see what they have to offer- it may make sense to do something with them for one of our contracts
Mark Failla (b)(6)

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 30, 2010 1:12 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.29.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 11.29. For purposes of comparative evaluation, we offer two distinct sets of metrics going forward: 1) the healthcare.gov/cuidadodesalud.gov Engagement Campaign; and 2) the MLR Engagement Campaign. The latter includes SEM results as well as results from the ad networks (including Google Content and Kontera). If you prefer to see the reporting differently, please let us know.

Note: there are several placements that require rigorous optimization. We look forward to recapping these during tomorrow's weekly report.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(11/29)**

Google English Campaign
Impressions: 16,421
Clicks: 412
CTR: 2.51%
CPC: $8.19
Engaged Visits: 193.10
Cost per Engaged Visit: $17.48
Bounce Rate: 53.13%

Google Spanish Campaign
Impressions: 23,196
Clicks: 166
CTR: 0.72%
CPC: $3.91
Engaged Visits: 77.07
Cost per Engaged Visit: $8.41
Bounce Rate: 53.57%

Yahoo/Bing English Campaign
Impressions: 17,373
Clicks: 168
CTR: 0.97%
CPC: $1.63

Yahoo/Bing Spanish Campaign
Impressions: 3
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL

Impressions: 56,990
Clicks: 746
CTR: 1.31%
CPC: $5.76

****

MLR Engagement Campaign ***(11/29)***
Google MLR
Impressions: 66,0764
Clicks: 2,951
CTR: 0.45%
CPC: $3.95

Google DISPLAY NETWORK MLR
Impressions: 1,002,170
Clicks: 144
CTR: 0.01%
CPC: $14.18

Yahoo/Bing MLR
Impressions: 11,025
Clicks: 315
CTR: 2.86%
CPC: $1.51

Kontera
Impressions: 11,563
Clicks: 615
CTR: 5.32%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, November 29, 2010 12:04 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 11.24.10 to 11.28.10
Attachments: HHS CTR.xlsx

Sure thing I have attached it as a spread sheet.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 29, 2010 12:00 PM
To: Hsu, Charles; Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 11.24.10 to 11.28.10

Got it. Any chance you could pull the CTR of the other adgroups to give us an idea of how they're performing compared to MLR?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, November 29, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 11.24.10 to 11.28.10

It is primarily due to our MLR campaign as it is dragging down the other CTR's. MLR also continues to deliver the most impressions which contributes to its less favorable CTR. We are continually tweaking our keyword sets in that adgroup to make sure our ad delivery becomes more efficient. This should rebound nicely throughout this week. Every other one of our groups continues to perform consistently well.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 29, 2010 11:49 AM
To: Hsu, Charles; Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 11.24.10 to 11.28.10

Charles - Could you give us insights as to why the CTR for our google English is so low? I'd like to know if the CTR is low across the board or if it's being driven down by particular words or ads.

Thanks much-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, November 29, 2010 10:06 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.24.10 to 11.28.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.24 to 11.28.

Google English Campaign
Impressions: 2,311,003
Clicks: 9,767
CTR: 0.42%
CPC: $4.73
Engaged Visits: 4816.11
Cost per Engaged Visit: $9.59
Bounce Rate: 50.69%

Google Spanish Campaign
Impressions: 66,286
Clicks: 357
CTR: 0.54%
CPC: $3.77
Engaged Visits: 167.29
Cost per Engaged Visit: $8.05
Bounce Rate: 53.14%

Yahoo/Bing English Campaign
Impressions: 85,006
Clicks: 1,066
CTR: 1.25%
CPC: $1.70

Yahoo/Bing Spanish Campaign
Impressions: 6
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 2,462,301
Clicks: 11,190
CTR: 0.45%
CPC: $4.41

Please let us know if you have any questions.

Thanks!

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 29, 2010 11:49 AM
To: Hsu, Charles; Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 11.24.10 to 11.28.10

Charles - Could you give us insights as to why the CTR for our google English is so low? I'd like to know if the CTR is low across the board or if it's being driven down by particular words or ads.

Thanks much-
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, November 29, 2010 10:06 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.24.10 to 11.28.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.24 to 11.28.

Google English Campaign
Impressions: 2,311,003
Clicks: 9,767
CTR: 0.42%
CPC: $4.73
Engaged Visits: 4816.11
Cost per Engaged Visit: $9.59
Bounce Rate: 50.69%

Google Spanish Campaign
Impressions: 66,286

Clicks: 357
CTR: 0.54%
CPC: $3.77
Engaged Visits: 167.29
Cost per Engaged Visit: $8.05
Bounce Rate: 53.14%

Yahoo/Bing English Campaign
Impressions: 85,006
Clicks: 1,066
CTR: 1.25%
CPC: $1.70

Yahoo/Bing Spanish Campaign
Impressions: 6
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 2,462,301
Clicks: 11,190
CTR: 0.45%
CPC: $4.41

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, November 29, 2010 10:06 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, November 24, 2010 11:47 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS SEM Week 5 11.16 -11.22 Report.ppt

Hello everyone I have attached our weekly report detailing last week's performance. Please let us know if you have any questions and have a wonderful Thanksgiving!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, November 24, 2010 10:00 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 11.23.10

I think the uptick in bounce rate is due to the new MLR groups that we recently added in. We are generating a lot of new traffic to our site and we are going over keywords now to optimize. This should improve over the next few days after the new keywords groups have time to settle in. We are still in the ramp up phase as we observe which keywords and ads will be the most effective to attract the right audience.

Charles

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Wednesday, November 24, 2010 9:55 AM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; Gillman, Margo
Subject: RE: SEM Campaign Recap for 11.23.10

Our bounce rates are looking high
Do we need to adjust on anything

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:41 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.23.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.23.

Google English Campaign
Impressions: 809,884
Clicks: 1,979
CTR: 0.24%
CPC: $5.96
Engaged Visits: 945.96
Cost per Engaged Visit: $12.47
Bounce Rate: 52.20%

Google Spanish Campaign
Impressions: 22,551
Clicks: 145
CTR: 0.64%
CPC: $3.70
Engaged Visits: 67.02
Cost per Engaged Visit: $8.01

Bounce Rate: 53.78%

Yahoo/Bing English Campaign
Impressions: 12,629
Clicks: 194
CTR: 1.54%
CPC: $2.20

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 845,064
Clicks: 2,318
CTR: 0.27%
CPC: $5.51

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 11.23.10

It is because of our new MLR groups. They have been doing very well to generate impressions and clicks but its massive. Every other adgroup is a good ctr. THE MLR terms are coming in at .17% that is dragging down the rest! I am looking at ways to optimize this group now.

The other adgroups are coming in at 3.53, 5.46, 1.42, 4.40, 1.22.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, November 24, 2010 9:43 AM
To: Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.23.10

Hi Charles –
Our Google English CTR is very low – any idea why that might be?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:41 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, November 24, 2010 9:41 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Please let us know if you have any questions.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 6:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: touching base

All time our advertising has sent 46,698 people to the site and we showed our ads 4,850,950 times.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 6:45 PM
To: Hsu, Charles
Subject: RE: touching base

And how many people have we driven to the site thus far from our advertising?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 6:40 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: touching base

Sorry about getting this to you a little later. I did not know if you needed this in attachment form so I also made it into a word doc. We are going to get you the weekly report that goes much more into details first thing tomorrow morning. Please let us know if there is anything else!

Top Line Results:
Overall

- **291,929** Impressions (or number of times the ads were displayed)
- **4,000** Clicks (or number of visits to the sites, from the search ads)
- **1.37%** Click-through rate (number of clicks generated from impressions)

English

&#8226 **176,803** Impressions (or number of times the ads were displayed)
&#8226 **3,249** Clicks (or number of visits to the sites, from the search ads)
&#8226 **1.84%** Click-through rate (number of clicks generated from impressions)

Spanish

- **115,126** Impressions
- **751** Clicks
- **0.65%** Click-through rate

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor

Washington, DC 20036

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 12:40 PM
To: Greene, Imani; Hsu, Charles
Subject: touching base

Imani and Charles-

Just wanted to touch base about a few things....

1. Regarding the weekly report you guys typically pull together, is it possible to still get that for this week?

2. Also, any way you can pull together the following stats for me in the next few hours:

Overall
- Impressions (or number of times the ads were displayed)
- Clicks (or number of visits to the sites, from the search ads)
- Click-through rate (number of clicks generated from impressions)

English
- Impressions (or number of times the ads were displayed)
- Clicks (or number of visits to the sites, from the search ads)
- Click-through rate (number of clicks generated from impressions)

Spanish
- Impressions
- Clicks
- Click-through rate

3. Is it possible to gather any demographic information about our site visitors from the ads?

Thanks so much – and happy to jump on the phone if easier.

Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 6:40 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: touching base
Attachments: Ogilvy Report For HHS.docx

Sorry about getting this to you a little later. I did not know if you needed this in attachment form so I also made it into a word doc. We are going to get you the weekly report that goes much more into details first thing tomorrow morning. Please let us know if there is anything else!

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 12:40 PM
To: Greene, Imani; Hsu, Charles
Subject: touching base

Imani and Charles-

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Spanish

- Impressions
- Clicks
- Click-through rate

3. Is it possible to gather any demographic information about our site visitors from the ads?

Thanks so much – and happy to jump on the phone if easier.

Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 6:30 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Updated Site list
Attachments: SitelistsHHS.xls

Hello I have attached an updated site list that has been edited. I have left out auto insurance related sites and anything else that seemed to be inappropriate.

Charles Hsu
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 2:12 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: MLR ads

Perfect, thanks!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 2:11 PM
To: Hsu, Charles; Greene, Imani
Subject: RE: MLR ads

How's this. Made small changes in red.

New Healthcare Law
New rules ensure consumers
get value for their insurance.

Healthcare Law Updates
Changes in Healthcare
law, more value for you.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 2:09 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: MLR ads

Julia! I was wondering if I could run these two ads by you for our MLR adgroup. Two of our current ads that were approved got kicked back because it violated Google policy. The issue was that our ads flowed from headline to description as a complete sentence. I was hoping to replace them with these two ads. Thoughts?

New Healthcare Laws
New laws ensure consumers
get value for their insurance.

Healthcare Law Changes
Changes in Healthcare
law, more value for you.

Charles Hsu
Ogilvy Washington

202.729.4265
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 2:09 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
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Changes in Healthcare
law, more value for you.

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 12:51 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA)
Subject: RE: touching base

You know it!

Charles

From: Greene, Imani
Sent: Tuesday, November 23, 2010 12:47 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: touching base

Thanks for sharing the priority. That's always super helpful. We're on it, right Charles?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 12:46 PM
To: Greene, Imani; Hsu, Charles
Subject: RE: touching base

Yep – on the ad planner as we speak. Just curious if you had other magic ways of getting that info.

Re: #1 and #2, thanks!! #2 is a little more urgent than #1 at this very moment.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, November 23, 2010 12:45 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: touching base

To number 1 and 2: yes and yes. we are still actively planning to produce the weekly summary, and I suspect Charles is working on this now. And we can absolutely provide the data you requested.

The only info we have is the google ad planner info that we discussed last week (I think?) and it actually hasn't changed. (It is updated monthly I believe.)
https://www.google.com/adplanner/#siteSearch?identifier=healthcare.gov&geo=US&trait_type=1&lp=false. Does this help at all?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 12:40 PM
To: Greene, Imani; Hsu, Charles
Subject: touching base

Imani and Charles-

Just wanted to touch base about a few things....

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2. Also, any way you can pull together the following stats for me in the next few hours:

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English

- Impressions (or number of times the ads were displayed)
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Spanish

&#8226 Impressions
&#8226 Clicks
&#8226 Click-through rate

3. Is it possible to gather any demographic information about our site visitors from the ads?

Thanks so much – and happy to jump on the phone if easier.

Julia

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 10:56 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: updated SEM dashboards

Apologies again. Yes they are now going to the correct URl of
http://www.healthcare.gov/news/blog/medical_loss_ratio.html

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 10:43 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: updated SEM dashboards

Imani and Charles-
In doing my own search and seeing the new ads, I clicked through from the ads and was taken to the homepage. I thought we had discussed sending some people to the Blog - no?
http://www.healthcare.gov/news/blog/medical_loss_ratio.html

I think for some of the super broad terms (like Health Care Reform), homepage is fine. But terms specific to "medical loss ratio," they should go to the blog.

Let me know if you have any questions -
Thanks,
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 10:01 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Beakey, Chris; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Sure thing these ads are now live!

[cid:image003.jpg@01CB8AF5.65DF3A60]

[cid:image004.jpg@01CB8AF5.65DF3A60]

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 7:41 AM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: Re: updated SEM dashboards

We're good to go.

Thanks.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 10:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris <Chris.Beakey@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Julia, with these changes made are we approved to turn on the MLR buy, or are we still awaiting your final approval?

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 22, 2010 6:27 PM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Hi all -
I've made a few changes to the spreadsheets. Any place I made a change, I added a (***) in the adgroup and bolded the change. Let me know if you're having trouble reading it.

Changes include:

* updated landing pages for some existing HC.gov adgroups to drive more people to the Finder.
* updated one of the creatives in the MLR SEM (not sure we can say "consumers vs. CEOs")

-Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 5:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Hsu, Charles
Subject: updated SEM dashboards

Hi Julia. As discussed, this forwards an updated SEM dashboard for the MLR campaign, with updated ad copy and updated keywords. As discussed we:

* Modified the search ads to expresses that "more dollars go to healthcare instead of CEO salaries"'

* Modified the search ads to remove the copy that read "A premium for consumers"

* Removed all search terms that seemed to drive consumers to look for healthcare options, such as "low cost insurance premiums"

* Added "health costs and insurance profits" to the list

As discussed, we have paused the Priority One terms related to the Affordable Care Act such as "Health Care Reform" and "Obamacare" under the existing campaign, so that we may advertise the MLR messages instead. An interim dashboard is also enclosed accordingly.

The two campaigns will split the daily costs of HHS's approved media ODC investment for the next 7 days; about $5,000 will be spent daily on the healthcare.gov SEM campaign and about $5,000 will be spent daily on the MLR campaign. Next Monday, we will reevaluate the need and performance of both campaigns and design a going-forward strategy.

Next Steps

* Approval of the MLR keyword list and ad copy.

* Revisit the "Text Ads on Content Sites" proposal

* Revisit the "In-text hyperlinked ads" proposal

* Potential revisit of banner ads to drive consumer interest

Im on mobile this evening if you have questions or wish to move forward with the search ads.

Regards,

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 10:50 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: updated SEM dashboards

Gotcha, updates are being made right now.

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 10:43 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: updated SEM dashboards

Imani and Charles-
In doing my own search and seeing the new ads, I clicked through from the ads and was taken to the homepage. I thought we had discussed sending some people to the Blog - no?
http://www.healthcare.gov/news/blog/medical_loss_ratio.html

I think for some of the super broad terms (like Health Care Reform), homepage is fine. But terms specific to "medical loss ratio," they should go to the blog.

Let me know if you have any questions -
Thanks,
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 10:01 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Beakey, Chris; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Sure thing these ads are now live!

[cid:image003.jpg@01CB8AF5.65DF3A60]

[cid:image004.jpg@01CB8AF5.65DF3A60]

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 7:41 AM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: Re: updated SEM dashboards

We're good to go.

Thanks.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 10:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris <Chris.Beakey@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Julia, with these changes made are we approved to turn on the MLR buy, or are we still awaiting your final approval?

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 22, 2010 6:27 PM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Hi all -
I've made a few changes to the spreadsheets. Any place I made a change, I added a (***) in the adgroup and bolded the change. Let me know if you're having trouble reading it.

Changes include:

* updated landing pages for some existing HC.gov adgroups to drive more people to the Finder.
* updated one of the creatives in the MLR SEM (not sure we can say "consumers vs. CEOs")

-Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 5:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Hsu, Charles
Subject: updated SEM dashboards

Hi Julia. As discussed, this forwards an updated SEM dashboard for the MLR campaign, with updated ad copy and updated keywords. As discussed we:

* Modified the search ads to expresses that "more dollars go to healthcare instead of CEO salaries"'

* Modified the search ads to remove the copy that read "A premium for consumers"

* Removed all search terms that seemed to drive consumers to look for healthcare options, such as "low cost insurance premiums"

* Added "health costs and insurance profits" to the list

As discussed, we have paused the Priority One terms related to the Affordable Care Act such as "Health Care Reform" and "Obamacare" under the existing campaign, so that we may advertise the MLR messages instead. An interim dashboard is also enclosed accordingly.

The two campaigns will split the daily costs of HHS's approved media ODC investment for the next 7 days; about $5,000 will be spent daily on the healthcare.gov SEM campaign and about $5,000 will be spent daily on the MLR campaign. Next Monday, we will reevaluate the need and performance of both campaigns and design a going-forward strategy.

Next Steps

* Approval of the MLR keyword list and ad copy.

* Revisit the "Text Ads on Content Sites" proposal

* Revisit the "In-text hyperlinked ads" proposal

* Potential revisit of banner ads to drive consumer interest

Im on mobile this evening if you have questions or wish to move forward with the search ads.

Regards,

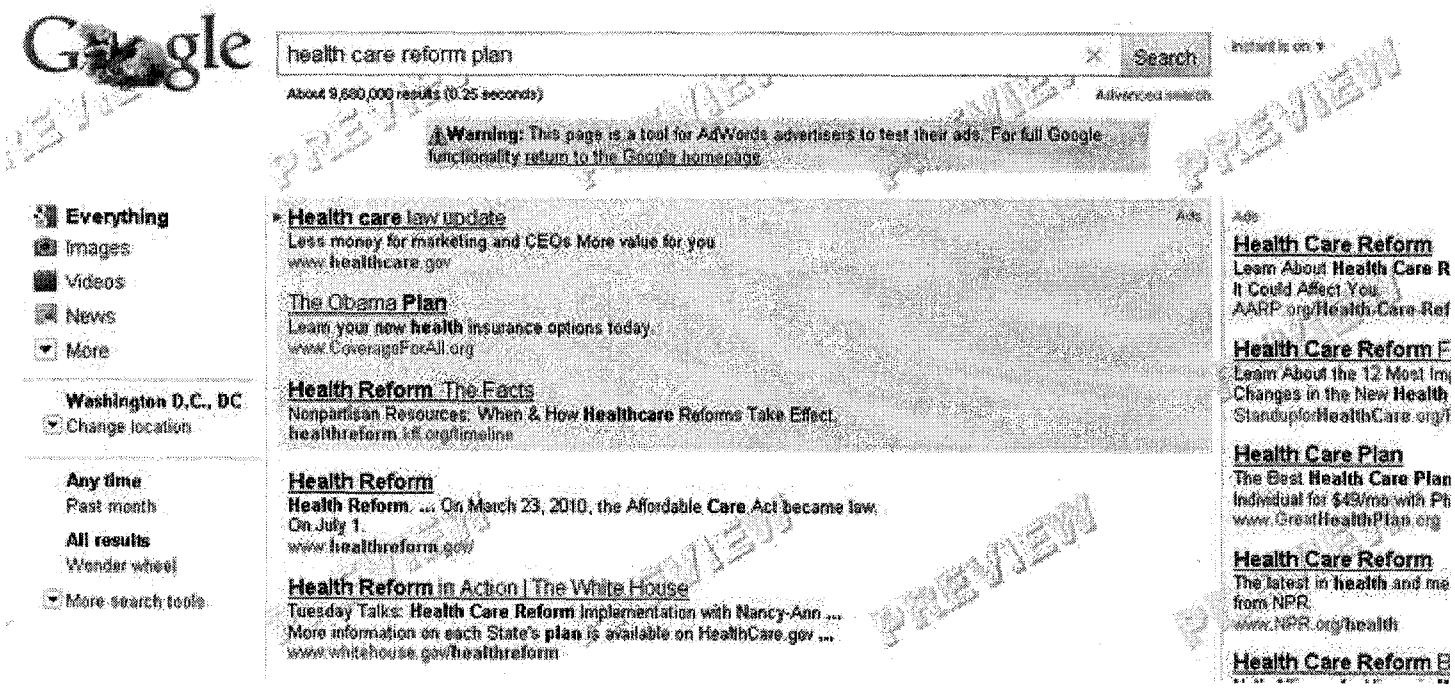
Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 10:01 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Beakey, Chris; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards
Attachments: image003.jpg; image004.jpg

Sure thing these ads are now live!





From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, November 23, 2010 7:41 AM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: Re: updated SEM dashboards

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Thanks.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 10:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris <Chris.Beakey@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

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Imani Greene

202.721.9656 (o)

(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, November 22, 2010 6:27 PM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

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From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 5:36 PM
To: Eisman, Julia (HHS/ASPA)
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Subject: updated SEM dashboards

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Regards,

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 23, 2010 9:23 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.22.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.22.

Google English Campaign
Impressions: 27,578
Clicks: 568
CTR: 2.06%
CPC: $7.69
Engaged Visits: 277.01
Cost per Engaged Visit: $15.77
Bounce Rate: 51.23%

Google Spanish Campaign
Impressions: 21,578
Clicks: 141
CTR: 0.65%
CPC: $3.79
Engaged Visits: 67.65
Cost per Engaged Visit: $7.90
Bounce Rate: 52.02%

Yahoo/Bing English Campaign
Impressions: 5,218
Clicks: 66
CTR: 1.26%
CPC: $2.77

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 54,374
Clicks: 775
CTR: 1.43%
CPC: $6.56

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, November 22, 2010 9:44 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: updated SEM dashboards

False Alarm~ I got it.

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Mon 11/22/2010 6:26 PM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Hi all -

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-Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 5:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Hsu, Charles
Subject: updated SEM dashboards

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Regards,

Imani Greene

SVP/Director, Paid Media

Ogilvy Washington

202.729.4150 - office

(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, November 22, 2010 9:42 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: updated SEM dashboards

Hi Julia this might just be me but i don;t seem to be able to find any bolded changes or stars in the spread sheet? I don't know if this is because I am accessing from my home computer~

Thanks!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Mon 11/22/2010 6:26 PM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Hi all -

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* updated one of the creatives in the MLR SEM (not sure we can say "consumers vs. CEOs")

-Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 5:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Hsu, Charles
Subject: updated SEM dashboards

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Imani Greene

SVP/Director, Paid Media

Ogilvy Washington

202.729.4150 - office

(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, November 22, 2010 9:33 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Beakey, Chris; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

Great! Thanks Julia!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Mon 11/22/2010 6:26 PM
To: Greene, Imani
Cc: Beakey, Chris; Hsu, Charles; Backus, Jenny (HHS/ASPA)
Subject: RE: updated SEM dashboards

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-Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, November 22, 2010 5:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Hsu, Charles
Subject: updated SEM dashboards

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- Revisit the "In-text hyperlinked ads" proposal
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Regards,

Imani Greene

SVP/Director, Paid Media

Ogilvy Washington

202.729.4150 - office

(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, November 22, 2010 9:56 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: RE: SEM Campaign Recap for 11.19.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.19.

Google English Campaign
Impressions: 24,038
Clicks: 524
CTR: 2.18%
CPC: $7.02
Engaged Visits: 253.25
Cost per Engaged Visit: $14.52
Bounce Rate: 51.67%

Google Spanish Campaign
Impressions: 18,802
Clicks: 130
CTR: 0.69%
CPC: $3.78
Engaged Visits: 62.48
Cost per Engaged Visit: $7.86
Bounce Rate: 51.94%

Yahoo/Bing English Campaign
Impressions: 6,361
Clicks: 104
CTR: 1.63%
CPC: $3.33

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 49,201
Clicks: 758
CTR: 1.54%
CPC: $5.96

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, November 19, 2010 1:30 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.18.10

Hello everyone!

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.18.

Google English Campaign
Impressions: 29,514
Clicks: 514
CTR: 1.74%
CPC: $7.45
Engaged Visits: 243.07
Cost per Engaged Visit: $15.75
Bounce Rate: 52.71%

Google Spanish Campaign
Impressions: 22,380
Clicks: 156
CTR: 0.70%
CPC: $3.65
Engaged Visits: 76.00
Cost per Engaged Visit: $7.50
Bounce Rate: 51.28%

Yahoo/Bing English Campaign
Impressions: 8,407
Clicks: 158
CTR: 1.88%
CPC: $2.86

Yahoo/Bing Spanish Campaign
Impressions: 0
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 60,301
Clicks: 828
CTR: 1.37%
CPC: $5.86

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, November 18, 2010 1:18 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.17.10

Hello everyone! I wanted to introduce myself, my name is Charles Hsu and I will be assisting Cally Stolbach on this campaign.

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.17.

Google English Campaign
Impressions: 28,170
Clicks: 547
CTR: 1.94%
CPC: $7.23
Engaged Visits: 287.28
Cost per Engaged Visit: $13.77
Bounce Rate: 47.48%

Google Spanish Campaign
Impressions: 25,193
Clicks: 161
CTR: 0.64%
CPC: $3.61
Engaged Visits: 77.07
Cost per Engaged Visit: $7.55
Bounce Rate: 52.13%

Yahoo/Bing English Campaign
Impressions: 4,323
Clicks: 73
CTR: 1.69%
CPC: $3.86

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 57,687
Clicks: 781
CTR: 1.35%
CPC: $6.17

Please let us if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Javier von Westphalen Peña [javier@hmaassociates.com]
Sent: Monday, November 08, 2010 7:27 PM
To: Eisman, Julia (HHS/ASPA); Rosero, Luis (HHS/ASPA)
Cc: Robin Johnson; Irma Maldonado; (b)(6)
Subject: RE: Introductions

Hi Julia,

Thank you for your prompt response. Are you involved in Hispanic earned media and community outreach? If so, when will be convenient to meet? Please advice,

Javier

From: "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov>
Sent: Monday, November 08, 2010 6:24 PM
To: "javier@hmaassociates.com" <javier@hmaassociates.com>, "Rosero, Luis (HHS/ASPA)" <Luis.Rosero@hhs.gov>
Subject: RE: Introductions

Hi Javier-

I'm actually not overseeing African American community outreach efforts, but would be happy to be involved as needed.

Thanks,

Julia

From: Javier von Westphalen Peña [mailto:javier@hmaassociates.com]
Sent: Monday, November 08, 2010 4:36 PM
To: Eisman, Julia (HHS/ASPA); Rosero, Luis (HHS/ASPA)
Cc: Robin Johnson; Irma Maldonado
Subject: RE: Introductions

Hello Julia and Luis,

I am Javier von Westphalen, leading the Hispanic strategy at HMA. As Chris mentioned, we are working with Ogilvy in the initiative to develop a grassroots partnership strategy plan to reach the Hispanic community. We would like to schedule a teleconference to learn more about your current outreach work, and how we can help strengthen your efforts. We would prefer to meet tomorrow any time after 3 p.m. as we will be devoting time during the day to complete the first draft of the plan. If this timeframe does not work with your schedule, please give us some tentative dates and times to coordinate.

In a similar note, Julia are you overseening the African American commuity outreach efforts? Please let me know, so I can invite respective team members.

Thanks

Javier von Westphalen

From: "Beakey, Chris" <Chris.Beakey@ogilvypr.com>
Sent: Friday, November 05, 2010 12:18 PM
To: "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov>, "Rosero, Luis (HHS/ASPA)" <Luis.Rosero@hhs.gov>
Subject: RE: Introductions

Thanks Julia! And hello Luis. Representatives of HMA, our partner in the initiative, are developing the grassroots partnership strategy, so they will be in contact with you soon. I'm cc'ing them here. Kety Esquivel from our Social Marketing team may connect with you as well. Feel free to email me or call if you have any questions or need additional information at the moment. Best wishes, Chris

---

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 05, 2010 12:14 PM
To: Rosero, Luis (HHS/ASPA); Beakey, Chris
Subject: Introductions

Chris, meet Luis Rosero. Luis, meet Chris.

Luis is one of the leaders of our public affairs team at HHS, and has been leading our effort to promote Cuidadodesauld.gov.

Chris is at Ogilvy and helping to manage our outreach and engagement on HealthCare.gov. He'd like to learn more about the events that are currently underway to engage the Hispanic community so we're leveraging them in our grassroots/partnership strategy.

Luis -- if there are others Chris should connect with, please say the word.

Thanks!

Julia

Julia Eisman

New Media Communications Director

US Department of Health and Human Services

(o) 202-690-6453

(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Javier von Westphalen Peña [javier@hmaassociates.com]
Sent: Monday, November 08, 2010 4:36 PM
To: Eisman, Julia (HHS/ASPA); Rosero, Luis (HHS/ASPA)
Cc: Robin Johnson; Irma Maldonado
Subject: RE: Introductions

Hello Julia and Luis,

I am Javier von Westphalen, leading the Hispanic strategy at HMA. As Chris mentioned, we are working with Ogilvy in the initiative to develop a grassroots partnership strategy plan to reach the Hispanic community. We would like to schedule a teleconference to learn more about your current outreach work, and how we can help strengthen your efforts. We would prefer to meet tomorrow any time after 3 p.m. as we will be devoting time during the day to complete the first draft of the plan. If this timeframe does not work with your schedule, please give us some tentative dates and times to coordinate.

In a similar note, Julia are you overseening the African American commuity outreach efforts? Please let me know, so I can invite respective team members.

Thanks

Javier von Westphalen

From: "Beakey, Chris" <Chris.Beakey@ogilvypr.com>
Sent: Friday, November 05, 2010 12:18 PM
To: "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov>, "Rosero, Luis (HHS/ASPA)" <Luis.Rosero@hhs.gov>
Subject: RE: Introductions

Thanks Julia! And hello Luis. Representatives of HMA, our partner in the initiative, are developing the grassroots partnership strategy, so they will be in contact with you soon. I'm cc'ing them here. Kety Esquivel from our Social Marketing team may connect with you as well. Feel free to email me or call if you have any questions or need additional information at the moment. Best wishes, Chris

---

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 05, 2010 12:14 PM
To: Rosero, Luis (HHS/ASPA); Beakey, Chris
Subject: Introductions

Chris, meet Luis Rosero. Luis, meet Chris.

Luis is one of the leaders of our public affairs team at HHS, and has been leading our effort to promote Cuidadodesauld.gov.

Chris is at Ogilvy and helping to manage our outreach and engagement on HealthCare.gov. He'd like to learn more about the events that are currently underway to engage the Hispanic community so we're leveraging them in our grassroots/partnership strategy.

Luis -- if there are others Chris should connect with, please say the word.

Thanks!
Julia

Julia Eisman

New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Kety Esquivel [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, November 04, 2010 9:25 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

Fantastic. 4pm sounds great.

I have a previously scheduled conference call at 5pm. So I do have a hard stop then, but I think one hour will give us enough time.

What do you think?

On 11/4/10 8:44 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Absolutely.

How about Monday at 4 at the Starbucks near HHS again?

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Thursday, November 04, 2010 08:03 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up

Hi Julia,

I wanted to send a quick note to follow up and see if we can schedule that next meeting over coffee/drinks that we had discussed. Are you available next Monday or Tuesday? I look forward to your thoughts.

Thanks!
Kety

Eisman, Julia (HHS/ASPA)

From: Messner, Kathryn (HHS/ASPA)
Sent: Wednesday, November 03, 2010 3:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Walton, Achaia (HHS/ASPA)
Subject: RE: analytics check in

Hi, Julia,

Okay, not a problem. We don't really have anything new to bring up to Ogilvy on our end other than that we need for them to add the KPIs that we previously requested (see below) to their daily reporting. These KPIs are key to optimizing and refining the SEM efforts moving forward.

Thanks,
Katie

From: Walton, Achaia (HHS/ASPA)
Sent: Wednesday, October 27, 2010 5:46 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: RE: Highlights

Hi Julia,

Per our meeting yesterday, here are the KPIs they should be reporting on for each of our buys in Google/Yahoo/Bing:

- # impressions
- # clicks
- Click-through rate
- Cost per click
- # engaged visits (# visits from CPC - # bounces from CPC)
- Cost per engaged visit (total cost/#engaged visits)

Please let us know if you have any questions.

Kaya

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, November 03, 2010 3:22 PM
To: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Subject: Re: analytics check in

I'm stuck in meetings now through 5pm....so likely not today after all. Sorry!!

From: Messner, Kathryn (HHS/ASPA)
Sent: Wednesday, November 03, 2010 03:09 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: analytics check in

Are going to do a conference call this afternoon? If so, please let me know the time. Thanks!

From: Messner, Kathryn (HHS/ASPA)
Sent: Wednesday, November 03, 2010 11:10 AM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: analytics check in

between 3 and 4 is fine with me, too

From: Walton, Achaia (HHS/ASPA)
Sent: Wednesday, November 03, 2010 11:09 AM
To: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: analytics check in

I have some time between 3 and 4.

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, November 03, 2010 11:02 AM
To: Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: analytics check in

Hi guys – do you have a few minutes today to jump on the phone with Cally about analytics?

Eisman, Julia (HHS/ASPA)

From: Microsoft Exchange
To: 'jamie.mulligan@hhs.gov'
Sent: Friday, November 19, 2010 10:44 AM
Subject: Undeliverable: RE: hhs mlr

Delivery has failed to these recipients or distribution lists:

'jamie.mulligan@hhs.gov'
The recipient's e-mail address was not found in the recipient's e-mail system. Microsoft Exchange will not try to redeliver this message for you. Please check the e-mail address and try resending this message, or provide the following diagnostic text to your system administrator.

Sent by Microsoft Exchange Server 2007

Diagnostic information for administrators:

Generating server: PL-EMSCAS02.ees.hhs.gov

jamie.mulligan@hhs.gov
#550 5.1.1 RESOLVER.ADR.RecipNotFound; not found ##

Original message headers:

Received: from PL-EMSMB2.ees.hhs.gov ([158.72.137.8]) by pl-emscas02
([158.72.137.52]) with mapi; Fri, 19 Nov 2010 10:44:05 -0500
Content-Type: application/ms-tnef; name="winmail.dat"
Content-Transfer-Encoding: binary
From: "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov>
To: "'Greene, Imani'" <Imani.Greene@ogilvypr.com>, "'jamie.mulligan@hhs.gov'"
<jamie.mulligan@hhs.gov>, "Backus, Jenny (HHS/ASPA)" <Jenny.Backus@hhs.gov>
CC: "'Light, Meredith'" <Meredith.Light@ogilvypr.com>, "'Stolbach, Cally'"
<Cally.Stolbach@ogilvypr.com>, "'Talley, Randy'" <Randy.Talley@ogilvypr.com>,
"'Lukstat, Richard'" <Richard.Lukstat@ogilvypr.com>, "'Stolbach, Cally'"
<Cally.Stolbach@ogilvypr.com>, "'Esquivel, Kety'"
<Kety.Esquivel@ogilvypr.com>, "'Beakey, Chris'" <Chris.Beakey@ogilvypr.com>
Date: Fri, 19 Nov 2010 10:44:03 -0500
Subject: RE: hhs mlr
Thread-Topic: hhs mlr
Thread-Index: AcuH/5Pd29Y1Nbm3QnS0Wjg0WxUlAgAAAwjA
Message-ID: <BE2F9AB9022AD34388D387DEE51CCA5806C9F0EFDF@PL-EMSMB2.ees.hhs.gov>
References: <750960B053886F4C982EEA410355379B04F53986@OPRWASEX04.global.corp.ogilvypr.com>
In-Reply-To: <750960B053886F4C982EEA410355379B04F53986@OPRWASEX04.global.corp.ogilvypr.com>
Accept-Language: en-US
Content-Language: en-US
X-MS-Has-Attach: yes

X-MS-TNEF-Correlator: <BE2F9AB9022AD34388D387DEE51CCA5806C9F0EFDF@PL-EMSMB2.ees.hhs.gov>
MIME-Version: 1.0



RE: hhs mlr

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Tuesday, November 30, 2010 1:32 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 11.29.10

If we can end it entirely, I personally vote for that. If we can't end it entirely, we should probably at least shift. But I don't know if we need the WH to weigh in on this. We can talk to Macon this afternoon about it maybe.

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, November 30, 2010 1:18 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: FW: SEM Campaign Recap for 11.29.10

The MLR display isn't doing so hot:

Google DISPLAY NETWORK MLR
Impressions: 1,002,170
Clicks: 144
CTR: 0.01%
CPC: $14.18

What do you think about pausing it or ending it early? We could shift that $$ to the MLR Google search campaign which is performing better (or just cut it altogether)...

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, November 30, 2010 1:12 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.29.10

Below please find the performance of HHS's Healthcare.gov-related digital ad buys campaign for 11.29. For purposes of comparative evaluation, we offer two distinct sets of metrics going forward: 1) the healthcare.gov/cuidadodesalud.gov Engagement Campaign; and 2) the MLR Engagement Campaign. The latter includes SEM results as well as results from the ad networks (including Google Content and Kontera). If you prefer to see the reporting differently, please let us know.

Note: there are several placements that require rigorous optimization. We look forward to recapping these during tomorrow's weekly report.

healthcare.gov/cuidadodesalud.gov Engagement Campaign **(11/29)**

Google English Campaign
Impressions: 16,421
Clicks: 412
CTR: 2.51%
CPC: $8.19
Engaged Visits: 193.10
Cost per Engaged Visit: $17.48

Bounce Rate: 53.13%

Google Spanish Campaign
Impressions: 23,196
Clicks: 166
CTR: 0.72%
CPC: $3.91
Engaged Visits: 77.07
Cost per Engaged Visit: $8.41
Bounce Rate: 53.57%

Yahoo/Bing English Campaign
Impressions: 17,373
Clicks: 168
CTR: 0.97%
CPC: $1.63

Yahoo/Bing Spanish Campaign
Impressions: 3
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 56,990
Clicks: 746
CTR: 1.31%
CPC: $5.76

****

MLR Engagement Campaign ***(11/29)***
Google MLR
Impressions: 66,0764
Clicks: 2,951
CTR: 0.45%
CPC: $3.95

Google DISPLAY NETWORK MLR
Impressions: 1,002,170
Clicks: 144
CTR: 0.01%
CPC: $14.18

Yahoo/Bing MLR
Impressions: 11,025
Clicks: 315
CTR: 2.86%
CPC: $1.51

Kontera
Impressions: 11,563
Clicks: 615
CTR: 5.32%
CPC: $1.99

Please let us know if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 29, 2010 6:50 PM
To: Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

Working on my speech re: this matter.

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 06:47 PM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

All you Mulligan

-----Original Message-----
From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 29, 2010 5:54 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

I guess so. It might be nice if we could get Macon's read 1:1 first so that if they don't pass the laugh test we don't have to deal with a gang.

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 05:12 PM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: We need to figure out

How we respond to ogilvy's proposals for creative around healthcare.gov That they just presented

Do we need to set up a briefing with the wh

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 19, 2010 10:48 AM
To: 'Stolbach, Cally'; Eisman, Julia (HHS/ASPA)
Subject: RE: hhs mlr

It worked!!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 19, 2010 10:47 AM
To: Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: FW: hhs mlr

Hi Jaime,

Resending in the hopes that it went through again.

Thanks!
Cally

From: Greene, Imani
Sent: Friday, November 19, 2010 10:37 AM
To: 'Eisman, Julia (HHS/ASPA)'; 'jamie.mulligan@hhs.gov'
Cc: Light, Meredith; Stolbach, Cally; Talley, Randy; Lukstat, Richard; Stolbach, Cally; Esquivel, Kety; Beakey, Chris
Subject: hhs mlr

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 15, 2010 11:21 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); 'Beakey, Chris'; 'Greene, Imani'
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Cally and Keti have the advisory to promote to their contacts

---

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 15, 2010 11:06 AM
To: Backus, Jenny (HHS/ASPA); 'Beakey, Chris'; 'Greene, Imani'; Mulligan, Jaime (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Looping Jaime who I think may have reached out to Cally on this last Friday.

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 15, 2010 11:03 AM
To: 'Beakey, Chris'; Eisman, Julia (HHS/ASPA); 'Greene, Imani'
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Thank you
Do you think we need to do anything new on Search stuff around the event today

---

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 11:02 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Of course!

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, November 15, 2010 11:02 AM
To: Beakey, Chris
Cc: Kohan, Behnaz (HHS/ASPA)
Subject: RE: Ogilvy news release for your review

Chris – can you please hold on this for this week

Would like to chat about this later this week – think it makes sense to announce this more around a specific project

Thanks

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Monday, November 15, 2010 10:59 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Ogilvy news release for your review

Hi Jenny – Happy Monday. We'd like to send the attached news release out to some of our business media contacts. Is this OK with you?
We're looking forward to presenting some creative concepts to you at the Wednesday meeting.

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 15, 2010 11:20 AM
To: 'Kety.Esquivel@ogilvypr.com'; 'Stolbach, Cally'
Cc: Eisman, Julia (HHS/ASPA)
Subject: RE: blogger outreach
Attachments: HHS MEDIA ADVISORY: HHS Officials to Unveil Update to HealthCare.gov Insurance Finder

Hi,
Attached is the media advisory related to this---if there's anything you guys can do to encourage participation at 3—thanks for your time.

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 6:03 PM
To: 'Kety.Esquivel@ogilvypr.com'; Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA)
Subject: blogger outreach

Hi,
I spoke to Cally this afternoon about how we could use some help with some outreach to online contacts re: a rollout we're doing Monday. The related event will be at 3 on Monday and we'll be dropping the advisory in the morning; at that time me or Julia will forward, and any help you guys can provide to get out the word/etc would be much appreciated---

Just wanted to close the loop since originally I thought the advisory was coming tonight---

Thanks.
Jaime

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 15, 2010 9:04 AM
To: Park, Todd (HHS/IOS); Pollitz, Karen (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

Thanks Todd

From: Park, Todd (HHS/IOS)
Sent: Monday, November 15, 2010 08:50 AM
To: Pollitz, Karen (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

Hi Jaime, I'm making some edits to the draft talking points as we speak, and will get them to you in the next 10 min, thanks!

From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 07:12 PM
To: Mulligan, Jaime (HHS/ASPA); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

Hi Jaime,

I think these talkers could actually double as a fact sheet – not sure I understand the formatting difference. I would just delete the next-to-last two bullets:

- This refresh means that there is no zip code with less than two plans available.

- It also marks a significant increase in Blues participation. 47 States have information on at least one Blue plan.

    - [Every state but OR, WY, and MS will have at least one Blue.]

If you want to add other information, could include a bullet or two summarizing the most recent web stats - how many (2.7 million?) people have visited HealthCare.gov since July 1, and how many have used the Finder. Perhaps a fact about how many spend significant time, visit multiple pages, indicating people really are using this to carefully study up on their coverage options.

Karen

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 5:44 PM
To: Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

Hi,

Todd/Karen, per Jenny, would you guys mind taking a stab at turning the attached into a fact sheet over the weekend?

FYI---

Rough Schedule (subject to change) for Monday
9 am ADVISORY DROPS
10 am FACT SHEET GOES LIVE
3 pm KAREN & TODD IN THE AUDITORIUM, PRESS CALL-IN & LIVESTREAM

Paper
- Fact Sheet---Todd/Karen
- Talkers---drafted, attached here
- Advisory---drafted, in clearance
- Blog post---Jaime to draft

Web Assets
- Fact Sheet [to be available Monday morning]
- Blog Post [Jaime to post]
- Possibility of something on the homepage that indicates that the Finder is new & improved, additional text on the Finder itself on the left, or a peelback yellow item over the page saying "Updated Details in the Insurance Finder!" that leads you to the Finder [Web team, do you have any recommendations/suggestions?]

From: Park, Todd (HHS/IOS)
Sent: Friday, November 12, 2010 4:56 PM
To: Goforth, Prudence (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

Fantastic -- go team go!!

From: Goforth, Prudence (HHS/ASPA)
Sent: Friday, November 12, 2010 04:46 PM
To: Park, Todd (HHS/IOS); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO);

Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

We have a "go" for EHealth and CTAC Finder to start loading and the launch of new data for 11 PM East Coast time Sunday night!!!!!! It will all be live by early Monday morning. We will have a chance to check bugs like we did for the other launches. Rock and Roll folks – sorry I will miss this one.

From: Park, Todd (HHS/IOS)
Sent: Friday, November 12, 2010 3:28 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

I can rejigger my schedule to be available at 3 pm on Monday

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 03:24 PM
To: Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Makes sense---do you want to just do this one with Karen at 3 pm then?

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 3:23 PM
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Cc: Santillo, Jessica (HHS/ASPA)
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We could also webcast it out -and do from auditorium

WHAT do you think Michael W

Todd and Karen - when are you free on MONDAY?

We also need to update the HILL and GOVERNORS - looping in Liz and Paul

WE REALLY NEED OCIIO and TODD to help generate some paper

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Cc: Santillo, Jessica (HHS/ASPA)

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Is anyone drafting paper (talkers) etc on the new additions to the Finder? Karen, if you can let me know if I should work with Terese/etc on updating the paper we had for the initial rollout---or if someone's already working on it--

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From: Pollitz, Karen (HHS/OCIIO)

Sent: Friday, November 12, 2010 10:59 AM

To: Backus, Jenny (HHS/ASPA)

Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

Subject: Re: Roll out plan for portal?

Sure

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Sent: Friday, November 12, 2010 10:58 AM

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Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

Subject: RE: Roll out plan for portal?

Working on it - we are thinking of hitting the online folks who liked it last time

What is your schedule for Monday - can we set up a call with the consumer press

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Sent: Friday, November 12, 2010 10:57 AM

To: Backus, Jenny (HHS/ASPA)

Subject: Roll out plan for portal?

Do we have one for Monday?

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 6:03 PM
To: 'Kety.Esquivel@ogilvypr.com'; Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA)
Subject: blogger outreach

Hi,
I spoke to Cally this afternoon about how we could use some help with some outreach to online contacts re: a rollout we're doing Monday. The related event will be at 3 on Monday and we'll be dropping the advisory in the morning; at that time me or Julia will forward, and any help you guys can provide to get out the word/etc would be much appreciated---

Just wanted to close the loop since originally I thought the advisory was coming tonight---

Thanks.
Jaime

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
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To: Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?
Attachments: TalkingPoints_HealthCaredotGovNovember15REFRESHDRAFT.docx

Hi,

Todd/Karen, per Jenny, would you guys mind taking a stab at turning the attached into a fact sheet over the weekend?

FYI---

Rough Schedule (subject to change) for Monday
9 am ADVISORY DROPS
10 am FACT SHEET GOES LIVE
3 pm KAREN & TODD IN THE AUDITORIUM, PRESS CALL-IN & LIVESTREAM

Paper
- Fact Sheet---Todd/Karen
- Talkers---drafted, attached here
- Advisory---drafted, in clearance
- Blog post---Jaime to draft

Web Assets
- Fact Sheet [to be available Monday morning]
- Blog Post [Jaime to post]
- Possibility of something on the homepage that indicates that the Finder is new & improved, additional text on the Finder itself on the left, or a peelback yellow item over the page saying "Updated Details in the Insurance Finder!" that leads you to the Finder [Web team, do you have any recommendations/suggestions?]

From: Park, Todd (HHS/IOS)
Sent: Friday, November 12, 2010 4:56 PM
To: Goforth, Prudence (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
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Fantastic -- go team go!!

From: Goforth, Prudence (HHS/ASPA)
Sent: Friday, November 12, 2010 04:46 PM
To: Park, Todd (HHS/IOS); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA)

Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

We have a "go" for EHealth and CTAC Finder to start loading and the launch of new data for 11 PM East Coast time Sunday night!!!!!! It will all be live by early Monday morning. We will have a chance to check bugs like we did for the other launches. Rock and Roll folks – sorry I will miss this one.

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I can rejigger my schedule to be available at 3 pm on Monday

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Doug sent you (Jaime?) some bullet points, right?

-----Original Message-----
From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 1:56 PM
To: Pollitz, Karen (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

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thanks

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 11:05 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Doug can you pls send talk pts you did for me to Jaime? Thanks

----- Original Message -----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 11:01 AM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Is anyone drafting paper (talkers) etc on the new additions to the Finder? Karen, if you can let me know if I should work with Terese/etc on updating the paper we had for the initial rollout---or if someone's already working on it--

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 10:59 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Sure

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 10:58 AM
To: Pollitz, Karen (HHS/OCIIO)
Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Working on it - we are thinking of hitting the online folks who liked it last time
What is your schedule for Monday - can we set up a call with the consumer press

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 10:57 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Roll out plan for portal?

Do we have one for Monday?

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 3:21 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

- Todd's only availability on Monday is at 11:30 am so we will have to do this at that time if we want both Todd and Karen
  - Michael, is that feasible re: the studio/auditorium etc?
  - ***If I get the greenlight from this chain on the 11:30 am time I will begin setting up the GO TO MEETING etc***
- Julia and I just talked and we have a plan for reaching out to bloggers (includes reaching out to Ogilvy shortly)
- I'm going to take the bullets Doug sent and compare them to what we had for Oct 1st and come up with some 'almost final' paper for us to review
- What time would we need to notify the Hill/Governors---would you need any other info? (Liz, Paul/Lauren?)
- What am I missing in terms of logistics for liftoff?

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 3:10 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

3 pm would be great for me.

-----Original Message-----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 3:05 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Make that 3 per Michael's email. :)

----- Original Message -----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 03:04 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

We do have some bullets from Doug; thank you---

How about 1 pm for the press thing? Todd does that work for you?

----- Original Message -----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 02:58 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
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Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Subject: RE: Roll out plan for portal?

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Sent: Friday, November 12, 2010 10:57 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Roll out plan for portal?

Do we have one for Monday?

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 01, 2010 11:06 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Report 10/20 - 10/25

Oh, I'm an idiot—I thought there was a new ppt

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 01, 2010 11:05 AM
To: Mulligan, Jaime (HHS/ASPA)
Subject: FW: SEM Campaign Report 10/20 - 10/25

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, October 28, 2010 3:37 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Report 10/20 - 10/25

Hi All,

Attached please find the search engine marketing campaign report for 10/20 through 10/25. Please let us know if you have any questions, and if you would like to set up a time to walk through this in more detail.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 01, 2010 10:25 AM
To: Sorian, Richard (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Julia, the recommendations at the bottom of the chain are places that are currently directed to the homepage and we'd just be reassigning them to the various content pages right? In which case we could start doing that today or tomorrow, right?

Sorry everyone, not trying to be dim here, just trying to make sure I understand what we're looking to do priority-wise since I think developing any single new landing page will take some time

---

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 01, 2010 10:16 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Would things like this work?

Choosing A Health Plan
Choosing Your Health Plan
Changing Health Plans?
Pick a New Health Plan

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 01, 2010 10:13 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Plus Richard and Jessica
My priority order for landing pages are
FINDER
OPEN ENROLLMENT FOR NON SENIORS– we also should think about buying terms around this Health care law change, insurance open enrollment
OPEN ENROLLMENT FOR SENIORS
UNEMPLOYMENT AND ACA
YOUNG PEOPLE

Not sure timeline is the place to send obamacare searchers too

PCIP AND PREVENTION CAN CHANGE

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 01, 2010 10:09 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: Suggested landing pages

With the goal of driving more traffic to specific landing pages based on targeted keyword searches, here are a few suggested changes to our adwords campaign. I have a pre-scheduled call with Cally at Ogilvy at 11 today, so we can discuss then. Feel free to join in.

Landing page targets:

- **Finder (http://finder.healthcare.gov/)**

Keyword examples: affordable health insurance, health insurance for the unemployed, cheap health insurance, obamacare, need health care, uninsured, compare health insurance, health insurance for the uninsured, best health insurance

- **Timeline: What's Changing and When**

Keyword examples: timeline, obamacare, affordable health care act, health care coverage,

- **Pre-existing Condition Insurance Plan**

Keyword examples: pre existing condition, need health care, health insurance for the uninsured, trouble finding health care, health care coverage

- **Preventive Care (Prevention Tab)**

Keyword examples: prevention, preventive health care, stay healthy, get healthy, health care coverage, preventive services, preventive care

- **Young Adult Coverage (http://www.healthcare.gov/law/provisions/youngadult/index.html)**

Keyword examples: affordable health insurance for college students, student insurance, health insurance for young people, health insurance plans under 30

- **Appealing Health Plan Decisions (http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html)**

Keyword examples: appeal insurance company decisions, patients rights, new health care rights, fight insurance companies, health care coverage

Additional landing pages:

- Open Enrollment
- Compare Care Quality
- Patients Bill of Rights
- New Benefits that take effect after Sept 23
- Information for you pages for each audience area

Using keywords that are already used to drive traffic to each page, here are some sample ads that we could use to drive traffic to the landing pages.

HEADLINE (max 25 characters): Health Insurance Options
DESC LINE 1 (max 35 characters): Find public, private and community
DESC LINE 2 (max 35 characters): options that meet your needs
DISPLAY URL: Finder.HealthCare.gov
LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Compare Health Plan Options
DESC LINE 1 (max 35 characters): Find public & private insurance
DESC LINE 2 (max 35 characters): options & prices that apply to you
DISPLAY URL: Finder.HealthCare.gov
LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Pre-existing Condition?
DESC LINE 1 (max 35 characters): Learn about PCIP in your state &
DESC LINE 2 (max 35 characters): how it could help you get coverage
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/preexisting/index.html

HEADLINE (max 25 characters): Health Reform Timeline
DESC LINE 1 (max 35 characters): Healthcare is improving now thru
DESC LINE 2 (max 35 characters): 2014. See what's changing and when.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/timeline/index.html

HEADLINE (max 25 characters): Preventive Care & Services
DESC LINE 1 (max 35 characters): Learn how you may be eligible for
DESC LINE 2 (max 35 characters): preventive care at no extra cost.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/learn/index (Prevention tab)

HEADLINE (max 25 characters): Appeal Health Decisions
DESC LINE 1 (max 35 characters): Know your right to appeal when
DESC LINE 2 (max 35 characters): your health plan denies coverage.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html

HEADLINE (max 25 characters): Coverage of Young Adults
DESC LINE 1 (max 35 characters): Keep your children under your
DESC LINE 2 (max 35 characters): health plan until they are 26.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/youngadult/index.html

Eisman, Julia (HHS/ASPA)

From: Nitti, Melissa (HHS/ASPA)
Sent: Tuesday, November 02, 2010 11:21 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: FW: Invitation: Ogilvy Exchange - Examining Public Health Driven Social Media

---

From: Taylor, Trish [mailto:trish.taylor@ogilvypr.com]
Sent: Tuesday, November 02, 2010 11:21 AM
To: Marshall, Stephanie; Schepper, Robin F.; Backus, Jenny (HHS/ASPA); Nitti, Melissa (HHS/ASPA); Salcido, Dori (HHS/OASH); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Pfohl, Shellie (HHS/OPHS/PCPS); Feaster, Shannon (HHS/OPHS/PCPFS); King, Russell (Joey) (HHS/OASH)
Subject: Invitation: Ogilvy Exchange - Examining Public Health Driven Social Media

Hello Everyone –

I would like to invite you to an event Ogilvy is hosting on Nov 16th – a presentation and panel discussion on the best practices for using Social Media in the context of Public Health Campaigns. The event is the next in our Ogilvy Exchange series – a regular/monthly breakfast/presentation session that offers a forum for featured speakers and moderated panel discussion on a variety of topics of current interest and relevance for our clients.

This specific event will include a brief presentation of a white paper we produced in conjunction with Georgetown University's Center for Social Impact entitled "Using Social Media Platforms to Amplify Public Health Messages" as well as moderated panel discussion about this important topic – with some impressive panelists. Please find the official invitation below – and feel free to extend the invitation to your colleagues.

We hope to see you on the 16th!
Best,
Trish

If you have trouble reading this email, go to the online version.

Share this:





Broadening Influence: Examining Public Health Driven Social Media

Tuesday, November 16, 2010

8:00am - 9:30 a.m.

Ogilvy Washington, 1111 19th Street, NW 10th Floor

Ogilvy's Social Marketing practice and Georgetown University's Center for Social Impact Communication, an initiative of the Master in Professional Studies in Public Relations and Corporation Communications, invite you to a panel discussion that will examine social media best practices in public health and social marketing.

The event will include a brief review of a new white paper, *Using Social Media Platforms to Amplify Public Health Messages*, developed under the Ogilvy/CSIS Social Marketing Fellowship. And a moderated discussion with panelists to further explores the topic.

PANELISTS:

Susannah Fox, *Associate Director*, Digital Strategy, Pew Research Center

Irfan Kamal, *Social Media Evaluation Expert*, Ogilvy Digital Influence Group

Marie Cocco, *Director,* National Communications Campaign for Tobacco-Free Kids

Jessica Kutch, *Website Coordinator*, Service Employees International Union

Joel Selzer, *CEO and Co-Founder* Ozmosis

Moderated by Jennifer Wayman, Executive Vice President/Director of Social Marketing at Ogilvy Washington and Alexandra Hughes, 2010 Social Marketing Fellow

RSVP to SocialMarketingExchange@ogilvypr.com.

Forward email

SafeUnsubscribe®
This email was sent to ashley.duncan@ogilvypr.com by socialmarketingexchange@ogilvypr.com.
Instant removal with SafeUnsubscribe™ | Privacy Policy.

Ogilvy Public Relations Worldwide | 1111 19th Street NW 10th Floor | Washington | DC | 20036

Eisman, Julia (HHS/ASPA)

From: Park, Todd (HHS/IOS)
Sent: Monday, November 15, 2010 9:11 AM
To: Mulligan, Jaime (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?
Attachments: TalkingPoints_HealthCaredotGovNovember15REFRESHDRAFT v2.docx

Importance: High

Hi Jaime, your points looked really great – made some edits (including Karen's), enclosed (marked via track changes). Please let me know if you have any questions!

From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 15, 2010 9:04 AM
To: Park, Todd (HHS/IOS); Pollitz, Karen (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

Thanks Todd

From: Park, Todd (HHS/IOS)
Sent: Monday, November 15, 2010 08:50 AM
To: Pollitz, Karen (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

Hi Jaime, I'm making some edits to the draft talking points as we speak, and will get them to you in the next 10 min, thanks!

From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 07:12 PM
To: Mulligan, Jaime (HHS/ASPA); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

Hi Jaime,

I think these talkers could actually double as a fact sheet – not sure I understand the formatting difference. I would just delete the next-to-last two bullets:

- This refresh means that there is no zip code with less than two plans available.

- It also marks a significant increase in Blues participation. 47 States have information on at least one Blue plan.

    - [Every state but OR, WY, and MS will have at least one Blue.]

If you want to add other information, could include a bullet or two summarizing the most recent web stats – how many (2.7 million?) people have visited HealthCare.gov since July 1, and how many have used the Finder. Perhaps a fact about how many spend significant time, visit multiple pages, indicating people really are using this to carefully study up on their coverage options.

Karen

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 5:44 PM
To: Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

Hi,

Todd/Karen, per Jenny, would you guys mind taking a stab at turning the attached into a fact sheet over the weekend?

FYI---

Rough Schedule (subject to change) for Monday
9 am ADVISORY DROPS
10 am FACT SHEET GOES LIVE
3 pm KAREN & TODD IN THE AUDITORIUM, PRESS CALL-IN & LIVESTREAM

Paper
- Fact Sheet---Todd/Karen
- Talkers---drafted, attached here
- Advisory---drafted, in clearance
- Blog post---Jaime to draft

Web Assets
- Fact Sheet [to be available Monday morning]
- Blog Post [Jaime to post]
- Possibility of something on the homepage that indicates that the Finder is new & improved, additional text on the Finder itself on the left, or a peelback yellow item over the page saying "Updated Details in the Insurance Finder!" that leads you to the Finder [Web team, do you have any recommendations/suggestions?]

From: Park, Todd (HHS/IOS)
Sent: Friday, November 12, 2010 4:56 PM
To: Goforth, Prudence (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

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We could also webcast it out -and do from auditorium

WHAT do you think Michael W

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We also need to update the HILL and GOVERNORS - looping in Liz and Paul

WE REALLY NEED OCIIO and TODD to help generate some paper

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Is anyone drafting paper (talkers) etc on the new additions to the Finder? Karen, if you can let me know if I should work with Terese/etc on updating the paper we had for the initial rollout---or if someone's already working on it--

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Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

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Sure

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What is your schedule for Monday - can we set up a call with the consumer press

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Sent: Friday, November 12, 2010 10:57 AM

To: Backus, Jenny (HHS/ASPA)

Subject: Roll out plan for portal?

Do we have one for Monday?

Eisman, Julia (HHS/ASPA)

From: Park, Todd (HHS/IOS)
Sent: Monday, November 15, 2010 8:50 AM
To: Pollitz, Karen (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

Hi Jaime, I'm making some edits to the draft talking points as we speak, and will get them to you in the next 10 min, thanks!

From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 07:12 PM
To: Mulligan, Jaime (HHS/ASPA); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
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Subject: RE: Roll out plan for portal?

Hi Jaime,

I think these talkers could actually double as a fact sheet – not sure I understand the formatting difference. I would just delete the next-to-last two bullets:

- This refresh means that there is no zip code with less than two plans available.

- It also marks a significant increase in Blues participation. 47 States have information on at least one Blue plan.

    - [Every state but OR, WY, and MS will have at least one Blue.]

If you want to add other information, could include a bullet or two summarizing the most recent web stats – how many (2.7 million?) people have visited HealthCare.gov since July 1, and how many have used the Finder. Perhaps a fact about how many spend significant time, visit multiple pages, indicating people really are using this to carefully study up on their coverage options.

Karen

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 5:44 PM
To: Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond,

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Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

Hi,

Todd/Karen, per Jenny, would you guys mind taking a stab at turning the attached into a fact sheet over the weekend?

FYI---

Rough Schedule (subject to change) for Monday
9 am ADVISORY DROPS
10 am FACT SHEET GOES LIVE
3 pm KAREN & TODD IN THE AUDITORIUM, PRESS CALL-IN & LIVESTREAM

Paper
- Fact Sheet---Todd/Karen
- Talkers---drafted, attached here
- Advisory---drafted, in clearance
- Blog post---Jaime to draft

Web Assets
- Fact Sheet [to be available Monday morning]
- Blog Post [Jaime to post]
- Possibility of something on the homepage that indicates that the Finder is new & improved, additional text on the Finder itself on the left, or a peelback yellow item over the page saying "Updated Details in the Insurance Finder!" that leads you to the Finder [Web team, do you have any recommendations/suggestions?]

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Doug

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Hi,

Todd/Karen, per Jenny, would you guys mind taking a stab at turning the attached into a fact sheet over the weekend?

FYI---

Rough Schedule (subject to change) for Monday
9 am ADVISORY DROPS
10 am FACT SHEET GOES LIVE
3 pm KAREN & TODD IN THE AUDITORIUM, PRESS CALL-IN & LIVESTREAM

Paper
- Fact Sheet---Todd/Karen
- Talkers---drafted, attached here
- Advisory---drafted, in clearance
- Blog post---Jaime to draft

Web Assets
- Fact Sheet [to be available Monday morning]
- Blog Post [Jaime to post]
- Possibility of something on the homepage that indicates that the Finder is new & improved, additional text on the Finder itself on the left, or a peelback yellow item over the page saying "Updated Details in the Insurance Finder!" that leads you to the Finder [Web team, do you have any recommendations/suggestions?]

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To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

- Todd's only availability on Monday is at 11:30 am so we will have to do this at that time if we want both Todd and Karen
  - Michael, is that feasible re: the studio/auditorium etc?
  - ***If I get the greenlight from this chain on the 11:30 am time I will begin setting up the GO TO MEETING etc***
- Julia and I just talked and we have a plan for reaching out to bloggers (includes reaching out to Ogilvy shortly)
- I'm going to take the bullets Doug sent and compare them to what we had for Oct 1st and come up with some 'almost final' paper for us to review
- What time would we need to notify the Hill/Governors---would you need any other info? (Liz, Paul/Lauren?)
- What am I missing in terms of logistics for liftoff?

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3 pm would be great for me.

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Make that 3 per Michael's email. :)

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We do have some bullets from Doug; thank you---

How about 1 pm for the press thing? Todd does that work for you?

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Subject: RE: Roll out plan for portal?

After 11 am is better for me, but I can try to rearrange for this whenever you set it.

Doug sent you (Jaime?) some bullet points, right?

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Subject: RE: Roll out plan for portal?

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We can get Ogilivy to help us promote the call with their online reporter crowd too - Julia and Jaime - can you reach out

Was thinking we could do in the AM or early afternoon

We could also webcast it out -and do from auditorium

WHAT do you think Michael W

Todd and Karen - when are you free on MONDAY?

We also need to update the HILL and GOVERNORS - looping in Liz and Paul

WE REALLY NEED OCIIO and TODD to help generate some paper

thanks

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Cc: Santillo, Jessica (HHS/ASPA)

Subject: RE: Roll out plan for portal?

Is anyone drafting paper (talkers) etc on the new additions to the Finder? Karen, if you can let me know if I should work with Terese/etc on updating the paper we had for the initial rollout---or if someone's already working on it--

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From: Pollitz, Karen (HHS/OCIIO)

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Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

Subject: Re: Roll out plan for portal?

Sure

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Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)

Subject: RE: Roll out plan for portal?

Working on it - we are thinking of hitting the online folks who liked it last time

What is your schedule for Monday - can we set up a call with the consumer press

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From: Pollitz, Karen (HHS/OCIIO)

Sent: Friday, November 12, 2010 10:57 AM

To: Backus, Jenny (HHS/ASPA)

Subject: Roll out plan for portal?

Do we have one for Monday?

Eisman, Julia (HHS/ASPA)

Subject:	Canceled: HHS Healthcare.gov Team Meeting - Wednesday Nov. 24
Location:	Reagan/Conference call
Start:	Wed 11/24/2010 1:00 PM
End:	Wed 11/24/2010 2:00 PM
Show Time As:	Free
Recurrence:	(none)
Meeting Status:	Not yet responded
Organizer:	Perellis, Cara
Importance:	High

When: Wednesday, November 24, 2010 1:00 PM-2:00 PM (GMT-05:00) Eastern Time (US & Canada).

Where: Reagan/Conference call

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*~*

Meeting canceled because of the holiday

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, November 18, 2010 1:02 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: jenny's sched

2:30-3 and then 4-5

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, November 18, 2010 1:01 PM
To: Perry, Dionte (HHS/ASPA)
Subject: RE: jenny's sched

Anything later in the day?

From: Perry, Dionte (HHS/ASPA)
Sent: Thursday, November 18, 2010 12:56 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: jenny's sched

She's free from 1:30-2:30 today

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, November 18, 2010 12:53 PM
To: Perry, Dionte (HHS/ASPA)
Subject: jenny's sched

Dionte – can you tell me when Jenny has about 20 minutes free this afternoon for a call with Ogilvy?

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Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, November 10, 2010 2:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: times with jenny

Will do.

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, November 10, 2010 2:00 PM
To: Perry, Dionte (HHS/ASPA)
Subject: RE: times with jenny

Yes please.

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, November 10, 2010 2:00 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: times with jenny

She is still open, does this need to be a 1 hr meeting?

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, November 10, 2010 1:52 PM
To: Perry, Dionte (HHS/ASPA)
Subject: times with jenny

Hi Dee Dee- Is Jenny still available from 12-3 on Tuesday? If so, can I hold 1pm for a meeting with AOL & Ogilvy?

I'll send around a meeting invite once I hear back from you.

THANKS!

Eisman, Julia (HHS/ASPA)

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THANKS!

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Friday, November 05, 2010 8:45 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: RE: Weekly Ogilvy meeting times

1-2 on Wednesdays work for Jenny.

Dee Dee

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, November 04, 2010 5:49 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Perry, Dionte (HHS/ASPA)
Subject: Weekly Ogilvy meeting times

Hi there – does 1-2 (or 1:15-2) on Wednesdays work with you guys for our weekly pow-wow with Ogivly? Chris said the 2:15 spot isn't good for their team.

Eisman, Julia (HHS/ASPA)

From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 7:12 PM
To: Mulligan, Jaime (HHS/ASPA); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

Hi Jaime,

I think these talkers could actually double as a fact sheet – not sure I understand the formatting difference. I would just delete the next-to-last two bullets:

- This refresh means that there is no zip code with less than two plans available.

- It also marks a significant increase in Blues participation. 47 States have information on at least one Blue plan.

    - [Every state but OR, WY, and MS will have at least one Blue.]

If you want to add other information, could include a bullet or two summarizing the most recent web stats – how many (2.7 million?) people have visited HealthCare.gov since July 1, and how many have used the Finder. Perhaps a fact about how many spend significant time, visit multiple pages, indicating people really are using this to carefully study up on their coverage options.

Karen

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 5:44 PM
To: Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA); Haycock, Hilary (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

Hi,

Todd/Karen, per Jenny, would you guys mind taking a stab at turning the attached into a fact sheet over the weekend?

FYI---

Rough Schedule (subject to change) for Monday
9 am ADVISORY DROPS
10 am FACT SHEET GOES LIVE
3 pm KAREN & TODD IN THE AUDITORIUM, PRESS CALL-IN & LIVESTREAM

Paper

- Fact Sheet---Todd/Karen
- Talkers---drafted, attached here
- Advisory---drafted, in clearance
- Blog post---Jaime to draft

Web Assets

- Fact Sheet [to be available Monday morning]
- Blog Post [Jaime to post]
- Possibility of something on the homepage that indicates that the Finder is new & improved, additional text on the Finder itself on the left, or a peelback yellow item over the page saying "Updated Details in the Insurance Finder!" that leads you to the Finder [Web team, do you have any recommendations/suggestions?]

From: Park, Todd (HHS/IOS)
Sent: Friday, November 12, 2010 4:56 PM
To: Goforth, Prudence (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

Fantastic -- go team go!!

From: Goforth, Prudence (HHS/ASPA)
Sent: Friday, November 12, 2010 04:46 PM
To: Park, Todd (HHS/IOS); Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA); Lafond, Craig (HHS/ASPA); Stapleton, Richard (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: RE: Roll out plan for portal?

We have a "go" for EHealth and CTAC Finder to start loading and the launch of new data for 11 PM East Coast time Sunday night!!!!!! It will all be live by early Monday morning. We will have a chance to check bugs like we did for the other launches. Rock and Roll folks – sorry I will miss this one.

From: Park, Todd (HHS/IOS)
Sent: Friday, November 12, 2010 3:28 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA); Kendall, Damaris (HHS/OS)
Subject: Re: Roll out plan for portal?

I can rejigger my schedule to be available at 3 pm on Monday

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 03:24 PM
To: Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS);

Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Makes sense---do you want to just do this one with Karen at 3 pm then?

From: Backus, Jenny (HHS/ASPA)
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Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Here is the deal = we have our OPEN ENROLLMENT EVENT AT THE SAME TIME I think

We need some separation = although different reporters – we may want to really promote this with on line folks mostly and the consumer reporters

---

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Subject: RE: Roll out plan for portal?

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From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 3:24 PM
To: Backus, Jenny (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Makes sense---do you want to just do this one with Karen at 3 pm then?

From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 3:23 PM
To: Mulligan, Jaime (HHS/ASPA); Pollitz, Karen (HHS/OCIIO); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Here is the deal = we have our OPEN ENROLLMENT EVENT AT THE SAME TIME I think
We need some separation = although different reporters – we may want to really promote this with on line folks mostly and the consumer reporters

---

From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 3:21 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA); Fowler, Liz (HHS/OCIIO); Dioguardi, Paul (HHS/OS); Kidwell, Lauren (HHS/IGA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

- Todd's only availability on Monday is at 11:30 am so we will have to do this at that time if we want both Todd and Karen
    - Michael, is that feasible re: the studio/auditorium etc?
    - ***If I get the greenlight from this chain on the 11:30 am time I will begin setting up the GO TO MEETING etc***
- Julia and I just talked and we have a plan for reaching out to bloggers (includes reaching out to Ogilvy shortly)

- I'm going to take the bullets Doug sent and compare them to what we had for Oct 1st and come up with some 'almost final' paper for us to review

- What time would we need to notify the Hill/Governors---would you need any other info? (Liz, Paul/Lauren?)

- What am I missing in terms of logistics for liftoff?

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 3:10 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

3 pm would be great for me.

-----Original Message-----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 3:05 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Make that 3 per Michael's email. :)

----- Original Message -----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 03:04 PM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

We do have some bullets from Doug; thank you---

How about 1 pm for the press thing? Todd does that work for you?

----- Original Message -----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 02:58 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

After 11 am is better for me, but I can try to rearrange for this whenever you set it.

Doug sent you (Jaime?) some bullet points, right?

-----Original Message-----
From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 1:56 PM

To: Pollitz, Karen (HHS/OCIIO); Mulligan, Jaime (HHS/ASPA); Pennington, Douglas (HHS/OCIIO); Park, Todd (HHS/IOS); Goforth, Prudence (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Eisman, Julia (HHS/ASPA); DeCaro, Teresa (HHS/OCIIO); Wilker, Michael (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

We would like to set up a "GO TO MEETING" Press Call -Webcast ont eh new improvements and updates for Monday = mostly with our own line folks
We can get Ogilivy to help us promote the call with their online reporter crowd too - Julia and Jaime - can you reach out
Was thinking we could do in the AM or early afternoon

We could also webcast it out -and do from auditorium

WHAT do you think Michael W

Todd and Karen - when are you free on MONDAY?
We also need to update the HILL and GOVERNORS - looping in Liz and Paul

WE REALLY NEED OCIIO and TODD to help generate some paper
thanks

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 11:05 AM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Pennington, Douglas (HHS/OCIIO)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Doug can you pls send talk pts you did for me to Jaime? Thanks

----- Original Message -----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Friday, November 12, 2010 11:01 AM
To: Pollitz, Karen (HHS/OCIIO); Backus, Jenny (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Is anyone drafting paper (talkers) etc on the new additions to the Finder? Karen, if you can let me know if I should work with Terese/etc on updating the paper we had for the initial rollout---or if someone's already working on it--

-----Original Message-----
From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 10:59 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: Re: Roll out plan for portal?

Sure

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Friday, November 12, 2010 10:58 AM
To: Pollitz, Karen (HHS/OCIIO)
Cc: Santillo, Jessica (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: Roll out plan for portal?

Working on it - we are thinking of hitting the online folks who liked it last time
What is your schedule for Monday - can we set up a call with the consumer press

-----Original Message-----

From: Pollitz, Karen (HHS/OCIIO)
Sent: Friday, November 12, 2010 10:57 AM
To: Backus, Jenny (HHS/ASPA)
Subject: Roll out plan for portal?

Do we have one for Monday?

All redactions on this page are withheld under (b)(6).

Eisman, Julia (HHS/ASPA)

From: Santillo, Jessica (HHS/ASPA)
Sent: Friday, November 05, 2010 5:25 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: call on Monday

i don't have mine....would run back in Dupont....

Jessica Santillo
202-690-7263 (o)
(c)

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, November 05, 2010 5:24 PM
To: Santillo, Jessica (HHS/ASPA)
Subject: RE: call on Monday

Cool. Thanks.

Is this day over yet? I brought my running stuff.....

From: Santillo, Jessica (HHS/ASPA)
Sent: Friday, November 05, 2010 5:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: call on Monday

Just free between 12 – 1....

Jessica Santillo
202-690-7263 (o)
(c)

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, November 05, 2010 5:09 PM
To: Santillo, Jessica (HHS/ASPA)
Subject: call on Monday

Hey there – are you free anytime between 12-2 for a call with Ogilvy to brief them on our public affairs outreach efforts? I'll be on the call too, and they just want to know our media strategies for HC.gov.

Let me know....
J

All redactions on this page are withheld under (b)(6).

Eisman, Julia (HHS/ASPA)

From: Santillo, Jessica (HHS/ASPA)
Sent: Friday, November 05, 2010 5:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: call on Monday

Just free between 12 – 1….

Jessica Santillo
202-690-7263 (o)
(c)

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, November 05, 2010 5:09 PM
To: Santillo, Jessica (HHS/ASPA)
Subject: call on Monday

Hey there – are you free anytime between 12-2 for a call with Ogilvy to brief them on our public affairs outreach efforts? I'll be on the call too, and they just want to know our media strategies for HC.gov.

Let me know….
J

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 29, 2010 8:51 PM
To: Mulligan, Jaime (HHS/ASPA); Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

Four score and seven days ago....

----- Original Message -----
From: Mulligan, Jaime (HHS/ASPA)
Sent: Monday, November 29, 2010 06:49 PM
To: Backus, Jenny (HHS/ASPA); Sorian, Richard (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

Working on my speech re: this matter.

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 06:47 PM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: We need to figure out

All you Mulligan

-----Original Message-----
From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 29, 2010 5:54 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

I guess so. It might be nice if we could get Macon's read 1:1 first so that if they don't pass the laugh test we don't have to deal with a gang.

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 05:12 PM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: We need to figure out

How we respond to ogilvy's proposals for creative around healthcare.gov That they just presented

Do we need to set up a briefing with the wh

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 29, 2010 5:54 PM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: We need to figure out

I guess so. It might be nice if we could get Macon's read 1:1 first so that if they don't pass the laugh test we don't have to deal with a gang.

----- Original Message -----
From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 29, 2010 05:12 PM
To: Sorian, Richard (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: We need to figure out

How we respond to ogilvy's proposals for creative around healthcare.gov That they just presented

Do we need to set up a briefing with the wh

Eisman, Julia (HHS/ASPA)

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, November 01, 2010 10:16 AM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Would things like this work?

Choosing A Health Plan
Choosing Your Health Plan
Changing Health Plans?
Pick a New Health Plan

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, November 01, 2010 10:13 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Sorian, Richard (HHS/ASPA); Santillo, Jessica (HHS/ASPA)
Subject: RE: Suggested landing pages

Plus Richard and Jessica
My priority order for landing pages are
FINDER
OPEN ENROLLMENT FOR NON SENIORS– we also should think about buying terms around this Health care law change, insurance open enrollment
OPEN ENROLLMENT FOR SENIORS
UNEMPLOYMENT AND ACA
YOUNG PEOPLE

Not sure timeline is the place to send obamacare searchers too

PCIP AND PREVENTION CAN CHANGE

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, November 01, 2010 10:09 AM
To: Backus, Jenny (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: Suggested landing pages

With the goal of driving more traffic to specific landing pages based on targeted keyword searches, here are a few suggested changes to our adwords campaign. I have a pre-scheduled call with Cally at Ogilvy at 11 today, so we can discuss then. Feel free to join in.

Landing page targets:

- **Finder (http://finder.healthcare.gov/)**

Keyword examples: affordable health insurance, health insurance for the unemployed, cheap health insurance, obamacare, need health care, uninsured, compare health insurance, health insurance for the uninsured, best health insurance

- **Timeline: What's Changing and When**

Keyword examples: timeline, obamacare, affordable health care act, health care coverage,

- **Pre-existing Condition Insurance Plan**

Keyword examples: pre existing condition, need health care, health insurance for the uninsured, trouble finding health care, health care coverage

- **Preventive Care (Prevention Tab)**

Keyword examples: prevention, preventive health care, stay healthy, get healthy, health care coverage, preventive services, preventive care

- **Young Adult Coverage (http://www.healthcare.gov/law/provisions/youngadult/index.html)**

Keyword examples: affordable health insurance for college students, student insurance, health insurance for young people, health insurance plans under 30

- **Appealing Health Plan Decisions (http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html)**

Keyword examples: appeal insurance company decisions, patients rights, new health care rights, fight insurance companies, health care coverage

Additional landing pages:

- Open Enrollment
- Compare Care Quality
- Patients Bill of Rights
- New Benefits that take effect after Sept 23
- Information for you pages for each audience area

Using keywords that are already used to drive traffic to each page, here are some sample ads that we could use to drive traffic to the landing pages.

HEADLINE (max 25 characters): Health Insurance Options
DESC LINE 1 (max 35 characters): Find public, private and community
DESC LINE 2 (max 35 characters): options that meet your needs
DISPLAY URL: Finder.HealthCare.gov
LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Compare Health Plan Options
DESC LINE 1 (max 35 characters): Find public & private insurance
DESC LINE 2 (max 35 characters): options & prices that apply to you
DISPLAY URL: Finder.HealthCare.gov
LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Pre-existing Condition?
DESC LINE 1 (max 35 characters): Learn about PCIP in your state &
DESC LINE 2 (max 35 characters): how it could help you get coverage
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/preexisting/index.html

HEADLINE (max 25 characters): Health Reform Timeline
DESC LINE 1 (max 35 characters): Healthcare is improving now thru
DESC LINE 2 (max 35 characters): 2014. See what's changing and when.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/timeline/index.html

HEADLINE (max 25 characters): Preventive Care & Services

DESC LINE 1 (max 35 characters): Learn how you may be eligible for
DESC LINE 2 (max 35 characters): preventive care at no extra cost.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/learn/index (Prevention tab)

HEADLINE (max 25 characters): Appeal Health Decisions
DESC LINE 1 (max 35 characters): Know your right to appeal when
DESC LINE 2 (max 35 characters): your health plan denies coverage.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html

HEADLINE (max 25 characters): Coverage of Young Adults
DESC LINE 1 (max 35 characters): Keep your children under your
DESC LINE 2 (max 35 characters): health plan until they are 26.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/youngadult/index.html

Eisman, Julia (HHS/ASPA)

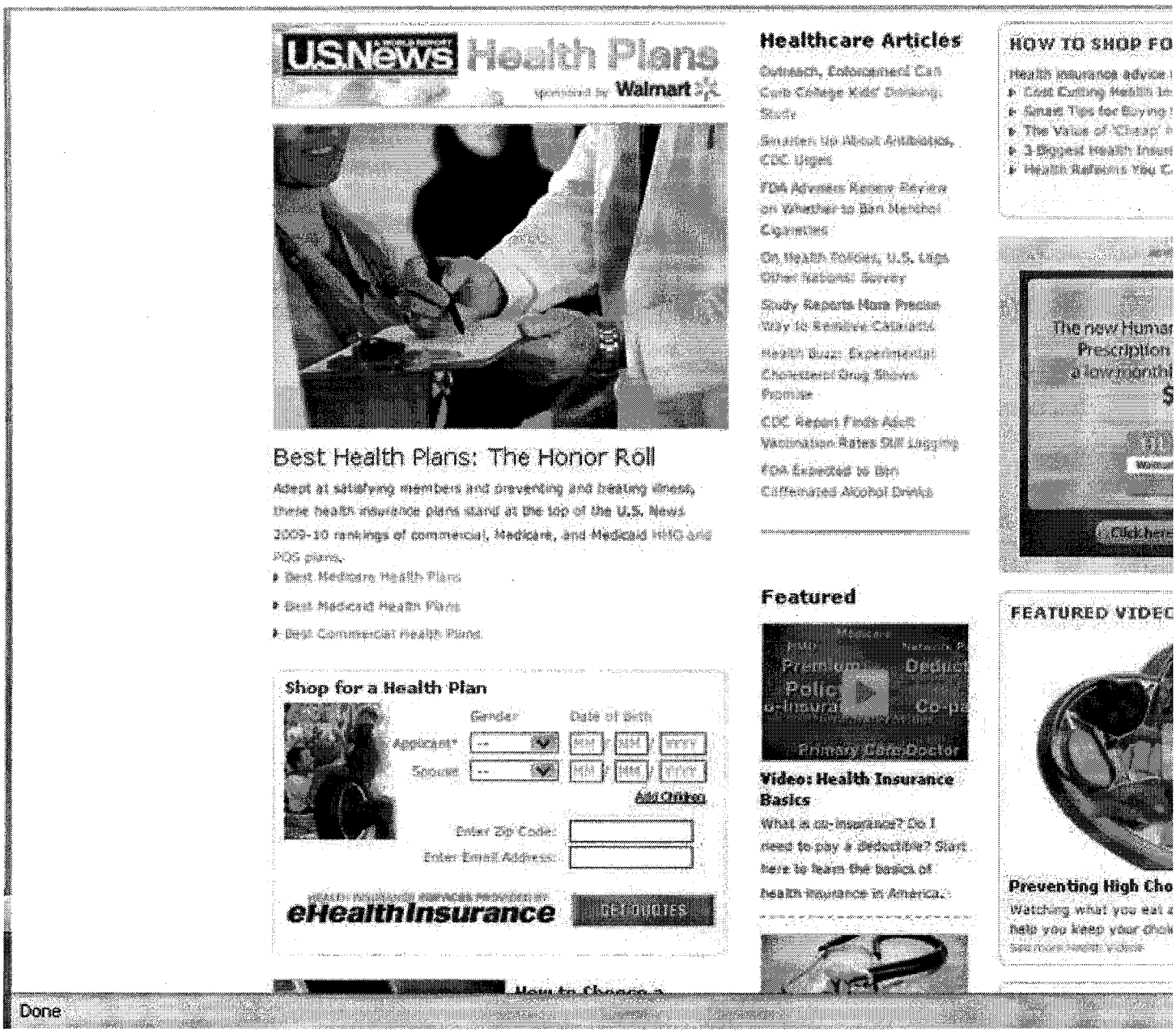
From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Sunday, November 21, 2010 10:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: Existing SEM buy

Thank you for your message. I will be out of the office on for the remainder of today, 11/19, returning on 11/29. Please reach out to Imani Greene (imani.greene@ogilvypr.com) or Charles Hsu (charles.hsu@ogilvypr.com) if you an immediate request. Otherwise, I will return your message when I get back on 11/29.

Thanks,
Cally

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 19, 2010 12:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 11.17.10
Attachments: image003.jpg



From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, November 19, 2010 11:52 AM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap for 11.17.10

http://www.healthcare.gov/news/blog/FinderUpdate111510.html

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 19, 2010 9:03 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 11.17.10

Hi Julia,

SO sorry for not answering your earlier message about the top performing New Insurance Tools keywords. There are really only 4 keywords that are getting any clicks, and very few others are even search queries for users. Below are the words:

Compare Insurance – 0.79% CTR, $13.47 CPC
Healthcare Insurance Compare – 6.09% CTR, $12.01 CPC
Health Care Compare – 1.75% CTR, $10.81 CPC
Compare Health Plans – 5.88% CTR, $10.86 CPC

I would recommend that we pause at least "compare insurance". This has a very high CPC and a lower CTR when compared to the other words. We can also pause the other terms, and keep the top 3 (minus compare insurance) live. What do you think about that?

I also want to point out that these keywords in general haven higher CPCs that most of the words in our campaign, and will likely drive the overall CPC up as a result.

Let me know your thoughts!

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:29 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

We do want to extend the campaign for sure. Has Imani heard from Jenny? Might be helpful if she emailed Jenny and me directly (to nudge her for a response). But the short answer is yes.

Regarding the New Insurance Tool keywords, let's keep some live. Which were the top performing words?

Thanks!!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 2:08 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Hi Julia!

I'll pull the destination URL data and send it your way shortly.

Quick question for you: I know that we briefly chatted about it on the call yesterday (or at least you and Imani did) about

the New Insurance Tools keywords. Did you come to a conclusion about whether or not we want to keep these live? Just want to make sure I haven't missed anything.

Also, has there been any more discussion about extending the campaign beyond tomorrow? I know Jenny really wanted to, but I haven't heard anything relating to budget, priorities (if those will change), etc.

Let me know when you get a chance!

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:04 PM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 11.17.10

Nice to meet you! Thanks for sending this.

One quick question for you guys. On page 8 of the slide deck, you mention that: "The best performing ad copy included those that made specific reference to finding "health insurance" for users with specific needs" (and then you list examples).

Are any of these destination URLs? If so, can you tell me where they direct to?

And are you able to tell me how the destination URLs are performing?

Thanks so much!
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, November 18, 2010 1:18 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.17.10

Hello everyone! I wanted to introduce myself, my name is Charles Hsu and I will be assisting Cally Stolbach on this campaign.

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.17.

Google English Campaign
Impressions: 28,170
Clicks: 547
CTR: 1.94%
CPC: $7.23
Engaged Visits: 287.28
Cost per Engaged Visit: $13.77
Bounce Rate: 47.48%

Google Spanish Campaign
Impressions: 25,193

Clicks: 161
CTR: 0.64%
CPC: $3.61
Engaged Visits: 77.07
Cost per Engaged Visit: $7.55
Bounce Rate: 52.13%

Yahoo/Bing English Campaign
Impressions: 4,323
Clicks: 73
CTR: 1.69%
CPC: $3.86

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 57,687
Clicks: 781
CTR: 1.35%
CPC: $6.17

Please let us if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 19, 2010 10:59 AM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Light, Meredith; Talley, Randy; Lukstat, Richard; Esquivel, Kety; Beakey, Chris
Subject: RE: hhs mlr
Attachments: image005.jpg; image006.jpg

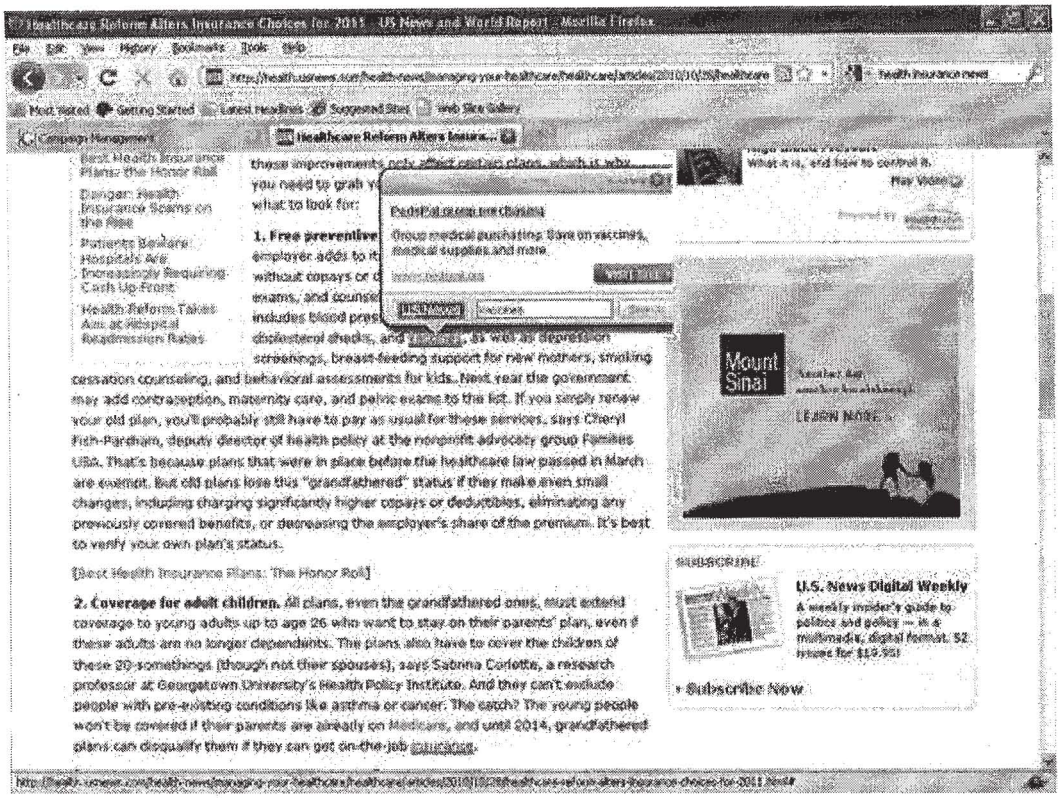
Hi All,

Below are a few screengrabs of the in-text advertising from US News & World Report Health Channel.

In-Text Banner Ad



In-Text Text Ad



From: Greene, Imani
Sent: Friday, November 19, 2010 10:37 AM
To: 'Eisman, Julia (HHS/ASPA)'; 'jamie.mulligan@hhs.gov'
Cc: Light, Meredith; Stolbach, Cally; Talley, Randy; Lukstat, Richard; Stolbach, Cally; Esquivel, Kety; Beakey, Chris
Subject: hhs mlr

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 19, 2010 10:47 AM
To: Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: FW: hhs mlr
Attachments: Initial Buy Reco.docx

Hi Jaime,

Resending in the hopes that it went through again.

Thanks!
Cally

From: Greene, Imani
Sent: Friday, November 19, 2010 10:37 AM
To: 'Eisman, Julia (HHS/ASPA)'; 'jamie.mulligan@hhs.gov'
Cc: Light, Meredith; Stolbach, Cally; Talley, Randy; Lukstat, Richard; Stolbach, Cally; Esquivel, Kety; Beakey, Chris
Subject: hhs mlr

Imani Greene
svp/director, Paid Media
Ogilvy Washington

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, November 19, 2010 9:03 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 11.17.10

Hi Julia,

SO sorry for not answering your earlier message about the top performing New Insurance Tools keywords. There are really only 4 keywords that are getting any clicks, and very few others are even search queries for users. Below are the words:

Compare Insurance – 0.79% CTR, $13.47 CPC
Healthcare Insurance Compare – 6.09% CTR, $12.01 CPC
Health Care Compare – 1.75% CTR, $10.81 CPC
Compare Health Plans – 5.88% CTR, $10.86 CPC

I would recommend that we pause at least "compare insurance". This has a very high CPC and a lower CTR when compared to the other words. We can also pause the other terms, and keep the top 3 (minus compare insurance) live. What do you think about that?

I also want to point out that these keywords in general haven higher CPCs that most of the words in our campaign, and will likely drive the overall CPC up as a result.

Let me know your thoughts!

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:29 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

We do want to extend the campaign for sure. Has Imani heard from Jenny? Might be helpful if she emailed Jenny and me directly (to nudge her for a response). But the short answer is yes.

Regarding the New Insurance Tool keywords, let's keep some live. Which were the top performing words?

Thanks!!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 2:08 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Hi Julia!

I'll pull the destination URL data and send it your way shortly.

Quick question for you: I know that we briefly chatted about it on the call yesterday (or at least you and Imani did) about the New Insurance Tools keywords. Did you come to a conclusion about whether or not we want to keep these live? Just want to make sure I haven't missed anything.

Also, has there been any more discussion about extending the campaign beyond tomorrow? I know Jenny really wanted to, but I haven't heard anything relating to budget, priorities (if those will change), etc.

Let me know when you get a chance!

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:04 PM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 11.17.10

Nice to meet you! Thanks for sending this.

One quick question for you guys. On page 8 of the slide deck, you mention that: "The best performing ad copy included those that made specific reference to finding "health insurance" for users with specific needs" (and then you list examples).

Are any of these destination URLs? If so, can you tell me where they direct to?

And are you able to tell me how the destination URLs are performing?

Thanks so much!
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, November 18, 2010 1:18 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Stolbach, Cally; Beakey, Chris; OGIMGillman (CMS contact)
Subject: SEM Campaign Recap for 11.17.10

Hello everyone! I wanted to introduce myself, my name is Charles Hsu and I will be assisting Cally Stolbach on this campaign.

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 11.17.

Google English Campaign
Impressions: 28,170
Clicks: 547
CTR: 1.94%
CPC: $7.23
Engaged Visits: 287.28
Cost per Engaged Visit: $13.77
Bounce Rate: 47.48%

Google Spanish Campaign
Impressions: 25,193
Clicks: 161
CTR: 0.64%
CPC: $3.61
Engaged Visits: 77.07
Cost per Engaged Visit: $7.55
Bounce Rate: 52.13%

Yahoo/Bing English Campaign
Impressions: 4,323
Clicks: 73
CTR: 1.69%
CPC: $3.86

Yahoo/Bing Spanish Campaign
Impressions: 1
Clicks: 0
CTR: 0.0%
CPC: $0.00

TOTAL
Impressions: 57,687
Clicks: 781
CTR: 1.35%
CPC: $6.17

Please let us if you have any questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 3:46 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Hi Julia,

Hope this helps!

11/9 – 11/15 Specific URL Results

Finder
Impressions: 6,839
Clicks: 455
CTR: 6.65%

Employers
Impressions: 37,340
Clicks: 307
CTR: 0.82%

Family
Impressions: 1,263
Clicks: 40
CTR: 3.17%

Understanding the Law
Impressions: 221,841
Clicks: 3,578
CTR: 1.61%

Young Adults
Impressions: 2,749
Clicks: 211
CTR: 7.68%

Campaign to Date (through 11/17) Specific URL Results

Finder
Impressions: 14,566
Clicks: 970
CTR: 6.66%

Employers
Impressions: 65,181
Clicks: 512
CTR: 0.79%

Family
Impressions: 57,031

Clicks: 853
CTR: 1.50%

Individuals
Impressions: 130,070
Clicks: 99
CTR: 0.76%

Seniors
Impressions: 3,366
Clicks: 85
CTR: 2.53%

Understanding the Law
Impressions: 995,530
Clicks: 11,177
CTR: 1.12%

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:15 PM
To: Stolbach, Cally; Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Both?

☺

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, November 18, 2010 2:12 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: RE: SEM Campaign Recap for 11.17.10

Quick question Julia – do you want the destination URL data for campaign-to-date? Or just for last week?

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, November 18, 2010 2:04 PM
To: Hsu, Charles; Stolbach, Cally
Subject: RE: SEM Campaign Recap for 11.17.10

Nice to meet you! Thanks for sending this.

One quick question for you guys. On page 8 of the slide deck, you mention that: "The best performing ad copy included those that made specific reference to finding "health insurance" for users with specific needs" (and then you list examples).

Are any of these destination URLs? If so, can you tell me where they direct to?

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 29, 2010 2:25 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: FW: SEM Campaign Recap for 10.27 - 10.28

Do you know the status of integrating the list of KPIs we asked for?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 29, 2010 2:24 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap for 10.27 - 10.28

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 10.27 – 10.28.

Google English Campaign
Impressions: 254,511
Clicks: 4,169
CTR: 1.64%

Google Spanish Campaign
Impressions: 51,966
Clicks: 296
CTR: 0.57%

Yahoo/Bing English Campaign
Impressions: 16,447
Clicks: 237
CTR: 1.44%

Yahoo/Bing Spanish Campaign
Impressions: 29
Clicks: 0
CTR: 0.0%

TOTAL
Impressions: 322,953
Clicks: 4,702
CTR: 1.46%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach

Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 29, 2010 2:24 PM
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TOTAL
Impressions: 322,953
Clicks: 4,702
CTR: 1.46%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 29, 2010 9:58 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Report 10/20 - 10/25

Sure, no problem!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, October 29, 2010 9:53 AM
To: Stolbach, Cally
Subject: RE: SEM Campaign Report 10/20 - 10/25

Sorry – on second thought, let's use the call-in # just in case.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 29, 2010 9:22 AM
To: Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Backus, Jenny (HHS/ASPA)
Subject: RE: SEM Campaign Report 10/20 - 10/25

Hi Julia,

Happy Friday! Does 3:30p work for you? I can send out an invite with a dial-in if this is a good time.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, October 28, 2010 5:46 PM
To: Stolbach, Cally; Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Backus, Jenny (HHS/ASPA)
Subject: RE: SEM Campaign Report 10/20 - 10/25

Hi Cally –
Thanks for this, it's really helpful (and interesting). Can we go over this tomorrow? My colleague Jaime and I could do any time between 2:30 – 4pm.

Also, thanks for all your help earlier today. I got everything I needed for the report.

Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, October 28, 2010 3:37 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Report 10/20 - 10/25

Hi All,

Attached please find the search engine marketing campaign report for 10/20 through 10/25. Please let us know if you have any questions, and if you would like to set up a time to walk through this in more detail.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 29, 2010 9:22 AM
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Subject: RE: SEM Campaign Report 10/20 - 10/25

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Sent: Thursday, October 28, 2010 5:46 PM
To: Stolbach, Cally; Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; Backus, Jenny (HHS/ASPA)
Subject: RE: SEM Campaign Report 10/20 - 10/25

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To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
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202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, October 28, 2010 3:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Healthcare.gov metrics

fine

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, October 28, 2010 3:39 PM
To: Backus, Jenny (HHS/ASPA)
Subject: RE: Healthcare.gov metrics

I added two things below in red to give more context:

The search buy launched 10/20 and drove more than 12,000 active web users to healthcare.gov and cuidadodesalud.gov by 10/25.

Please note that this is the very start of the ad campaign to drive traffic to HealthCare.gov, and the ads will be optimized daily and weekly to give us a greater value on our investment over time.

Top Line Results:

English

- **1,605,346** Impressions (or number of times the ads were displayed)
- **10,899** Clicks (or number of visits to the sites, from the search ads)
- **0.68%** Click through rate (number of clicks generated from impressions)
    - Note: this is an *average* click through rate of everything we're buying. For example, some keywords, such as "unemployed health insurance options" have a 20% click-through-rate, while other keywords such as "cheapest insurance" have a .15% click through rate. We will make adjustments over time to put more resources into the higher-performing words and fewer resources into the low-performing words, while being cost-efficient.

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, October 28, 2010 3:31 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Healthcare.gov metrics

Good to go

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, October 28, 2010 03:09 PM
To: Backus, Jenny (HHS/ASPA)
Subject: RE: Healthcare.gov metrics

Jenny- I worked with Ogilvy to compile these stats. Can you take a quick look before I send to Nick?

Thanks,
Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, October 28, 2010 3:37 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Report 10/20 - 10/25
Attachments: HHS SEM 10 20 - 10 25 Report 10 28 10.ppt

Hi All,

Attached please find the search engine marketing campaign report for 10/20 through 10/25. Please let us know if you have any questions, and if you would like to set up a time to walk through this in more detail.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, October 28, 2010 2:54 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE:

Don't share that one! ☺

imani

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, October 28, 2010 2:53 PM
To: Stolbach, Cally
Subject: RE:

THANKS

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, October 28, 2010 2:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE:

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, October 28, 2010 2:46 PM
To: Stolbach, Cally
Subject: RE:

690-6453

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Thursday, October 28, 2010 2:46 PM
To: Eisman, Julia (HHS/ASPA)
Subject:

Hi Julia. What's your telephone number?

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Thursday, October 28, 2010 2:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE:
Attachments: HHS SEM 10.20 - 10.25 Report 10 28 10.ppt

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, October 28, 2010 2:46 PM
To: Stolbach, Cally
Subject: RE:

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Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
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Sent: Thursday, October 28, 2010 2:46 PM
To: Eisman, Julia (HHS/ASPA)

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Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, October 28, 2010 11:07 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: walk through of analytics

Im not available at 1pm but Cally can walk you though if you like. Let us know.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, October 28, 2010 10:06 AM
To: Greene, Imani
Cc: Stolbach, Cally
Subject: RE: walk through of analytics

Hi there – so sorry to do this, but could we move our 12:30 meeting to 1pm by chance?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, October 28, 2010 8:37 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally
Subject: RE: walk through of analytics

Perfection! Cally can send a dial-in...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, October 28, 2010 8:36 AM
To: Greene, Imani
Subject: Re: walk through of analytics

Sure - that works for me. Only caveat is that I think I'll need to do it from the office if that's okay.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, October 27, 2010 10:53 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: walk through of analytics

Hi Julia. My intention was to walk you through a preliminary version as we discussed, and then share a version that reflected your comments with the team at the end of the day. Do you think that's a good idea?

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, October 27, 2010 8:58 PM

To: Greene, Imani; Mulligan, Jaime (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA)
Subject: Re: walk through of analytics

That sounds great!

Should we call you? Or is this in person - just let me know.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, October 27, 2010 08:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: walk through of analytics

Hello Julia. Thanks so much for the note. Its pathetic that our busy schedules did not allow for us to meet today. Is there a chance you can meet at 12:30 tomorrow?

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Wed Oct 27 16:26:35 2010
Subject: walk through of analytics

Hi there Imani-
Hope you're doing well today. Just wanted to touch base about the walk through of analytics we talked about at the end of yesterday's meeting. Is there a time we can jump on the phone tomorrow?

Thanks much-
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, October 28, 2010 8:37 AM
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Imani Greene

202.729.4150 (o)
(b)(6) (m)

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Thanks much-
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, October 28, 2010 8:36 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: walk through of analytics

Thanks for your note. I'm in all-day training with unpredictable access to email. If your message is urgent, contact cally.stolbach@ogilvypr.com. I will respond to messages intermittently over the course of the day.

Best Regards,

Imani Greene
SVP/Media Director

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, October 27, 2010 10:53 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: walk through of analytics

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Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, October 27, 2010 8:58 PM
To: Greene, Imani; Mulligan, Jaime (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA)
Subject: Re: walk through of analytics

That sounds great!

Should we call you? Or is this in person - just let me know.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, October 27, 2010 08:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: walk through of analytics

Hello Julia. Thanks so much for the note. Its pathetic that our busy schedules did not allow for us to meet today. Is there a chance you can meet at 12:30 tomorrow?

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Wed Oct 27 16:26:35 2010
Subject: walk through of analytics

Hi there Imani-
Hope you're doing well today. Just wanted to touch base about the walk through of analytics we talked about at the end of yesterday's meeting. Is there a time we can jump on the phone tomorrow?

Thanks much-
Julia

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Wednesday, October 27, 2010 9:53 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We're good to go with analytics.

Thanks,
Kaya

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, October 27, 2010 1:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

I wanted to check in with you on this, to make sure that everything is showing up in Analytics properly. Please let me know when you get a chance.

Thanks!
Cally

-----Original Message-----
From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Tuesday, October 26, 2010 9:10 AM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

Thanks for moving this forward. I will check later today and let you know.

Kaya

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, October 26, 2010 8:56 AM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Wanted to confirm that these links have been implemented. Can you please confirm at some point today that you are seeing the traffic from Bing/Yahoo come in through these links?

Thanks!
Cally

-----Original Message-----
From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 8:11 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

If they are consolidated, just use the Bing URL. Thanks!

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 5:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Will this be affected by the fact that everything is now running through Bing (i.e. in the "AdWords" equivalent AdCenter, there is no distinction between Yahoo and Bing)? If so, I will segment the ad groups so that we can clearly know which keywords are coming from Yahoo, and which from Bing. Let me know your thoughts…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 5:21 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Cally,

I've added (b)(6) as an admin in Google Analytics. If you could let us know when we have Google Adwords admin access, we can check to make sure we have the reports we need.

Per our meeting, please add the following parameters to the end of the URL so we can track them in Google Analytics. Please replace <INSERT URL> with the appropriate URL and <INSERT KEYWORD> with the appropriate keyword

Yahoo:
http://<INSERT URL>?utm_source=cpc&utm_medium=yahoo&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Bing:
http://<INSERT URL>?utm_source=cpc&utm_medium=bing&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Please let us know if you have any questions.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)

Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

(b)(4),(b)(6)

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)

Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier - Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6)
With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph
On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)"
<Achaia.Walton@hhs.gov<mailto:Achaia.Walton@hhs.gov>> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney
> Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only
> access<http://www.google.com/support/googleanalytics/bin/answer.py?ans
> wer=66983#0.1.1_step9> If not that is ok as well, just limits our
> ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords.
> (can you please send both of the distinct Google analytics account ids
> over and say which is for adwords and which is the original?) Since
> you have different GA and Adwords logins, you will need to add your
> AdWords login at the account level (not the MCC login) as an admin to
> the Analytics account - HHS team will have to ad the user - Ogilvy can
> provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=555
> 00
>
>

> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link
> one adwords account (either the English or the Spanish account) Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
> Fantastic. Thank you.
>
>
>
> _____
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google.com<mailto:scarrera@google.com>>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).

>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric
>> Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@g
>> oogle.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>><mailto:Ima
>> ni.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani
>> .Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>>; Stolbach,

>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA);
>> Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
>>
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google
> .com<mailto:scarrera@google.com>>

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, October 27, 2010 8:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: walk through of analytics

Hello Julia. Thanks so much for the note. Its pathetic that our busy schedules did not allow for us to meet today. Is there a chance you can meet at 12:30 tomorrow?

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Wed Oct 27 16:26:35 2010
Subject: walk through of analytics

Hi there Imani-
Hope you're doing well today. Just wanted to touch base about the walk through of analytics we talked about at the end of yesterday's meeting. Is there a time we can jump on the phone tomorrow?

Thanks much-
Julia

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, October 27, 2010 4:25 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks for letting us know! Just wanted to make sure we didn't let anything fall through the cracks :)

Thanks Julia!
Cally

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, October 27, 2010 4:25 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally - Just wanted to let you know that Kaya is out until Friday. So you may not hear from her before then. I'm not sure about how much access she'll have to email.

-Julia

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, October 27, 2010 1:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

I wanted to check in with you on this, to make sure that everything is showing up in Analytics properly. Please let me know when you get a chance.

Thanks!
Cally

-----Original Message-----
From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Tuesday, October 26, 2010 9:10 AM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

Thanks for moving this forward. I will check later today and let you know.

Kaya

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, October 26, 2010 8:56 AM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Wanted to confirm that these links have been implemented. Can you please confirm at some point today that you are seeing the traffic from Bing/Yahoo come in through these links?

Thanks!
Cally

-----Original Message-----
From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 8:11 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

If they are consolidated, just use the Bing URL. Thanks!

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 5:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Will this be affected by the fact that everything is now running through Bing (i.e. in the "AdWords" equivalent AdCenter, there is no distinction between Yahoo and Bing)? If so, I will segment the ad groups so that we can clearly know which keywords are coming from Yahoo, and which from Bing. Let me know your thoughts…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 5:21 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Cally,

I've added (b)(6) as an admin in Google Analytics. If you could let us know when we have Google Adwords admin access, we can check to make sure we have the reports we need.

Per our meeting, please add the following parameters to the end of the URL so we can track them in Google Analytics. Please replace <INSERT URL> with the appropriate URL and <INSERT KEYWORD> with the appropriate keyword

Yahoo:

http://<INSERT URL>?utm_source=cpc&utm_medium=yahoo&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Bing:
http://<INSERT URL>?utm_source=cpc&utm_medium=bing&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Please let us know if you have any questions.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

(b)(4),(b)(6)

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,

Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier - Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) .
With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph
On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)"
<Achaia.Walton@hhs.gov<mailto:Achaia.Walton@hhs.gov>> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney
> Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only
> access<http://www.google.com/support/googleanalytics/bin/answer.py?ans
> wer=66983#0.1.1_step9> If not that is ok as well, just limits our
> ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in

page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords.
> (can you please send both of the distinct Google analytics account ids
> over and say which is for adwords and which is the original?) Since
> you have different GA and Adwords logins, you will need to add your
> AdWords login at the account level (not the MCC login) as an admin to
> the Analytics account - HHS team will have to ad the user - Ogilvy can
> provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=555
> 00
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link
> one adwords account (either the English or the Spanish account) Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
> Fantastic. Thank you.
>
>
>
> _____
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google.com<mailto:scarrera@google.com>>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.

> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric
>> Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>

>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@g
>> oogle.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>><mailto:Ima
>> ni.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani
>> .Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA);
>> Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and
Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of
today's meeting, in order to start the conversation online. Just want to be sure we're all
set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're
waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO.
Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our
fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to
our Analytics account - however it is okay for you to add us to your Adwords account. Is this
possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>

>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
>>
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>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google
> .com<mailto:scarrera@google.com>>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, October 27, 2010 1:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

I wanted to check in with you on this, to make sure that everything is showing up in Analytics properly. Please let me know when you get a chance.

Thanks!
Cally

-----Original Message-----
From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Tuesday, October 26, 2010 9:10 AM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

Thanks for moving this forward. I will check later today and let you know.

Kaya

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, October 26, 2010 8:56 AM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Wanted to confirm that these links have been implemented. Can you please confirm at some point today that you are seeing the traffic from Bing/Yahoo come in through these links?

Thanks!
Cally

-----Original Message-----
From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 8:11 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

If they are consolidated, just use the Bing URL. Thanks!

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 5:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)

Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Will this be affected by the fact that everything is now running through Bing (i.e. in the "AdWords" equivalent AdCenter, there is no distinction between Yahoo and Bing)? If so, I will segment the ad groups so that we can clearly know which keywords are coming from Yahoo, and which from Bing. Let me know your thoughts…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 5:21 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Cally,

I've added (b)(6) as an admin in Google Analytics. If you could let us know when we have Google Adwords admin access, we can check to make sure we have the reports we need.

Per our meeting, please add the following parameters to the end of the URL so we can track them in Google Analytics. Please replace <INSERT URL> with the appropriate URL and <INSERT KEYWORD> with the appropriate keyword

Yahoo:
http://<INSERT URL>?utm_source=cpc&utm_medium=yahoo&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Bing:
http://<INSERT URL>?utm_source=cpc&utm_medium=bing&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Please let us know if you have any questions.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

(b)(4),(b)(6)

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier - Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6)
With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph
On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)"
<Achaia.Walton@hhs.gov<mailto:Achaia.Walton@hhs.gov>> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.

>
> Thanks,
> Kaya
>
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney
> Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only
> access<http://www.google.com/support/googleanalytics/bin/answer.py?ans
> wer=66983#0.1.1_step9> If not that is ok as well, just limits our
> ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords.
> (can you please send both of the distinct Google analytics account ids
> over and say which is for adwords and which is the original?) Since
> you have different GA and Adwords logins, you will need to add your
> AdWords login at the account level (not the MCC login) as an admin to
> the Analytics account - HHS team will have to ad the user - Ogilvy can
> provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=555
> 00
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link
> one adwords account (either the English or the Spanish account) Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID

> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
> Fantastic. Thank you.
>
>
>
> _____
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google.com<mailto:scarrera@google.com>>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google

>> .com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric
>> Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@g
>> oogle.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>><mailto:Ima
>> ni.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani
>> .Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA);
>> Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>

>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of
today's meeting, in order to start the conversation online. Just want to be sure we're all
set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're
waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO.
Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our
fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to
our Analytics account - however it is okay for you to add us to your Adwords account. Is this
possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
>>
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google
> .com<mailto:scarrera@google.com>>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Wednesday, October 27, 2010 1:28 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Greene, Imani; Beakey, Chris
Subject: SEM Campaign Recap for 10.26.10

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 10.26.

Google English Campaign
Impressions: 230,365
Clicks: 2,486
CTR: 1.08%

Google Spanish Campaign
Impressions: 30,963
Clicks: 141
CTR: 0.46%

Yahoo/Bing English Campaign
Impressions: 7,329
Clicks: 113
CTR: 1.54%

Yahoo/Bing Spanish Campaign
Impressions: 3,005
Clicks: 91
CTR: 3.03%

TOTAL
Impressions: 271,662
Clicks: 2,831
CTR: 1.04%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Wednesday, October 27, 2010 5:46 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: RE: Highlights

Hi Julia,

Per our meeting yesterday, here are the KPIs they should be reporting on for each of our buys in Google/Yahoo/Bing:

- # impressions
- # clicks
- Click-through rate
- Cost per click
- # engaged visits (# visits from CPC - # bounces from CPC)
- Cost per engaged visit (total cost/#engaged visits)

Please let us know if you have any questions.

Kaya

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, October 26, 2010 4:14 PM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: RE: Highlights

Hi there! You guys have 5 minutes to chat?

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, October 26, 2010 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: Highlights

Hi Julia,

I gave this request some thought, and it would probably be best if we let Ogilvy do the highlights everyday. I would empower us to ask them for additional metrics. I have a few ideas on what they should add to their daily reports. We can talk about it later if needed.

Just let me know if you want me to send that list of metrics.

Kaya

Achaia Walton
Web Metrics Analyst
Web Communications & New Media Division
Office of the Assistant Secretary for Public Affairs
US Department of Health & Human Services

Phone: 202-690-3874
Email: achaia.walton@hhs.gov

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, October 26, 2010 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: Highlights

Hi Julia,

I gave this request some thought, and it would probably be best if we let Ogilvy do the highlights everyday. I would empower us to ask them for additional metrics. I have a few ideas on what they should add to their daily reports. We can talk about it later if needed.

Just let me know if you want me to send that list of metrics.

Kaya

Achaia Walton
Web Metrics Analyst
Web Communications & New Media Division
Office of the Assistant Secretary for Public Affairs
US Department of Health & Human Services
Phone: 202-690-3874
Email: achaia.walton@hhs.gov

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Tuesday, October 26, 2010 1:07 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

Sounds great! Looking forward!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Tue Oct 26 13:01:09 2010
Subject: RE: Follow Up

Sounds good. Let's talk at the meeting afternoon. Then find a time for another coffee....or bday drink!

From: Kety Esquivel [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Tuesday, October 26, 2010 11:13 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

Hi Julia! Thank you!

Unfortunately, I have to rush back to the office after our HealthCare.gov meeting.

The team has asked that we discuss all of the ideas as it relates to online outreach and digital influence during the team meeting today. Do you think we might be able to discuss these ideas then or are you thinking of our discussing ideas that are beyond the purview of HealthCare.gov?

Finally, the post inspired by you is still in progress. However, I just posted another one on Gov 2.0 today: http://bit.ly/9wjGgg.

Looking forward to seeing you in a few hours!

Thanks!
Kety

On 10/26/10 10:22 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi Kety! Welcome back. I hope you had a nice time away.

I'd love to discuss further social media strategy with you when you have some time. I'm not sure what your schedule is after our meeting today, but we could possibly meet to discuss after the team meeting? Are you planning on coming over here for it? If not, we can find another time. But I'd definitely like to share some ideas, and see what you may have cooking.

And please share any blog posts you write as they relate to Health/Gov 2.0! It's such an exciting field to be getting involved with. I'm always happy to discuss. And I'll definitely keep you posted on the other items we talked about. They're temporarily on hold....but I'll fill you in on the latest.

See you later!
Julia

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Tuesday, October 26, 2010 6:51 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up

Hi Julia,

I am back from my travels and excited to be meeting with you and the rest of the HHS HealthCare.gov team today! I know that when we met over coffee you had shared that there were some things that you needed to gain clarity on from conversations with your leadership before engaging me and the rest of the digital influence team. Per our conversation, I look forward to our discussing further and seeing how I and the rest of my team can be of service. You had mentioned wanting to tap us as it relates to strategy and also execution on some of the things that you are working on. I look forward to our discussing further and supporting you as appropriate.

On a slightly different, though related note, I am glad you enjoyed the posts. Thank you for the inspiration! I too am looking forward to our continuing the conversation as it relates to the incredible work that you and others are doing in the Gov 2.0 and Health 2.0 space. I am in the midst of drafting another blog post, inspired once more by you and our conversation. I will send you further details shortly and I look forward to our continued conversations.

Finally, I am also looking forward to our continuing the conversation as it relates to those other off the record opportunities that we discussed over coffee. Let me know how you'd like to proceed as it relates to those. I'd love to be of help, as appropriate.

Thanks!
Kety

Kety Esquivel
Vice President
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360° Digital Influence
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t: 202.729.4122
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Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, October 26, 2010 12:33 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap for 10.25.10

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 10.25. Please note that the Spanish campaign launched yesterday on MSN/Bing.

Google English Campaign
Impressions: 109,151
Clicks: 1,931
CTR: 1.77%

Google Spanish Campaign
Impressions: 37,214
Clicks: 140
CTR: 0.38%

Yahoo/Bing English Campaign
Impressions: 10,600
Clicks: 236
CTR: 2.23%

Yahoo/Bing Spanish Campaign
Impressions: 919
Clicks: 24
CTR: 2.61%

TOTAL
Impressions: 157,884
Clicks: 2,331
CTR: 1.48%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach
Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Kety Esquivel [Kety.Esquivel@ogilvypr.com]
Sent: Tuesday, October 26, 2010 11:13 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Follow Up

Hi Julia! Thank you!

Unfortunately, I have to rush back to the office after our HealthCare.gov meeting.

The team has asked that we discuss all of the ideas as it relates to online outreach and digital influence during the team meeting today. Do you think we might be able to discuss these ideas then or are you thinking of our discussing ideas that are beyond the purview of HealthCare.gov?

Finally, the post inspired by you is still in progress. However, I just posted another one on Gov 2.0 today: http://bit.ly/9wjGgg.

Looking forward to seeing you in a few hours!

Thanks!
Kety

On 10/26/10 10:22 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hi Kety! Welcome back. I hope you had a nice time away.

I'd love to discuss further social media strategy with you when you have some time. I'm not sure what your schedule is after our meeting today, but we could possibly meet to discuss after the team meeting? Are you planning on coming over here for it? If not, we can find another time. But I'd definitely like to share some ideas, and see what you may have cooking.

And please share any blog posts you write as they relate to Health/Gov 2.0! It's such an exciting field to be getting involved with. I'm always happy to discuss. And I'll definitely keep you posted on the other items we talked about. They're temporarily on hold....but I'll fill you in on the latest.

See you later!
Julia

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Tuesday, October 26, 2010 6:51 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up

Hi Julia,

I am back from my travels and excited to be meeting with you and the rest of the HHS HealthCare.gov team today! I know that when we met over coffee you had shared that there were some things that you needed to gain clarity on from conversations with your leadership before engaging me and the rest of the digital influence team. Per our conversation, I look forward to our discussing further and seeing how I and the rest of my team can be of service. You had mentioned wanting to tap us as it relates to strategy and also execution on some of the things that you are working on. I look forward to our discussing further and supporting you as appropriate.

On a slightly different, though related note, I am glad you enjoyed the posts. Thank you for the inspiration! I too am looking forward

to our continuing the conversation as it relates to the incredible work that you and others are doing in the Gov 2.0 and Health 2.0 space. I am in the midst of drafting another blog post, inspired once more by you and our conversation. I will send you further details shortly and I look forward to our continued conversations.

Finally, I am also looking forward to our continuing the conversation as it relates to those other off the record opportunities that we discussed over coffee. Let me know how you'd like to proceed as it relates to those. I'd love to be of help, as appropriate.

Thanks!
Kety

Kety Esquivel
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Follow Me on Twitter: @KetyE

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, October 26, 2010 10:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Proposed Agenda for 10/26 HealthCare.gov/CuidadoDeSalud Strategic Planning Meeting Attached
Attachments: HCDG Strategy Session Agenda 10.26.docx

Importance: High

Sorry for the delay! Looking forward to seeing you shortly.

From: Gillman, Margo
Sent: Monday, October 25, 2010 12:28 PM
To: 'Backus, Jenny (HHS/ASPA)'
Cc: 'richard.sorian@hhs.gov'; Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; 'Robin Johnson'; 'javier@hmaassociates.com'; 'Javier von Westphalen'; 'Perry, Dionte (HHS/ASPA)'
Subject: Proposed Agenda for 10/26 HealthCare.gov/CuidadoDeSalud Strategic Planning Meeting Attached
Importance: High

Hi, Jenny:

I hope this message finds you well! Attached, please find an agenda that we've drafted for tomorrow's strategic planning meeting. Please review at your earliest convenience, and let us know if you are comfortable following this format. Also, as I mentioned below, we are drafting a "starter" program blueprint, to help guide the discussion. I am aiming to send this to you later today.

Many thanks and looking forward to meeting soon—

Margo

<<HCDG Strategy Session Agenda 10.26.docx>>

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Gillman, Margo
Sent: Friday, October 22, 2010 12:35 PM
To: 'Perry, Dionte (HHS/ASPA)'; 'Backus, Jenny (HHS/ASPA)'
Cc: HHS Healthcare.gov; 'Robin Johnson'; javier@hmaassociates.com; 'Javier von Westphalen'
Subject: RE: Strategy Meeting on Healthcare.gov communications
Importance: High

Okay -- thanks, Dee Dee. We can make that work. But just so I am clear, you are proposing:

Budget discussion with limited OPR staff: 1:00-1:30

Part I of Strategic Planning Session: 1:30-2:15

Part II of Strategic Planning Session, focusing on online outreach: 2:15-3:00

Please let me know if this is correct, as the meeting originally was to conclude at 3:45.

Jenny: Thanks so much for your help in convening this initial planning meeting. I just want to note that since we will be limited to 1.5 hours for strategic planning, we anticipate that we will require several follow-up discussions in order to develop the comprehensive plan. We originally requested four hours for this planning session, but totally understand your time constraints.

Also, we are hoping to guide the discussion by using an "Ogilvy blueprint" that is designed to assist program development. It commits dedicated discussion to the following areas:

- Campaign objectives
- Challenges and opportunities
- Target audiences (segmentation approach and prioritization)
- Messages
- Strategies
- Tactics (media purchase and placement, social media outreach, public service advertising, community/partnership outreach, earned media outreach, Website development)
- Measurement

We are in the process of drafting this blueprint based on our current understanding of the campaign and the preferences that you have expressed to date, so that you and your team have something to react to, and we can effectively receive the direction that we need to begin planning the one-year program..

Per Dee Dee's note below (and your subsequent calendar requests), we understand that you would like the discussion to focus on online outreach from 2:15 to 3:00. We can certainly accommodate this – it just may mean that we will need to discuss the other program tactics (e.g., media purchase and placement, public service advertising, community/partnership outreach, earned media outreach, Website development) in follow-up planning sessions. We hope to gather and discuss some of the broader, upfront background that is needed to fully inform program planning during the first part of our meeting.

Please let us know if you agree and are comfortable with this approach, as soon as possible.

Thanks again—

Margo

Margo A. Gillman, MPH

Senior Vice President

Ogilvy Public Relations Worldwide

1111 19th Street NW, 10th Floor

Washington, DC 20036

202.729.4192 phone

202.729.4009 fax

-----Original Message-----
From: Perry, Dionte (HHS/ASPA) [mailto:Dionte.Perry@hhs.gov]
Sent: Friday, October 22, 2010 11:56 AM
To: Gillman, Margo
Subject: RE: Strategy Meeting on Healthcare.gov communications

From 2:15-3:00 PM the breakdown of the online component will take place. We would need your Healthcare team here to participate in this. Upon confirmation, including additional Ogilvy team members to include. I can finally send out the invite.

Thanks for your patience.

Dee Dee

-----Original Message-----

From: Perry, Dionte (HHS/ASPA)

Sent: Friday, October 22, 2010 11:38 AM

To: 'Gillman, Margo'

Subject: RE: Strategy Meeting on Healthcare.gov communications

Thanks for adjusting. There was a miscommunication on my end. Your budget meeting times are correct, however the strategic planning session will be from 1:30 - about 2:30. I'm working on the invite now. Whom all do I need to include from Ogilvy?

Dee Dee

-----Original Message-----

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]

Sent: Friday, October 22, 2010 11:35 AM

To: Perry, Dionte (HHS/ASPA)

Cc: HHS Healthcare.gov

Subject: RE: Strategy Meeting on Healthcare.gov communications

Importance: High

Hi, Perry:

Yes, we can make this work -- and I actually think it will be helpful to tackle the budget discussion first.

Just to clarify, are you proposing the following?:

Budget discussion: 1:00pm-1:30pm

Strategic planning session: 1:30pm-3:45pm

Please advise ASAP, and I will put this on our team's calendar after I receive your confirmation.

Thanks!

Margo

Margo A. Gillman, MPH

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-----Original Message-----

From: Perry, Dionte (HHS/ASPA) [mailto:Dionte.Perry@hhs.gov]

Sent: Friday, October 22, 2010 11:22 AM

To: Gillman, Margo

Subject: RE: Strategy Meeting on Healthcare.gov communications

Ok, there's a change in the meeting order. Could Ogilvy be here at 1PM to do the budget part of the meeting? The WH folks have confirmed and

they'll be able to call in at 1:30 for the strategy part. Does this work for you all?

Thanks,

Dee Dee

-----Original Message-----

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]

Sent: Wednesday, October 20, 2010 7:15 PM

To: Perry, Dionte (HHS/ASPA)

Subject: Re: Strategy Meeting on Healthcare.gov communications

Hi, Dee Dee:

If there is any way to schedule the budget for either the beginning or the end of the time block, that would be great since only a few of us will be involved in the budget discussion. Otherwise it might be tricky to have a break in the middle of the strategic planning discussion with the larger team. Just let me know if this might be possible and I will coordinate with our larger team. Thanks so much!

Margo

Sent from my Verizon Wireless Phone

----- Reply message -----

From: "Perry, Dionte \(HHS/ASPA\)" <Dionte.Perry@hhs.gov>

Date: Wed, Oct 20, 2010 4:47 pm

Subject: Strategy Meeting on Healthcare.gov communications

To: "Gillman, Margo" <margo.gillman@ogilvypr.com>

We're still waiting for confirmation from two more participants. The budget discussion will likely be from 2:15-3PM, however this isn't set

in stone. I will outline the meeting times once everything is confirmed in the invite. Also, the goals/expectations for the women/mother and young adults can be discussed as well.

Let me know if you have any other questions.

Dee Dee

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]

Sent: Wednesday, October 20, 2010 12:29 PM

To: Perry, Dionte (HHS/ASPA)

Cc: Backus, Jenny (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov; rjohnson@hmaassociates.com; javier@hmaassociates.com; Javier von Westphalen; cvelazquez@hmaassociates.com

Subject: RE: Strategy Meeting on Healthcare.gov communications

Importance: High

Hi, Dee Dee:

Thanks for your note - we can make this window work.

For planning purposes, how much time should we assume for the budget discussion -- that will entail just a few of us from Ogilvy. For the strategic planning session, we think this will be a great start, but that we likely will need to have some follow-up discussions. Also, we were hoping to discuss HHS' goals/expectations for targeting the other two audiences - women/mothers and young adults - as well. Can we plan

for this?

Many thanks again-

Margo

Margo A. Gillman, MPH

Senior Vice President

Ogilvy Public Relations Worldwide

1111 19th Street NW, 10th Floor

Washington, DC 20036

202.729.4192 phone

202.729.4009 fax

From: Perry, Dionte (HHS/ASPA) [mailto:Dionte.Perry@hhs.gov]

Sent: Wednesday, October 20, 2010 11:36 AM

To: Gillman, Margo

Subject: FW: Strategy Meeting on Healthcare.gov communications

Actually, the meeting will have two parts- one regarding budget parameters and the other w/ the WH about the campaign's components - AA/Hispanic. Is this possible?

Thanks,

Dee Dee

From: Perry, Dionte (HHS/ASPA)

Sent: Wednesday, October 20, 2010 11:28 AM

To: 'Gillman, Margo'

Subject: Strategy Meeting on Healthcare.gov communications

We'd like to have a 3 part meeting Tues. October 26, can Ogilvy participate from 1:30-3:45 on that day?

Ms. Dionte Perry

Administrative Assistant (Contractor)

Assistant Secretary for Public Affairs (ASPA)

HHH Building, Room 647D

(202) 690-6881

dionte.perry@hhs.gov <mailto:dionte.perry@hhs.gov>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, October 26, 2010 9:10 AM
To: 'Stolbach, Cally'; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

Hi Cally,

Thanks for moving this forward. I will check later today and let you know.

Kaya

-----Original Message-----
From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, October 26, 2010 8:56 AM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Wanted to confirm that these links have been implemented. Can you please confirm at some point today that you are seeing the traffic from Bing/Yahoo come in through these links?

Thanks!
Cally

-----Original Message-----
From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 8:11 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

If they are consolidated, just use the Bing URL. Thanks!

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 5:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Will this be affected by the fact that everything is now running through Bing (i.e. in the "AdWords" equivalent AdCenter, there is no distinction between Yahoo and Bing)? If so, I will segment the ad groups so that we can clearly know which keywords are coming from Yahoo, and which from Bing. Let me know your thoughts…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 5:21 PM

To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Cally,

I've added (b)(6) as an admin in Google Analytics. If you could let us know when we have Google Adwords admin access, we can check to make sure we have the reports we need.

Per our meeting, please add the following parameters to the end of the URL so we can track them in Google Analytics. Please replace <INSERT URL> with the appropriate URL and <INSERT KEYWORD> with the appropriate keyword

Yahoo:
http://<INSERT URL>?utm_source=cpc&utm_medium=yahoo&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Bing:
http://<INSERT URL>?utm_source=cpc&utm_medium=bing&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Please let us know if you have any questions.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

(b)(4),(b)(6)

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier - Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!

Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) .
With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph
On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)"
<Achaia.Walton@hhs.gov<mailto:Achaia.Walton@hhs.gov>> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney
> Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>

> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only
> access<http://www.google.com/support/googleanalytics/bin/answer.py?ans
> wer=66983#0.1.1_step9> If not that is ok as well, just limits our
> ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords.
> (can you please send both of the distinct Google analytics account ids
> over and say which is for adwords and which is the original?) Since
> you have different GA and Adwords logins, you will need to add your
> AdWords login at the account level (not the MCC login) as an admin to
> the Analytics account - HHS team will have to ad the user - Ogilvy can
> provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=555
> 00
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link
> one adwords account (either the English or the Spanish account) Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
> Fantastic. Thank you.
>
>

>
> _____
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com><mailto:scarrer
> a@google.com<mailto:scarrera@google.com>>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney
> Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the
AdWords. However we're not able to see the auto-tagging in our content report. Do you have
ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info
from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric
>> Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics
account and the link for AdWords. It's a complicated topic to discuss during a conference
call, so don't hesitate to be in touch with any further questions as we work through this
process.

>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well
the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on.
Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@g
>> oogle.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>><mailto:Ima
>> ni.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani
>> .Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA);
>> Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and
Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of
today's meeting, in order to start the conversation online. Just want to be sure we're all

set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
>>
>>
>>
>>
>>
>>
>>
>>
>>
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
>>
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>
>
>
> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google
> .com<mailto:scarrera@google.com>>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Tuesday, October 26, 2010 8:56 AM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Wanted to confirm that these links have been implemented. Can you please confirm at some point today that you are seeing the traffic from Bing/Yahoo come in through these links?

Thanks!
Cally

-----Original Message-----
From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 8:11 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

If they are consolidated, just use the Bing URL. Thanks!

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 5:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Will this be affected by the fact that everything is now running through Bing (i.e. in the "AdWords" equivalent AdCenter, there is no distinction between Yahoo and Bing)? If so, I will segment the ad groups so that we can clearly know which keywords are coming from Yahoo, and which from Bing. Let me know your thoughts…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 5:21 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Cally,

I've added (b)(6) as an admin in Google Analytics. If you could let us know when we have Google Adwords admin access, we can check to make sure we have the reports we need.

Per our meeting, please add the following parameters to the end of the URL so we can track them in Google Analytics. Please replace <INSERT URL> with the appropriate URL and <INSERT KEYWORD> with the appropriate keyword

Yahoo:
http://<INSERT URL>?utm_source=cpc&utm_medium=yahoo&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Bing:
http://<INSERT URL>?utm_source=cpc&utm_medium=bing&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Please let us know if you have any questions.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

1-800-531-3250
ID: 7928710

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani

Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier - Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6)
With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph
On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)"
<Achaia.Walton@hhs.gov<mailto:Achaia.Walton@hhs.gov>> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney
> Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only
> access<http://www.google.com/support/googleanalytics/bin/answer.py?ans
> wer=66983#0.1.1_step9> If not that is ok as well, just limits our
> ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>

> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords.
> (can you please send both of the distinct Google analytics account ids
> over and say which is for adwords and which is the original?) Since
> you have different GA and Adwords logins, you will need to add your
> AdWords login at the account level (not the MCC login) as an admin to
> the Analytics account - HHS team will have to ad the user - Ogilvy can
> provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=555
> 00
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link
> one adwords account (either the English or the Spanish account) Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
> Fantastic. Thank you.
>
>
>
> _____
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google.com<mailto:scarrera@google.com>>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,

>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the
AdWords. However we're not able to see the auto-tagging in our content report. Do you have
ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info
from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric
>> Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics
account and the link for AdWords. It's a complicated topic to discuss during a conference
call, so don't hesitate to be in touch with any further questions as we work through this
process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well
the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on.
Would you mind letting us know?
>>
>> Thanks so much-

>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@g
>> oogle.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>><mailto:Ima
>> ni.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani
>> .Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA);
>> Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and
Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of
today's meeting, in order to start the conversation online. Just want to be sure we're all
set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're
waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO.
Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our
fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to
our Analytics account - however it is okay for you to add us to your Adwords account. Is this
possible on your end?
>>
>> Looking forward to speaking later today.
>>

>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
>>
>>
>>
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
>>
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>
>
>
> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google
> .com<mailto:scarrera@google.com>>

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Tuesday, October 26, 2010 6:51 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up

Hi Julia,

I am back from my travels and excited to be meeting with you and the rest of the HHS HealthCare.gov team today! I know that when we met over coffee you had shared that there were some things that you needed to gain clarity on from conversations with your leadership before engaging me and the rest of the digital influence team. Per our conversation, I look forward to our discussing further and seeing how I and the rest of my team can be of service. You had mentioned wanting to tap us as it relates to strategy and also execution on some of the things that you are working on. I look forward to our discussing further and supporting you as appropriate.

On a slightly different, though related note, I am glad you enjoyed the posts. Thank you for the inspiration! I too am looking forward to our continuing the conversation as it relates to the incredible work that you and others are doing in the Gov 2.0 and Health 2.0 space. I am in the midst of drafting another blog post, inspired once more by you and our conversation. I will send you further details shortly and I look forward to our continued conversations.

Finally, I am also looking forward to our continuing the conversation as it relates to those other off the record opportunities that we discussed over coffee. Let me know how you'd like to proceed as it relates to those. I'd love to be of help, as appropriate.

Thanks!
Kety

Kety Esquivel
Vice President
Ogilvy Public Relations Worldwide
360° Digital Influence
1111 19th Street NW, 10th Floor
Washington, DC 20036
t: 202.729.4122
f: 202.729.4001
e: kety.esquivel@ogilvypr.com
Follow Me on Twitter: @KetyE

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 8:11 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

If they are consolidated, just use the Bing URL. Thanks!

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 5:29 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Will this be affected by the fact that everything is now running through Bing (i.e. in the "AdWords" equivalent AdCenter, there is no distinction between Yahoo and Bing)? If so, I will segment the ad groups so that we can clearly know which keywords are coming from Yahoo, and which from Bing. Let me know your thoughts…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 5:21 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Cally,

I've added davidregisterster@gmail.com<mailto:davidregisterster@gmail.com> as an admin in Google Analytics. If you could let us know when we have Google Adwords admin access, we can check to make sure we have the reports we need.

Per our meeting, please add the following parameters to the end of the URL so we can track them in Google Analytics. Please replace <INSERT URL> with the appropriate URL and <INSERT KEYWORD> with the appropriate keyword

Yahoo:
http://<INSERT URL>?utm_source=cpc&utm_medium=yahoo&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Bing:
http://<INSERT URL>?utm_source=cpc&utm_medium=bing&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Please let us know if you have any questions.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM

To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

(b)(4),(b)(6)

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM

To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned…

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier - Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6)
With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph
On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)"
<Achaia.Walton@hhs.gov<mailto:Achaia.Walton@hhs.gov>> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney
> Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only
> access<http://www.google.com/support/googleanalytics/bin/answer.py?ans
> wer=66983#0.1.1_step9> If not that is ok as well, just limits our
> ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords.
> (can you please send both of the distinct Google analytics account ids
> over and say which is for adwords and which is the original?) Since
> you have different GA and Adwords logins, you will need to add your
> AdWords login at the account level (not the MCC login) as an admin to
> the Analytics account - HHS team will have to ad the user - Ogilvy can
> provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=555
> 00
>
>

> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link
> one adwords account (either the English or the Spanish account) Normally you can only link
a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call
tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>>> wrote:
> Fantastic. Thank you.
>
>
>
> _____
> From: Stephanie Carrera
> [mailto:scarrera@google.com<mailto:scarrera@google.com><mailto:scarrer
> a@google.com<mailto:scarrera@google.com>>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney
> Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the
AdWords. However we're not able to see the auto-tagging in our content report. Do you have
ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info
from yesterday (or include them in today's highlights).

>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach,
>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric
>> Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.E
isman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@
hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl
>> [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google
>> .com<mailto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@g
>> oogle.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
>> Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Im
>> ani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>><mailto:Ima
>> ni.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani
>> .Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>>; Stolbach,

>> Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA);
>> Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
>> ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mai
>> lto:ckuhl@google.com>><mailto:ckuhl@google.com<mailto:ckuhl@google.co
>> m><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>> | 202.346.1241
>> | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com><mailto:scarrera@google
> .com<mailto:scarrera@google.com>>

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, October 25, 2010 7:49 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); OGIMGillman (CMS contact)
Cc: Stolbach, Cally; Wayman, Jennifer
Subject: RE: Google results here in CA
Attachments: image001.jpg; image002.png

9:30 it is. Do you prefer that we use your dial in, or ours?

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 7:39 PM
To: Greene, Imani; Backus, Jenny (HHS/ASPA); Gillman, Margo
Cc: Stolbach, Cally; Wayman, Jennifer
Subject: Re: Google results here in CA

Sounds good. Why don't we do tomorrow morning then.

How's 9:30?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, October 25, 2010 07:10 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); OGIMGillman (CMS contact)
Cc: Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Wayman, Jennifer <JENNIFER.WAYMAN@ogilvypr.com>
Subject: RE: Google results here in CA

Hi Julia. Completely understood. I'm available for a call tonight, although I wont have access to the full keyword performance report until tomorrow morning, so I will be speaking in theoretical terms. Its your call. If you want to chat tonight, we can follow up with specifics on performance by keyword via email in the morning.

What're your thoughts?

Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 7:02 PM
To: Greene, Imani; Backus, Jenny (HHS/ASPA); Gillman, Margo
Cc: Stolbach, Cally; Wayman, Jennifer
Subject: Re: Google results here in CA

Hi Imani-
Thanks for looking into this. Given the high performance, we're wondering if we should we consider reallocating

resources from the lesser performing words and put more $$ to "Obamacare" – at least for the next 7 days. That said, we don't have analytics about the bounce rate for those click throughs in particular yet, so perhaps its premature.

We'd love your thoughts on this.

Any chance you could jump on a quick call to discuss either tonight or first thing in the morning?

Thanks much,
Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, October 25, 2010 04:08 PM
To: Greene, Imani <Imani.Greene@ogilvypr.com>; Backus, Jenny (HHS/ASPA); OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Wayman, Jennifer <JENNIFER.WAYMAN@ogilvypr.com>
Subject: RE: Google results here in CA

Hello again. As we suspected, after having spoken with Peter (Greenberger) it seems that the system is creating pauses in certain search terms, like "Obamacare" because they are generating quite a bit of pre-election traffic. This is designed to protect us from burning through our daily allotment on just a few terms.

I know this is not the easiest thing to describe via email. Let me know if you'd like to have a quick call today to discuss...

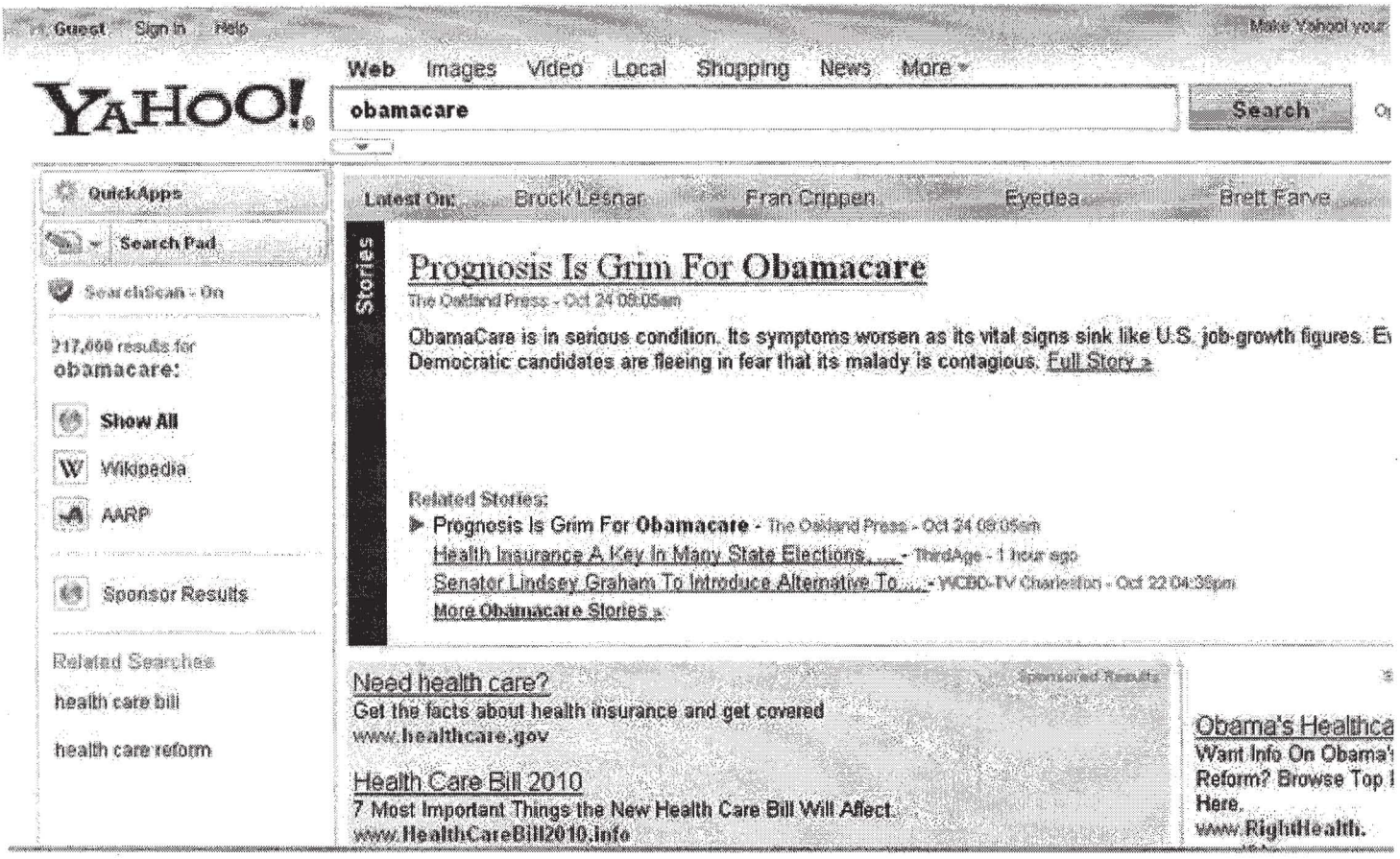
Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Greene, Imani
Sent: Monday, October 25, 2010 3:13 PM
To: 'Backus, Jenny (HHS/ASPA)'; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: Google results here in CA

Hi Jenny.

Health insurance is not a priority one term for Yahoo, so we did not purchase it on this portal - only on Google. (Alternatively if you look up such terms as Affordable Care Act, Patients Bill of Rights, Federal health insurance and Obamacare on Yahoo, you will trigger HHS' ad. An example follows below.) Now, we can add it to the Yahoo list but know that because of its popularity it will spend lots of money and upset the balance of spend between Google and Yahoo/MSN/Bing. We can certainly talk about this.



As it relates to Obamacare, this is most certainly a priority one term and we have been showing up for it on Google. We're checking to see why we are dark right now. I suspect its that we either met our daily expenditure cap, or that Google is creating mini-hiatuses in order to ensure that the priority one terms run throughout the day.

I'll be back in touch momentarily….

Imani Greene

202.729.4150 (o)
(b)(6) (m)

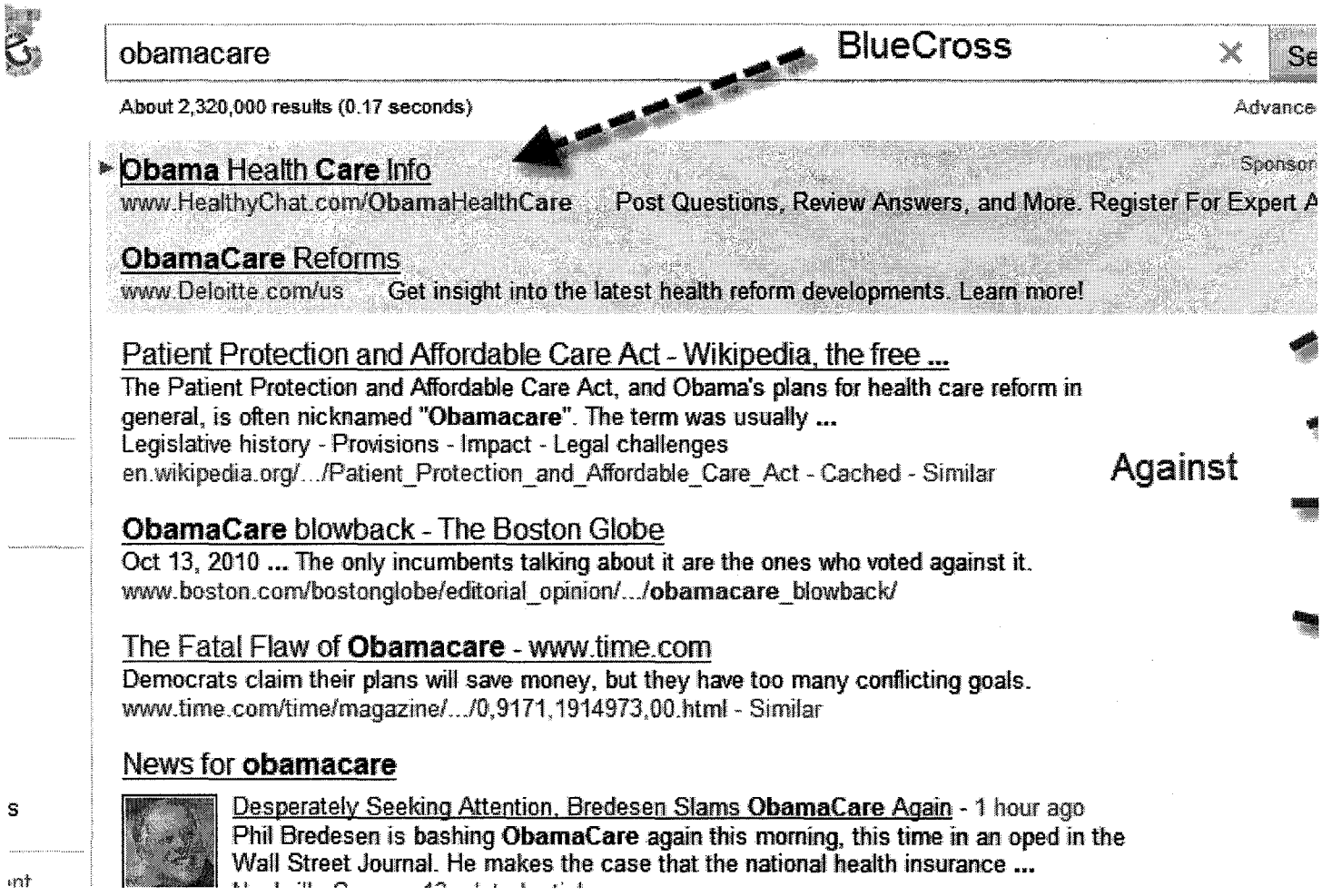
From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, October 25, 2010 2:37 PM
To: Greene, Imani; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: Google results here in CA

Wanted to check in on a couple of things
#1 – Just checked my yahoo account – health insurance is trending #5 but when I clicked on – I couldn't find a mention of healthcare.gov anywhere – did we buy that term??

#2 – this is from a google my friend did in CALI re obamacare – thought we bought this term
Nothing showed up

From: Christopher Minott [mailto:chris@loanbright.com]
Sent: Thursday, October 21, 2010 12:15 PM

To: Backus, Jenny (HHS/ASPA)
Subject: Google results here in CA



Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, October 25, 2010 7:10 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); OGIMGillman (CMS contact)
Cc: Stolbach, Cally; Wayman, Jennifer
Subject: RE: Google results here in CA
Attachments: image001.jpg; image002.png

Hi Julia. Completely understood. I'm available for a call tonight, although I wont have access to the full keyword performance report until tomorrow morning, so I will be speaking in theoretical terms. Its your call. If you want to chat tonight, we can follow up with specifics on performance by keyword via email in the morning.

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Cc: Stolbach, Cally; Wayman, Jennifer
Subject: Re: Google results here in CA

Hi Imani-
Thanks for looking into this. Given the high performance, we're wondering if we should we consider reallocating resources from the lesser performing words and put more $$ to "Obamacare" – at least for the next 7 days. That said, we don't have analytics about the bounce rate for those click throughs in particular yet, so perhaps its premature.

We'd love your thoughts on this.

Any chance you could jump on a quick call to discuss either tonight or first thing in the morning?

Thanks much,
Julia

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Sent: Monday, October 25, 2010 04:08 PM
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Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally <Cally.Stolbach@ogilvypr.com>; Wayman, Jennifer <JENNIFER.WAYMAN@ogilvypr.com>
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I know this is not the easiest thing to describe via email. Let me know if you'd like to have a quick call today to discuss...

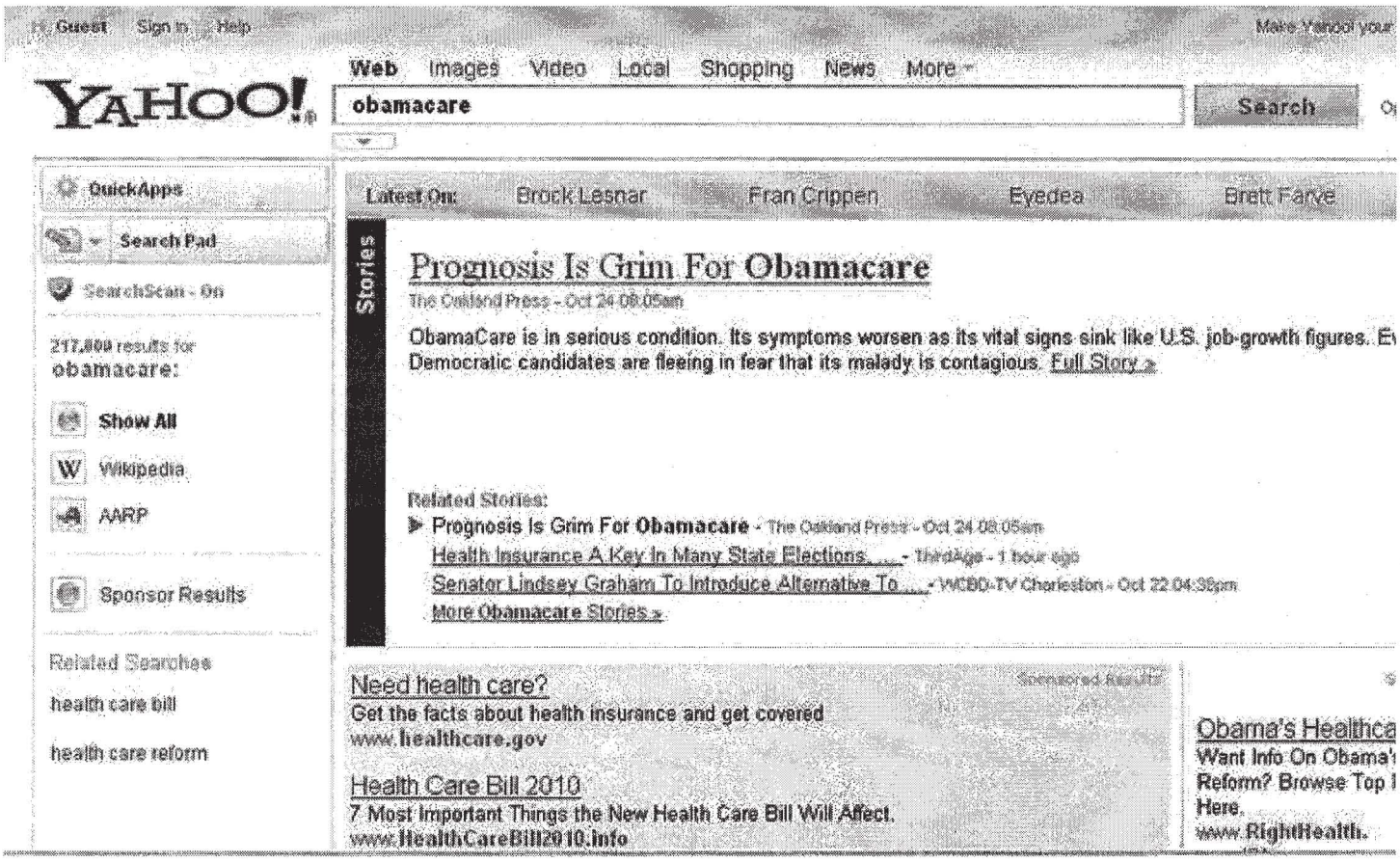
Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Greene, Imani
Sent: Monday, October 25, 2010 3:13 PM
To: 'Backus, Jenny (HHS/ASPA)'; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: Google results here in CA

Hi Jenny.

Health insurance is not a priority one term for Yahoo, so we did not purchase it on this portal - only on Google. (Alternatively if you look up such terms as Affordable Care Act, Patients Bill of Rights, Federal health insurance and Obamacare on Yahoo, you will trigger HHS' ad. An example follows below.) Now, we can add it to the Yahoo list but know that because of its popularity it will spend lots of money and upset the balance of spend between Google and Yahoo/MSN/Bing. We can certainly talk about this.



As it relates to Obamacare, this is most certainly a priority one term and we have been showing up for it on Google. We're checking to see why we are dark right now. I suspect its that we either met our daily expenditure cap, or that Google is creating mini-hiatuses in order to ensure that the priority one terms run throughout the day.

I'll be back in touch momentarily....

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, October 25, 2010 2:37 PM
To: Greene, Imani; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: Google results here in CA

Wanted to check in on a couple of things
#1 – Just checked my yahoo account – health insurance is trending #5 but when I clicked on – I couldn't find a mention of healthcare.gov anywhere – did we buy that term??

#2 – this is from a google my friend did in CALI re obamacare – thought we bought this term
Nothing showed up

From: Christopher Minott [mailto:chris@loanbright.com]
Sent: Thursday, October 21, 2010 12:15 PM
To: Backus, Jenny (HHS/ASPA)
Subject: Google results here in CA

obamacare BlueCross

About 2,320,000 results (0.17 seconds) Advance

Obama Health Care Info Sponsor
www.HealthyChat.com/ObamaHealthCare Post Questions, Review Answers, and More. Register For Expert A

ObamaCare Reforms
www.Deloitte.com/us Get insight into the latest health reform developments. Learn more!

Patient Protection and Affordable Care Act - Wikipedia, the free ...
The Patient Protection and Affordable Care Act, and Obama's plans for health care reform in general, is often nicknamed "**Obamacare**". The term was usually ...
Legislative history - Provisions - Impact - Legal challenges
en.wikipedia.org/.../Patient_Protection_and_Affordable_Care_Act - Cached - Similar

Against

ObamaCare blowback - The Boston Globe
Oct 13, 2010 ... The only incumbents talking about it are the ones who voted against it.
www.boston.com/bostonglobe/editorial_opinion/.../**obamacare**_blowback/

The Fatal Flaw of **Obamacare** - www.time.com
Democrats claim their plans will save money, but they have too many conflicting goals.
www.time.com/time/magazine/.../0,9171,1914973,00.html - Similar

News for **obamacare**



Desperately Seeking Attention, Bredesen Slams **ObamaCare** Again - 1 hour ago
Phil Bredesen is bashing **ObamaCare** again this morning, this time in an oped in the Wall Street Journal. He makes the case that the national health insurance ...

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, October 25, 2010 6:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Google results here in CA
Attachments: image002.jpg; image001.jpg

Agree
Can you see if we can do a quick call

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, October 25, 2010 04:29 PM
To: Backus, Jenny (HHS/ASPA)
Subject: RE: Google results here in CA

Just a thought, but if "obamacare" is performing so highly that we're having to pause the campaign throughout the day, it might be worth considering whether we reallocate resources from the lesser performing words and put more $$ to "Obamacare" – at least for the next 7 days.

What's more – I've seen "obamacare" used countless times on Facebook from both opponents *and* supporters.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, October 25, 2010 4:08 PM
To: Greene, Imani; Backus, Jenny (HHS/ASPA); OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally; Wayman, Jennifer
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(b)(6) (m)

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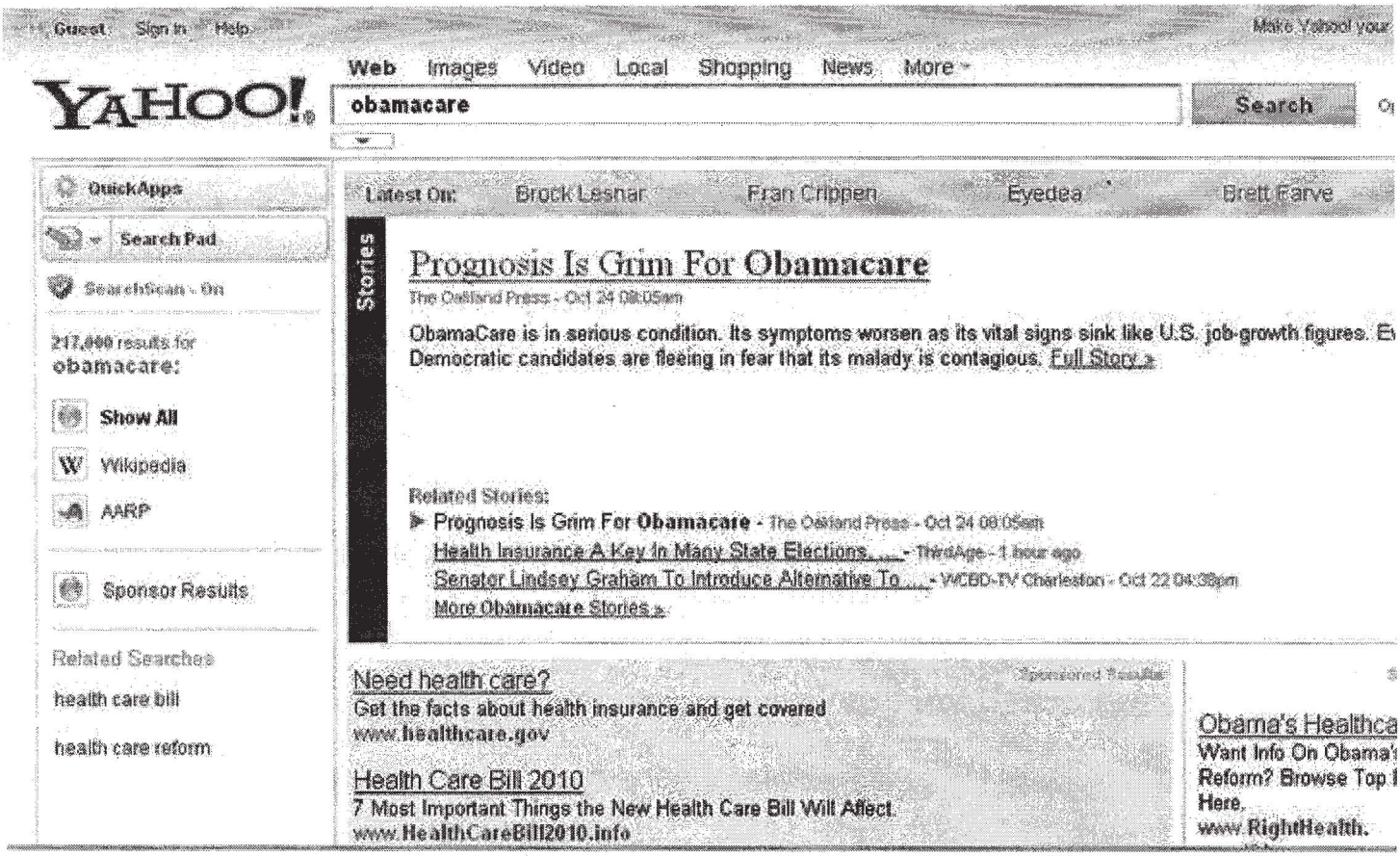
Sent: Monday, October 25, 2010 3:13 PM
To: 'Backus, Jenny (HHS/ASPA)'; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: Google results here in CA

Hi Jenny.

Health insurance is not a priority one term for Yahoo, so we did not purchase it on this portal - only on Google. (Alternatively if you look up such terms as Affordable Care Act, Patients Bill of Rights, Federal health insurance and Obamacare on Yahoo, you will trigger HHS' ad. An example follows below.) Now, we can add it to the Yahoo list but

know that because of its popularity it will spend lots of money and upset the balance of spend between Google and Yahoo/MSN/Bing. We can certainly talk about this.



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I'll be back in touch momentarily….

Imani Greene

202.729.4150 (o)
(b)(6) (m)

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Sent: Monday, October 25, 2010 2:37 PM
To: Greene, Imani; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: Google results here in CA

Wanted to check in on a couple of things
#1 – Just checked my yahoo account – health insurance is trending #5 but when I clicked on – I couldn't find a mention of healthcare.gov anywhere – did we buy that term??

#2 – this is from a google my friend did in CALI re obamacare – thought we bought this term
Nothing showed up

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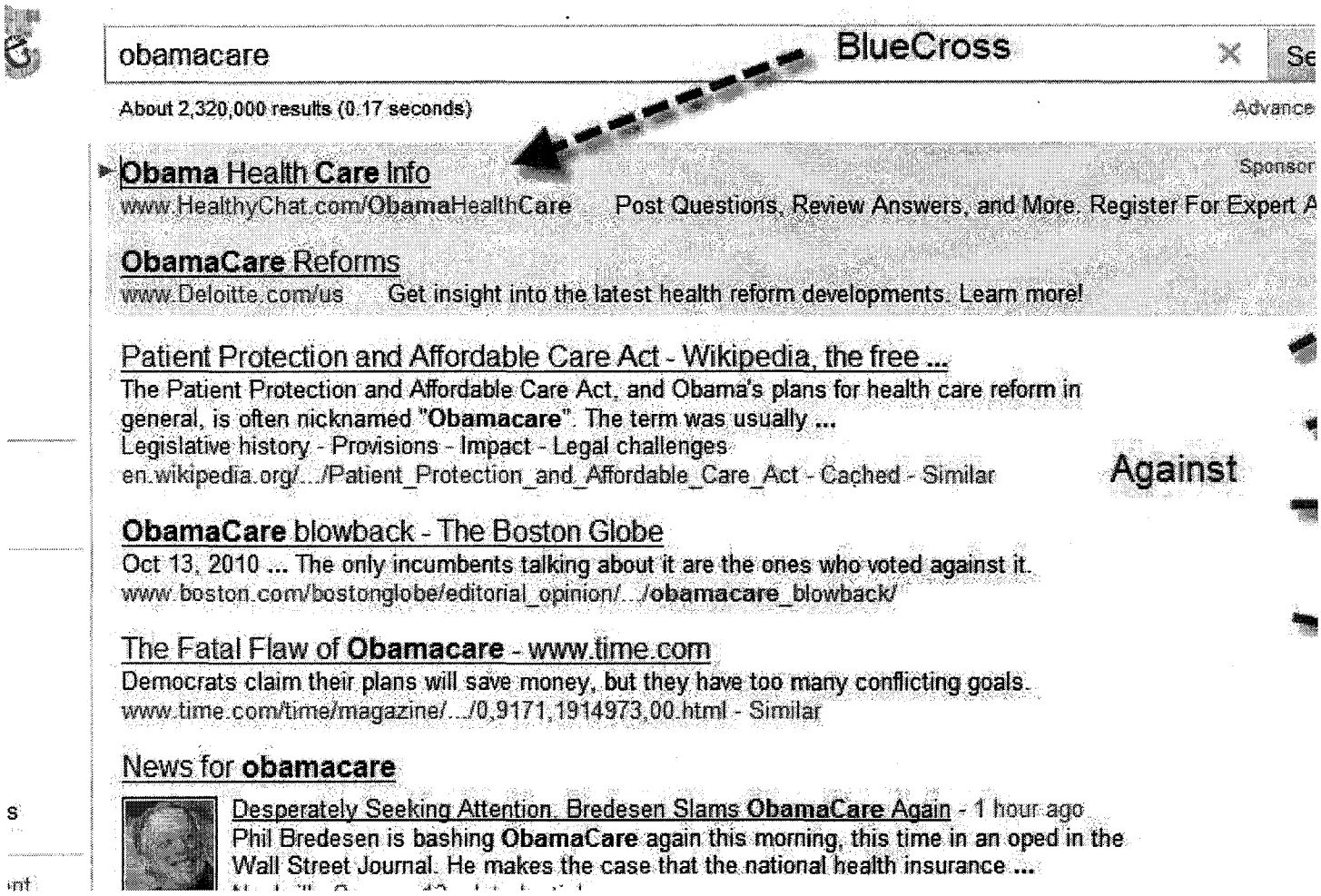
Sent: Thursday, October 21, 2010 12:15 PM
To: Backus, Jenny (HHS/ASPA)
Subject: Google results here in CA



Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 6:34 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 10.22.10 - 10.24.10

Just granted access. Glad this worked out!! Let me know if you need anything else ☺

Thanks,
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 6:22 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap for 10.22.10 - 10.24.10

Hi Cally-
You should be seeing two GA accounts for me now, instead of one. Let me know if it didn't go through for some reason.

Thanks again for everything-
Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 4:17 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 10.22.10 - 10.24.10

Absolutely! Do you want me to forward it to them now as well? Or just include them for tomorrow?

Thanks,
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 4:17 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap for 10.22.10 - 10.24.10

Hi Cally,
Mind adding the following names to the list of recipients of these updates?

Kathryn.Messner@hhs.gov

Achaia.Walton@hhs.gov

That would be super helpful.

Thank you!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 4:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap for 10.22.10 - 10.24.10

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 10.22 – 10.24. Please note that as a result of the Yahoo/MSN merger, their system is backlogged and slow to get campaigns started. We are working to get the Spanish campaign launched asap. I will confirm once this has launched.

Google English Campaign
Impressions: 299,506
Clicks: 4,670
CTR: 1.56%

Google Spanish Campaign
Impressions: 50,172
Clicks: 164
CTR: 0.33%

Yahoo/Bing English Campaign
Impressions: 17,036
Clicks: 336
CTR: 1.97%

TOTAL
Impressions: 366,714
Clicks: 5,170
CTR: 1.41%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach

Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 5:30 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Kaya,

Will this be affected by the fact that everything is now running through Bing (i.e. in the "AdWords" equivalent AdCenter, there is no distinction between Yahoo and Bing)? If so, I will segment the ad groups so that we can clearly know which keywords are coming from Yahoo, and which from Bing. Let me know your thoughts...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 5:21 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Cally,

I've added davidregisterster@gmail.com as an admin in Google Analytics. If you could let us know when we have Google Adwords admin access, we can check to make sure we have the reports we need.

Per our meeting, please add the following parameters to the end of the URL so we can track them in Google Analytics. Please replace <INSERT URL> with the appropriate URL and <INSERT KEYWORD> with the appropriate keyword

Yahoo:
http://<INSERT URL>?utm_source=cpc&utm_medium=yahoo&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Bing:
http://<INSERT URL>?utm_source=cpc&utm_medium=bing&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Please let us know if you have any questions.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

(b)(4),(b)(6)

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM

To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.

> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
>
>
>
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> _____
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
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> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>

>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --

>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
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>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 5:21 PM
To: 'Stolbach, Cally'; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

Cally,

I've added (b)(6) as an admin in Google Analytics. If you could let us know when we have Google Adwords admin access, we can check to make sure we have the reports we need.

Per our meeting, please add the following parameters to the end of the URL so we can track them in Google Analytics. Please replace <INSERT URL> with the appropriate URL and <INSERT KEYWORD> with the appropriate keyword

Yahoo:
http://<INSERT URL>?utm_source=cpc&utm_medium=yahoo&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Bing:
http://<INSERT URL>?utm_source=cpc&utm_medium=bing&utm_term=<INSERT KEYWORD>&utm_campaign=ogilvybuy

Please let us know if you have any questions.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

(b)(4),(b)(6)

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

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We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

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Thanks!
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Subject: RE: RE: RE: Introductions

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Please let us know.

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Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

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Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

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> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally

> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
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> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
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>
>
>
> _____
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>

>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl
[mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.

>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
>>
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 4:17 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM Campaign Recap for 10.22.10 - 10.24.10

Absolutely! Do you want me to forward it to them now as well? Or just include them for tomorrow?

Thanks,
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 4:17 PM
To: Stolbach, Cally
Subject: RE: SEM Campaign Recap for 10.22.10 - 10.24.10

Hi Cally,
Mind adding the following names to the list of recipients of these updates?

Kathryn.Messner@hhs.gov

Achaia.Walton@hhs.gov

That would be super helpful.

Thank you!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 4:13 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap for 10.22.10 - 10.24.10

Hi All,

Below please find the performance of the healthcare.gov/cuidadodesalud.com SEM campaign for 10.22 – 10.24. Please note that as a result of the Yahoo/MSN merger, their system is backlogged and slow to get campaigns started. We are working to get the Spanish campaign launched asap. I will confirm once this has launched.

Google English Campaign
Impressions: 299,506
Clicks: 4,670
CTR: 1.56%

Google Spanish Campaign
Impressions: 50,172
Clicks: 164
CTR: 0.33%

Yahoo/Bing English Campaign
Impressions: 17,036
Clicks: 336
CTR: 1.97%

TOTAL
Impressions: 366,714
Clicks: 5,170
CTR: 1.41%

Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach

Strategic Planner

Ogilvy Washington
202.729.4020 | **cally.stolbach@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
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Please let Imani Greene or I know if you have any questions.

Thanks!

Cally Stolbach

Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, October 25, 2010 4:08 PM
To: Greene, Imani; Backus, Jenny (HHS/ASPA); OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally; Wayman, Jennifer
Subject: RE: Google results here in CA
Attachments: image002.jpg; image003.png

Hello again. As we suspected, after having spoken with Peter (Greenberger) it seems that the system is creating pauses in certain search terms, like "Obamacare" because they are generating quite a bit of pre-election traffic. This is designed to protect us from burning through our daily allotment on just a few terms.

I know this is not the easiest thing to describe via email. Let me know if you'd like to have a quick call today to discuss...

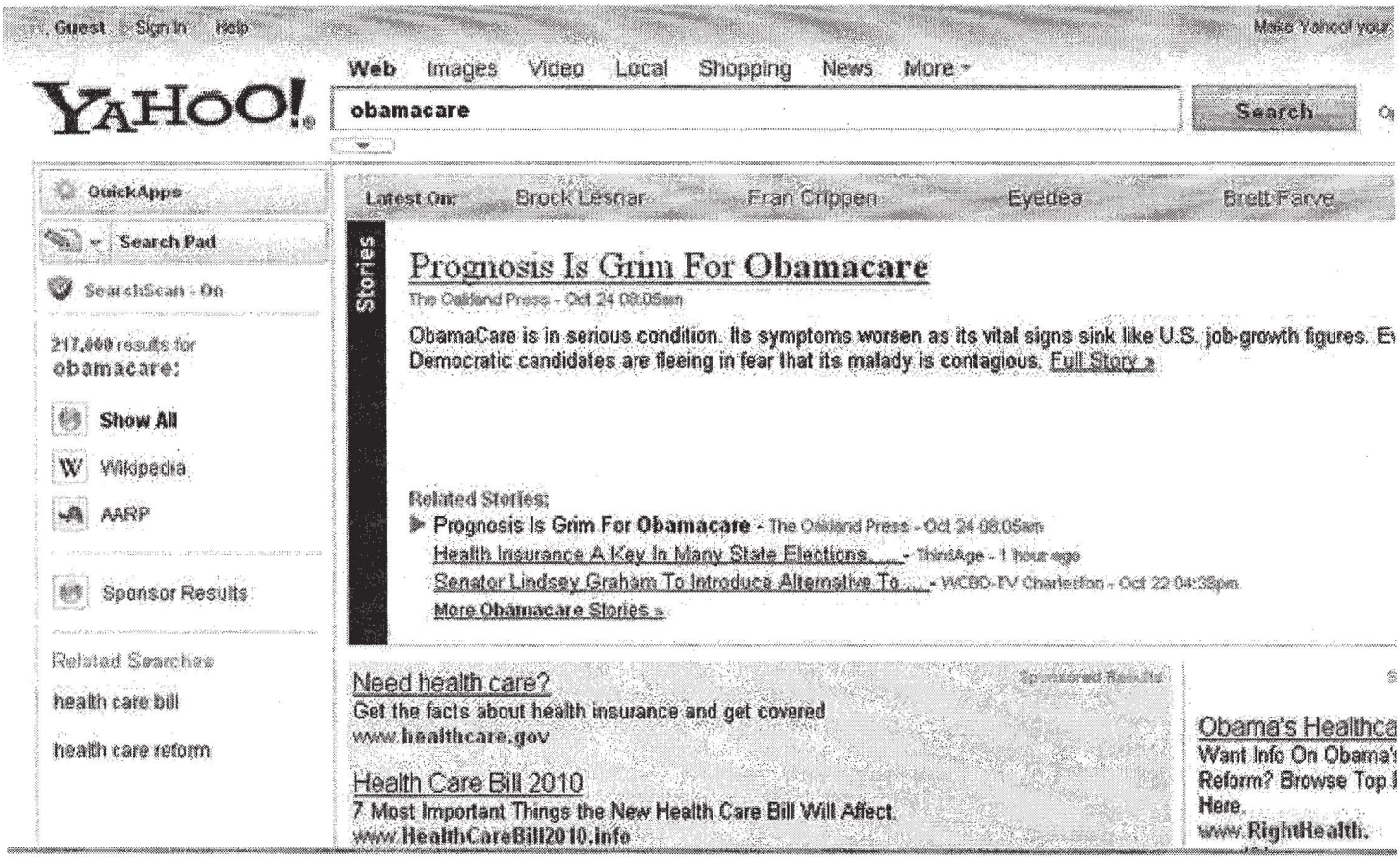
Imani Greene

202.721.9656 (o)
(b)(6) (m)

From: Greene, Imani
Sent: Monday, October 25, 2010 3:13 PM
To: 'Backus, Jenny (HHS/ASPA)'; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: Google results here in CA

Hi Jenny.

Health insurance is not a priority one term for Yahoo, so we did not purchase it on this portal - only on Google. (Alternatively if you look up such terms as Affordable Care Act, Patients Bill of Rights, Federal health insurance and Obamacare on Yahoo, you will trigger HHS' ad. An example follows below.) Now, we can add it to the Yahoo list but know that because of its popularity it will spend lots of money and upset the balance of spend between Google and Yahoo/MSN/Bing. We can certainly talk about this.



As it relates to Obamacare, this is most certainly a priority one term and we have been showing up for it on Google. We're checking to see why we are dark right now. I suspect its that we either met our daily expenditure cap, or that Google is creating mini-hiatuses in order to ensure that the priority one terms run throughout the day.

I'll be back in touch momentarily….

Imani Greene

202.729.4150 (o)
(b)(6) (m)

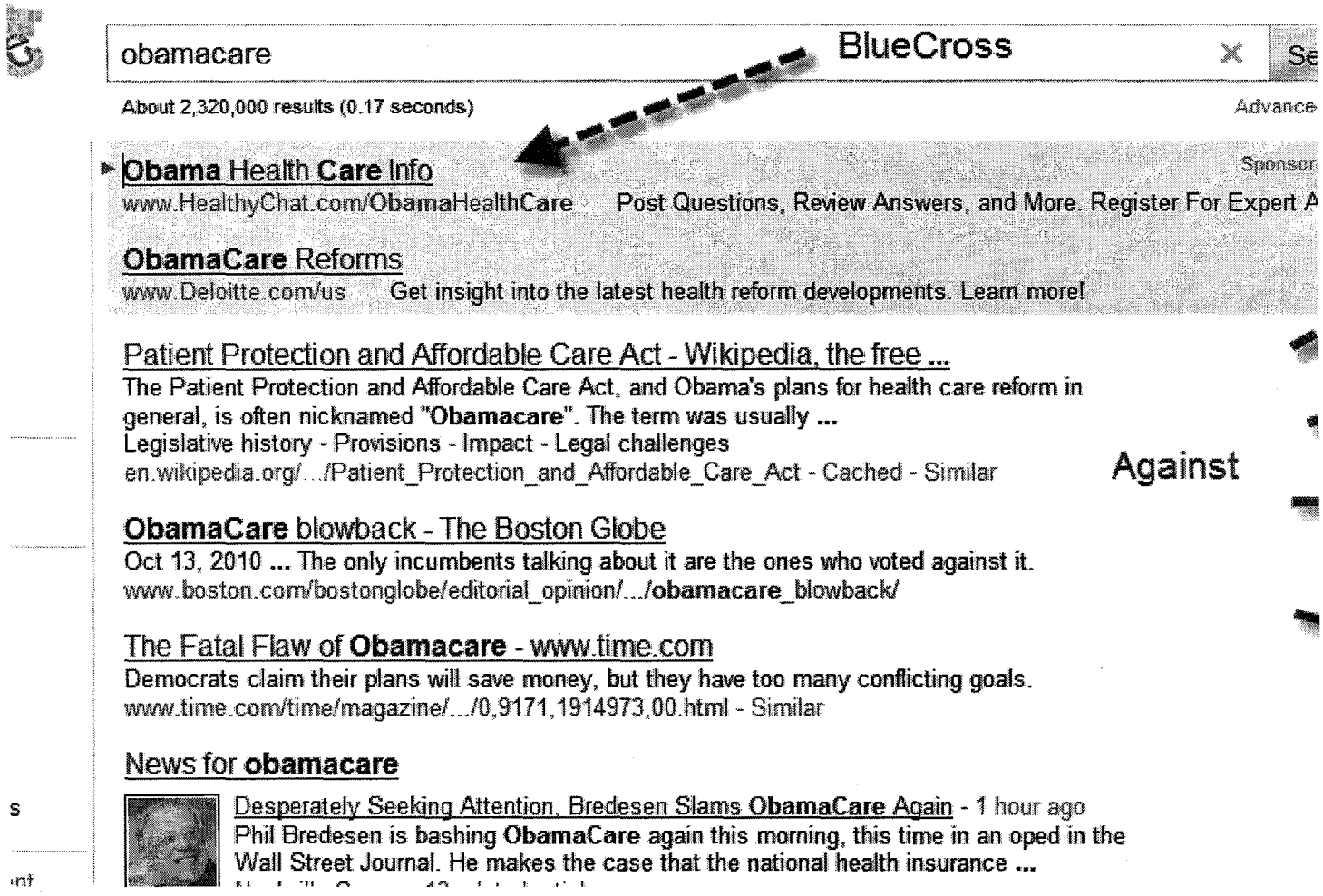
From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, October 25, 2010 2:37 PM
To: Greene, Imani; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: Google results here in CA

Wanted to check in on a couple of things
#1 – Just checked my yahoo account – health insurance is trending #5 but when I clicked on – I couldn't find a mention of healthcare.gov anywhere – did we buy that term??

#2 – this is from a google my friend did in CALI re obamacare – thought we bought this term
Nothing showed up

From: Christopher Minott [mailto:chris@loanbright.com]
Sent: Thursday, October 21, 2010 12:15 PM

To: Backus, Jenny (HHS/ASPA)
Subject: Google results here in CA



Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 3:48 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Alrighty. See you then.

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, October 25, 2010 3:47 PM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Let's do this from my office.

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 03:19 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: FW: RE: RE: Introductions

You want to do this at tech table?

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, October 25, 2010 2:35 PM
To: 'Stolbach, Cally'; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM

To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked

though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
>
>
>
>
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,

>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
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>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
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>> Thanks again for your help getting us all set up!
>> Julia
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>> _____
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>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>

>>
>>
>> _____
>> From: Courtney Kuhl
[mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>

>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 3:43 PM
To: 'Stolbach, Cally'; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

We can talk about this at the 4:30 pm meeting: We have admin-level access in Google Analytics. We would also need admin-level access in AdWords in order to link both accounts. I believe we currently have reports-only access, so we can't link GA to Adwords right now.

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user ((b)(6)) to

the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>

>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
>
>
>
>
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>>
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia

(HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
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>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
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>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
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>> Julia
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>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
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202.346.1241 | (m) (b)(6)
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hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
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>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc

> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Julia,

Stephanie will be able to join. Please use the below dial-in:

(b)(4),(b)(6)

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

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Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
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From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM

To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)

> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
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> Sent: Thursday, October 21, 2010 10:22 AM
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> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:

>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:

Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 3:19 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA)
Subject: FW: RE: RE: Introductions

You want to do this at tech table?

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, October 25, 2010 2:35 PM
To: 'Stolbach, Cally'; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

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Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

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To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

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Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
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To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

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> Hi Stephanie,
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> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
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> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
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> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
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>

>
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> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
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>
> Hi Julia,
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> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
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>> Thanks again for your help getting us all set up!
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>> Subject: Re: Introductions
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>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.

>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
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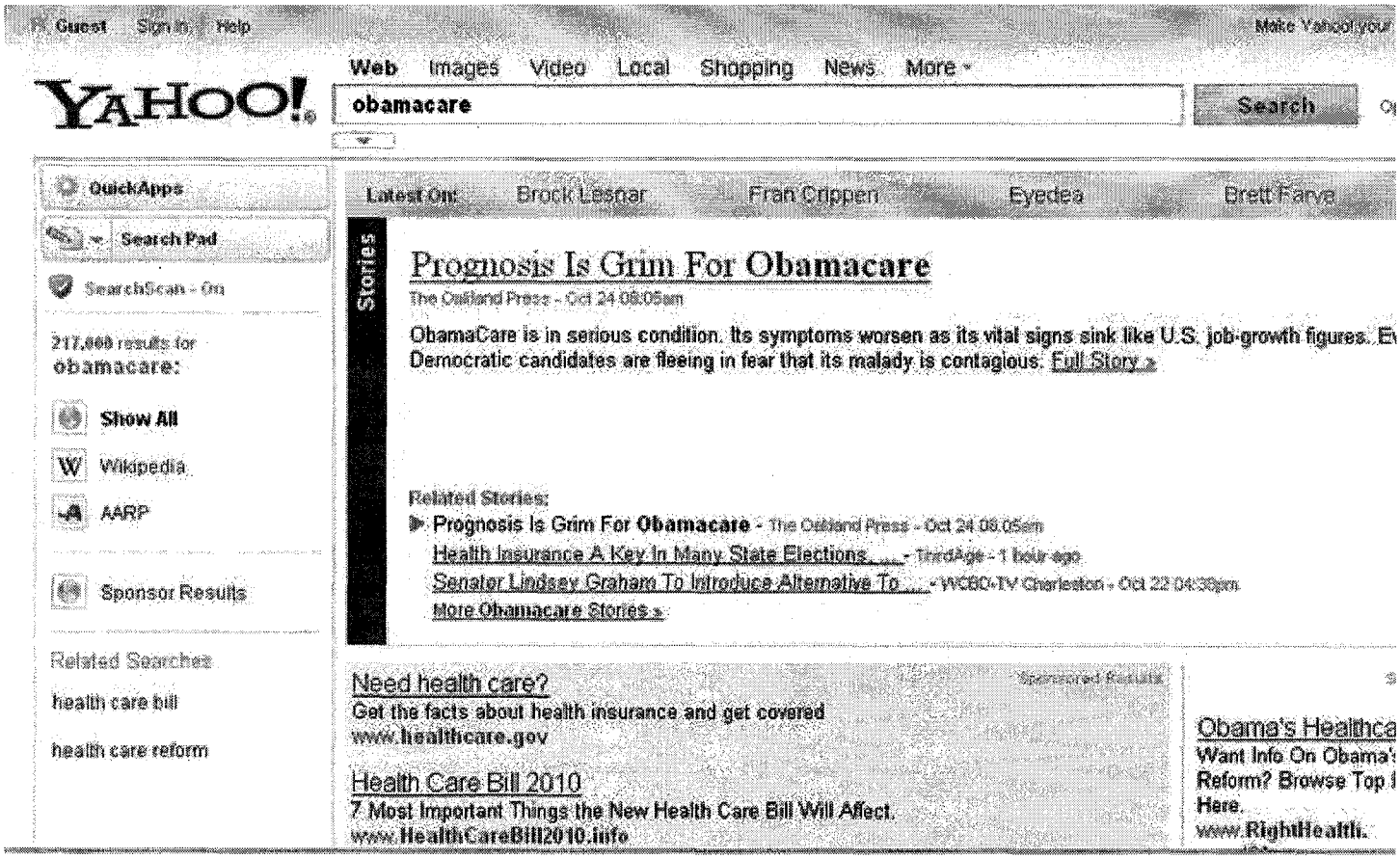
> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, October 25, 2010 3:13 PM
To: Backus, Jenny (HHS/ASPA); OGIMGillman (CMS contact)
Cc: Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: Google results here in CA
Attachments: image001.png; image002.jpg

Hi Jenny.

Health insurance is not a priority one term for Yahoo, so we did not purchase it on this portal - only on Google. (Alternatively if you look up such terms as Affordable Care Act, Patients Bill of Rights, Federal health insurance and Obamacare on Yahoo, you will trigger HHS' ad. An example follows below.) Now, we can add it to the Yahoo list but know that because of its popularity it will spend lots of money and upset the balance of spend between Google and Yahoo/MSN/Bing. We can certainly talk about this.



As it relates to Obamacare, this is most certainly a priority one term and we have been showing up for it on Google. We're checking to see why we are dark right now. I suspect its that we either met our daily expenditure cap, or that Google is creating mini-hiatuses in order to ensure that the priority one terms run throughout the day.

I'll be back in touch momentarily....

Imani Greene

202.729.4150 (o)

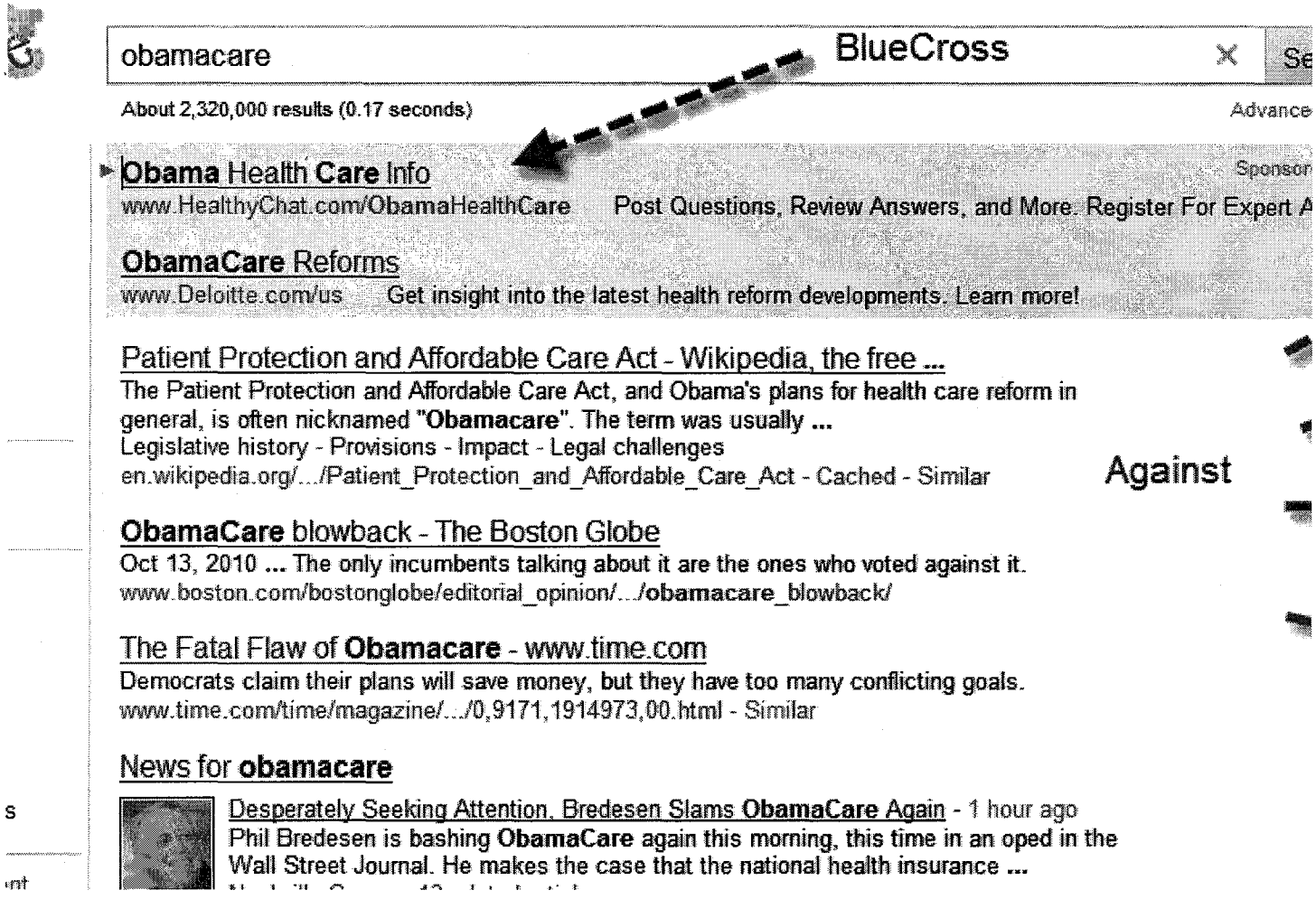
917.721.9656 (m)

From: Backus, Jenny (HHS/ASPA) [mailto:Jenny.Backus@hhs.gov]
Sent: Monday, October 25, 2010 2:37 PM
To: Greene, Imani; Gillman, Margo
Cc: Eisman, Julia (HHS/ASPA)
Subject: FW: Google results here in CA

Wanted to check in on a couple of things
#1 – Just checked my yahoo account – health insurance is trending #5 but when I clicked on – I couldn't find a mention of healthcare.gov anywhere – did we buy that term??

#2 – this is from a google my friend did in CALI re obamacare – thought we bought this term
Nothing showed up

From: Christopher Minott [mailto:chris@loanbright.com]
Sent: Thursday, October 21, 2010 12:15 PM
To: Backus, Jenny (HHS/ASPA)
Subject: Google results here in CA



Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 3:12 PM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Sounds good – I will check with Stephanie to see if she is available.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 2:35 PM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks Cally.

Want to try for a 4:30 phone call to talk through this, and invite Stephanie to join?

Would love to be able to nail this down today.

-Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)

Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our

profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user ((b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>

>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
>
>
>
>
> _____
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or

include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>

>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
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>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:49 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

I talked with Stephanie about this, and she said that the analytics and adwords account cannot be linked unless the adwords account has admin level access in the Google analytics account. I think this is why they recommended creating a separate analytics page so that we wouldn't have any access to anything other than this specific campaign.

Please let me know how you would like to proceed, and if there's anything I can do to help.

Thanks,
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:47 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)

Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM

To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>

> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
>

>
>
> _____
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
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>>
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>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney

>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM

campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
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>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 1:47 PM
To: 'Stolbach, Cally'; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

Thanks, Cally! I can't seem to find the link to tie in Google Analytics under the reporting tab. Help?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)

Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

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Subject: RE: RE: RE: Introductions

Hi Achaia,

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Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

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To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

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Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
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Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
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To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

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> Subject: Re: RE: Introductions
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> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
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> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
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> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today

>
> Best,
>
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>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
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>> Thanks again for your help getting us all set up!
>> Julia
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>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
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<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
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>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
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>> Thanks so much-
>> Julia
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>> _____

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[mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services

>> (o) 202-690-6453
>> (bb) (b)(6)
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 1:41 PM
To: Walton, Achaia (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Just "granted" access ☺ I will check in shortly to do the same for Julia.

Thanks!

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 1:04 PM
To: Stolbach, Cally; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM

To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only
access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)

> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
>
>
>
>
> _____
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:

>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
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>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
>>
>> Thanks so much-
>> Julia
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:

Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
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>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 1:08 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Sure thing. I just want to get this moving quickly since the buy is already in place. I'll let you know if I need anything else.

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, October 25, 2010 11:39 AM
To: Walton, Achaia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Thanks for following-up. Cally and I were supposed to connect on Friday but we played phone tag.

Let me know if you need anything on my end or if you have trouble viewing the accounts. I'm going to talk to Cally today and make sure we're all set to go. And I'd be happy to bring up anything you need.

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 11:28 AM
To: 'Stolbach, Cally'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)

Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

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On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
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>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as

(not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
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> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
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> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
>
>
>
>
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>

> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
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>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
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>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
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>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
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>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
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>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
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>> Julia
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>> Subject: Re: Introductions
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>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman

>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 1:04 PM
To: 'Stolbach, Cally'; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

Hi Cally,

We got the invites. Thanks! I've tried to link the accounts, but I got a message that says I need to be confirmed for access to AdWords. Let me know when we have been confirmed so I can link.

Thanks,
Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!

Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English

or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>
>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
>
> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
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> Hi Julia,
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> Let me dig into it deeper and I'll get back to you end of today
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>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
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>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
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>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
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>> Subject: Re: Introductions
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>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney

>>
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
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202.346.1241 | (m) (b)(6)
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>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
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>> Looking forward to speaking later today.
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>> -Julia
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>> Julia Eisman
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>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
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202.346.1241 | (m)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 12:00 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Sure! Give me a ring whenever – 202.729.4020

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:37 AM
To: Stolbach, Cally
Subject: RE: RE: RE: Introductions

Cally – I'm so sorry we didn't connect on Friday! I was in a meeting far longer than expected. Would today work?

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
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Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
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Hi Steph,

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Kaya

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Hi Achaia,

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Steph

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> Kaya
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> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....

>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
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>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
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> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
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> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
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> Thanks!
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> Steph
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> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
> Fantastic. Thank you.
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> _____

> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
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> Hi Julia,
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> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
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> Best,
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>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
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>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
>>
>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
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>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
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>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
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>> Julia
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>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
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>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics

account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:55 AM
To: Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia & Julia,

I have sent invitations to both of you for access to both the English & Spanish accounts. Can you please confirm receipt of these invitations, and that you are able to see what you need to? Please let me know. If they didn't go through, I will resend immediately.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 25, 2010 11:36 AM
To: Stolbach, Cally; Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Thanks so much Cally!

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

We have already put in calls/emails to Google to get this moving. It will be our top priority! Stay tuned...

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:28 AM
To: Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)

Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!

Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]

> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
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> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
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> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
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> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
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> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
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> The data we will need is
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> b) a list of the profiles that you want the adwords data to be imported into.
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> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
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> Thanks!
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> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
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> Hi Julia,
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> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
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> Best,
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>> Julia
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>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
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>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
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>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
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>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.

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>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
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>> Looking forward to speaking later today.
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>> -Julia
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>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Monday, October 25, 2010 11:36 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: RE: Introductions

Thanks for your note. I'm home sick today (Monday) with unpredictable access to email. If your message is urgent, please contact me on mobile: (b)(6)

Best Regards,

Imani Greene
SVP/Media Director

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:29 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
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Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

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Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

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To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
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Subject: RE: RE: RE: Introductions

Hi Achaia,

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Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
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> Thanks,
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> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
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> Hey Julia
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> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
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> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
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> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
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>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
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>> Thanks again for your help getting us all set up!
>> Julia
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>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
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>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
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>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
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>> Thanks again,
>> Courtney
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>> To: Eisman, Julia (HHS/ASPA)
>> Cc:

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>> Subject: Re: Introductions
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>> Hi Julia & team,
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>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 11:28 AM
To: 'Stolbach, Cally'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); 'Greene, Imani'
Subject: RE: RE: RE: Introductions

Great, thank you. If you could move forward with that, we would like to get it done by 3pm today. We would like to integrate some of the metrics in our weekly report to senior management.

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Monday, October 25, 2010 11:18 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Greene, Imani
Subject: RE: RE: RE: Introductions

Hi Achaia,

Sorry for not responding earlier – Julia and I were trying to touch base on Friday but seemed to have missed one another. We are fine giving you access to our account, and will work directly with Google to get this set up.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); Stolbach, Cally
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions
Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

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Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

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Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

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>>
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
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>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
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> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

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Hi Achaia,

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To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user ((b)(6) to

the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia
>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only
access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
>

>
> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
>
> Thanks!
>
> Steph
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> On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
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> _____
> From: Stephanie Carrera [mailto:scarrera@google.com<mailto:scarrera@google.com>]
> Sent: Thursday, October 21, 2010 10:22 AM
>
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
>
> Hi Julia,
>
> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
>
> Best,
>
> Steph
> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>> wrote:
>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening (and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
>>
>> Thanks again for your help getting us all set up!
>> Julia
>>
>>
>>
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>>
>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia

(HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello! Thanks again for jumping on the phone today. We're all very excited about how well the campaign is going on day one!
>>
>> I just wanted to follow-up on the auto-tagging, to see if you were able to turn that on. Would you mind letting us know?
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>> Thanks so much-
>> Julia
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>> _____
>> From: Courtney Kuhl
[mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
>>
>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA)
<Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@

hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
>>
>>
>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc

> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Monday, October 25, 2010 11:16 AM
To: Walton, Achaia (HHS/ASPA); 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Importance: High

Cally,

Do you have any updates to this? We would like to link the accounts ASAP.

Thanks,
Kaya

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 1:22 PM
To: 'Cally.Stolbach@ogilvypr.com'
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user ((b)(6)) to the AdWords account, so I can link both.
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> Thanks,
> Kaya
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> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
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> Hey Julia
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> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
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> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
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> Hi Julia,
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> Let me dig into it deeper and I'll get back to you end of today
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>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
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>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
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>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
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>> Courtney
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>> Thanks so much-
>> Julia
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>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
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>> Hi Julia & team,
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>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
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>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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>> Hello!
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>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
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>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>

>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
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>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 5:31 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: SEM Campaign Recap for 10.21.10

Thanks, Julia! I still have not heard from Cally. I can follow up with her. I just wanted to get the linking of analytics to adwords out of the way.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Friday, October 22, 2010 05:09 PM
To: Walton, Achaia (HHS/ASPA)
Subject: FW: SEM Campaign Recap for 10.21.10

Kaya --
Still need to get your name on the list, but I wanted you to have this.

My bad for not doing it today...but I'll be sure it happens for next week.

Thanks again for EVERYTHING this week. I look forward to working more with you! I've already learned a ton and I know there's more to come.

Julia

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 12:43 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap for 10.21.10

Hello all. By way of introduction I am Cally Stolbach, your strategic media planner for this effort.

This forwards the first daily recap of prior-day performance for the healthcare.gov/cuidadodesalud.com SEM campaign. Going forward you will receive these updates from me (or another member of our team) by 2pm each weekday. Monday reports will recap campaign performance for the preceding Friday, Saturday and Sunday.

Upon your review, please note that Yahoo/MSN/Bing results are reported collectively, as the two engines have recently merged and all data has been fused by the publisher. Also note that the Spanish campaign on Yahoo/Bing launched today, and initial performance will be reported in Monday's update.

Google English Campaign
Impressions: 281,752
Clicks: 1,625
CTR: 0.58%

Google Spanish Campaign
Impressions: 455
Clicks: 20

CTR: 4.40%

Yahoo/Bing English Campaign
Impressions: 16,112
Clicks: 199
CTR: 1.24%

TOTAL
Impressions: 298,319
Clicks: 1,844
CTR: 0.62%

Please let Imani Greene or I know if you have any questions.

Thanks,

Cally Stolbach

Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com<mailto:cally.stolbach@ogilvypr.com>
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 3:28 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Since July? 2,408,622 visits

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, October 22, 2010 3:27 PM
To: Walton, Achaia (HHS/ASPA)
Subject: Re: RE: RE: Introductions

What is the total number of visitors to HC.gov?

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 01:21 PM
To: 'Cally.Stolbach@ogilvypr.com' <Cally.Stolbach@ogilvypr.com>
Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

Hi Cally,

We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 01:00 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera <scarrera@google.com>
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl <ckuhl@google.com>; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6) With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'

Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user ((b)(6) to the AdWords account, so I can link both.
>
> Thanks,
> Kaya
>
> From: Stephanie Carrera [mailto:scarrera@google.com]
> Sent: Thursday, October 21, 2010 7:52 PM
> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
>
> Hey Julia

>
> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
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> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
>
> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
>
> The data we will need is
> a) the Google Analytics account ID
> b) a list of the profiles that you want the adwords data to be imported into.
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> I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.
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> Thanks!
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> Steph
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> Fantastic. Thank you.
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> Let me dig into it deeper and I'll get back to you end of today
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> Best,
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> On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)"
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>> Hi Courtney - Just to follow-up on this, we've set up the new account to link to the AdWords. However we're not able to see the auto-tagging in our content report. Do you have ideas about why this might be happening.(and how we can fix it)?
>>
>> In addition, we were wondering if you could send along the clickthroughs and cost info from yesterday (or include them in today's highlights).
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>> Thanks again for your help getting us all set up!
>> Julia
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>> _____
>> From: Courtney Kuhl [mailto:ckuhl@google.com<mailto:ckuhl@google.com>]
>> Sent: Wednesday, October 20, 2010 5:51 PM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc: Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
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>> Julia - Ogilvy enabled auto-tagging, so you're all set on that!
>>
>> Stephanie will be in touch with specific instructions for setting up the new Analytics account and the link for AdWords. It's a complicated topic to discuss during a conference call, so don't hesitate to be in touch with any further questions as we work through this process.
>>
>> Thanks again,
>> Courtney
>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)

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>> Subject: Re: Introductions
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>> Hi Julia & team,
>>
>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
>>
>> Courtney
>>
>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
>>
>> On Wed, Oct 20, 2010 at 11:32 AM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov><mailto:Julia.Eisman@hhs.gov<mailto:Julia.Eisman@hhs.gov>>> wrote:
>> Hello!
>>
>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.

>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
>>
>> Looking forward to speaking later today.
>>
>> -Julia
>>
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>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 2:34 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Julia – sure! I'm available for the rest of the afternoon, please feel free to give me a ring whenever is convenient for you. 202-729-4020.

Thanks!
Cally

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, October 22, 2010 1:42 PM
To: Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Cally –
I've been in meetings much of the morning, but I'd love to touch base with you if possible. Would you have a few minutes to jump on the phone?

Thanks much,
Julia

From: Stolbach, Cally [mailto:Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 1:01 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
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>> Hi Julia & team,
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>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
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>> -Julia
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>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

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Cc: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
Subject: Re: RE: RE: Introductions

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We are still a little uncomfortable in giving outside access to our analytics, despite it being separate from the rest of our profiles. Would it be possible to add myself and Julia as admin to AdWords and we can link it to GA?

Kaya

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> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
>
>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
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> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
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> Sent: Thursday, October 21, 2010 10:22 AM
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> To: Eisman, Julia (HHS/ASPA)
> Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
> Subject: Re: RE: Introductions
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> Hi Julia,
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> This could be for a few different reasons, including just a data delay.
> Let me dig into it deeper and I'll get back to you end of today
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>> --
>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
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>> Hello!
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>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in
order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing
our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence
Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM
campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics
account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
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>> Looking forward to speaking later today.
>>
>> -Julia
>>
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>>
>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)

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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google |
ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> |
202.346.1241 | (m) (b)(6)
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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 1:01 PM
To: Walton, Achaia (HHS/ASPA); Stephanie Carrera
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA)
Subject: RE: RE: RE: Introductions

Hi Achaia,

Our account username is (b)(6). With your approval, we will link the English account, as that is the account that will have the most traffic as a function of the money allocated to it.

Please let us know.

Thanks!
Cally

From: Walton, Achaia (HHS/ASPA) [mailto:Achaia.Walton@hhs.gov]
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: RE: RE: RE: Introductions

Hi Steph,

Thanks for the information. Cally, should I be adding you to our account? I've sent the information along to Julia who is working with Ogilvy on how to tag URLs so they can be tracked in GA.

Kaya

From: Stephanie Carrera [mailto:scarrera@google.com]
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Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

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To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user ((b)(6) to the AdWords account, so I can link both.
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> Hey Julia
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> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.
>
> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
>
> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
>
> 4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)
> Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
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>> Subject: Re: Introductions
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>> Hi Julia & team,
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>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.

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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)
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>> Hello!
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>> I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.
>>
>> Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.
>>
>> Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.
>>
>> I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account - however it is okay for you to add us to your Adwords account. Is this possible on your end?
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>> Looking forward to speaking later today.
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>> -Julia
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>> Julia Eisman
>> New Media Communications Director
>> US Department of Health and Human Services
>> (o) 202-690-6453
>> (bb) (b)(6)
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>> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>> | 202.346.1241 | (m) (b)(6)

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> --
> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (b)(6)
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stolbach, Cally [Cally.Stolbach@ogilvypr.com]
Sent: Friday, October 22, 2010 12:43 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris
Subject: SEM Campaign Recap for 10.21.10

Hello all. By way of introduction I am Cally Stolbach, your strategic media planner for this effort.

This forwards the first daily recap of prior-day performance for the healthcare.gov/cuidadodesalud.com SEM campaign. Going forward you will receive these updates from me (or another member of our team) by 2pm each weekday. Monday reports will recap campaign performance for the preceding Friday, Saturday and Sunday.

Upon your review, please note that Yahoo/MSN/Bing results are reported collectively, as the two engines have recently merged and all data has been fused by the publisher. Also note that the Spanish campaign on Yahoo/Bing launched today, and initial performance will be reported in Monday's update.

Google English Campaign
Impressions: 281,752
Clicks: 1,625
CTR: 0.58%

Google Spanish Campaign
Impressions: 455
Clicks: 20
CTR: 4.40%

Yahoo/Bing English Campaign
Impressions: 16,112
Clicks: 199
CTR: 1.24%

TOTAL
Impressions: 298,319
Clicks: 1,844
CTR: 0.62%

Please let Imani Greene or I know if you have any questions.

Thanks,

Cally Stolbach

Strategic Planner

Ogilvy Washington
202.729.4020 | cally.stolbach@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 10:44 AM
To: 'Stephanie Carrera'
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; Eisman, Julia (HHS/ASPA); 'Stolbach, Cally'
Subject: RE: RE: RE: Introductions

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>> On Wed, Oct 20, 2010 at 5:47 PM, Eisman, Julia (HHS/ASPA)
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>> Thanks so much-
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>> From: Courtney Kuhl
[mailto:ckuhl@google.com<mailto:ckuhl@google.com><mailto:ckuhl@google.com<mailto:ckuhl@google.com>>]
>> Sent: Wednesday, October 20, 2010 11:35 AM
>> To: Eisman, Julia (HHS/ASPA)
>> Cc:
Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com><mailto:Imani.Greene@ogilvypr.com<mailto:Imani.Greene@ogilvypr.com>>; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
>> Subject: Re: Introductions
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>> Hi Julia & team,
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>> Thanks for the introductions! We are all set for our 3:30pm call. Stephanie Carrera and Eric Obenzinger from the Google team will be on as well.
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202.346.1241 | (m) (b)(6)
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>> Looking forward to speaking later today.
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> Stephanie Carrera
> Analytical Lead
> Google, inc
> Phone (212) 565-3166
> Cell (617) 610-3612
> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Stephanie Carrera [scarrera@google.com]
Sent: Friday, October 22, 2010 10:42 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Courtney Kuhl; Eisman, Julia (HHS/ASPA); Stolbach, Cally
Subject: Re: RE: RE: Introductions

Hi Achaia,

Good to hear you are seeing the data in the reporting.

To link accounts though please refer to step 4. Ogilvy will need to provide you with their account user name and you will have to grant admin access to that username in your Analytics account. Then once that is complete Ogilvy can link the accounts. Let me know if that makes sense or if anyone wants to hop on the phone to review.

Lastly not sure if you are already doing this, but if not you should manually tag any other sem or display campaigns that you are running as well. So yahoo Bing etc so that you can also get proper reporting for their campaigns. Happy to send a step by step on how to do this if you are interested

Best,

Steph

On Oct 22, 2010 10:15 AM, "Walton, Achaia (HHS/ASPA)" <Achaia.Walton@hhs.gov> wrote:
> Hi Stephanie,
>
> Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (b)(6) to the AdWords account, so I can link both.
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> Thanks,
> Kaya
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> To: Eisman, Julia (HHS/ASPA)
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> Hey Julia
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> Ok several follow ups....
>
> 1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
> If yes these are the steps to grant read only access<http://www.google.com/support/googleanalytics/bin/answer.py?answer=66983#0.1.1_step9>
> If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.

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> 2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.
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> 3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.
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> HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
> http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500
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>
> Afterwards Ogilvy can follow these steps to link accounts:
> http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820
>
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> *** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
> Normally you can only link a single adwords account to a single google anlaytics account.
> If you link the english account though, internally we can help link the spansih account.
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> Phone (212) 565-3166
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> scarrera@google.com<mailto:scarrera@google.com>

Eisman, Julia (HHS/ASPA)

From: Dinicolo, Kelly A. (CMS/OEA)
Sent: Friday, October 22, 2010 10:23 AM
To: Mulligan, Jaime (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: RE: they meet

Julia—Call anytime.

Kelly DiNicolo, Director
Division of Campaign Mgmt
Strategic Research & Campaign Management Group
Office of External Affairs and Campaign Management
Center for Medicare & Medicaid Services
410-786-0046

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, October 13, 2010 3:59 PM
To: Dinicolo, Kelly A. (CMS/OEA); Eisman, Julia (HHS/ASPA)
Subject: they meet

They meet!

Kelly—Julia, Julia—Kelly.

Kelly, Julia's a friend of mine up here in ASPA and she's starting work with Ogilvy on some digital media stuff. It occurred to me that you guys had worked with Ogilvy before so I pinged Chris and he said you might have some comments/etc that could be helpful. Also, did I just spelled occurred wrong?

Anyway, if you have a spare minute or two and have any advice—thought I'd loop you two.

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 10:15 AM
To: 'Stephanie Carrera'; Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); 'Courtney Kuhl'; 'Stolbach, Cally'
Subject: RE: RE: Introductions

Hi Stephanie,

Julia has asked me to respond on her behalf. We are now seeing the autotagged data in Google Analytics (new and old). We have also set up the roll-up reporting so we're tracking traffic on the site on our current and new Google Analytics accounts. Let me know when you can add me as an admin user (kaya.walton@gmail.com) to the AdWords account, so I can link both.

Thanks,
Kaya

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To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
Subject: Re: RE: Introductions

Hey Julia

Ok several follow ups....

1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
If yes these are the steps to grant read only access
If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.

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3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.

4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)

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I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Friday, October 22, 2010 10:00 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: RE: Introductions

Happy Friday! I'll respond to her in a few minutes, and I will send the numbers for the tracked tweet along later as well.

Kaya

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, October 22, 2010 9:31 AM
To: Walton, Achaia (HHS/ASPA)
Subject: FW: RE: Introductions

Hi there Kaya –

Morning! A few questions following up on Stephanie's email:

- What do you think about her #1 request? Is that do-able? I'm guessing not, but let me know if there's a work around.
- And are you able to see the auto-tagging now, or are we still having issues?
- Are you able to forward the account ID's over so they can link our new GA account to Adwords?

I'm in meetings for much of the morning, but will be on bb. So let's be in touch…

Thanks!!
Julia

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Best,

Steph

On Oct 21, 2010 10:04 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
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> Sent: Wednesday, October 20, 2010 5:51 PM
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> Cc: Imani.Greene@ogilvypr.com; Stolbach, Cally; Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Eric Obenzinger; Stephanie Carrera
> Subject: Re: Introductions
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> Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com<mailto:ckuhl@google.com> | 202.346.1241 | (m) [redacted] (b)(6)
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Stephanie Carrera
Analytical Lead
Google, inc
Phone (212) 565-3166
Cell (b)(6)
scarrera@google.com

Eisman, Julia (HHS/ASPA)

From: Stephanie Carrera [scarrera@google.com]
Sent: Thursday, October 21, 2010 7:52 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
Subject: Re: RE: Introductions

Hey Julia

Ok several follow ups....

1) I know that we discussed privacy issues yesterday, is it at all possible for you to grant me read only access to the GA account so that I can better troubleshoot and see exactly what is going on?
If yes these are the steps to grant read only access
If not that is ok as well, just limits our ability to understand what is going on and help troubleshoot.

2) So the autotagged data should be appearing by now as source Google Medium CPC data. You can actually see this as well under the Traffic Sources Report, under an AdWords link. Since the accounts are not linked though you won't have any detailed data, just top level adwords traffic and it will be assigned to a campaign as (not set) If you still do not see this, please let me know as a data delay shouldn't take any longer.

3) Hosting 2 distinct Google Analytics coding on a site is possible as mentioned. Just an fyi this is generally not recommend as the disadvantage is that their is a tiny increase in page load time as an additional 1*1 gif is called and the JavaScript is re-triggered. Impart can vary site by site so just something to be aware of.

4) Now that the new GA account is created we can link it to adwords. (can you please send both of the distinct Google analytics account ids over and say which is for adwords and which is the original?)

Since you have different GA and Adwords logins, you will need to add your AdWords login at the account level (not the MCC login) as an admin to the Analytics account -
HHS team will have to ad the user - Ogilvy can provide the account level login to the English HHS account
http://www.google.com/support/googleanalytics/bin/answer.py?answer=55500

Afterwards Ogilvy can follow these steps to link accounts:
http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=146820

*** Ogilvy, something to realize is that you will only be able to link one adwords account (either the English or the Spanish account)
Normally you can only link a single adwords account to a single google anlaytics account.
If you link the english account though, internally we can help link the spansih account.

The data we will need is
a) the Google Analytics account ID
b) a list of the profiles that you want the adwords data to be imported into.

I know this is pretty dense so please let me know if you would like to hop on a call tomorrow to review.

Thanks!

Steph

On Thu, Oct 21, 2010 at 12:09 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov> wrote:

Fantastic. Thank you.

From: Stephanie Carrera [mailto:scarrera@google.com]
Sent: Thursday, October 21, 2010 10:22 AM

To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Walton, Achaia (HHS/ASPA); Courtney Kuhl; Stolbach, Cally
Subject: Re: RE: Introductions

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Stephanie Carrera
Analytical Lead
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Cell (b)(6)
scarrera@google.com

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Thursday, October 21, 2010 2:30 PM
To: Eisman, Julia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Garlow, Nicholas (HHS/ASPA)
Subject: RE: SEM Day One campaign recap

Hi Julia,

Thanks for circulating this. Could you please add us to the updates list?

Thanks,
Kaya

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, October 21, 2010 2:14 PM
To: Walton, Achaia (HHS/ASPA); Messner, Kathryn (HHS/ASPA); Garlow, Nicholas (HHS/ASPA)
Subject: FW: SEM Day One campaign recap

FYI...

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, October 21, 2010 2:10 PM
To: Backus, Jenny (HHS/ASPA); Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Stolbach, Cally
Subject: SEM Day One campaign recap

Thank you Jenny.

All, enclosed is a performance recap from yesterday's search buy. We're pleased to report that more than 2,100 visitors were delivered to healthcare.gov and cuidadodesalud.gov sites. The attached document provides a summary of our strategic approach, some high-level metrics, a summary of keywords and ad copy, and screen shots.

Going forward, we will provide a brief daily update via email to this same list of recipients.

Looking forward to great results!

Best,

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

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Sent: Thursday, October 21, 2010 1:30 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: Imani - please meet the team of folks who would love to get the daily Google AD updates and weekly reports

We may add more names shortly
thanks

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Attachments: Healthcare gov SEM Launch Report 10 21 10.ppt

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To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Garlow, Nicholas (HHS/ASPA)
Subject: AdWords Update

Hi Julia,

I just wanted to give you an update. We have set up the new account to link to AdWords. The request to add that account to our pages is high-priority for the Web development team tomorrow.

I do have a question, and I wasn't sure if I should pass this along to Ogilvy/Google, so I wanted to run it by you. Our content report currently is not seeing the autotag (I did check if there were still ads live on Google and there were). I was wondering as part of tomorrow's highlights – could they send along the total clickthroughs and cost information for today? I am going to check GA again tomorrow morning, and if I still do not see the tag, I was also wondering if we can ask them about it.

Thanks,
Kaya

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Eisman, Julia (HHS/ASPA)

From: Google Calendar [calendar-notification@google.com] on behalf of Courtney Kuhl [ckuhl@google.com]
Sent: Wednesday, October 20, 2010 11:38 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Accepted: Metrics meeting with Google/Ogilvy @ Wed Oct 20 3:30pm - 4pm (julia.eisman@hhs.gov)

Courtney Kuhl has accepted this invitation.
Metrics meeting with Google/Ogilvy

When: Wednesday, October 20, 2010 3:30 PM-4:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where: Call

Note: The GMT offset above does not reflect daylight saving time adjustments.

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The dial-in number is:

(b)(5),(b)(4),(b)(6)

When	Wed Oct 20 3:30pm – 4pm Eastern Time
Where	Call (map)
Calendar	julia.eisman@hhs.gov
Who	• julia.eisman@hhs.gov - organizer • cally.stolbach@ogilvypr.com • prudence.goforth@hhs.gov • jenny.backus@hhs.gov • ckuhl@google.com • achaia.walton@hhs.gov • kathryn.messner@hhs.gov • imanisdream@gmail.com

Invitation from Google Calendar

You are receiving this courtesy email at the account julia.eisman@hhs.gov because you are an attendee of this event.

To stop receiving future notifications for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.



invite.ics

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Hello!

I wanted to do a quick introduction of team HHS and team Ogilvy/Google in advance of today's meeting, in order to start the conversation online. Just want to be sure we're all set to go for today's buy in terms of syncing our Analytics, and wasn't sure if you're waiting for this meeting before placing the ads.

Kaya and Katie are on the HHS Web Team, working on HealthCare.gov analytics and SEO. Prudence Goforth is the fearless leader of our Web Department.

Courtney, Imani, and Cally are from Ogivly and Goolge, and are helping to lead our fabulous SEM campaign.

I did want to let team O/G know that due to OMB restrictions, we're unable to add you to our Analytics account – however it is okay for you to add us to your Adwords account. Is this possible on your end?

Looking forward to speaking later today.

-Julia

Julia Eisman

New Media Communications Director

US Department of Health and Human Services

(o) 202-690-6453

(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Messner, Kathryn (HHS/ASPA)
Sent: Wednesday, October 20, 2010 11:04 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Walton, Achaia (HHS/ASPA); Garlow, Nicholas (HHS/ASPA); Goforth, Prudence (HHS/ASPA)
Subject: RE: Google Adwords
Attachments: HealthCare.gov Keywords for SEM 10192010_b.xls

Importance: High

Hey Julia,

Thanks for your email. Based off of our meeting last week, our team targeted the following pages:

- Finder (http://finder.healthcare.gov/)
- Timeline: What's Changing and When (http://www.healthcare.gov/law/timeline/index.html)
- Pre-existing Condition Insurance Plan (http://www.healthcare.gov/law/provisions/preexisting/index.html)
- Preventive Care (http://www.healthcare.gov/law/provisions/preventive/index.html)
- Young Adult Coverage (http://www.healthcare.gov/law/provisions/youngadult/index.html)
- Appealing Health Plan Decisions (http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html)

Our strategy was to focus on high-value pages and build the list of words around them. We looked at the keywords that drove traffic to each page and used information from Google Analytics to sort by several different variables and determined which words would be optimal to focus on. We have also added related keywords that have generated significant amount of local searches in Google and that could drive traffic to the site.

Please see the attached list for the list of keywords as well as the copy below that we propose for each of the URLs. Please let me know if you have any questions or concerns.

Thanks,
Katie

HEADLINE (max 25 characters): Health Insurance Options
DESC LINE 1 (max 35 characters): Find public, private and community
DESC LINE 2 (max 35 characters): options that meet your needs
DISPLAY URL: Finder.HealthCare.gov
LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Compare Health Plan Options
DESC LINE 1 (max 35 characters): Find public & private insurance
DESC LINE 2 (max 35 characters): options & prices that apply to you
DISPLAY URL: Finder.HealthCare.gov
LANDING PAGE: http://finder.healthcare.gov/

HEADLINE (max 25 characters): Pre-existing Condition?
DESC LINE 1 (max 35 characters): Learn about PCIP in your state &
DESC LINE 2 (max 35 characters): how it could help you get coverage
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/preexisting/index.html

HEADLINE (max 25 characters): Health Reform Timeline
DESC LINE 1 (max 35 characters): Healthcare is improving now thru
DESC LINE 2 (max 35 characters): 2014. See what's changing and when.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/timeline/index.html

HEADLINE (max 25 characters): Preventive Care & Services

DESC LINE 1 (max 35 characters): Learn how you may be eligible for
DESC LINE 2 (max 35 characters): preventive care at no extra cost.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/preventive/index.html

HEADLINE (max 25 characters): Appeal Health Decisions
DESC LINE 1 (max 35 characters): Know your right to appeal when
DESC LINE 2 (max 35 characters): your health plan denies coverage.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/appealing/appealinghealthplandecisions.html

HEADLINE (max 25 characters): Coverage of Young Adults
DESC LINE 1 (max 35 characters): Keep your children under your
DESC LINE 2 (max 35 characters): health plan until they are 26.
DISPLAY URL: www.HealthCare.gov
LANDING PAGE: http://www.healthcare.gov/law/provisions/youngadult/index.html

---

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, October 20, 2010 10:55 AM
To: Walton, Achaia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Garlow, Nicholas (HHS/ASPA); Goforth, Prudence (HHS/ASPA)
Subject: RE: Google Adwords

Yes! That's exactly the purpose of today's meeting at 3:30 – so we can figure out how to sync the analytics.

I'll start an email chain with you and the team to kick things off, in order to touch base in advance (on the chance that they're waiting on this to start the buy.)

And regarding the list of keywords, that would be fantastic. Please do share!

Thanks so much-
Julia

From: Walton, Achaia (HHS/ASPA)
Sent: Wednesday, October 20, 2010 10:28 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Messner, Kathryn (HHS/ASPA); Garlow, Nicholas (HHS/ASPA); Goforth, Prudence (HHS/ASPA)
Subject: Google Adwords
Importance: High

Hi Julia,

I heard from Prudence that Ogilvy will start the ad buy today. Could we move forward with linking Adwords to Google Analytics? I just want to make sure that is in place. Based on OMB guidelines, we cannot add them to our Google Analytics account. It would probably be best if they add me to their AdWords account, so I can link it to Google Analytics.

Also, we have put together a list of keywords to target specific pages. Do you still want those?

Thanks,
Kaya

Achaia Walton
Web Metrics Analyst
Web Communications & New Media Division
Office of the Assistant Secretary for Public Affairs
US Department of Health & Human Services
Phone: 202-690-3874
Email: achaia.walton@hhs.gov

Eisman, Julia (HHS/ASPA)

From: Perry, Dionte (HHS/ASPA)
Sent: Wednesday, October 20, 2010 10:43 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Metrics Meeting w/ Ogilvy

Jenny can't make this meeting. It'll have to be rescheduled for another day. I just confirmed a meeting for tomorrow with Ogilvy regarding media and outreach. Can this information be included during tomorrow's call in meeting?

Ms. Dionte Perry

Administrative Assistant (Contractor)

Assistant Secretary for Public Affairs (ASPA)

HHH Building, Room 647D

(202) 690-6881

dionte.perry@hhs.gov

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Importance: High

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Thanks,
Kaya

Achaia Walton
Web Metrics Analyst
Web Communications & New Media Division
Office of the Assistant Secretary for Public Affairs
US Department of Health & Human Services
Phone: 202-690-3874
Email: achaia.walton@hhs.gov

Eisman, Julia (HHS/ASPA)

From: Walton, Achaia (HHS/ASPA)
Sent: Tuesday, October 19, 2010 6:31 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Analytics meeting with Ogilvy/Google

Yes. See you then!

On Oct 19, 2010, at 6:25 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

> Hi Kaya-
>
> Does this work for you?
>
> ---
>
> **From:** Goforth, Prudence (HHS/ASPA)
> **Sent:** Tuesday, October 19, 2010 5:59 PM
> **To:** Eisman, Julia (HHS/ASPA); Walton, Achaia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
> **Cc:** Garlow, Nicholas (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
> **Subject:** RE: Analytics meeting with Ogilvy/Google
>
> 3:30 works for me.
>
> ---
>
> **From:** Eisman, Julia (HHS/ASPA)
> **Sent:** Tuesday, October 19, 2010 5:13 PM
> **To:** Walton, Achaia (HHS/ASPA); Goforth, Prudence (HHS/ASPA); Backus, Jenny (HHS/ASPA)
> **Cc:** Garlow, Nicholas (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
> **Subject:** Analytics meeting with Ogilvy/Google
>
> Hello!
>
> We met again with Ogilvy & Google today, and are moving forward with an initial ad buy this week. The priority at the start is to buy keywords related to the Affordable Care Act, Families, Children, Patients Bill of Rights, etc, and then optimize and expand it from there based on the results.
>
> So to make sure our analytics teams are in sync for the launch, we'll need to coordinate a meeting with our metrics team and Ogilvy/Google's metrics team.
>
> Will tomorrow at 3:30 work for a call with Ogilvy/Google? They've requested a meeting before the launch, hence the urgency.
>
> Thanks very much,
> Julia

Eisman, Julia (HHS/ASPA)

From: Courtney Kuhl [ckuhl@google.com]
Sent: Tuesday, October 19, 2010 6:30 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Imani.Greene@ogilvypr.com
Subject: Re: Healthcare.gov Analytics Account

Julia -

That's excellent; thanks for arranging.

Courtney

On Tue, Oct 19, 2010 at 6:29 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov> wrote:

Hi Courtney –

It's looking like 3:30 will work, though I'm waiting to hear from one other person.

Once I hear back, I'll send around a meeting invite with a call-in number.

Thanks-

Julia

From: Courtney Kuhl [mailto:ckuhl@google.com]
Sent: Tuesday, October 19, 2010 4:51 PM

To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Imani.Greene@ogilvypr.com
Subject: Re: Healthcare.gov Analytics Account

Julia,

That will be great. If there's any chance everyone is free at 3:30pm tomorrow, Ogilvy & Google will already be together. Otherwise, we can be flexible for their schedules.

Thanks again,

Courtney

On Tue, Oct 19, 2010 at 4:48 PM, Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov> wrote:

Hi! It was great meeting you today. I'm finding out her availability, and the availability of our web team lead, and will get back to you with times. Would that work?

From: Courtney Kuhl [mailto:ckuhl@google.com]
Sent: Tuesday, October 19, 2010 4:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Stolbach, Cally; Imani.Greene@ogilvypr.com
Subject: Healthcare.gov Analytics Account

Hi Julia,

Great to meet you today! Would you mind sharing the contact information for the Healthcare.gov Analytics lead? We are hoping to set up a call with her tomorrow to ensure the set-up is in place for the launch of the paid search campaign.

Thanks for your help!
Courtney

--

Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com | 202.346.1241 | (m)
(b)(6)

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Cc: Garlow, Nicholas (HHS/ASPA); Messner, Kathryn (HHS/ASPA)
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Thanks very much,
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Thanks for your help!
Courtney

--

Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com | 202.346.1241 | (m)
(b)(6)

--
Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com | 202.346.1241 | (m)
(b)(6)

Eisman, Julia (HHS/ASPA)

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Thanks for your help!
Courtney

--
Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com | 202.346.1241 | (m) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Failla, Mark [mark.failla@teamaol.com]
Sent: Tuesday, October 19, 2010 12:47 PM
To: Eisman, Julia (HHS/ASPA)
Subject: AOL Advertising
Attachments: untitled.bmp; AOL Sample Ads_HHS.ppt; New aol-overview_20100806.pdf; advertisingcom-overview-one-sheet_advertisingcom-network_20100311.pdf

Hi Julia,

Thanks for taking my call today - it was great talking with you!

I am happy to re-introduce you to AOL. There have been many changes to the Web icon that just turned 25 years old. The NEW fresh AOL is the most powerful web media company for display advertising. AOL owns and operates the largest family of original sites on the web, and the nations largest ad network (Advertising.com). We reach 186 million internet users each month - that's 9 out of every 10 internet users (more than Google, Yahoo or MSN). We also have the most robust targeting abilities to reach exact audiences online.

As the Director of Government Advertising at AOL, I'm responsible for helping government agencies coordinate online marketing efforts with their offline efforts - both paid and PSA. AOL played a major role in the Obama for President campaign and this year's successful communication outreach for the Census Bureau. I work with USPS, all of our military branches, as well as a host of volunteer initiatives with the Corporation for National and Community Service. I've attached a few slides that illustrate some of these ad campaigns, as well as a one-sheeter on AOL and Advertising.com. For more information on AOL Advertising, please visit http://www.advertising.aol.com/

I'm looking forward to meeting with you and the folks at Ogilvy to discuss how we can help the effectiveness of your overall media and advertising coverage for your initiatives.

Thanks,
Mark

Mark Failla
Account Director | Aol Advertising
P: 410-454-0383 | C: (b)(6)
AIM: mfailla21
1020 Hull St. | Baltimore, MD | 21230

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Tuesday, October 19, 2010 11:47 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: AOL advertising

Let's have them do a meeting with ogilvy and us so they can present to us

---

From: Eisman, Julia (HHS/ASPA)
Sent: Tuesday, October 19, 2010 11:46 AM
To: Backus, Jenny (HHS/ASPA)
Subject: AOL advertising

Jenny –

I just got off the phone with someone from the AOL advertising team who is interested in talking to us more about advertising on AOL. The bulk of AOL advertising is along the lines of display and video ads, and they have the capacity to do either rich media or static graphics. They also partner with a number of other websites as well, which are very consumer focused. This could be useful if we want to amplify the insurance finder widget or any of our videos.

I'm waiting to get more info from them, but would you be interested in having the AOL rep come in to talk to us? I could pull together a meeting with our group, plus Margo at Ogilvy, if you'd like. Or we could just do an internal meeting first.

Let me know, and in the meantime if I get anything from them with more specifics I'll pass it along.

-Julia

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Tuesday, October 19, 2010 2:44 AM
To: Eisman, Julia (HHS/ASPA)
Subject: checking in

Hi Julia,

I was out of the office at the end of last week - My husband had a trip that he won to LA so I was out of pocket accompanying him in the wife role until Monday. I am now traveling for work and will be away from DC until later this week. This trip came up suddenly. I will contact you as soon as I return to DC.

Also, when we met I believe I had promised to send you a link to the Gov 2.0 Ogilvy event:
http://www.huffingtonpost.com/kety-esquivel/gov-20-at-ogilvy-dc_b_742902.html

I had also promised to send you a link to the Blogalicious post:
http://www.huffingtonpost.com/kety-esquivel/latina-bloggers-and-bloga_b_758290.html

Finally, enclosed is a post that you inspired me to write - The Unsung Heroes of Gov 2.0:
http://www.huffingtonpost.com/kety-esquivel/the-unsung-heroes-of-gov_b_767579.html

Looking forward to our connecting again soon!

Thanks,
Kety

All redaction on this page withheld under exemptions (b),(5), (b)(4),(b)(6)

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, October 18, 2010 3:59 PM
To: Sorian, Richard (HHS/ASPA); Park, Todd (HHS/IOS); Childress, Mark (HHS/OGC); Choe, Ken (HHS/OGC); Kohan, Behnaz (HHS/ASPA); Rosero, Luis (HHS/ASPA); Pollitz, Karen (HHS/OCIIO)
Cc: Santillo, Jessica (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: ON-LINE ADVERTISING - NEED APPROVAL ASAP to GET UP BU TOMORROW

Great addition
Thanks
Mark and Ken – let me know if there is anything that gives you heartburn – we can adjust
Also adding Karen Pollitz

From: Sorian, Richard (HHS/ASPA)
Sent: Monday, October 18, 2010 3:57 PM
To: Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Childress, Mark (HHS/OGC); Choe, Ken (HHS/OGC); Kohan, Behnaz (HHS/ASPA); Rosero, Luis (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: RE: ON-LINE ADVERTISING - NEED APPROVAL ASAP to GET UP BU TOMORROW

Thanks, Jenny. This is great stuff! Glad we are able to move so quickly. One small thought would be to add "Patient's Bill of Rights" and/or "Patients' Bill of Rights" to the search terms.

Richard Sorian
Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201
(202) 690-7850

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Cc: Santillo, Jessica (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: ON-LINE ADVERTISING - NEED APPROVAL ASAP to GET UP BU TOMORROW

Update

As you know we have been working with Ogilvy – our contractor around our paid communications plan for healthcare.gov.

1) We are ready to initiate $300,000 for a one month on-line ad. If we move fast we can get this up by tomorrow afternoon.
    a. Need to approve this suggested buy for the next 30 days which Ogilvy and Google worked out over the weekend – attached with some redlines
    b. Need to approve their creative and their initial search terms – see below

2) Meeting tomorrow with us and Google and Ogilvy – 12:15 – 1:15 PM – to talk about what Google would propose for the next year or so – Todd, Richard – will send you a call in if you have time to join
    a. Meeting in 647D – call in is [redacted] – passcode - (b)(5)

3) Ogilivy wants to have a longer term planning meeting for the healthcare.gov campaign next week. I propose we have Macon and Stephanie from the WH join for part or all of it as well as Todd and definitely Richard. This would be to map out both on-line and paid tv and radio for Hispanic and African American campaigns. We need to meet with ASFR before this meeting. Richard and I have a request in to Ellen and Norris – may want Mark to weigh in at some point.

IMMEDIATE ON LINE BUY
$300,000 –for one month – primarily on Google but a tiny bit of Yahoo/MSN
English and Spanish

I have attached my edits to what Ogilvy sent around on the buy for the English Language. Please note the starred term.
Luis – can you give the ok for the Spanish language

HERE ARE THE CATEGORIES AND THE SEARCH TERMS AND CREATIVE THAT I THINK WE NEED TO DO FOR THIS MONTH – I have made big edits to their master list and tweaked their creative
I have listed them in priority order

AFFORDABLE CARE ACT

TERMS
Affordable Care Act
Federal health insurance
Government health insurance
Obamacare*
Health care law
Health care reform
New health law
Unemployed health insurance options
Health insurance law
National health insurance
Health care coverage

CREATIVE
Out of work – need health insurance? – get help at www.healthcare.gov
Get insured now – a new way to find affordable care – www.healthcare.gov
Get the facts about health insurance and get covered – www.healthcare.gov
Uninsured – learn more about benefits that could help you and your family - www.healthcare.gov

FAMILIES

TERMS

Family health insurance
Health insurance for families
Individual and family health insurance
Low cost family health insurance

Affordable family health insurance
Baby health insurance
Child health insurance
Health insurance for children
Low cost health insurance for children

CREATIVE
Find the best plan for your family – www.healthcare.gov
Save more on insurance and find the best plan for you and your family – www.healthcare.gov
New Health Insurance Options for you and your family – learn more at www.healthcare.gov
Go to healthcare.gov and find the best insurance deal for you and your family
A great new tool if you are shopping for health insurance for you and your family
Find the best deal for you and your family when it comes to health insurance – www.healthcare.gov

STUDENTS

TERMS

health insurance for students
Health insurance for young people
health insurance plans under 30

CREATIVE
Are you under 26 and need health insurance? – you could be eligible to get covered on your parents plan – learn more at www.healthcare.gov

COMPARE PLANS

TERMS
compare health insurance
Compare health insurance companies
Compare health insurance plans
Compare health insurance quotes
Compare health insurance rates
Compare insurance plans
Compare private health insurance
Choosing health insurance
Health insurance options
Best health insurance
Best health insurance companies
Private health insurance options

CREATIVE
Need health insurance – compare costs, benefits and options- www.healthcare.gov
Compare health plans – get the facts – www.healthcare.gov
Eliminate the guesswork and confusion when it comes health insurance – www.healthcare.gov
All the facts about health insurance right at your fingertips – www.healthcare.gov
Find what you are looking for when it comes to health insurance – www.healthcare.gov

LOCALIZED PLANS

TERMS
xx health insurance
Xx health insurance plans
Affordable xx health insurance
Health insurance xx
Xx Cheap health insurance
Health insurance options for xx

CREATIVE
Need health insurance? Learn more about what's available in xxx at www.healthcare.gov
Need health insurance? Compare your options – go healthcare.gov
Having a hard time finding health insurance in XX? – get help at healthcare.gov

MEDIA-CURRENT EVENTS

This will not be very much of our buy but leaves us flexibility to set up searches around big free media events we do – aka GMA on healthcare.gov

All redaction on this page withheld under exemptions (b),(5), (b)(4),(b)(6)

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Cc: Santillo, Jessica (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
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Subject: ON-LINE ADVERTISING - NEED APPROVAL ASAP to GET UP BU TOMORROW

Update

As you know we have been working with Ogilvy – our contractor around our paid communications plan for healthcare.gov.

1) We are ready to initiate $300,000 for a one month on-line ad. If we move fast we can get this up by tomorrow afternoon.
    a. Need to approve this suggested buy for the next 30 days which Ogilvy and Google worked out over the weekend – attached with some redlines
    b. Need to approve their creative and their initial search terms – see below

2) Meeting tomorrow with us and Google and Ogilvy – 12:15 – 1:15 PM – to talk about what Google would propose for the next year or so – Todd, Richard – will send you a call in if you have time to join
    a. Meeting in 647D – call in is [redacted] – passcode - [redacted]

3) Ogilivy wants to have a longer term planning meeting for the healthcare.gov campaign next week. I propose we have Macon and Stephanie from the WH join for part or all of it as well as Todd and definitely Richard. This would be to map out both on-line and paid tv and radio for Hispanic and African American campaigns. We need to meet with ASFR before this meeting. Richard and I have a request in to Ellen and Norris – may want Mark to weigh in at some point.

IMMEDIATE ON LINE BUY
$300,000 –for one month – primarily on Google but a tiny bit of Yahoo/MSN
English and Spanish

I have attached my edits to what Ogilvy sent around on the buy for the English Language. Please note the starred term.
Luis – can you give the ok for the Spanish language

HERE ARE THE CATEGORIES AND THE SEARCH TERMS AND CREATIVE THAT I THINK WE NEED TO DO FOR THIS MONTH – I have made big edits to their master list and tweaked their creative
I have listed them in priority order

AFFORDABLE CARE ACT

TERMS
Affordable Care Act
Federal health insurance
Government health insurance
Obamacare*
Health care law
Health care reform
New health law
Unemployed health insurance options
Health insurance law
National health insurance
Health care coverage

CREATIVE
Out of work – need health insurance? – get help at www.healthcare.gov
Get insured now – a new way to find affordable care – www.healthcare.gov
Get the facts about health insurance and get covered – www.healthcare.gov
Uninsured – learn more about benefits that could help you and your family - www.healthcare.gov

FAMILIES

TERMS

Family health insurance
Health insurance for families
Individual and family health insurance
Low cost family health insurance
Affordable family health insurance
Baby health insurance
Child health insurance
Health insurance for children
Low cost health insurance for children

CREATIVE
Find the best plan for your family – www.healthcare.gov
Save more on insurance and find the best plan for you and your family – www.healthcare.gov
New Health Insurance Options for you and your family – learn more at www.healthcare.gov
Go to healthcare.gov and find the best insurance deal for you and your family
A great new tool if you are shopping for health insurance for you and your family
Find the best deal for you and your family when it comes to health insurance – www.healthcare.gov

STUDENTS

TERMS

health insurance for students
Health insurance for young people
health insurance plans under 30

CREATIVE

Are you under 26 and need health insurance? – you could be eligible to get covered on your parents plan – learn more at www.healthcare.gov

COMPARE PLANS

TERMS

compare health insurance
Compare health insurance companies
Compare health insurance plans
Compare health insurance quotes
Compare health insurance rates
Compare insurance plans
Compare private health insurance
Choosing health insurance
Health insurance options
Best health insurance
Best health insurance companies
Private health insurance options

CREATIVE

Need health insurance – compare costs, benefits and options- www.healthcare.gov
Compare health plans – get the facts – www.healthcare.gov
Eliminate the guesswork and confusion when it comes health insurance – www.healthcare.gov
All the facts about health insurance right at your fingertips – www.healthcare.gov
Find what you are looking for when it comes to health insurance – www.healthcare.gov

LOCALIZED PLANS

TERMS

xx health insurance
Xx health insurance plans
Affordable xx health insurance
Health insurance xx
Xx Cheap health insurance
Health insurance options for xx

CREATIVE

Need health insurance? Learn more about what's available in xxx at www.healthcare.gov
Need health insurance? Compare your options – go healthcare.gov
Having a hard time finding health insurance in XX? – get help at healthcare.gov

MEDIA-CURRENT EVENTS

This will not be very much of our buy but leaves us flexibility to set up searches around big free media events we do – aka GMA on healthcare.gov

All redaction on this page withheld under exemptions (b),(5), (b)(4),(b)(6)

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, October 18, 2010 3:55 PM
To: Sorian, Richard (HHS/ASPA); Park, Todd (HHS/IOS); Childress, Mark (HHS/OGC); Choe, Ken (HHS/OGC); Kohan, Behnaz (HHS/ASPA); Rosero, Luis (HHS/ASPA)
Cc: Santillo, Jessica (HHS/ASPA); Eisman, Julia (HHS/ASPA); Mulligan, Jaime (HHS/ASPA)
Subject: ON-LINE ADVERTISING - NEED APPROVAL ASAP to GET UP BU TOMORROW
Attachments: HERE ARE THE CATEGORIES AND THE SEARCH TERMS AND CREATIVE THAT I THINK WE NEED TO DO FOR THIS MONTH.docx; Healthcare gov SEM Strategy Revised10 15jbedits.docx; Copy of Spanish SEM Dashboard Revised10 13.xls

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Uninsured – learn more about benefits that could help you and your family - www.healthcare.gov

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Low cost family health insurance
Affordable family health insurance
Baby health insurance
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A great new tool if you are shopping for health insurance for you and your family
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MEDIA-CURRENT EVENTS

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Eisman, Julia (HHS/ASPA)

From: Courtney Kuhl [ckuhl@google.com]
Sent: Friday, October 15, 2010 12:10 PM
To: OGIMGillman (CMS contact)
Cc: Perry, Dionte (HHS/ASPA); Peter Greenberger; Backus, Jenny (HHS/ASPA); Greene, Imani; Pressley, Margaret (HHS); Hallberg, Berit (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Eisman, Julia (HHS/ASPA); Beakey, Chris; Esquivel, Kety
Subject: Re: Connecting Google and Ogilvy

Dee Dee,

I will also be able to attend in person from Google; Peter will be on the phone.

Thanks for arranging,
Courtney

--
Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com | 202.346.1241 | (m)
(b)(6)

On Fri, Oct 15, 2010 at 11:51 AM, Gillman, Margo <Margo.Gillman@ogilvypr.com> wrote:

Hi, Dee Dee:

Imani, myself, and possible a few other Ogilvy staff would love to meet with HHS in-person for this call. Thanks very much!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Perry, Dionte (HHS/ASPA) [mailto:Dionte.Perry@hhs.gov]
Sent: Friday, October 15, 2010 11:02 AM
To: 'Peter Greenberger'; Backus, Jenny (HHS/ASPA)
Cc: Greene, Imani; Gillman, Margo; 'ckuhl@google.com'; Pressley, Margaret (HHS); Hallberg, Berit (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Eisman, Julia (HHS/ASPA)

Subject: RE: Connecting Google and Ogilvy

Peter, Jenny is fine with the call in meeting next Tuesday at 12:15.

Margo, if Ogilvy would like to meet in person here at HHS to call Google that works as well. Let me know what you'd prefer. Upon confirmation an invite will be sent to all participants.

Thanks,

Dee Dee

Ms. Dionte Perry

Administrative Assistant (Contractor)

Assistant Secretary for Public Affairs (ASPA)

HHH Building, Room 647D

(202) 690-7850

dionte.perry@hhs.gov

From: Peter Greenberger [mailto:pgreenberger@google.com]
Sent: Friday, October 15, 2010 10:45 AM
To: Backus, Jenny (HHS/ASPA)
Cc: Imani.Greene@ogilvypr.com; OGIMGillman (CMS contact); ckuhl@google.com; Perry, Dionte (HHS/ASPA); Pressley, Margaret (HHS); Hallberg, Berit (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Eisman, Julia (HHS/ASPA)
Subject: Re: Connecting Google and Ogilvy

Thanks, Jenny.

Let's do a call at 12:15 Tuesday to begin discussing long term strategy. I will have to drop off at 1pm for a meeting, but that will give us a bit more time than the 4pm slot. We can schedule a longer follow up session in person when schedules permit.

On Thu, Oct 14, 2010 at 8:10 PM, Backus, Jenny (HHS/ASPA) <Jenny.Backus@hhs.gov> wrote:

Peter and Courtney from Google- please meet Margo Gillman – our Ogilvy Account Lead – and Imani Greene – who oversees media buying for us.

I wanted to connect you all via email for two reasons

One – per the emails I sent around this am- Ogilvy is going to work on a quick search buy for us for the next month and I wanted to get you all together electronically so we could get something going asap

I also wanted to nail down a time for Tuesday for all of us to gather to talk about long term strategy on line strategy and starting mapping out a plan.

Ogilvy and I are available 12:15 PM on Tuesday the 19th or for a half an hour at 4 PM

Thanks

--
Peter D. Greenberger
Google, Inc.
phone: (202) 346-1223
email: pgreenberger@google.com

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--
Courtney Kuhl | Senior Account Executive | Public Sector | Google | ckuhl@google.com | 202.346.1241 | (m) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, October 15, 2010 11:52 AM
To: Perry, Dionte (HHS/ASPA); Peter Greenberger; Backus, Jenny (HHS/ASPA)
Cc: Greene, Imani; ckuhl@google.com; Pressley, Margaret (HHS); Hallberg, Berit (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Eisman, Julia (HHS/ASPA); Beakey, Chris; Esquivel, Kety
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Cc: Perry, Dionte (HHS/ASPA); Pressley, Margaret (HHS); Hallberg, Berit (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Eisman, Julia (HHS/ASPA)
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Thanks

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, October 14, 2010 6:43 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: Hello!

Hello. Today is Thursday, October 14th. I will be travelling, so I will be away from my email until this afternoon.

Thank you,
Kety
@KetyE

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, October 14, 2010 4:14 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA)
Subject: RE: HealthCare.gov ad request

Thanks, Julia – he just reached out.

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, October 14, 2010 12:10 PM
To: Backus, Jenny (HHS/ASPA); Gillman, Margo
Subject: RE: HealthCare.gov ad request

Sounds good.

From: Backus, Jenny (HHS/ASPA)
Sent: Thursday, October 14, 2010 12:07 PM
To: Eisman, Julia (HHS/ASPA); OGIMGillman (CMS contact)
Subject: RE: HealthCare.gov ad request

Julia = please send him to Margo at Ogilvy

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, October 14, 2010 12:05 PM
To: Backus, Jenny (HHS/ASPA)
Subject: HealthCare.gov ad request

Jenny-
I got a call from a guy named Ian Hamilton who works in the sales dept at a radio station in FL. He'd like to know if we're doing any paid advertising to promote HealthCare.gov because he'd be interested in having us advertise with his station.

Can I put you two in touch, or is there someone else who he should speak to?

Thanks,
Julia

Eisman, Julia (HHS/ASPA)

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Sent: Thursday, October 14, 2010 12:07 PM
To: Eisman, Julia (HHS/ASPA); OGIMGillman (CMS contact)
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Thanks,
Julia

Eisman, Julia (HHS/ASPA)

From: Mulligan, Jaime (HHS/ASPA)
Sent: Wednesday, October 13, 2010 3:59 PM
To: Dinicolo, Kelly A. (CMS/OEA); Eisman, Julia (HHS/ASPA)
Subject: they meet

They meet!

Kelly—Julia, Julia—Kelly.

Kelly, Julia's a friend of mine up here in ASPA and she's starting work with Ogilvy on some digital media stuff. It occurred to me that you guys had worked with Ogilvy before so I pinged Chris and he said you might have some comments/etc that could be helpful. Also, did I just spelled occurred wrong?

Anyway, if you have a spare minute or two and have any advice—thought I'd loop you two.

Jaime Mulligan
U.S. Department of Health & Human Services
jaime.mulligan@hhs.gov
desk: 202-260-6151
mobile: (b)(6)

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Wednesday, October 13, 2010 3:26 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Hello!

Julia,

Thank you for your time today! I really enjoyed getting to know you better and hearing some more about your ideas for HealthCare.gov and HHS. Looking forward to our chatting some more next week. Just let me know when is best for you.

Thanks again,
Kety

From: Esquivel, Kety
To: 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Wed Oct 13 14:02:02 2010
Subject: Re: Hello!

No worries. See you soon!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Wed Oct 13 14:02:37 2010
Subject: Re: Hello!

There in 5. Sorry!!

From: Esquivel, Kety [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Wednesday, October 13, 2010 01:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Hello!

Great. On my way.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Wed Oct 13 13:30:34 2010
Subject: RE: Hello!

One more thing – the Starbucks is at 3rd and Dst, SW just outside the Federal Center, SW metro (orange line).

See you soon!

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Sent: Wednesday, October 13, 2010 12:55 PM

To: Eisman, Julia (HHS/ASPA)
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Looking forward to seeing you soon!

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To: Esquivel, Kety
Sent: Wed Oct 06 14:48:26 2010
Subject: Hello!
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Great meeting you today, and I look forward to working with you on the HHS HealthCare.gov project!

Take care,

Julia

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Wednesday, October 13, 2010 2:02 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Hello!

No worries. See you soon!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Wed Oct 13 14:02:37 2010
Subject: Re: Hello!

There in 5. Sorry!!

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To: Esquivel, Kety
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From: Goforth, Prudence (HHS/ASPA)
Sent: Thursday, October 07, 2010 6:18 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Re: yellow-bubble feedback to Ogilvy

(b)(5) - deliberative process

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Sent: Thursday, October 07, 2010 05:46 PM
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Cc: Backus, Jenny (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: RE: yellow-bubble feedback to Ogilvy

Pru – I've been working with Nick to collect data from our feedback tool in order to guide Ogilvy with the google ad creatives, and we had set tomorrow as a deadline for finishing up. He's been very helpful, though he just informed me that you instructed him to stop working on this until next week.

I'm not clear why we should delay this, if we're on a tight time-frame to start running ads.

Would love to continue working on this tomorrow, as planned. Please let me know if this is possible.

Thanks so much,
Julia

From: Goforth, Prudence (HHS/ASPA)
Sent: Wednesday, October 06, 2010 3:20 PM
To: Eisman, Julia (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA)
Subject: Re: yellow-bubble feedback to Ogilvy

Ted and Nick will work w you on this. We had just talked about it. Also reminder that Kaya is out this week and you might want to wait or have her speak to O at next mtg.

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, October 06, 2010 03:12 PM
To: Goforth, Prudence (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA)
Subject: yellow-bubble feedback to Ogilvy

Pru and Craig-

I'm collecting materials to send to Ogilvy for the online ad campaign, one of which is the yellow-bubble feedback database. I'm not sure how you've organized it (by topic?), but my thought is to give them an abridged version – enough to update their keyword list. Would you mind sending that to me?

If you have other ideas, please let me know.

Thanks much,
Julia

Eisman, Julia (HHS/ASPA)

From: Goforth, Prudence (HHS/ASPA)
Sent: Thursday, October 07, 2010 6:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Re: yellow-bubble feedback to Ogilvy

(b)(5) - deliberative process

From: Eisman, Julia (HHS/ASPA)
Sent: Thursday, October 07, 2010 05:46 PM
To: Goforth, Prudence (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: RE: yellow-bubble feedback to Ogilvy

Pru – I've been working with Nick to collect data from our feedback tool in order to guide Ogilvy with the google ad creatives, and we had set tomorrow as a deadline for finishing up. He's been very helpful, though he just informed me that you instructed him to stop working on this until next week.

I'm not clear why we should delay this, if we're on a tight time-frame to start running ads.

Would love to continue working on this tomorrow, as planned. Please let me know if this is possible.

Thanks so much,
Julia

From: Goforth, Prudence (HHS/ASPA)
Sent: Wednesday, October 06, 2010 3:20 PM
To: Eisman, Julia (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA)
Subject: Re: yellow-bubble feedback to Ogilvy

Ted and Nick will work w you on this. We had just talked about it. Also reminder that Kaya is out this week and you might want to wait or have her speak to O at next mtg.

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, October 06, 2010 03:12 PM
To: Goforth, Prudence (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA)
Subject: yellow-bubble feedback to Ogilvy

Pru and Craig-

I'm collecting materials to send to Ogilvy for the online ad campaign, one of which is the yellow-bubble feedback database. I'm not sure how you've organized it (by topic?), but my thought is to give them an abridged version – enough to update their keyword list. Would you mind sending that to me?

If you have other ideas, please let me know.

Thanks much,
Julia

Eisman, Julia (HHS/ASPA)

From: Esquivel, Kety [Kety.Esquivel@ogilvypr.com]
Sent: Thursday, October 07, 2010 1:19 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Hello!

Julia,

It was great meeting you! I too look forward to our working together on this project. Do you have time for us to speak a bit further on the New Media front next week?

Thank you,
Kety

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Esquivel, Kety
Sent: Wed Oct 06 14:48:26 2010
Subject: Hello!

Hi Kety-
Great meeting you today, and I look forward to working with you on the HHS HealthCare.gov project!

Take care,
Julia

Julia Eisman
New Media Communications Director
US Department of Health and Human Services
(o) 202-690-6453
(bb) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Rosero, Luis (HHS/ASPA)
Sent: Wednesday, October 06, 2010 6:45 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Ogilvy

Sure, sometime next week.

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, October 06, 2010 06:20 PM
To: Rosero, Luis (HHS/ASPA)
Subject: Ogilvy

Luis – could you work with Pru to determine which are the most popular search terms for Cuidadodesalud.gov? This will help inform any search marketing we do with Ogilvy.

Thanks!
Julia

Eisman, Julia (HHS/ASPA)

From: Goforth, Prudence (HHS/ASPA)
Sent: Wednesday, October 06, 2010 3:20 PM
To: Eisman, Julia (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA)
Subject: Re: yellow-bubble feedback to Ogilvy

Ted and Nick will work w you on this. We had just talked about it. Also reminder that Kaya is out this week and you might want to wait or have her speak to O at next mtg.

From: Eisman, Julia (HHS/ASPA)
Sent: Wednesday, October 06, 2010 03:12 PM
To: Goforth, Prudence (HHS/ASPA); Stoltz, Craig (HHS/ASPA)
Cc: Backus, Jenny (HHS/ASPA)
Subject: yellow-bubble feedback to Ogilvy

Pru and Craig-

I'm collecting materials to send to Ogilvy for the online ad campaign, one of which is the yellow-bubble feedback database. I'm not sure how you've organized it (by topic?), but my thought is to give them an abridged version – enough to update their keyword list. Would you mind sending that to me?

If you have other ideas, please let me know.

Thanks much,
Julia

Eisman, Julia (HHS/ASPA)

From: OGIMGillman (CMS contact)
Sent: Monday, October 04, 2010 12:22 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

Hi, Julia:

Yes, several of my colleagues and I were able to listen in on the call last week, and thought the site looked great. We don't have any additional questions at this point. Many thanks for following up on this!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, October 04, 2010 12:20 PM
To: Gillman, Margo
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

Hi Margo-
Apologies for the late follow-up, but I wanted to see if you were able to join the walk-though last week and see if you had any additional questions.

Please let me know.

Thanks very much!!
Julia

From: OGIMGillman (CMS contact)
Sent: Thursday, September 30, 2010 11:22 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

Got it – thank you!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036

202.729.4192 phone
202.729.4009 fax

All redaction on this page withheld under exemptions (b),(5), (b)(4),(b)(6)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, September 30, 2010 11:21 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Santillo, Jessica (HHS/ASPA); Granholm, Tim (HHS/ASPA)
Cc: Wayman, Jennifer; Greene, Imani; Beakey, Chris; Esquivel, Kety; Taylor, Erica
Subject: Re: Todd and Julia- please meet our fabulous Ogilvy team

Sounds great!

Here is the call-in information that you will need for today's 1pm:

https://www1.gotomeeting.com/join/654097240

Call in at: Access code:

Please let me know if you have questions. I look forward to meeting you next week!

Julia

From: OGIMGillman (CMS contact)
Sent: Thursday, September 30, 2010 10:53 AM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Santillo, Jessica (HHS/ASPA); Granholm, Tim (HHS/ASPA)
Cc: Wayman, Jennifer <JENNIFER.WAYMAN@ogilvypr.com>; Greene, Imani <Imani.Greene@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; Esquivel, Kety <Kety.Esquivel@ogilvypr.com>; Taylor, Erica <Erica.Taylor@ogilvypr.com>; Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

Hi, Julia:

Thanks for your note. It looks like it will be easiest for us to watch today's 1pm demo remotely. Can you please send us the meeting invite, when you have a moment?

Thanks so much! And we are looking forward to meeting all of you at the larger planning session that Jenny has proposed for next week--

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, September 30, 2010 10:01 AM
To: Gillman, Margo; Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Santillo, Jessica (HHS/ASPA); Granholm, Tim (HHS/ASPA)
Cc: Wayman, Jennifer; Greene, Imani; Beakey, Chris; Esquivel, Kety; Taylor, Erica; Greene, Imani
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

Hi Margo-
Thanks so much. Although this is rather short notice, we'll be doing a demo of the site today at 1pm for WebMD. You're welcome to join this demo if you wish. Feel free to come over to HHS in-person, or I can give you the Go To Meeting invite so you can join remotely.

Please let me know if this is do-able, or if we should search for another time that is more convenient for you. Either works for us.

Thanks very much!
Julia

From: OGIMGillman (CMS contact)
Sent: Wednesday, September 29, 2010 8:27 PM
To: Eisman, Julia (HHS/ASPA); Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Santillo, Jessica (HHS/ASPA); Granholm, Tim (HHS/ASPA)
Cc: Wayman, Jennifer; Greene, Imani; Beakey, Chris; Esquivel, Kety; Taylor, Erica; Greene, Imani
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

Hi, Julia:

We can be fairly flexible on this. Just let us know what works best for all of you. Many thanks!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Public Relations Worldwide
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, September 29, 2010 8:10 PM
To: Backus, Jenny (HHS/ASPA); Park, Todd (HHS/IOS); Santillo, Jessica (HHS/ASPA); Gillman, Margo; Granholm, Tim (HHS/ASPA)
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

Hello! I'm happy to help coordinate. I will follow-up with suggested times for a HealthCare.gov demo.

Are there times on your end that aren't good over the next two days?

Thanks very much!
Julia

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, September 29, 2010 7:43 PM
To: Park, Todd (HHS/IOS); Santillo, Jessica (HHS/ASPA); OGIMGillman (CMS contact); Eisman, Julia (HHS/ASPA); Granholm, Tim (HHS/ASPA)
Subject: Todd and Julia- please meet our fabulous Ogilvy team

They are going to be working on our healthcare.gov comms plan and online advertising campaign
To that end- they have asked to come watch one of our briefings on the features of the new site in order to get a sense of what it will offer
I think this is a great idea
Julia- can you please coordinate

We are also working to set up a larger planning meeting next week to discuss the campaign and want to coordinate it around Todd and Julia's schedules
And we may add in some WH folks if appropriate too

Margo – here are some messaging points as well – Todd can you forward to Margo

Eisman, Julia (HHS/ASPA)

From: Backus, Jenny (HHS/ASPA)
Sent: Monday, October 04, 2010 12:21 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

We have a time tomorrow and will do another meeting next week too

---

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, October 04, 2010 12:19 PM
To: Backus, Jenny (HHS/ASPA)
Subject: RE: Todd and Julia- please meet our fabulous Ogilvy team

Do you want my help setting up the larger planning meeting this week?

From: Backus, Jenny (HHS/ASPA)
Sent: Wednesday, September 29, 2010 7:43 PM
To: Park, Todd (HHS/IOS); Santillo, Jessica (HHS/ASPA); OGIMGillman (CMS contact); Eisman, Julia (HHS/ASPA); Granholm, Tim (HHS/ASPA)
Subject: Todd and Julia- please meet our fabulous Ogilvy team

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To that end- they have asked to come watch one of our briefings on the features of the new site in order to get a sense of what it will offer
I think this is a great idea
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We are also working to set up a larger planning meeting next week to discuss the campaign and want to coordinate it around Todd and Julia's schedules
And we may add in some WH folks if appropriate too

Margo – here are some messaging points as well – Todd can you forward to Margo

Eisman, Julia (HHS/ASPA)

From: Smuland, Jenny [Jenny.Smuland@ogilvypr.com]
Sent: Wednesday, March 02, 2011 11:28 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Hsu, Charles; Miller, Ashley
Subject: Confirming March Media Spend

Hi Julia,

I wanted to send a note to confirm media spend moving forward for March/Phase 2 display advertising.

On Friday, we'd presented the media plan (not including spend around the Anniversary campaign) for March. That total is $125,000. While we are still waiting on further creative direction to allow us to add in new messaging and targeting to reach a broader female audience as well as the SMB market, we will keep all recurring media from February live, specifically Kontera, Undertone, Batanga, iVillage, and Healthline. Once new creative is approved, we will launch the Inc.com buy.

If you could send us a note to confirm the media spend at $125,000 for March/Phase 2 display, that would be fantastic.

Thanks,

Jenny

Jenny Smuland
Senior Media Planner

Ogilvy Washington
202.729.4020 | jenny.smuland@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, March 25, 2011 9:59 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; OGIMGillman (CMS contact); Chris Beakey
Subject: All 5 Spanish Anniversary Banners

Happy Friday Julia,

Here are all of the Spanish Anniversary (tabbed) banners. Once we get your OK, we'll get them up.

http://flickerlab.com/clients/Ogilvy/anniv-general-spa.html

http://flickerlab.com/clients/Ogilvy/anniv-mothers-spa.html

http://flickerlab.com/clients/Ogilvy/anniv-small-biz-spa.html

http://flickerlab.com/clients/Ogilvy/anniv-womens-health-spa.html

http://flickerlab.com/clients/Ogilvy/anniv-young-adults-spa.html

Also, any word yet on the Spanish Women's Health and Small Business non-anniversary banners? I've added them below, so you have everything on one document.

http://flickerlab.com/clients/Ogilvy/womens-health-spa.html

http://flickerlab.com/clients/Ogilvy/small-biz-spa.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 23, 2011 12:19 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Randy Talley; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Spanish Small Business banner
Attachments: Small Biz 300x250.png

Hi Julia,

Here's one more to review—the Spanish small business banner:

http://flickerlab.com/clients/Ogilvy/small-biz-spa.html

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 23, 2011 12:01 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Banner for Women

Hi Julia,

Here's the link to the banner for women. We hope to have the one for Small Businesses to you later today. Once we get your OK, we'll get this one into the mix.

http://flickerlab.com/clients/Ogilvy/womens-health-spa.html

Thanks!

Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, March 22, 2011 2:34 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy
Subject: A virtual introduction

Hi Julia,

This is a virtual introduction to Randy Talley (copied on this email), who has been handling all the production details on the HealthCare.gov banners to keep everything moving smoothly. Since we don't want to hold the banners up when I'm out of the office, Randy will occasionally be the person sending you the banners for approval.

I just wanted to acquaint you both!

Also, we just sent the Spanish women and small business banners to HMA for a final proofing, and should be able to get them to you very soon.

Hope you're enjoying this gorgeous day!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Monday, March 21, 2011 5:12 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Greene, Imani; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: Healthcare Anniversary Ad: APPROVED!

Randy,
Just got thumbs up from Julia. Can you ask Flicker to post the rest of the English banners? Thanks!
Meredith

On 3/21/11 5:09 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Looks good!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Monday, March 21, 2011 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Greene, Imani; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
Subject: FW: Healthcare Anniversary Ad: APPROVED!

Hi Julia,

Happy Monday! Hope you enjoyed the beautiful weekend.
Below are the rest of the English anniversary banners. As soon as we get your OK, we'll get them ready to go online.

http://flickerlab.com/clients/Ogilvy/anniv-young-adults.html

http://flickerlab.com/clients/Ogilvy/anniv-womens-health.html

http://flickerlab.com/clients/Ogilvy/anniv-small-biz.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Monday, March 21, 2011 5:12 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Healthcare Anniversary Ad: APPROVED!

Thanks Julia. We'll get them up as soon as possible!

Meredith

On 3/21/11 5:09 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Looks good!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Monday, March 21, 2011 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Greene, Imani; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
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Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Monday, March 21, 2011 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Greene, Imani; Hsu, Charles; OGIMGillman (CMS contact); Beakey, Chris
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http://flickerlab.com/clients/Ogilvy/anniv-womens-health.html

http://flickerlab.com/clients/Ogilvy/anniv-small-biz.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 5:23 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Re: Healthcare.gov Anniversary Ad NEW COPY DOCS

I recommend the revise. It's shorter and I think the "Up to 72,000 children" could be a bit confusing.

On 3/16/11 5:19 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Which do you recommend?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 4:43 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Re: Healthcare.gov Anniversary Ad NEW COPY DOCS

Hi Julia,

We're working on changing the "share" buttons color per your direction.
For "Mothers," I made the changes below (original copy on top and revise just below). I had to get rid of the "Up to 72,000" to shorten it.

Thanks!
Meredith

MOTHERS ORIGINAL COPY:

FRAME 1: Up to 72,000 children with pre-existing conditions

FRAME 2: Now have access to health insurance coverage.

FRAME 3: Your child could be one of them.

FRAME 4: Learn your new rights one year into the health care law.
HealthCare.gov logo

Learn More (link to http://www.healthcare.gov/foryou/women/women2.html)
Like on Facebook
Share on Facebook

MOTHERS REVISED COPY

FRAME 1: Many children with pre-existing conditions

FRAME 2: now have access to health insurance.

FRAME 3: Your child could be one of them.

FRAME 4: Learn your new rights one year into the health care law.
HealthCare.gov logo

Learn More (link to http://www.healthcare.gov/foryou/women/women2.html)
Like on Facebook
Share on Facebook

On 3/16/11 3:42 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
Priority is definitely English.

Re: the ads, I have a few comments.

1. Can we change the color of the "share" buttons to reflect the color scheme on HC.gov? Even a different color green would suffice. It needs to 'pop' a little more.

2. The Mothers ad feels a bit long. Do you have suggestions on how to shorten it? I know the amount of text makes it difficult, but let me know your thoughts.

Thanks!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 8:50 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: FW: Healthcare.gov Anniversary Ad NEW COPY DOCS

Good morning, Julia!
We're making good progress on the banners. Below are the links to all 3 sizes of the General and Mothers banner. Along with needing final approval to post these, we need to know if our priority should be the Spanish versions of these or the English versions of the other Anniversary banners, with Spanish following after all the English Anniversary banners are completed?

http://flickerlab.com/clients/Ogilvy/general.html

http://flickerlab.com/clients/Ogilvy/mothers.html

And, this is a preview of a banner with the links working: http://shorty.flickerlab.com/mothers-728x90

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 4:43 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Re: Healthcare.gov Anniversary Ad NEW COPY DOCS

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MOTHERS REVISED COPY

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Thanks!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 8:50 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: FW: Healthcare.gov Anniversary Ad NEW COPY DOCS

Good morning, Julia!
We're making good progress on the banners. Below are the links to all 3 sizes of the General and Mothers banner. Along with needing final approval to post these, we need to know if our priority should be the Spanish versions of these or the English versions of the other Anniversary banners, with Spanish following after all the English Anniversary banners are completed?

http://flickerlab.com/clients/Ogilvy/general.html

http://flickerlab.com/clients/Ogilvy/mothers.html

And, this is a preview of a banner with the links working: http://shorty.flickerlab.com/mothers-728x90

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 2:33 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Talley, Randy; OGIMGillman (CMS contact)
Subject: Re: Banners for Small Business and Women's Health

Thanks Julia! Any word on the anniversary banners yet?

On 3/16/11 2:29 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Looks good to me.

Thanks!

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Talley, Randy; OGIMGillman (CMS contact)
Subject: Banners for Small Business and Women's Health

Hi Julia,

Here are the links to the banners for Small Business and Women's Health (non-anniversary). We're standing by for your go-ahead on these, and also for the anniversary banners I sent earlier today.

http://flickerlab.com/clients/Ogilvy/womens-health.html

http://flickerlab.com/clients/Ogilvy/small-biz.html

Thanks much!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Beakey, Chris; Talley, Randy; OGIMGillman (CMS contact)
Subject: Banners for Small Business and Women's Health

Hi Julia,

Here are the links to the banners for Small Business and Women's Health (non-anniversary). We're standing by for your go-ahead on these, and also for the anniversary banners I sent earlier today.

http://flickerlab.com/clients/Ogilvy/womens-health.html

http://flickerlab.com/clients/Ogilvy/small-biz.html

Thanks much!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 8:50 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: FW: Healthcare.gov Anniversary Ad NEW COPY DOCS

Good morning, Julia!

We're making good progress on the banners. Below are the links to all 3 sizes of the General and Mothers banner. Along with needing final approval to post these, we need to know if our priority should be the Spanish versions of these or the English versions of the other Anniversary banners, with Spanish following after all the English Anniversary banners are completed?

http://flickerlab.com/clients/Ogilvy/general.html

http://flickerlab.com/clients/Ogilvy/mothers.html

And, this is a preview of a banner with the links working: http://shorty.flickerlab.com/mothers-728x90

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, March 15, 2011 4:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Mothers and general anniversary banners

Thanks Julia!

On 3/15/11 4:55 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Thumbs up.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, March 15, 2011 02:21 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Mothers and general anniversary banners

Great. Thanks Julia!

On 3/15/11 2:14 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

I have to show these to Chris...but I REALLY like them! I'll send these along priority right now.

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, March 15, 2011 1:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Mothers and general anniversary banners

Hi Julia,

Hope all is well!

Here are two of the anniversary banners—for mothers and general audiences. Per your comments, we have changed the ending to "Learn your new rights one year into the health care law." to make them all consistent. They're only in one size for now. We need your OK on these as soon as possible so we can move forward with other sizes.

http://flickerlab.com/clients/Ogilvy/mothers.html

http://flickerlab.com/clients/Ogilvy/general.html

Thanks!
Meredith

--

Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
(202.729.4266 | cell (b)(6)

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, March 15, 2011 2:22 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Mothers and general anniversary banners

Great. Thanks Julia!

On 3/15/11 2:14 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

I have to show these to Chris...but I REALLY like them! I'll send these along priority right now.

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, March 15, 2011 1:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Mothers and general anniversary banners

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http://flickerlab.com/clients/Ogilvy/mothers.html

http://flickerlab.com/clients/Ogilvy/general.html

Thanks!
Meredith

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Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
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Sent: Tuesday, March 15, 2011 1:57 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Beakey, Chris; OGIMGillman (CMS contact)
Subject: Mothers and general anniversary banners

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http://flickerlab.com/clients/Ogilvy/general.html

Thanks!
Meredith

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Meredith Light | Senior Vice President, Creative Director
Ogilvy Washington
1111 19th Street, 10th Floor | Washington, DC 20036
(202.729.4266 | cell (b)(6)

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, February 18, 2011 2:58 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; OGIMGillman (CMS contact); Beakey, Chris; Hardy, Laura; Randy Talley
Subject: New HealthCare.gov banner timing

Hi Julia,

I hope you've had a chance to get out and enjoy this beautiful day.

Imani spoke to me about the upcoming banners for HealthCare.gov, but of course we need more info from you to get started. I'll be out of town next week, but we're all available to talk today at 5 pm. If that works for you, please let us know and we'll set up a conference call.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Wednesday, February 09, 2011 3:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Possible banner ad for new rule on student coverage

Hi Julia,

Based on today's HHS press release about student protection under the Affordable Care Act, we wondered if you would like us to create a banner (type with photo) on this issue? Just let us know, and if so we'll get moving on it.

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, February 04, 2011 11:40 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Realistic animation style for HealthCare.gov

Thanks. Can't wait to hear.

On 2/4/11 11:38 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Interesting – I like the look and feel. Need to share it with the powers that be....

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Friday, February 04, 2011 11:38 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Realistic animation style for HealthCare.gov

Hi Julia,

Here's one more style for the HealthCare.gov banners. It's a far more realistic 3-D style, and was done by one of our Ogilvy partners. If you feel the samples we sent earlier still have too much of a "cartoony" feel, this is a wonderful direction to go in. What do you think?

Thanks much,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Friday, February 04, 2011 11:38 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Realistic animation style for HealthCare.gov
Attachments: HealthCare.gov_3_D_SoccerBall.jpg

Hi Julia,

Here's one more style for the HealthCare.gov banners. It's a far more realistic 3-D style, and was done by one of our Ogilvy partners. If you feel the samples we sent earlier still have too much of a "cartoony" feel, this is a wonderful direction to go in. What do you think?

Thanks much,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Thursday, February 03, 2011 3:22 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Banner ad animation revised styles

Hi Julia,

I'm just checking in to see if you had a chance to review the animation styles I sent you earlier this week? All thoughts on them are very welcome.

Here's the link again: http://flickerlab.com/clients/Ogilvy/animation-style-options.html

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 5:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Is it OK to run the revised "Under 26" English ad

OK. Holding tight.

On 2/1/11 5:33 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Not yet. Hang on.

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 5:31 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Is it OK to run the revised "Under 26" English ad

The only thing is, in the version we have now, it does not exclude adult children or others, like guardians. But if you want it to be specifically targeted to parents, your change works well. Should we change it?

Thanks,
Meredith

On 2/1/11 5:27 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
Wanted to ask one question about this. Instead of the current language, that is more declarative, what do you think about using language that reads: "Worried about your adult children being uninsured?"

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 5:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Is it OK to run the revised "Under 26" English ad

Hi Julia,
I'm assuming this is OK, but didn't hear back and didn't want to run it without your approval. Is it a go? Here's the link again.

http://flickerlab.com/clients/Ogilvy/under26-revised.html

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 5:31 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Is it OK to run the revised "Under 26" English ad

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Meredith

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From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 5:24 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Is it OK to run the revised "Under 26" English ad

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I'm assuming this is OK, but didn't hear back and didn't want to run it without your approval. Is it a go? Here's the link again.

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Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

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http://flickerlab.com/clients/Ogilvy/under26-revised.html

Thanks,
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 11:57 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: Re: New Spanish "under 26" banners proofed

Yes, it's an addition, not a replacement.
Thanks,
Meredith

On 2/1/11 11:51 AM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Let's do it then.

And this is in addition to the other Spanish banners, correct?

From: Meredith Light [mailto:Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 11:50 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: New Spanish "under 26" banners proofed

Hi Julia,

HMA just gave me the all clear on the revised "under 26" Spanish banners. They're good to run whenever you give us the go-ahead—no typos.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 11:50 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris
Subject: New Spanish "under 26" banners proofed

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HMA just gave me the all clear on the revised "under 26" Spanish banners. They're good to run whenever you give us the go-ahead—no typos.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Meredith Light [Meredith.Light@ogilvypr.com]
Sent: Tuesday, February 01, 2011 9:01 AM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Beakey, Chris; Hummel, Allyson; Talley, Randy
Subject: New animation style for HealthCare.gov banners

Hi Julia,

Below is the link to the new animation for the banners. We used the gorilla banner as an example. There are three styles to choose from. We like them all, but our recommendation is Option 3. It's still stylized but is highly sophisticated and adds a more serious tone to the message. Also, the people definitely look college-age, which is the target for this banner.

http://flickerlab.com/clients/Ogilvy/animation-style-options.html

Please let us know what you think. Of course, there are always other options, including going even more realistic.

Thanks!
Meredith

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 9:19 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Greene, Imani
Subject: Choice for tabs on Anniversary Banners
Attachments: 728X90_YoungAdult_blueTabs.jpg; 728X90_YoungAdult_greenTabs.jpg

Hi Julia,

Attached are options for the color of the tabs. I prefer the blue, but both look good so let us know which one you'd like to go with and we'll proceed. Of course, we're rushing to get the anniversary banners up and running, so the sooner you can get back to us the better.

Also, I'll be traveling tomorrow and out-of-town on Friday, with limited access to e-mail, so please send your responses and any changes to Imani (copied here).

Thanks so much!
Meredith

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Thursday, March 17, 2011 12:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Greene, Imani
Subject: Re: Choice for tabs on Anniversary Banners

I think 'Get the Facts' works great. Not corny at all.

Sent from my iPhone

On Mar 17, 2011, at 12:11 PM, "Eisman, Julia \(HHS/ASPA\)" <Julia.Eisman@hhs.gov> wrote:

> I definitely like the green! We just need to rename the "top 5 things to know" tab to something else because it's turning into more like top eight things to know. Can it say "get the facts"? Or is that too corny?

From: Light, Meredith [mailto:Meredith.Light@ogilvypr.com]
Sent: Wednesday, March 16, 2011 9:19 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Greene, Imani
Subject: Choice for tabs on Anniversary Banners

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Also, I'll be traveling tomorrow and out-of-town on Friday, with limited access to e-mail, so please send your responses and any changes to Imani (copied here).

Thanks so much!
Meredith

Eisman, Julia (HHS/ASPA)

From: Light, Meredith [Meredith.Light@ogilvypr.com]
Sent: Friday, March 18, 2011 3:02 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: Talley, Randy; Beakey, Chris
Subject: RE: Spanish Women & Small Biz for Julia

Absolutely! So sorry we missed this, Julia.

Meredith

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Fri 3/18/2011 2:59 PM
To: Greene, Imani
Cc: Light, Meredith; Talley, Randy; Beakey, Chris
Subject: RE: Spanish Women & Small Biz for Julia

These ads are good, but they should point visitors to Cuidadodesalud.gov instead of Healthcare.gov (as all of our Spanish ads should do.).

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 17, 2011 10:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith; Talley, Randy; Beakey, Chris
Subject: FW: Spanish Women & Small Biz for Julia

Hi Julia. Here are the spanish versions of the 2 non-tabbed banners.

http://flickerlab.com/clients/Ogilvy/womens-health-spa.html <http://flickerlab.com/clients/Ogilvy/womens-health-spa.html>

http://flickerlab.com/clients/Ogilvy/small-biz-spa.html <http://flickerlab.com/clients/Ogilvy/small-biz-spa.html>

Let us know if there's any feedback / revisions.

Ab

Eisman, Julia (HHS/ASPA)

From: Kety Esquivel [Kety.Esquivel@ogilvypr.com]
Sent: Monday, March 21, 2011 12:27 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Follow Up Re Young Adult Facebook Page
Attachments: Young Adult Coverage Updates w Edits.docx; Young Adult Coverage Updates without Edits.docx

Hi Julia,

As promised enclosed please find the status updates that we are proposing to help to provide more substance to the current Young Adult Facebook page for HealthCare.gov. We drew directly from the content which is already published on HealthCare.gov site since per your direction we should not be creating additional content. This is our short term recommendation. Please note that we are including two documents. The first document includes the exact verbiage on the website. The second document includes the verbiage from the website with some minor changes to make it more consumer friendly.

Our long term recommendation is for you to consider our helping to build out a page like the one built for the Heart Truth campaign: http://www.facebook.com/pages/The-Heart-Truth/6476847301?sk=app_178723955498387. As we discussed, the cost of our creating not only the wire frames for this page but also building and maintaining the page is much more expensive than the initial cost that we had discussed for ideation. The build for this kind of page can run from several thousand dollars to $15,000 and the monthly maintenance can run from $2,500 – upwards of $3,500 per month.

I look forward to your thoughts.

Thank you,
Kety

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, March 24, 2011 4:10 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Your are Invited to Ogilvy Exchange: Portrait of New America: Census 2010 - Information, Insights and Implications
Attachments: image001.gif; image002.gif; image003.gif; image004.gif; image005.gif; image006.gif; image007.gif; image008.jpg

Hi, Julia:

The trip was great – had a lot of fun visiting with friends and family in SoCal. Thanks for asking! How are things with you?

I hope you can make it to the exchange next week!

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 24, 2011 3:41 PM
To: Gillman, Margo
Subject: RE: Your are Invited to Ogilvy Exchange: Portrait of New America: Census 2010 - Information, Insights and Implications

Thanks Margo. How was your trip?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, March 24, 2011 3:34 PM
To: Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov
Subject: Your are Invited to Ogilvy Exchange: Portrait of New America: Census 2010 - Information, Insights and Implications

Hi, Richard, Chris, and Behnaz:

I hope this message finds all of you well. The following invitation already has been extended to Julia, but I wanted to make sure you are aware of the event as well.

We invite you (and any other interested HHS colleagues) to attend our March 31st Ogilvy Exchange, which will feature Steve Jost of the U.S. Census Bureau. He will discuss the final release of the 2010 Census data, sharing insights on key population trends and their anticipated societal impact.

We hope that you can join us—

Regards,

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

If you have trouble reading this email, go to the online version.

Share this:



Portrait Of New America: Census 2010 – Information, Insights And Implications

Thursday, March 31, 2011

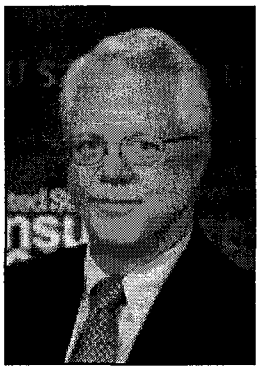
8:00am - 10:00 a.m | Breakfast will be served

Ogilvy Washington, 1111 19th Street, NW 10th Floor

Hear first and first-hand one of the first presentations by Census Bureau officials following the long-awaited release of the complete 2010 CENSUS Redistricting Data. Citizens of the U.S. and the world will be impacted by 2010 CENSUS data – whether they realize it or not. Businesses, nonprofits, governments and individuals will be enlightened by the most striking population trends which will provide insights for informed economic and civic decision-making moving forward.

Learn how demographic changes will potentially affect the economy, the way we conduct business and even interact within communities. Census officials also will reveal how they themselves overcame the challenges of reaching hard to reach populations to gather and finalize the vital 2010 CENSUS results. Seating is limited, please RSVP today.

Speaker:



Steve J. Jost
Associate Director for Communications
U.S. Census Bureau

RSVP to Census@ogilvypr.com.

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, March 24, 2011 3:34 PM
To: Sorian, Richard (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); HHS Healthcare.gov
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Attachments: image001.gif; image002.gif; image003.gif; image004.gif; image005.gif; image006.gif; image007.gif; image008.jpg

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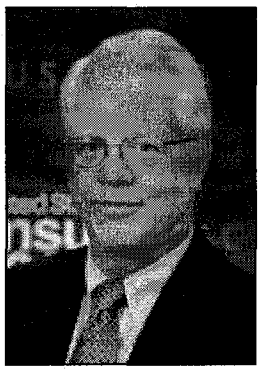

Steve J. Jost
Associate Director for Communications
U.S. Census Bureau

RSVP to Census@ogilvypr.com.

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, March 15, 2011 2:16 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Out of Office AutoReply: Mothers and general anniversary banners

Thank you for your message. I will be out of the office until Wednesday, March 16. If your matter is urgent, please contact the following individuals for the accounts listed:

CDC Communities Putting Prevention to Work: Lauren Grella at lauren.grella@ogilvypr.com

HHS Healthcare.gov: Chris Beakey at chris.beakey@ogilvypr.com

HHS HAI: Jennifer Wayman at jennifer.wayman@ogilvypr.com

Many thanks--

Margo

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, March 08, 2011 2:47 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Estimated Cost for Anniversary Banner Ad Production Enclosed

Hi again, Julia:

I just want to give you a heads up that production of the English- and Spanish-language interactive banners will cost about $45K. Following are the specs that we have assumed for this estimate:

Development of four (4) new "Anniversary" spots - produced in two (2) versions - English and Spanish (up to :15 each). Eight (8) spots total. Shown as 1-2 scripts options for each execution, then full layout and production of each execution with two (2) rounds of revisions. Based on use of existing, licensed image assets supplied by the client. Final files provided electronically to paid media sites in up to three (3) sizes each - total of 24 ad files.
- Big Box (300x250)
- Leaderboard (728x90)
- Wide Skyscraper (160x600)

HHS to povide the following materials:
- Content/Background
- Legal Review/Clearance
- Existing, Licensed Image Assets
- Required Logos (if not already on file at Ogilvy)

When you have a moment, please let us know if you approve of this.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, March 08, 2011 2:33 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Esquivel, Kety; Innella, Heather
Subject: RE: Facebook
Attachments: FINAL HHS BPA Task 1 Response.doc; HealthcareGov BPA order.pdf

Importance: High

Hi, Julia:

I reviewed both the healthcare.gov task response that we submitted to HHS last September and the official healthcare.gov contract that HHS issued in response to it.
While our task response includes social media outreach tactics—including support for building and promoting a youth-oriented Facebook page—the contract that we received from HHS does not specifically list this as a deliverable.

I have attached both documents for your review. You will see that I have highlighted in yellow a few excerpts which may suggest that we can provide the support you are requesting, but this is open to interpretation. Our Director of Contracts, Heather Innella, suggested that you and/or Behnaz may want to consult with the HHS contracting office to see whether they feel we can provide this support under the approved scope of work.

I hope that this is helpful. Please let us know how you would like to proceed. Many thanks—

Margo

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 08, 2011 11:11 AM
To: Esquivel, Kety; Gillman, Margo
Subject: Facebook

Kety and Margo- I'm curious if it is within our scope of work to get your help with jazzing up our Young Adults facebook page. Do you know, by chance?

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, March 08, 2011 11:40 AM
To: Eisman, Julia (HHS/ASPA); Esquivel, Kety
Subject: RE: Facebook

Hi, Julia:

I am investigating this, and will follow-up with you in the next few hours.

Thanks—

Margo

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Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Tuesday, March 08, 2011 11:26 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith; Beakey, Chris; Wayman, Jennifer
Subject: RE: Initial Banner Ad Creative Concepts with Rational and Timing Attached

Thanks, Julia. We will wait to hear back from you.

Please note that I will be away from the office starting tomorrow, 3/9 through Tuesday, 3/15. Chris will be covering as project director while I am out.

Thanks again—

Margo

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 08, 2011 11:06 AM
To: Gillman, Margo
Subject: RE: Initial Banner Ad Creative Concepts with Rational and Timing Attached

Hi Margo-
I know our timeframe is very tight. My goal is to get you final copy & concepts today.

Thanks again-
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Monday, March 07, 2011 1:30 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Initial Banner Ad Creative Concepts with Rational and Timing Attached
Importance: High

Hi, Julia:

As promised, attached are our initial proposed creative concepts for the anniversary banner ads. We also have attached a brief document providing rationale for these directions and an overview of key deadlines, in order to get the English-language banners produced and running by March 18.

Please review and provide feedback ASAP. And let us know if you would like to discuss.

Many thanks!

Margo

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Washington, DC 20036

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202.729.4009 fax

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, March 07, 2011 1:30 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Initial Banner Ad Creative Concepts with Rational and Timing Attached
Attachments: HealthCare gov Creative Rationale 3.7.docx; HHS SMALL BIZ 3.7.doc; HHS WOMEN 3.7.doc; HHS YOUNG ADULTS 3.7.doc; HHS SENIORS 3.7.doc

Importance: High

Follow Up Flag: Follow up
Flag Status: Flagged

Hi, Julia:

As promised, attached are our initial proposed creative concepts for the anniversary banner ads. We also have attached a brief document providing rationale for these directions and an overview of key deadlines, in order to get the English-language banners produced and running by March 18.

Please review and provide feedback ASAP. And let us know if you would like to discuss.

Many thanks!

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Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, March 04, 2011 3:52 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov; Talley, Randy; Hardy, Laura
Subject: Interactive Banner Ads for Anniversary Outreach

Importance: High

Hi, Julia:

Since we haven't received guidance on HHS' preferred messaging yet, Meredith is moving forward to develop some creative concepts with a copywriter, by reviewing the Website and incorporating insights from our work up to this point. We are aiming to have these concepts ready for your review on Monday afternoon. In order to have four English-language ads (we are assuming 1 per target audience segment) ready for placement on 3/19, we will need to have the final ads (concepts and copy) approved by HHS at 4pm on Tuesday. The Spanish ads will need to be produced later.

When you have a moment, please advise on whether you are comfortable with this approach. Unfortunately, if HHS cannot meet these deadlines, then the overall timing will need to be pushed back.

Many thanks—

Margo

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Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, March 03, 2011 9:38 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: 5 minues?

Sounds good – I'll call you then. Thanks—

margo

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 03, 2011 9:38 AM
To: Gillman, Margo
Subject: RE: 5 minues?

Let's talk at 2pm, if that's okay. It really should only take 5 minutes max!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, March 03, 2011 9:34 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: 5 minues?

Sure. I can talk anytime before noon, or between 2-2:30. What works best for you?

Margo

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 03, 2011 9:32 AM
To: Gillman, Margo
Subject: 5 minues?

Hi Margo – Do you have five minutes to hop back on the phone at some point today? There's something I wanted to mention on our earlier call, but lost track of the time....

Thanks-
Julia

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, March 03, 2011 9:34 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: 5 minues?

Sure. I can talk anytime before noon, or between 2-2:30. What works best for you?

Margo

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 03, 2011 9:32 AM
To: Gillman, Margo
Subject: 5 minues?

Hi Margo – Do you have five minutes to hop back on the phone at some point today? There's something I wanted to mention on our earlier call, but lost track of the time....

Thanks-
Julia

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Wednesday, March 02, 2011 6:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Anniversary Outreach Ideas Attached

Will do – thanks!

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 02, 2011 6:50 PM
To: Gillman, Margo
Cc: HHS Healthcare.gov; Hardy, Laura; Talley, Randy
Subject: RE: Anniversary Outreach Ideas Attached

Sure! Call me at 690-6453.

Thanks!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, March 02, 2011 6:06 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov; Hardy, Laura; Talley, Randy
Subject: RE: Anniversary Outreach Ideas Attached

No worries. Let's plan for 8:30-9:00am, then. Shall we just call your direct line? Will anyone else be joining us?

Many thanks!

Margo

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 02, 2011 5:59 PM
To: Gillman, Margo

Cc: HHS Healthcare.gov; Hardy, Laura; Talley, Randy
Subject: Re: Anniversary Outreach Ideas Attached

My apologies! I misread the email.

I have a 9am is the problem.

I could do 8:30 - 9, or 1:30-2. Want to try for those?

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, March 02, 2011 05:53 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Hardy, Laura <Laura.Hardy@ogilvypr.com>; Talley, Randy <Randy.Talley@ogilvypr.com>
Subject: RE: Anniversary Outreach Ideas Attached

Hi, Julia:

I'm afraid that 9:30 isn't going to work for us. Did you mean to type 8:30?

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Sounds good. I can do 9:30 tomorrow.

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Subject: RE: Anniversary Outreach Ideas Attached

Hi, Julia:

Per the voicemail that I just left for you, I wanted to follow-up on our potential meeting for tomorrow. Unfortunately, our schedules at this point are pretty tight. Would it be possible to convene a call with you (and appropriate colleagues) for either 8:30am to 9:30am; or from 1:30pm to 2:45pm? Please advise ASAP.

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 02, 2011 9:31 AM
To: Gillman, Margo
Subject: Re: Anniversary Outreach Ideas Attached

Thank you!

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, March 02, 2011 09:30 AM
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Importance: High

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Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Wednesday, March 02, 2011 5:35 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov; Hardy, Laura; Talley, Randy
Subject: RE: Anniversary Outreach Ideas Attached

Importance: High

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Cc: HHS Healthcare.gov <HHSHealthcare.gov@ogilvypr.com>; Hardy, Laura <Laura.Hardy@ogilvypr.com>; Talley, Randy <Randy.Talley@ogilvypr.com>
Subject: Anniversary Outreach Ideas Attached

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Many thanks and looking forward to hearing from you soon—

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Eisman, Julia (HHS/ASPA)

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Sent: Wednesday, March 02, 2011 9:30 AM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov; Hardy, Laura; Talley, Randy
Subject: Anniversary Outreach Ideas Attached
Attachments: HHS_healthcare gov_Anniversary3.2.docx; InteractiveBannerExampleA.JPG; InteractiveBannerExampleB.JPG

Importance: High

Hi, Julia:

As promised, attached is a memo detailing our initial ideas for promoting HealthCare.gov and CuidadoDeSalud.gov in conjunction with the one-year anniversary of the Affordable Care Act. Please review and share this document with your colleagues as soon as possible. In addition, please let us know when we can schedule a time to discuss these ideas with you tomorrow, as you previously suggested.

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Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Monday, February 28, 2011 4:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Esquivel, Kety; Light, Meredith; Greene, Imani; Beakey, Chris; Perellis, Cara
Subject: RE: Response Requested - availability for quick call

Importance: High

Thanks, Julia – we will call you at 5:30. Just let us know the best number to reach you at.

Margo

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, February 28, 2011 4:54 PM
To: Gillman, Margo
Subject: FW: Response Requested - availability for quick call
Importance: High

Hi Margo –
Just wanted to make sure you saw this email. Can we please say 5:30 today, instead of 5pm?

From: Eisman, Julia (HHS/ASPA)
Sent: Monday, February 28, 2011 4:35 PM
To: 'Kety Esquivel'
Subject: RE: Response Requested - availability for quick call

Can we say 5:30, instead of 5? I need to catch up with Chris before our call, and that's the only time he's available today...

From: Kety Esquivel [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Monday, February 28, 2011 2:11 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Response Requested - availability for quick call

Cell: 410-500-8340
Office: 202.729.4122

On 2/28/11 2:10 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:

Hey! What's your #?

From: Kety Esquivel [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Monday, February 28, 2011 2:04 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Chris.Beakey@ogilvypr.com; Meredith.Light@ogilvypr.com; Cara.Perellis@ogilvypr.com; Imani.Greene@ogilvypr.com; JENNIFER.WAYMAN@ogilvypr.com

Subject: Re: Response Requested - availability for quick call

Hi Julia! Do you think we might be able to connect at 5PM? Are you available then?

On 2/28/11 2:00 PM, "Eisman, Julia (HHS/ASPA)" <Julia.Eisman@hhs.gov> wrote:
Hello! So sorry – I've literally been in back to back meetings/conference calls since 9am. ☹ Can we talk at 3pm?

From: Kety Esquivel [mailto:Kety.Esquivel@ogilvypr.com]
Sent: Monday, February 28, 2011 1:18 PM
To: Eisman, Julia (HHS/ASPA)
Cc: OGIMGillman (CMS contact); Chris.Beakey@ogilvypr.com; Meredith.Light@ogilvypr.com; Cara.Perellis@ogilvypr.com; Imani.Greene@ogilvypr.com; JENNIFER.WAYMAN@ogilvypr.com
Subject: Response Requested - availability for quick call
Importance: High

Hi Julia,

I wanted to send a quick email to follow up on my voice mail. We (the Ogilvy team) are hoping to connect with you at your earliest possible convenience so that we can discuss next steps on our proposal. We have a few questions that we need to ask you before proceeding. Can you please advise when you might have a few minutes for us to connect with you?

Thank you and best wishes for a wonderful afternoon!

Kety

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, February 24, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Quick Healthcare.gov Check-in

Hi, Julia:

Yes, this is in keeping with the other banner ads and the same type of design. Please let us know if you have any other questions--

Margo

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 4:16 PM
To: Gillman, Margo
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Quick Healthcare.gov Check-in

Hi Margo-
The ad amounts – 250K + 250K are right for March.

As for the production estimates for the new ads (women and small biz), is that consistent with the development costs for the other banners we created? Just want to double check, and I don't have those numbers in front of me.

Thanks –
Julia

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Thursday, February 24, 2011 4:03 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
Subject: Quick Healthcare.gov Check-in
Importance: High

Hi, Julia:

I hope this message finds you well!

I just wanted to give you a quick heads up on a cost estimate for producing the new banners that you recently requested (targeting women and small business owners). With labor and ODCs, we estimate that production will cost about $25K.

Separate from this, we know that Imani has discussed with you applying $250K toward Search and $250K toward display buys during March.

Please let us know ASAP, if you have any concerns about these costs.

Please also note that we are finalizing development of an internal budget tracker (as discussed with Behnaz), which we will send to you either tomorrow or on Monday.

Many thanks—

Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

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To: Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); HHS Healthcare.gov
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Importance: High

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Margo

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

Eisman, Julia (HHS/ASPA)

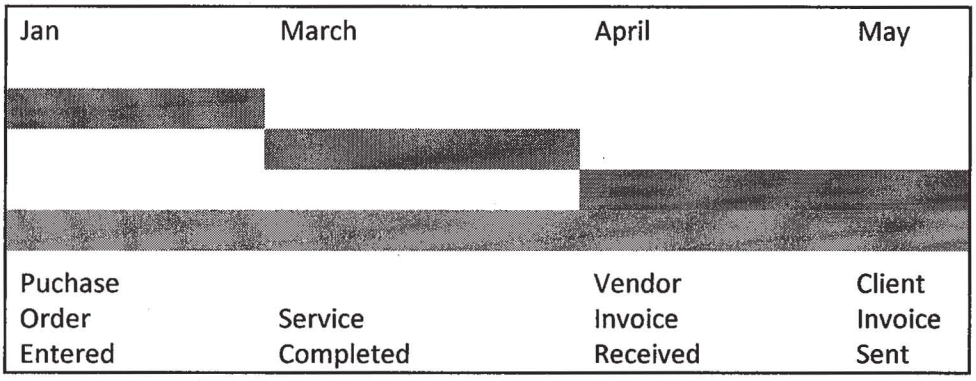
From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Friday, February 11, 2011 5:48 PM
To: Kohan, Behnaz (HHS/ASPA)
Cc: Eisman, Julia (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Wayman, Jennifer; Innella, Heather; Greene, Imani; Szell, Timea; Taylor, Trish; Weinberg, Linda; Hanson, Jessica
Subject: RE: Ogilvy Status of Funds Request

Importance: High

Hi, Behnaz:

Please note that the healthcare.gov budget update that I sent to Julia earlier this week encompassed the labor and out-of-pocket costs that have been incurred to date, as well as those that are still being committed by the account team and/or processed by our Finance Dept. The reason why there appears to be a discrepancy between this report and our prior invoices is because the majority of the paid ad buy invoices are still being processed. Under our current BPA contract structure, we are unable to bill HHS for services until the services have been fully rendered and Ogilvy has received and processed the final vendor invoices.

(b)(4)



(b)(4)

(b)(4)

We are happy to discuss this matter further with you by phone next week, if you have any additional questions or concerns. If so, please let us know your availability and we will set up a call.

Many thanks—

Margo and Team

Margo A. Gillman, MPH
Senior Vice President
Ogilvy Washington
1111 19th Street NW, 10th Floor
Washington, DC 20036
202.729.4192 phone
202.729.4009 fax

From: Kohan, Behnaz (HHS/ASPA) [mailto:Behnaz.Kohan@hhs.gov]
Sent: Friday, February 11, 2011 11:34 AM
To: Gillman, Margo; Wayman, Jennifer; Hanson, Jessica; Taylor, Trish
Subject: Ogilvy Status of Funds Request

Good Morning,

As you may know we have recently learned the healthcare.gov task order was not billed approximately $1.5 million in services. I am concerned a discrepancy of this magnitude was able to develop over the duration of the task order. I would like to know the status of all three of our task orders. I have included a summary of the invoices received thus far for the healthcare.gov, Obesity, and flu task orders. Please verify the amounts below so that we may address any shortfalls as soon as possible. I would also like to have a discussion around the healthcar.gov and why we were not billed for the services rendered in a more timely fashion.

Healthcare.gov - P33100011EB/37002 - Req # OS47259

Award Amount	$3,998,928.00

Invoice #	Date	Amount
60206603	12/6/2010	$ 85,987.34
60206983	1/4/2011	$ 168,321.19

60207135	1/25/2011	$ 77,006.82
	Invoice Total	$ 331,315.35
	Remaining	$3,667,612.65

Obesity - P33100011EB/37003 - Req # OS45742
Award Amount $9,007,056.00

Invoice #	Date	Amount
60206568	11/22/2010	$ 85,631.20
60206869	12/20/2010	$ 114,976.77
60207227	1/28/2011	$ 68,154.91
	Invoice Total	$ 268,762.88
	Remaining	$8,738,293.12

Flu - P33100011EB/37004 - Req # OS46217
Award Amount $ 699,525.00

Invoice #	Date	Amount
60206569	12/3/2010	$ 14,994.00
60206911	12/21/2010	$ 14,625.73
60207154	1/31/2011	$ 113,498.37
	Invoice Total	$ 143,118.10
	Remaining	$ 556,406.90

Thank you

Behnaz Kohan
Executive Officer
Office of Assistant Secretary for Public Affairs
Department of Health and Human Services
(202) 205-2819 Office
(b)(6) *Cell*

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
Sent: Thursday, February 10, 2011 4:49 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Stenrud, Chris (HHS/ASPA); HHS Healthcare.gov
Subject: RE: Budget

Importance: High

Hi, Julia:

In response to your question, to date, an estimated **$1,908,960 has been spent** under the healthcare.gov contract. As such, an estimated **$2,089,968 currently remains.**

Following is a breakdown of the online ads that we've purchased each month from October 2010 through February 2011. As you can see, this accounts for $1,435,009 of the monies spent. The remaining $473,951 that has been spent corresponds to staff and subcontractor labor, the ODCs for producing the banner ads, and other general administrative expenses.

I hope that this addresses all of your questions. Please let me know if you require any additional information. We are looking forward to meeting with you, Richard, and Chris soon, to determine appropriate next steps under our contract, in accordance with HHS' current needs and the remaining funds.

Many thanks—

Margo

Media Purchase and Placement ODCs from October 2010 through February 2011

OCT	Google ENG	$152,722.20
	Google Span	$5,175.92
	Yahoo/Bing ENG	$3,260.46
	Yahoo/Bing Span	$54.01
		$161,212.59
NOV	Google ENG	$204,531.05
	Google Span	$12,491.59
	Yahoo/Bing ENG	$10,313.23
	Yahoo/Bing Span	$3.15
	MLR Google	$9,953.92
		$237,292.94
DEC	Google ENG	$337,802.94
	Google Span	$13,771.21
	Yahoo/Bing ENG	$15,238.91
	Yahoo/Bing Span	$116.91
	MLR Google	$21,711.38
	MLR Kontera	$21,209.34
		$409,850.69
JAN	Google ENG	$192,066.52

	Google Span	$23,262.07
	Yahoo/Bing ENG	$8,532.53
	Yahoo/Bing Span	$236.18
	Bill of Patient Rights	
	Google	$17,821.72
	Bill of Patient Rights	$100,508.68
		$342,427.70
FEB	Google ENG	$192,066.52
	Google Span	$23,262.07
	Yahoo/Bing ENG	$3,536.32
	Yahoo/Bing Span	$111.50
	Bill of Patient Rights	$65,249.23
		$284,225.64
Total		**$1,435,009.56**

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 09, 2011 5:45 PM
To: Gillman, Margo
Cc: Kohan, Behnaz (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Perellis, Cara
Subject: RE: Budget

Thank you.

From: Gillman, Margo [mailto:Margo.Gillman@ogilvypr.com]
Sent: Wednesday, February 09, 2011 5:32 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Kohan, Behnaz (HHS/ASPA); Stenrud, Chris (HHS/ASPA); Perellis, Cara
Subject: RE: Budget

Hi, Julia:

We are working on this, and will have info. ready for you tomorrow. Unfortunately, there tends to be a lag in the time when advertising ODCs get posted to our monthly invoices, but we can easily collect all of this information for you, and provide an estimate on the funds remaining to date.

Margo

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 09, 2011 4:06 PM
To: Gillman, Margo
Cc: Kohan, Behnaz (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Subject: Budget

HI Margo-
Could you please send me the amounts we've spent to date, broken down by month, on the online ads since launch (mid-Oct)? The dollar amounts we've authorized are not appearing on the monthly invoices, and I want to be sure we're working with the correct budget numbers.

Thanks,
Julia

Julia Eisman
HHS New Media Communications Director
(o) 202-690-6453
(c) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Gillman, Margo [Margo.Gillman@ogilvypr.com]
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(o) 202-690-6453
(c) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, March 31, 2011 3:12 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact)
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Good question and there are a couple of really good reasons:

1) WebMD (as compared to Healthline) is far less efficient. A $27 cpm vs $13 cpm, respectively
2) WebMD is pricey and frankly we won't meet the minimum monthly investment, which $25k per month. (Can you believe that?) We could likely negotiate around this – except for reason #1.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 31, 2011 3:03 PM
To: Greene, Imani
Cc: Hsu, Charles; Gillman, Margo
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Yes – will need a little more time. One big question I have is why you don't think WebMD is a good option moving forward? The time on site is huge (7 min). What are your thoughts?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 31, 2011 3:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact)
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Ok. Do you want a couple of hours to mull it over?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 31, 2011 3:00 PM
To: Greene, Imani
Cc: Hsu, Charles; Gillman, Margo
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Okey doke. At first glance it looks good.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 31, 2011 2:49 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact)
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Understood. We're here. Just let us know.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 31, 2011 2:21 PM
To: Greene, Imani
Cc: Hsu, Charles; Gillman, Margo
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Will get back to you shortly. Been in back to back meetings since this a.m. and unable to really look at the ppt yet.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 31, 2011 2:07 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact)
Subject: FW: HHS Weekly Report & April 2011 Reccomendation

Just checking in on the reco. Gentle reminder that search runs out at midnight.

From: Hsu, Charles
Sent: Thursday, March 31, 2011 9:50 AM
To: Julia.Eisman@hhs.gov; Todd.Park@hhs.gov; Richard.Sorian@hhs.gov; Behnaz.Kohan@hhs.gov
Cc: Greene, Imani; Beakey, Chris; Gillman, Margo; Smuland, Jenny; Miller, Ashley
Subject: HHS Weekly Report & April 2011 Reccomendation

Hello everyone, I have attached two things to this email message. The first item is our standard weekly report. The second item outlines a recommendation on how to proceed with the new monthly budget of $200,000 for paid advertising.

Please let us know if you have any questions or comments on these two items!

Thank you.

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

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Subject: FW: HHS Weekly Report & April 2011 Reccomendation
Attachments: HHS Digital Proposal April 2011.pptx; HHS Digital Week 23 3 22 -3 28 Report.ppt

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Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, March 22, 2011 12:17 PM
Subject: FW: Ogilvy Exchange: Portrait of New America: Census 2010 - Information, Insights and Implications
Attachments: image001.gif; image002.gif; image003.gif; image004.gif; image005.gif; image006.gif; image007.gif; image008.jpg; image009.jpg

This promises to offer some info/insights that will be helpful across a great many aspects of our work. Let me know if you have any interest in attending....

Warmly,

Imani Greene
SVP/Director of Paid Media

Ogilvy
WASHINGTON

From: Colón, Carol Lyn
Sent: Tuesday, March 22, 2011 9:50 AM
To: ALL-US-WAS
Subject: Ogilvy Exchange: Portrait of New America: Census 2010 - Information, Insights and Implications

Colleagues,
As part of our ongoing lecture series, Ogilvy Exchange, Ogilvy Washington will be hosting Steve Jost, in one of the first presentations by Census Bureau officials following the final release of the complete 2010 Census Data. On Thursday, March 31st, Mr. Jost will share insightful information on population trends and how the U.S. and the world will be impacted by the data .

If you have trouble reading this email, go to the online version.

Share this:



Portrait Of New America: Census 2010 – Information, Insights And Implications

Thursday, March 31, 2011

8:00am - 10:00 a.m | Breakfast will be served

Ogilvy Washington, 1111 19th Street, NW 10th Floor

Hear first and first-hand one of the first presentations by Census Bureau officials following the long-awaited release of the complete 2010 CENSUS Redistricting Data. Citizens of the U.S. and the world will be impacted by 2010 CENSUS data – whether they realize it or not. Businesses, nonprofits, governments and individuals will be enlightened by the most striking population trends which will provide insights for informed economic and civic decision-making moving forward.

Learn how demographic changes will potentially affect the economy, the way we conduct business and even interact within communities. Census officials also will reveal how they themselves overcame the challenges of reaching hard to reach populations to gather and finalize the vital 2010 CENSUS results. Seating is limited, please RSVP today.

Speaker:



Steve J. Jost
Associate Director for Communications
U.S. Census Bureau

RSVP to Census@ogilvypr.com.

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, March 18, 2011 1:58 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Hsu, Charles; Light, Meredith
Subject: Outstanding creative

Here's a list of outstanding creative approvals/feedback.

OUTSTANDING:

NON-Tabbed, SPN, "Small Business" and "Women's Health" (Imani sent to Julia last night)
The ENG versions are completed and Charles has the files.

TABBED ANNIVERSARY:
Just got the approval for "Mothers" and "General". Flicker finalizing files to release to Charles this afternoon.

NEXT: Randy to advise Flicker to start building the last (3) tabbed versions, in the (3) sizes: "Young Adults" "Women" "Small Biz" (will tell Flicker today when they send the final files for "Mothers" and "General")
Once those are finalized and released, the SPN versions will begin.

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, March 18, 2011 12:45 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Light, Meredith
Subject: RE: Anniversary Ads need to go to Julia

Excellent! Thanks much. We'll await your feedback/approval of the spanish versions I sent along last night.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 18, 2011 12:24 PM
To: Greene, Imani
Cc: Talley, Randy; Light, Meredith
Subject: RE: Anniversary Ads need to go to Julia

These are good!

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, March 18, 2011 12:09 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Light, Meredith
Subject: RE: Anniversary Ads need to go to Julia

Just checking in on these approvals. Getting really nervous about timing.

From: Greene, Imani
Sent: Friday, March 18, 2011 10:10 AM
To: 'Eisman, Julia (HHS/ASPA)'
Cc: Talley, Randy; Light, Meredith
Subject: FW: Anniversary Ads need to go to Julia

Julia, please also approve these as well...

Mothers banner with updated text / tabs

http://flickerlab.com/clients/Ogilvy/mothers.html

General with updated tabs

http://flickerlab.com/clients/Ogilvy/general.html

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, March 18, 2011 12:09 PM
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Sent: Friday, March 18, 2011 10:10 AM
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http://flickerlab.com/clients/Ogilvy/general.html

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, March 18, 2011 10:10 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Talley, Randy; Light, Meredith
Subject: FW: Anniversary Ads need to go to Julia

Julia, please also approve these as well…

Mothers banner with updated text / tabs

http://flickerlab.com/clients/Ogilvy/mothers.html

General with updated tabs

http://flickerlab.com/clients/Ogilvy/general.html

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, March 17, 2011 10:56 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith; Talley, Randy; Beakey, Chris
Subject: FW: Spanish Women & Small Biz for Julia

Hi Julia. Here are the spanish versions of the 2 non-tabbed banners.

http://flickerlab.com/clients/Ogilvy/womens-health-spa.html

http://flickerlab.com/clients/Ogilvy/small-biz-spa.html

Let us know if there's any feedback / revisions.

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, March 16, 2011 5:24 PM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Subject: Re: Scenario 2

She agrees with our recommendation of the 21st.

From: Hsu, Charles
To: Greene, Imani; 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Wed Mar 16 17:16:44 2011
Subject: RE: Scenario 2

This is great news Julia, I also wanted to confirm the launch date for this buy and be 100% sure. I think there was some talk between either the 18th or the 21st of March. I think that having a 21st through 27th "week" campaign time frame would make the most sense budget and creative prep wise.

Is a March 21st launch ok with you? Apologies if this has been repetitive.

Thanks!

Charles

From: Greene, Imani
Sent: Wednesday, March 16, 2011 5:07 PM
To: 'Julia.Eisman@hhs.gov'
Cc: Hsu, Charles
Subject: Re: Scenario 2

Good choice. :) We're all over it.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Wed Mar 16 16:59:34 2011
Subject: Scenario 2

Imani –
We'd like to go with Scenario two for the anniversary buy.

Thanks!

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Wednesday, March 16, 2011 5:07 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: Re: Scenario 2

Good choice. :) We're all over it.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Wed Mar 16 16:59:34 2011
Subject: Scenario 2

Imani –
We'd like to go with Scenario two for the anniversary buy.

Thanks!

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, March 15, 2011 1:30 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Miller, Ashley; OGIMGillman (CMS contact); Beakey, Chris
Subject: Follow up: SEM buy and Anniversary display campaign

Hi Julia. I left you a vm, but figured it wise to follow up via email.

As Charles mentioned, the current SEM buy will end on March 17. I suspect we want to re-up to cover the anniversary, but not sure at what level (i.e. $250k for the entire next month; $125k to cover the anniversary time period).

Also, have you had a chance to review the Anniversary display recommendation? Since we are recommending a Monday start date (03.21.10) time is of the essence to complete the banners and secure the buy.

Will you be able to share your thoughts?

Thanks!

Imani Greene
SVP/Director, Paid Media
Ogilvy Washington

202.729.4150 - office
(b)(6) - mobile

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, March 11, 2011 10:54 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: Re: HHS Aniversary Spanish Ads

Perfect sense!

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Hsu, Charles
Cc: Greene, Imani
Sent: Fri Mar 11 10:48:05 2011
Subject: Re: HHS Aniversary Spanish Ads

So how about we do spanish undertone and add in some anniversary ads into the Batanga rotation.

That make sense?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 10:45 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: RE: HHS Aniversary Spanish Ads

Yes, Undertone does reach a Spanish audience, so we were thinking if Spanish for anniversary was not a big priority audience to just do that.

Yes, we can also swap out the Batanga ads for anniversary, or add them into the rotation if you wish.

Have a great/safe flight!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 11, 2011 10:44 AM
To: Hsu, Charles
Cc: Greene, Imani
Subject: Re: HHS Aniversary Spanish Ads

Does the Undertone network reach a spanish audience? (Forgive my ignorance here!)

Also, we could swap out our standard Batanga ads for the anniversary versions.

About to board a flight, but I'll be back on bb in an hour/so.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 09:17 AM

To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: HHS Aniversary Spanish Ads

Good morning Julia! I wanted to follow up on the priority for a Spanish speaking audience. Does it make sense to add a specific Spanish focused ad network like Batanga into the current buy knowing that it will probably dilute our current ad buy further? If the Spanish speaking audience is not as important, we can definitely still reach them with Spanish ads through the Undertone network to ensure little effect on our priority audiences.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, March 03, 2011 6:29 PM
To: Eisman, Julia (HHS/ASPA); Smuland, Jenny
Subject: RE: Details for tonight's event

The team just left. I'm on my way within 10 minutes (or so).

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 03, 2011 6:27 PM
To: Greene, Imani; Smuland, Jenny
Subject: RE: Details for tonight's event

You there now?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 03, 2011 6:27 PM
To: Eisman, Julia (HHS/ASPA); Smuland, Jenny
Subject: RE: Details for tonight's event

Just come at the last minute if you can...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 03, 2011 5:34 PM
To: Smuland, Jenny
Cc: Greene, Imani
Subject: RE: Details for tonight's event

Thank you! Going to try and make it for part of the reception...but alas I'm running into another meeting now. So we'll see!

From: Smuland, Jenny [mailto:Jenny.Smuland@ogilvypr.com]
Sent: Thursday, March 03, 2011 2:34 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Details for tonight's event

Hi Julia,

Thanks for taking a few minutes to talk with us earlier today – we know how crazed you are but it was so invaluable to get your feedback and we're excited to put this plan together ☺

Details for tonight are attached and below. You are on the list and Undertone (as well as us!) is very much looking forward to having you as a guest tonight, if you are able to join.

Looking forward to meeting you!

-Jenny

Event: Mid-Atlantic Digital Networking Dinner

Location: Rosa Mexicano – 575 F St. NW
Time: 6:15-9:15 (we've also heard competing 6:30-9:30 as the timeline)
Schedule: Best guess is that the initial reception will last until 7:30, with sit-down meal to follow
Menu: We were able to finagle this from them –

1. Starter: Guacamole
2. App: Ensalada de Mercado
3. Entrée options: Salmon en Manchamanteles, Alambre a la Mexicana, Enchiladas Suizas
4. Dessert: Tres Leches de la Casa, Pinguino
5. Beverages: There will definitely be a variety of yummy options

Jenny Smuland
Senior Media Planner

Ogilvy Washington
202.729.4020 | jenny.smuland@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, March 03, 2011 6:27 PM
To: Eisman, Julia (HHS/ASPA); Smuland, Jenny
Subject: RE: Details for tonight's event

Just come at the last minute if you can...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 03, 2011 5:34 PM
To: Smuland, Jenny
Cc: Greene, Imani
Subject: RE: Details for tonight's event

Thank you! Going to try and make it for part of the reception...but alas I'm running into another meeting now. So we'll see!

From: Smuland, Jenny [mailto:Jenny.Smuland@ogilvypr.com]
Sent: Thursday, March 03, 2011 2:34 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Details for tonight's event

Hi Julia,

Thanks for taking a few minutes to talk with us earlier today – we know how crazed you are but it was so invaluable to get your feedback and we're excited to put this plan together ☺

Details for tonight are attached and below. You are on the list and Undertone (as well as us!) is very much looking forward to having you as a guest tonight, if you are able to join.

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Jenny Smuland
Senior Media Planner

Ogilvy Washington

202.729.4020 | **jenny.smuland@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, March 01, 2011 12:01 PM
To: Eisman, Julia (HHS/ASPA); Smuland, Jenny
Cc: Hsu, Charles; Miller, Ashley
Subject: Re: Campaign extension

As discussed, the buys targeted to the existing Patients' Rights audiences (hispanics, young mothers, adults 18-26, etc) on Kontera, Undertone, Ivillage, and Healthline will be set live within the hour. We will also raise the daily caps so there is no dip in delivery for today.
We will phase in the ads targeted for Small Biz and Women when the ads are ready (presumably within the next three or four business days).

Since half of the month's display budget has been set aside for Anniversary, HHS will have a healthy spend and a very diverse list of messages for the weeks/days surrounding March 23.

Hope this helps to clarify the confusion.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Smuland, Jenny
Cc: Greene, Imani; Hsu, Charles; Miller, Ashley
Sent: Tue Mar 01 11:20:50 2011
Subject: Re: Campaign extension

This is not good. The ads need to get back online asap. We don't yet have cleared copy for the small biz and women's ads. Please continue with the existing campaign until I can get sign off on the other elements.

Imani - can you hope on the phone?

From: Smuland, Jenny [mailto:Jenny.Smuland@ogilvypr.com]
Sent: Tuesday, March 01, 2011 11:15 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>; Miller, Ashley <Ashley.Miller@ogilvypr.com>
Subject: RE: Campaign extension

Hi Julia,

The ads went offline last night around midnight, but if we get speedy approval, we can get everything back up within a matter of hours. SEM is not down though ☺

Please feel free to call Charles or myself with any questions.

Thanks,

Jenny

Jenny Smuland
Senior Media Planner

Ogilvy Washington
202.729.4020 | jenny.smuland@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 01, 2011 11:11 AM
To: Smuland, Jenny
Cc: Greene, Imani; Hsu, Charles; Miller, Ashley
Subject: RE: Campaign extension

Thanks – are the ads offline? Did we already miss the deadline?

From: Smuland, Jenny [mailto:Jenny.Smuland@ogilvypr.com]
Sent: Tuesday, March 01, 2011 11:08 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Hsu, Charles; Miller, Ashley
Subject: Campaign extension

Hi Julia,

Happy Tuesday!

With today being the beginning of March and the previous campaign having ended yesterday, do you have a few moments today to offer feedback against the plan discussed on Friday so we can extend the campaign? We'd love to get everything up and running ASAP so you don't lose any valuable time.

Thanks,

Jenny

Jenny Smuland
Senior Media Planner

Ogilvy Washington
202.729.4020 | jenny.smuland@ogilvypr.com
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, March 01, 2011 11:21 AM
To: Eisman, Julia (HHS/ASPA); Smuland, Jenny
Cc: Hsu, Charles; Miller, Ashley
Subject: RE: Campaign extension

I'll call you now.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 01, 2011 11:21 AM
To: Smuland, Jenny
Cc: Greene, Imani; Hsu, Charles; Miller, Ashley
Subject: Re: Campaign extension

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Sent: Tuesday, March 01, 2011 11:15 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>; Miller, Ashley <Ashley.Miller@ogilvypr.com>
Subject: RE: Campaign extension

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Jenny Smuland
Senior Media Planner

Ogilvy Washington
202.729.4020 | **jenny.smuland@ogilvypr.com**
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, February 25, 2011 12:25 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny; Hsu, Charles; Miller, Ashley; OGIMGillman (CMS contact)
Subject: RE: Facebook ads
Attachments: HHS Affordable Care Act - Anniversary Media Strategy v1.docx

And we can quickly review some preliminary ideas for Affordable Care Act, per your request.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 25, 2011 11:10 AM
To: Greene, Imani
Cc: Smuland, Jenny; Hsu, Charles; Miller, Ashley
Subject: RE: Facebook ads

Thanks Imani.

Also – I just got word of an all-staff meeting I have to attend today at 1:00 which will conflict with our 12:30 call. Can we keep it to a half-hour or should we reschedule?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, February 25, 2011 10:47 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny; Hsu, Charles; Miller, Ashley
Subject: RE: Facebook ads

Hi Julia. Enclosed is the deck we will walk through at 12:30. Speak to you shortly...

Imani Greene

202.729.4150 (o)
(b)(6) (m)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, February 25, 2011 12:10 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny; Hsu, Charles; Miller, Ashley
Subject: RE: Facebook ads

Can do.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 25, 2011 11:10 AM
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Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 25, 2011 8:50 AM
To: Greene, Imani
Subject: Re: Facebook ads

That's great. 12:30 works.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, February 25, 2011 08:00 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny <Jenny.Smuland@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: RE: Facebook ads

Hi Julia. How about 12:30? Sorry that I haven't sent the final plan yet, but we are still making a final few adjustments before it will be ready for you review. I'll have this to you before 10am so that you can review in advance of 12:30 (if that time works). We'll also draft a quick memo with some topline suggestions for the anniversary and discuss those at the same meeting.

Does that work?

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 4:38 PM
To: Greene, Imani
Subject: RE: Facebook ads

I'm pretty open tomorrow, except from 3-3:30 and 4:40-5.

Any time mid-day?

Also, I know we talked about regrouping on Monday about a broader online plan for the ACA anniversary, but is it possible for you to send me some initial thoughts (even a shell of a plan) tomorrow? Richard that I pull together some initial material tomorrow, and I'd love to be able to share some of your ideas with him....

Let me know if you think this is possible.

THANK YOU!

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, February 24, 2011 2:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Facebook ads

Aw! It looks really good. I just liked you guys.

I believe we sent something a ways back. Let me dig it up. Also, we'll be sending over a recommendation for your review later today. I'm hoping that we can set up time to review tomorrow, so that I can introduce you to your new team members, Jenny and Ashley. (Charles is still very much in the mix, but not piloting the ship.) What times are available?

And importantly, how was your vacay???

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 2:32 PM
To: Greene, Imani
Subject: Facebook ads

Hey Imani-
Just wanted to give you a heads-up that we built a new page for young adults on Facebook: www.facebook.com/youngadultcoverage.

It's really intended to be informative, and offer info to parents and young adults. But we're thinking we may want to do some facebook ads around it.

Do you have any info/guidance you could share on Facebook advertising, if we want to get our feet wet?

Many thanks,
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, February 25, 2011 10:47 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny; Hsu, Charles; Miller, Ashley
Subject: RE: Facebook ads
Attachments: HHS Display Proposal Ogilvy 2011 - March.pptx

Hi Julia. Enclosed is the deck we will walk through at 12:30. Speak to you shortly...

Imani Greene

202.729.4150 (o)
(b)(6) (m)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 25, 2011 8:50 AM
To: Greene, Imani
Subject: Re: Facebook ads

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Sent: Friday, February 25, 2011 08:00 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny <Jenny.Smuland@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: RE: Facebook ads

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Imani Greene

202.729.4150 (o)
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Sent: Thursday, February 24, 2011 4:38 PM
To: Greene, Imani
Subject: RE: Facebook ads

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Let me know if you think this is possible.

THANK YOU!

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, February 24, 2011 2:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Facebook ads

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And importantly, how was your vacay???

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Do you have any info/guidance you could share on Facebook advertising, if we want to get our feet wet?

Many thanks,
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, February 25, 2011 9:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Re: Facebook ads

Perfect! Ill send the deck and a dial in when I get back to my office, in about 30 min.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Fri Feb 25 08:50:04 2011
Subject: Re: Facebook ads

That's great. 12:30 works.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, February 25, 2011 08:00 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny <Jenny.Smuland@ogilvypr.com>; Hsu, Charles <Charles.Hsu@ogilvypr.com>
Subject: RE: Facebook ads

Hi Julia. How about 12:30? Sorry that I haven't sent the final plan yet, but we are still making a final few adjustments before it will be ready for you review. I'll have this to you before 10am so that you can review in advance of 12:30 (if that time works). We'll also draft a quick memo with some topline suggestions for the anniversary and discuss those at the same meeting.

Does that work?

Imani Greene

202.729.4150 (o)
(b)(6) (m)

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From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, February 24, 2011 2:39 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Facebook ads

Btw – I see tremendous potential for an ad buy here...

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Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, February 18, 2011 6:22 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: Re: Batanga

Thank you Julia. Charles, will you send Julia the batanga memo and site list?

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani; Hsu, Charles
Sent: Fri Feb 18 18:17:40 2011
Subject: Batanga

Hi all –
After talking it over with Chris, we'd like to display ads on the Batanga Network, instead of AOL, if that is your recommendation as to how to reach our target audience.

Please move forward at the same spending level that we were doing with AOL, and at the end of next week we will re-evaluate whether to continue.

Thanks,
Julia

Julia Eisman
HHS New Media Communications Director
(o) 202-690-6453
(c) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Friday, February 18, 2011 1:20 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Perellis, Cara
Subject: 5pm regroup

Hi Julia. Per my voicemail, might you be able to chat briefly at 5pm regarding creative needs (I.e. Small business, womens' health and first anniversary)?

Let me know and Cara will set up a dial-in.

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Thursday, February 17, 2011 12:12 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Cc: Stenrud, Chris (HHS/ASPA)
Subject: RE: Batanga

Julia – this was a tremendous oversight on our part and we apologize profusely. Both Charles and I thought the other person had a conversation with you about it. Clearly, neither of us did. You will appreciate that we respect that this is your campaign and that you are in complete control of its funds. We are the stewards.

If you have a few moments today, lets have the conversation that should have taken place about the performance of the Spanish-language banners. Batanga has been paused and we will not invoice you for the ad space that have run.

Sheepish apologies again.

(Chris, this is not the welcome I anticipated, but I'm happy to see your name nonetheless.)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 17, 2011 11:58 AM
To: Hsu, Charles; Greene, Imani
Cc: Stenrud, Chris (HHS/ASPA)
Subject: Batanga

Hey guys –

I noticed in the weekly report that it says "AOL has recently had some trouble delivering the Spanish ads on their network so we have replaced them with a pure Spanish network, Batanga. We have moved funds from the AOL Spanish demographic into Batanga and will be able to report on Batanga's performance next week."

Does this mean we are **not** doing any Spanish AOL display ads or is Batanga a network within AOL?

If the former, we need to be involved in decisions like this in advance. I understand the need to move to a more efficient platform, but we need to be kept in the loop before the decision is made.

Thx,
Julia

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, February 15, 2011 5:23 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS SEM Ends Tomorrow

Hi! Long time no speak to. I don't like it...

☺

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, February 15, 2011 4:06 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS SEM Ends Tomorrow

Hi Charles- We'd like to extend the search for a total of $250K for the next month.

Thanks.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 15, 2011 3:51 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS SEM Ends Tomorrow
Importance: High

Hello Julia, I left you a message and promised I would email as well regarding our extension for the SEM campaign. This campaign is set to go dark tomorrow and I was wondering about authorization for an additional 300K monthly budget. I also wanted to note that phase one of the display campaign is ending on February 28th.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Greene, Imani [Imani.Greene@ogilvypr.com]
Sent: Tuesday, February 01, 2011 11:54 AM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles; Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact); Wayman, Jennifer; Light, Meredith
Subject: RE: HHS Campaign Recap For 1.31.11

Understood and agreed. It will be wise to assign success differently for each element of the campaign. For example, if we're driving users to the Insurance Finder and they are leaving quickly, then we may interpret that there are improvements to be made. However if we drive them to a blog post or a update, then one minute may be sufficient. Lets discuss...

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, February 01, 2011 11:38 AM
To: Greene, Imani; Hsu, Charles; Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Beakey, Chris; Gillman, Margo; Wayman, Jennifer; Light, Meredith
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Thanks Imani. Overall, I'd like to put more emphasis on what these numbers mean, so we can better determine where we need to improve. So for example, if the CTR's are really high but people aren't staying on the site for more than a minute, can we call that a success?

With your help, I'd like to take a closer look at the numbers and do more qualitative analysis and campaign adjustments as necessary.

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Not that I can share unfortunately. But it may be helpful to know that most federal agencies struggle to see a CTR of 0.05%. Even the lowest performers on your campaign (Spectrum and About) are delivering at these levels - and some are twice that.

Going forward we can and will include "time spent" by publisher.

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That's helpful to know. Thanks! Do you have data from other government educational online ad efforts by which we can measure our results?

I'd also love to see how long people are staying on the site from each of these sources, in an effort to get some context around this. Would it be possible to include that in the weekly report for tomorrow?

Many thanks-
Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, February 01, 2011 11:02 AM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact); Wayman, Jennifer; Light, Meredith
Subject: RE: HHS Campaign Recap For 1.31.11

Just so you know, this is great performance. I don't think I've ever seen a government campaign report such high Click Through Rates (CTR) with display advertising.

From: Hsu, Charles
Sent: Tuesday, February 01, 2011 10:16 AM
To: 'Julia.Eisman@hhs.gov'; 'Todd.Park@hhs.gov'; 'Richard.Sorian@hhs.gov'; 'Behnaz.Kohan@hhs.gov'
Cc: Greene, Imani; Beakey, Chris; Gillman, Margo
Subject: HHS Campaign Recap For 1.31.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/31/11

SEM

Google English Campaign
Impressions: 67,386
Clicks: 2,144
CTR: 3.18%
CPC: $3.72
Engaged Visits: 1,138.89
Cost per Engaged Visit: $7.01
Bounce Rate: 46.88%

Google Spanish Campaign
Impressions: 25,191
Clicks: 188
CTR: 0.75%
CPC: $4.49
Engaged Visits: 91.71
Cost per Engaged Visit: $9.20
Bounce Rate: 51.22%

Yahoo/Bing English Campaign
Impressions: 29,065
Clicks: 602
CTR: 2.07%
CPC: $5.41

Yahoo/Bing Spanish Campaign
Impressions: 1,379

Clicks: 24
CTR: 1.74%
CPC: $0.60

TOTAL
Impressions: 123,021
Clicks: 2,958
CTR: 2.41%
CPC: $4.09

++

Display

About.com Display Campaign
Impressions: 136,241
Clicks: 50
CTR: 0.04%

AOL Display Campaign
Impressions: 173,963
Clicks: 174
CTR: 0.10%

Spectrum Display Campaign
Impressions: 129,676
Clicks: 53
CTR: 0.04%

Healthline Display Campaign
Impressions: 42,801
Clicks: 32
CTR: 0.07%

I-Village Display Campaign
Impressions: 24,657
Clicks: 21
CTR: 0.09%

Undertone Display Campaign
Impressions: 298,246
Clicks: 303
CTR: 0.10%

WebMD Display Campaign
Impressions: 61,658
Clicks: 46
CTR: 0.07%

Kontera Display Campaign
Impressions: 1,804
Clicks: 75

CTR: 4.16%
CPC: $1.99

Total Banner Display
Impressions: 869,046
Clicks: 754
CTR: 0.09%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
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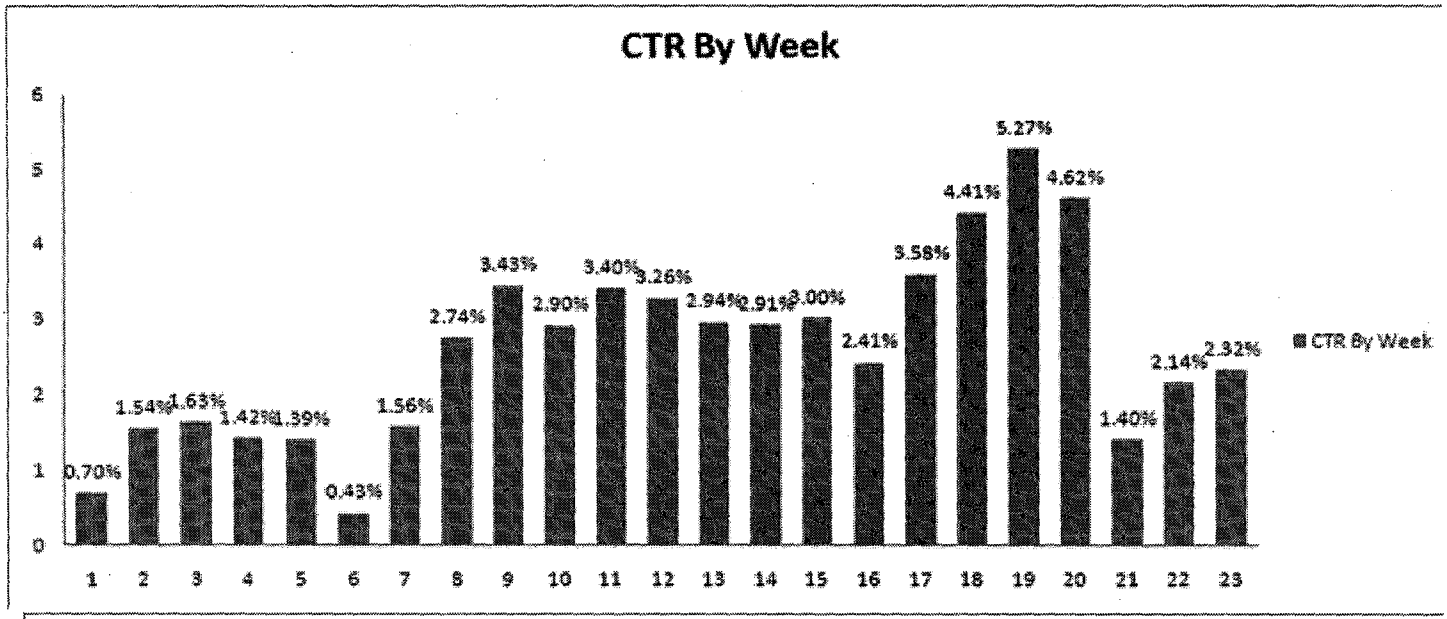
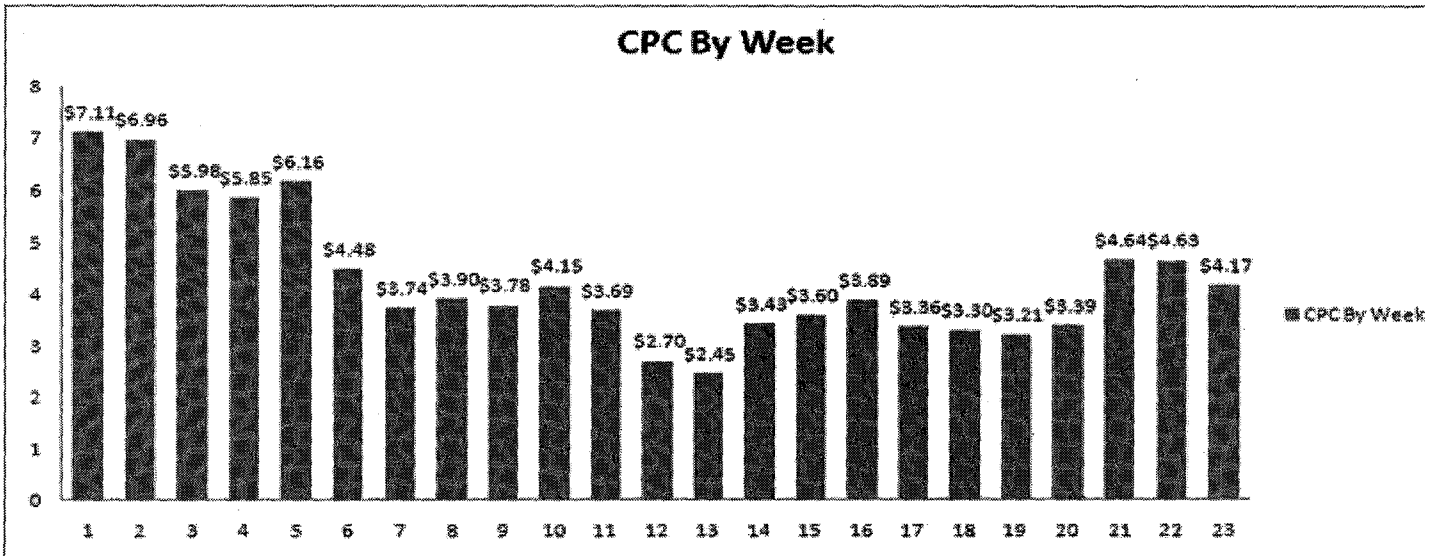
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, April 05, 2011 12:54 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Chart
Attachments: image002.png; image003.png

=)





From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, April 05, 2011 12:44 PM
To: Hsu, Charles
Subject: RE: Chart

Thanks. And can you send me the screenshots of the cpc and ctr from the Anniversary week, as well?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, April 05, 2011 12:04 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Chart

Yes, this goes in with the previous report. We will have updated numbers by tomorrow after we calculate metrics again. =)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, April 05, 2011 12:01 PM
To: Hsu, Charles
Subject: RE: Chart

This is as of 3/28?

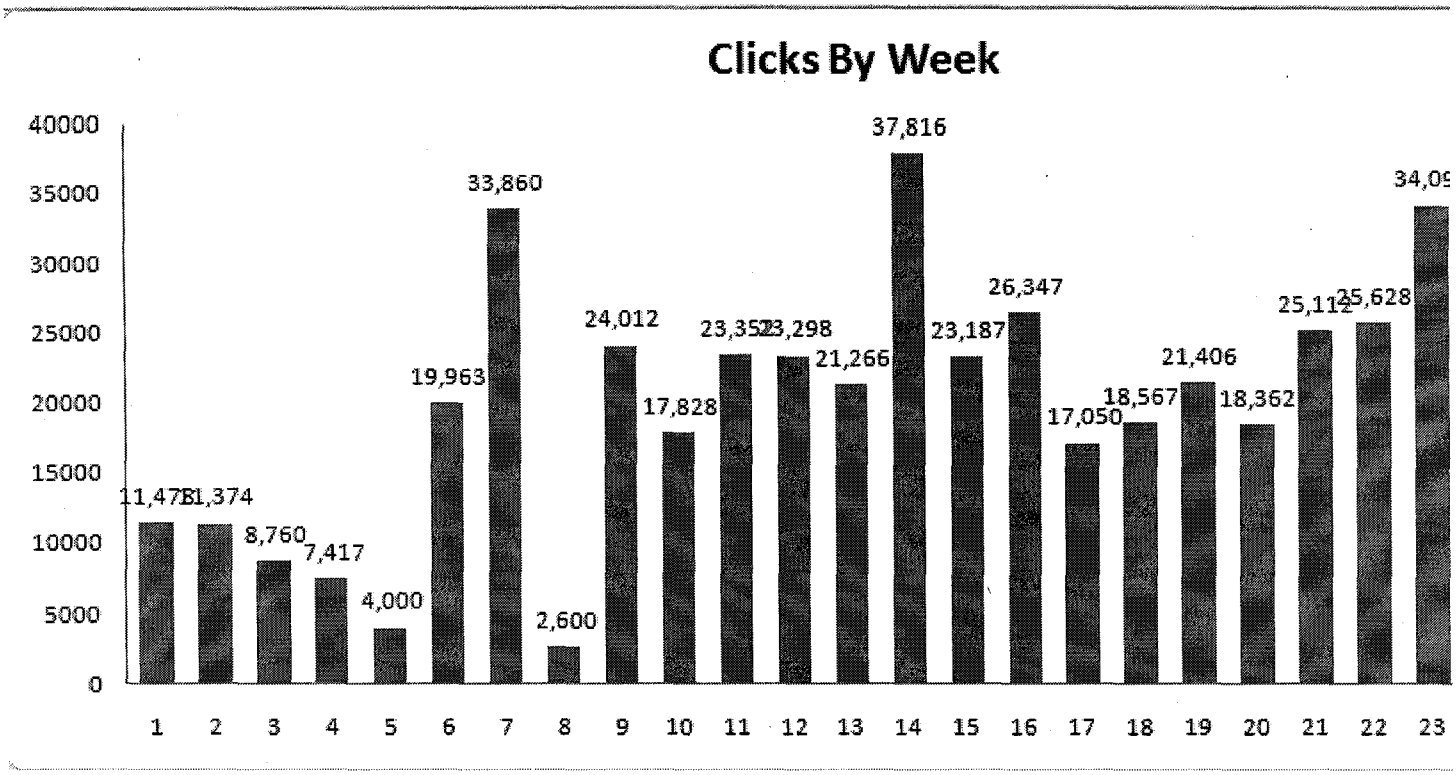
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, April 05, 2011 12:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Chart

Overall impressions 166,568,874
Overall clicks 492,504

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, April 05, 2011 11:42 AM
To: Hsu, Charles
Subject: RE: Chart

One follow-up. Can you provide the overall #s including the anniversary week?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, April 05, 2011 8:49 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Chart



Here you go Julia! This includes the anniversary ads numbers.

I want to mention I will be at dentist and won't be back until maybe 11. =(

But if you have questions please do email, I will try to get to any asap.

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, April 05, 2011 12:04 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Chart
Attachments: image001.png

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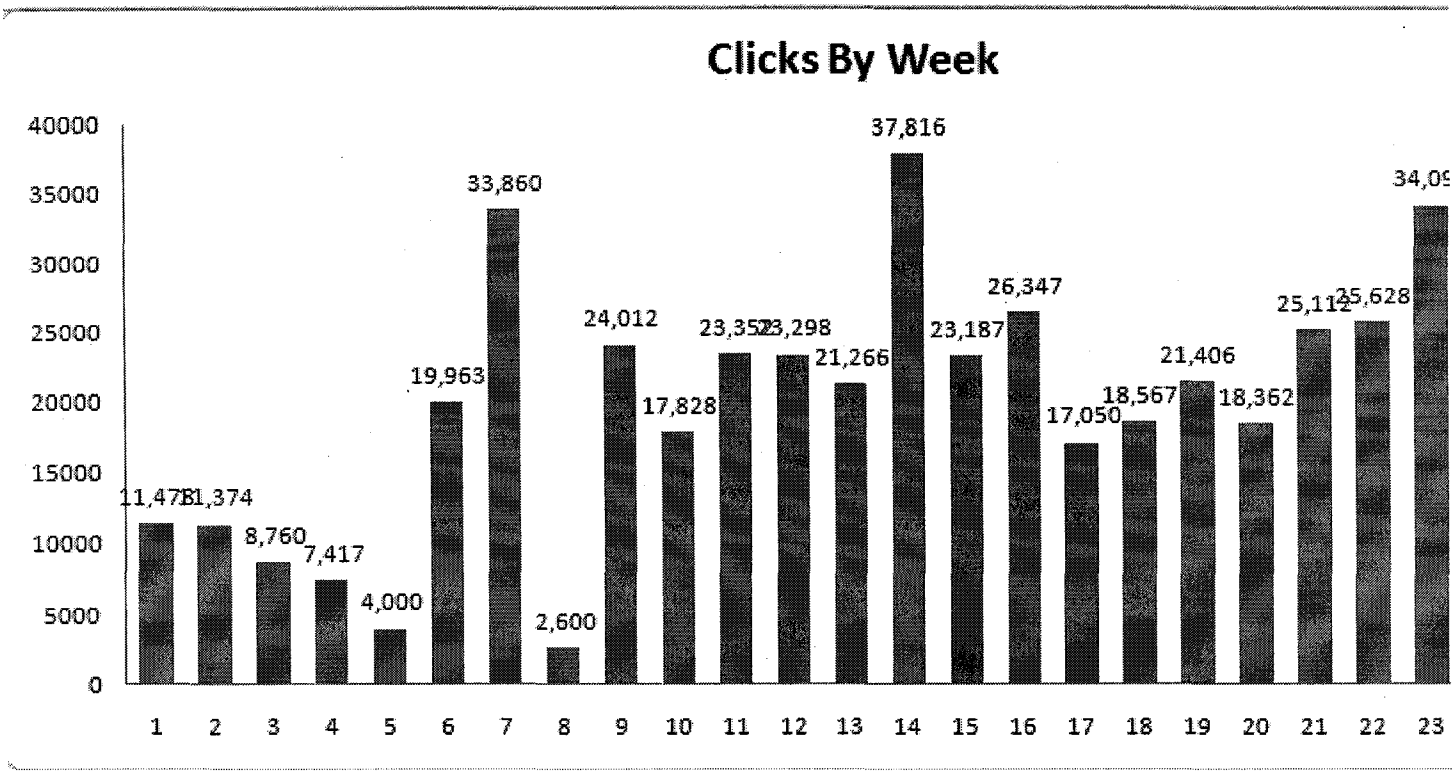

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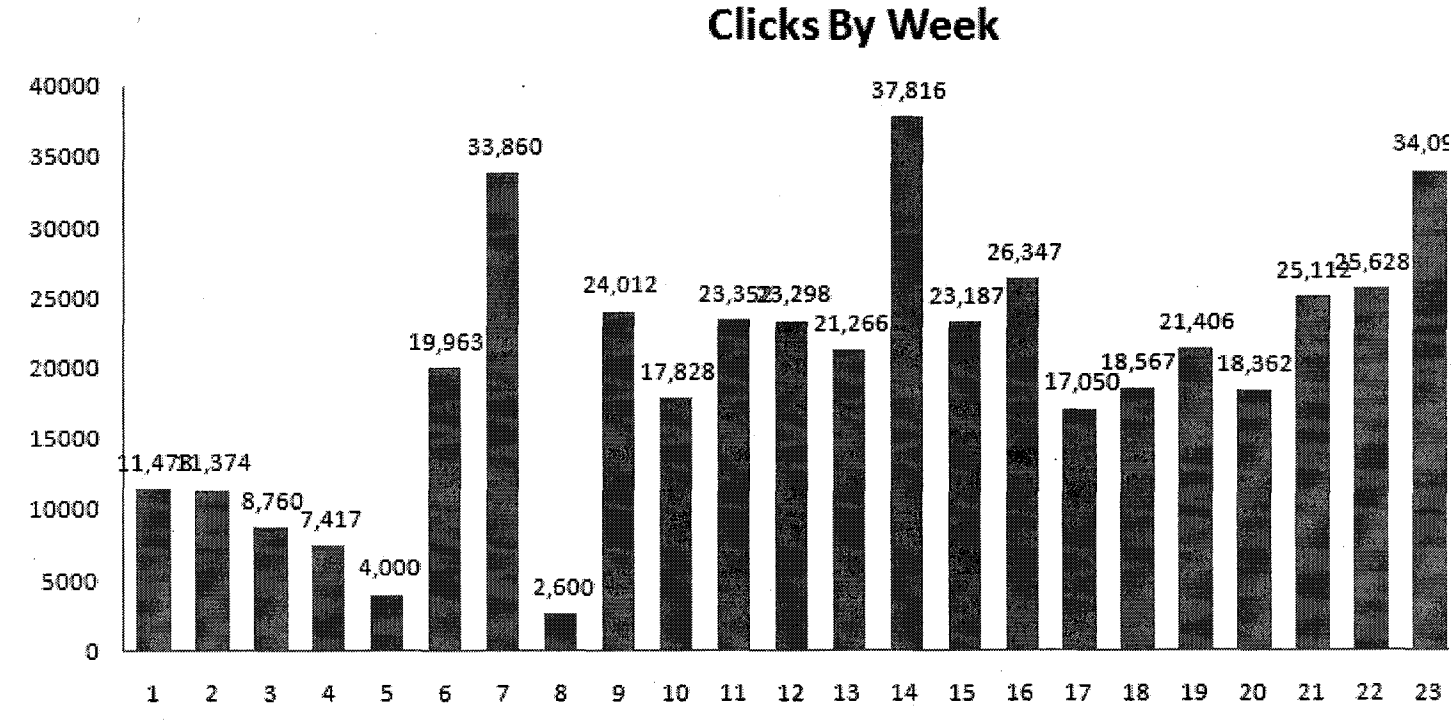

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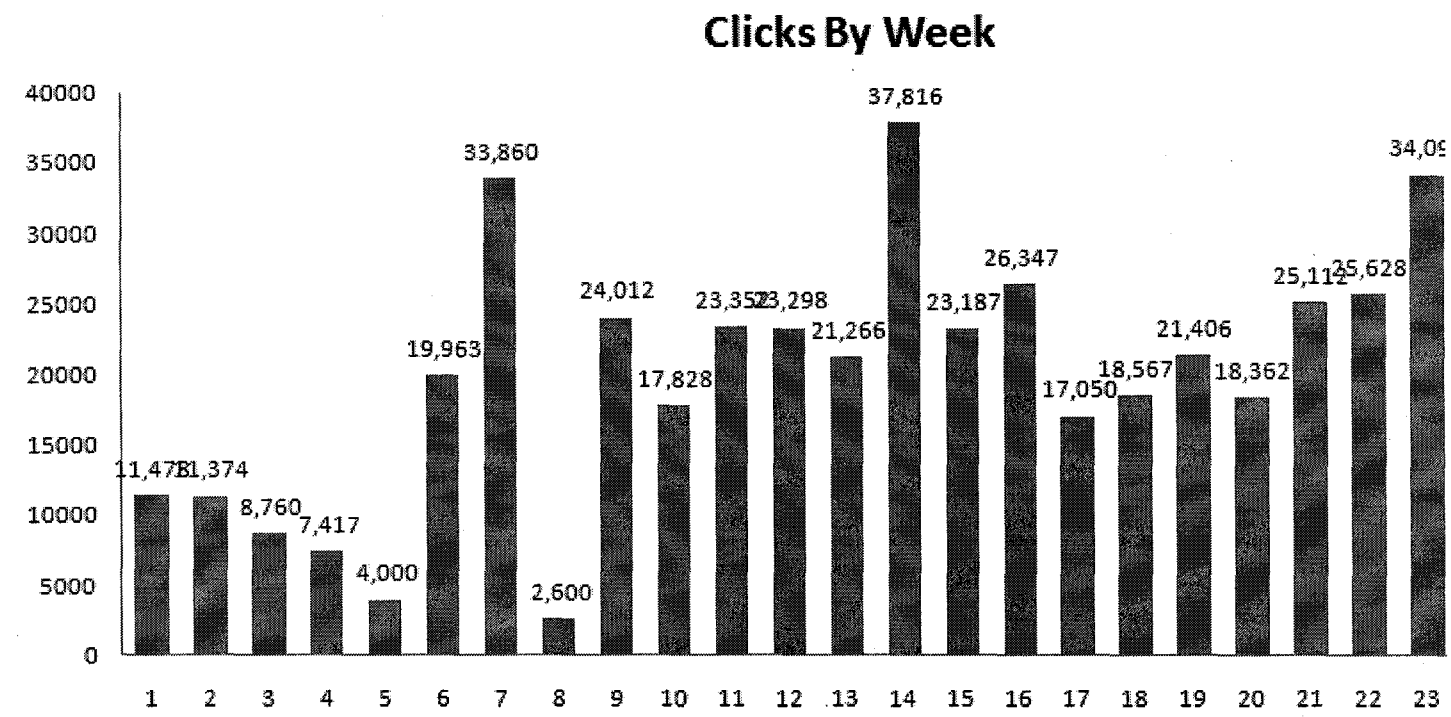

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Ogilvy Washington
1111 19th St. NW 10th Floor
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, April 04, 2011 2:52 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Facebook

Yup, yup ill explain to you how I did the experiment. The age groups all behaved differently in regard to interest/demand.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, April 04, 2011 2:49 PM
To: Hsu, Charles
Subject: RE: HHS Facebook

I'm not ignoring you ☺ just a busy day.

I'll call you as soon as I can! And now I'm really curious, too....

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, April 04, 2011 12:57 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Facebook

Hi Julia! Was wondering when you might have 2 minutes to talk on the phone? Wanted to go over the Facebook results with you and possible next steps. It's VERY interesting.

=)

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, April 04, 2011 12:57 PM
To: Eisman, Julia (HHS/ASPA)
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Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 31, 2011 5:05 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Cc: OGIMGillman (CMS contact)
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Thanks for getting back to us Julia. We will put these in motion.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 31, 2011 4:55 PM
To: Greene, Imani
Cc: Hsu, Charles; Gillman, Margo
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

I'm okay with these recommendations. I may want to talk to you about tweaking our search term list but for now let's go with what you recommended.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 31, 2011 3:12 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact)
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Good question and there are a couple of really good reasons:

1) WebMD (as compared to Healthline) is far less efficient. A $27 cpm vs $13 cpm, respectively
2) WebMD is pricey and frankly we won't meet the minimum monthly investment, which $25k per month. (Can you believe that?) We could likely negotiate around this – except for reason #1.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 31, 2011 3:03 PM
To: Greene, Imani
Cc: Hsu, Charles; Gillman, Margo
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Yes – will need a little more time. One big question I have is why you don't think WebMD is a good option moving forward? The time on site is huge (7 min). What are your thoughts?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 31, 2011 3:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact)
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Ok. Do you want a couple of hours to mull it over?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 31, 2011 3:00 PM
To: Greene, Imani
Cc: Hsu, Charles; Gillman, Margo
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Okey doke. At first glance it looks good.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 31, 2011 2:49 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact)
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Understood. We're here. Just let us know.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 31, 2011 2:21 PM
To: Greene, Imani
Cc: Hsu, Charles; Gillman, Margo
Subject: RE: HHS Weekly Report & April 2011 Reccomendation

Will get back to you shortly. Been in back to back meetings since this a.m. and unable to really look at the ppt yet.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Thursday, March 31, 2011 2:07 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; OGIMGillman (CMS contact)
Subject: FW: HHS Weekly Report & April 2011 Reccomendation

Just checking in on the reco. Gentle reminder that search runs out at midnight.

From: Hsu, Charles
Sent: Thursday, March 31, 2011 9:50 AM
To: Julia.Eisman@hhs.gov; Todd.Park@hhs.gov; Richard.Sorian@hhs.gov; Behnaz.Kohan@hhs.gov
Cc: Greene, Imani; Beakey, Chris; Gillman, Margo; Smuland, Jenny; Miller, Ashley
Subject: HHS Weekly Report & April 2011 Reccomendation

Hello everyone, I have attached two things to this email message. The first item is our standard weekly report. The second item outlines a recommendation on how to proceed with the new monthly budget of $200,000 for paid advertising.

Please let us know if you have any questions or comments on these two items!

Thank you.

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor

Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 31, 2011 11:03 AM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Reccomendation to you~

Now that I think about it, I probably could have just sent the recommendation to you. Apologies if that is going to cause any confusion! =(

Let me know if there is anything I can do if there is.

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 31, 2011 9:50 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact); Smuland, Jenny; Miller, Ashley
Subject: HHS Weekly Report & April 2011 Reccomendation
Attachments: HHS Digital Proposal April 2011.pptx; HHS Digital Week 23 3 22 -3 28 Report.ppt

Hello everyone, I have attached two things to this email message. The first item is our standard weekly report. The second item outlines a recommendation on how to proceed with the new monthly budget of $200,000 for paid advertising.

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Thank you.

Charles Hsu
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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 30, 2011 6:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS a few things!~

Hey Julia, thanks for getting on the phone with me just now! I forgot to mention that I wanted to follow up again about the approved (many times =P) Small Business and Women ads in Spanish. I don't think we have an email confirmation for this yet and just want to cover all angles.

We will get you the recommendation and detailed report tomorrow morning!

571 334 6811

Thanks again!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 30, 2011 5:58 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: metrics
Attachments: Anniversary HHS Custom Display Report.xls

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 30, 2011 5:53 PM
To: Hsu, Charles
Subject: metrics

Hi Charles – were you able to pull together any metrics from last week's ad campaign? Let me know. I'm writing a report tomorrow and could use anything you have.

Thanks!

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 29, 2011 3:45 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Can you give me...

Week prior was 25,628 clicks and 8,615,694 impressions

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 29, 2011 3:42 PM
To: Hsu, Charles
Subject: Re: Can you give me...

How is that compared to the week prior?

----- Original Message -----
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 29, 2011 03:40 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Can you give me...

For last week of March 22 to 28th we got around

34,000 clicks and 13,600,000 impressions

=)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 29, 2011 3:35 PM
To: Hsu, Charles
Subject: Can you give me...

A rough estimate on how much traffic we got from our ads last week?

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 29, 2011 3:40 PM
To: Eisman, Julia (HHS/ASPA)
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 29, 2011 3:36 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Can you give me...

Like you mean clicks yes?

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 29, 2011 3:35 PM
To: Hsu, Charles
Subject: Can you give me...

A rough estimate on how much traffic we got from our ads last week?

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 29, 2011 3:25 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS recent confirmations!

Hi Julia, just an email to confirm we are going ahead with Small biz and Women Spanish and also we are looking into 200K a month options moving forward.

25% to Spanish and 75% to English.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 28, 2011 6:34 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: Spanish Banners

Gotcha!~

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, March 28, 2011 6:30 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: Spanish Banners

Not a bother at all. Let's discuss this tomorrow. Let's go ahead and run the women and small biz banners, but I'm not sure it makes sense to run the Spanish anniversary banners at this point.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, March 28, 2011 6:29 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Spanish Banners

Sorry to be a bother, I wanted to be super sure. I remember you mentioning that all Spanish banners are approved yes?

Thanks!

Charles Hsu
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 28, 2011 5:04 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Anniversary URL confirmation
Attachments: image001.png

Sure thing! Let me know and ill plug it in and set the ads live. Oh and also what URL you want the FB ads to go to.

=)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, March 28, 2011 4:56 PM
To: Hsu, Charles
Subject: Re: HHS Anniversary URL confirmation

I'll play with this when I get back to my desk. Thanks!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Monday, March 28, 2011 04:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Anniversary URL confirmation

Julia. I just realized that your approved content is too many characters. Character limit is 135 including spaces.

Can we do this?

Coverage for kids with pre-existing conditions. Insurance for young adults. Senior Prescription help. Learn your new healthcare rights.

That is exactly 135 characters, haha.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, March 28, 2011 3:43 PM
To: Hsu, Charles
Subject: RE: HHS Anniversary URL confirmation

Hello! We'd like to move ahead with the 10k buy on Facebook as a test. Can we use the text below?

"Coverage for kids with pre-existing conditions. Insurance for young adults. Prescription help for Seniors. Learn your new healthcare rights and benefits."

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 5:51 PM
To: Eisman, Julia (HHS/ASPA)

Cc: Greene, Imani; Beakey, Chris; Light, Meredith; OGIMGillman (CMS contact); Talley, Randy
Subject: RE: HHS Anniversary URL confirmation

Hi Julia, I have attached a draft of what we could use for the Anniversary Facebook ad. Please let us know your thoughts!



Thanks!

Charles Hsu
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To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

Hey guys! Links are below. Also, we talked about doing facebook ads but I don't know where that landed. Any thoughts?

Women: Healthcare.gov/betterbenefitsbetterhealth/women.html

Mothers: http://www.healthcare.gov/foryou/women/women2.html

Young adults: Healthcare.gov/betterbenefitsbetterhealth/young adults.html

Small businesses: Healthcare.gov/betterbenefitsbetterhealth/smallbusiness.html

General HealthCare.gov Facebook page: www.Facebook.com/HealthCare.gov

Young Adult Facebook page: www.Facebook.com/YoungAdultCoverage

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 3:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Anniversary URL confirmation

Happy Friday Julia! I just wanted to confirm that these are the correct urls for the HHS Anniversary campaign.

The Facebook page should be **http://www.facebook.com/n/?group.php&gid=130163127032931**

The other urls are correctly reflected in the attached PDF?

Thanks!

Charles Hsu
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1111 19th St. NW 10th Floor
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 28, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Anniversary URL confirmation
Attachments: image001.png

Importance: High

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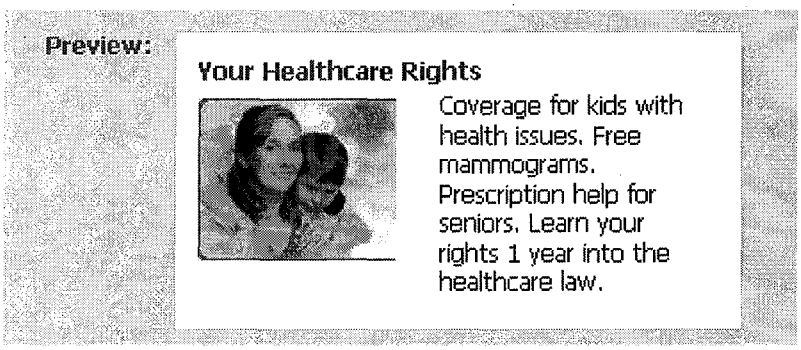

Thanks!

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Young adults: Healthcare.gov/betterbenefitsbetterhealth/young adults.html

Small businesses: Healthcare.gov/betterbenefitsbetterhealth/smallbusiness.html

General HealthCare.gov Facebook page: www.Facebook.com/HealthCare.gov

Young Adult Facebook page: www.Facebook.com/YoungAdultCoverage

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From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 3:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Anniversary URL confirmation

Happy Friday Julia! I just wanted to confirm that these are the correct urls for the HHS Anniversary campaign.

The Facebook page should be **http://www.facebook.com/n/?group.php&gid=130163127032931**

The other urls are correctly reflected in the attached PDF?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 28, 2011 4:44 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Anniversary URL confirmation
Attachments: image001.png

Importance: High

I forgot to ask, Julia would you like these Facebook ads to go to the Facebook page or the Healthcare.gov page?

General HealthCare.gov Facebook page: www.Facebook.com/HealthCare.gov

OR

http://www.healthcare.gov/

Thanks!

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Cc: Greene, Imani
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The picture will be the same, and the Headline will be the same. We will be breaking this out by age every 10 years AND male and female, so about 8 ads total. 10K for one week until next Monday 4/4.

Thanks!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
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Sent: Friday, March 18, 2011 5:51 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; Light, Meredith; OGIMGillman (CMS contact); Talley, Randy
Subject: RE: HHS Anniversary URL confirmation

Hi Julia, I have attached a draft of what we could use for the Anniversary Facebook ad. Please let us know your thoughts!



Thanks!

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Mothers: http://www.healthcare.gov/foryou/women/women2.html

Young adults: Healthcare.gov/betterbenefitsbetterhealth/young adults.html

Small businesses: Healthcare.gov/betterbenefitsbetterhealth/smallbusiness.html

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Hi Julia, I have attached a draft of what we could use for the Anniversary Facebook ad. Please let us know your thoughts!

Preview:

Your Healthcare Rights



Coverage for kids with health issues. Free mammograms. Prescription help for seniors. Learn your rights 1 year into the healthcare law.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 25, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: quick question

I have heard back from Batanga and they agree with my thoughts about the below question, BUT are also going to double check with their ad ops team.

From: *Chad Ramer [mailto:chad@batanga.com]*
Sent: *Friday, March 25, 2011 4:43 PM*
To: *Hsu, Charles*
Subject: *RE: HHS Display Pacing*

That is most likely the reason, but I will double check.

Chad

I don't know when the report is due, but whenever I hear back I will forward the confirmed reason to you.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 25, 2011 4:18 PM
To: Hsu, Charles
Subject: quick question

Hey Charles- quick question. Do you know by chance why our Batanga ads received almost four times the number of clicks this week compared to last week? The reports show that this week, Batanga sent 3,109 clicks, versus last week which was at 700 clicks.

Thanks!

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 25, 2011 9:46 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Facebook Creative for HHS Anniversary.

Thanks!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 25, 2011 7:39 AM
To: Hsu, Charles
Subject: Re: Facebook Creative for HHS Anniversary.

So sorry. I'll get you an answer this morning.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 24, 2011 05:10 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Facebook Creative for HHS Anniversary.

Hi Julia, I wanted to follow up again on the Facebook creative for the anniversary buy? Have any changes/edits come back yet? We do have a few days left and could reallocate that funding to other elements if you would like, such as Kontera and Inc.com? Those two are performing well and could benefit from the additional $10,000. Or we can shift that money onto the Undertone network and boost our current Homepage presence even more during the last few days of the Anniversary campaign.

Thoughts?

=)

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 25, 2011 9:28 AM
To: Miller, Ashley; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA); Stenrud, Chris (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact); Smuland, Jenny
Subject: HHS Campaign Recap For 3.24.11

Good morning everyone!

Please see below for the performance of the HHS Digital campaign for 3/24/2011.

SEM

Google English Campaign
Impressions: 85,419
Clicks: 3,574
CTR: 4.18%
CPC: $5.08
Engaged Visits: 1,847.40
Cost per Engaged Visit: $9.83
Bounce Rate: 48.31%

Google Spanish Campaign
Impressions: 80,662
Clicks: 387
CTR: 0.48%
CPC: $5.06
Engaged Visits: 190.02
Cost per Engaged Visit: $10.30
Bounce Rate: 50.90%

Yahoo/Bing English Campaign
Impressions: 3,813
Clicks: 135
CTR: 3.54%
CPC: $1.85

Yahoo/Bing Spanish Campaign
Impressions: 3,565
Clicks: 86
CTR: 2.41%
CPC: $0.41

TOTAL
Impressions: 173,459
Clicks: 4,182
CTR: 2.41%
CPC: $4.88

++++++++++++++++++++++++++++++++++++++

Display Phase 2

Batanga Display Campaign
Impressions: 203,112
Clicks: 363
CTR: 0.18%

Healthline Display Campaign
Impressions: 334,338
Clicks: 101
CTR: 0.03%

Inc.com Display Campaign
Impressions: 53,236
Clicks: 71
CTR: 0.13%

I-Village Display Campaign
Impressions: 42,574
Clicks: 21
CTR: 0.05%

Undertone Display Campaign
Impressions: 638,178
Clicks: 112
CTR: 0.02%

Kontera Display Campaign
Impressions: 31,905
Clicks: 1,055
CTR: 3.31%

WebMD Display Campaign
Impressions: 444,228
Clicks: 181
CTR: 0.04%

Total Banner Display
Impressions: 1,747,624
Clicks: 1,904
CTR: 0.11%

Please let us know if you have any other questions.

Thanks!

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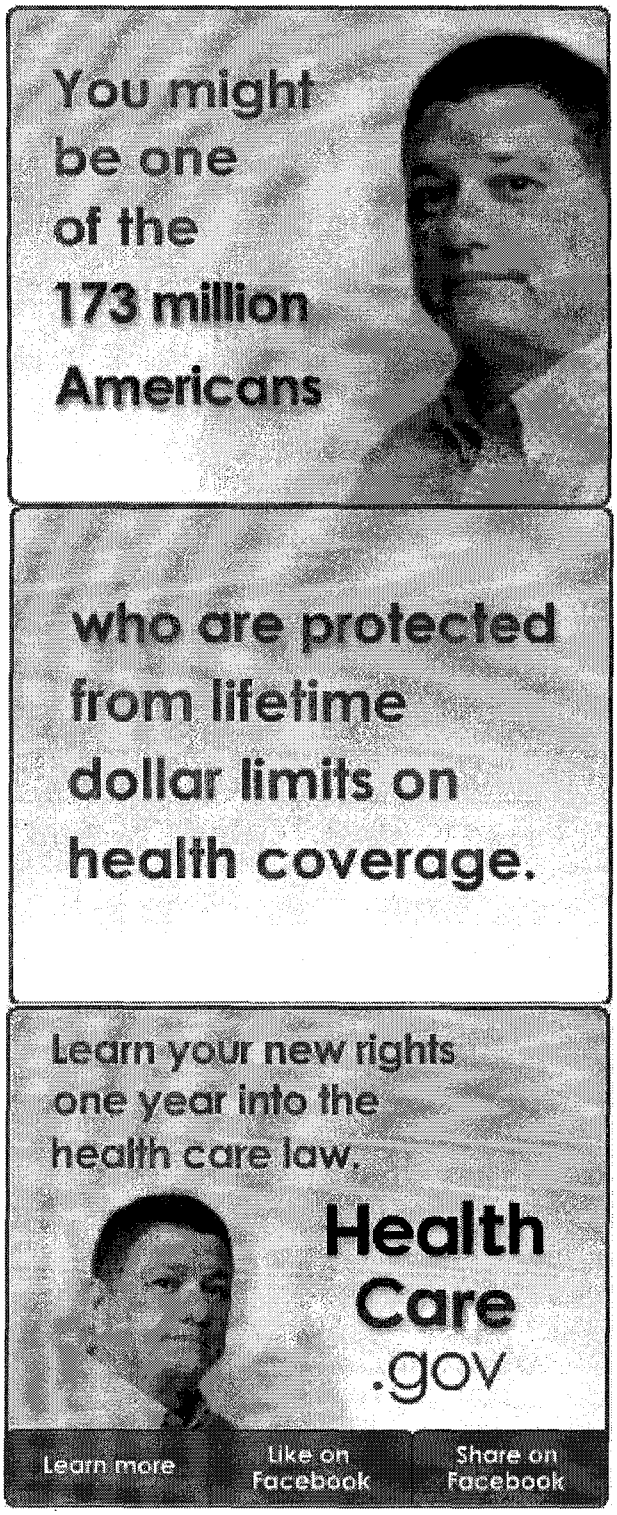
Sent: Thursday, March 24, 2011 4:27 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS additional things~
Attachments: image005.png; image008.png; image009.png; image010.png; image011.png; image012.png; image013.png; image014.png; image015.jpg



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Thanks!

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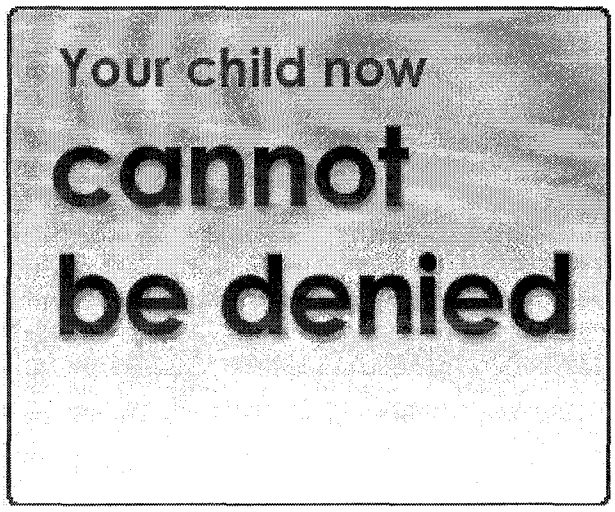

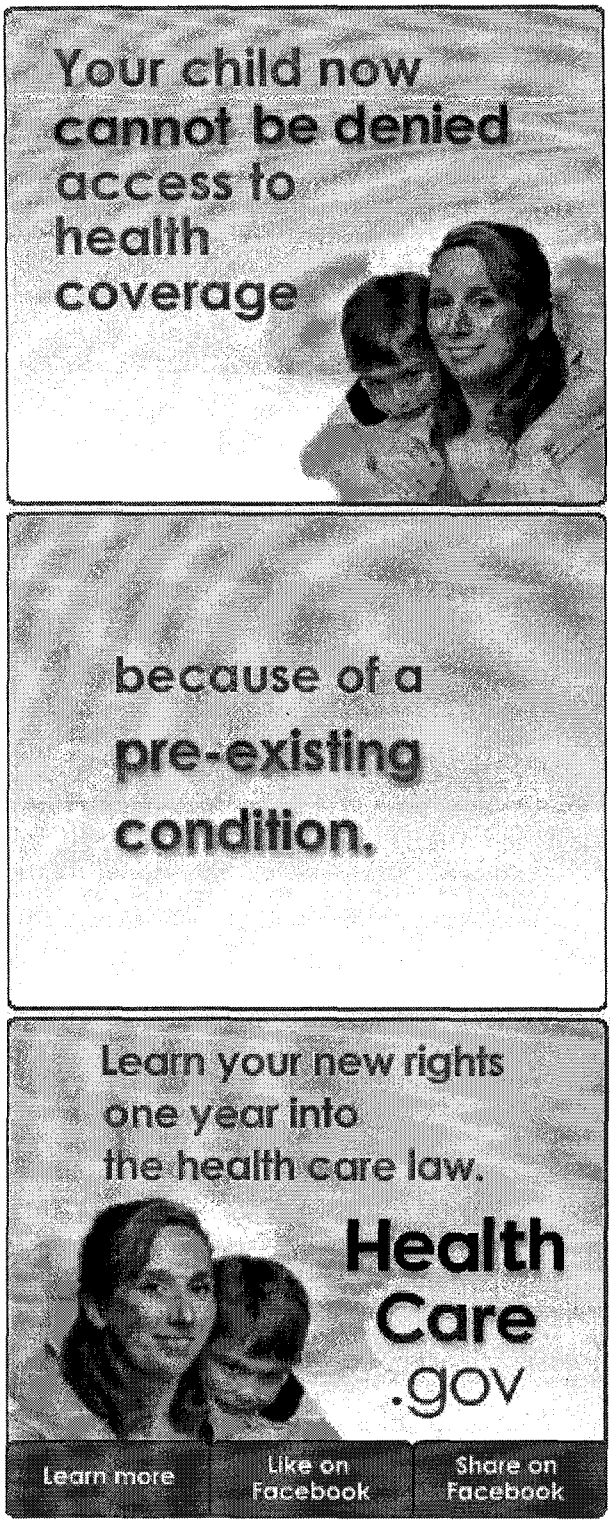

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 24, 2011 4:07 PM
To: Hsu, Charles
Subject: RE: HHS additional things~

Email is perfect!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
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Sure thing~ Do you need it in like power point or can I just paste it into an email response? How would you like it?

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Sent: Thursday, March 24, 2011 10:17 AM
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Overall	
Clicks	457,238
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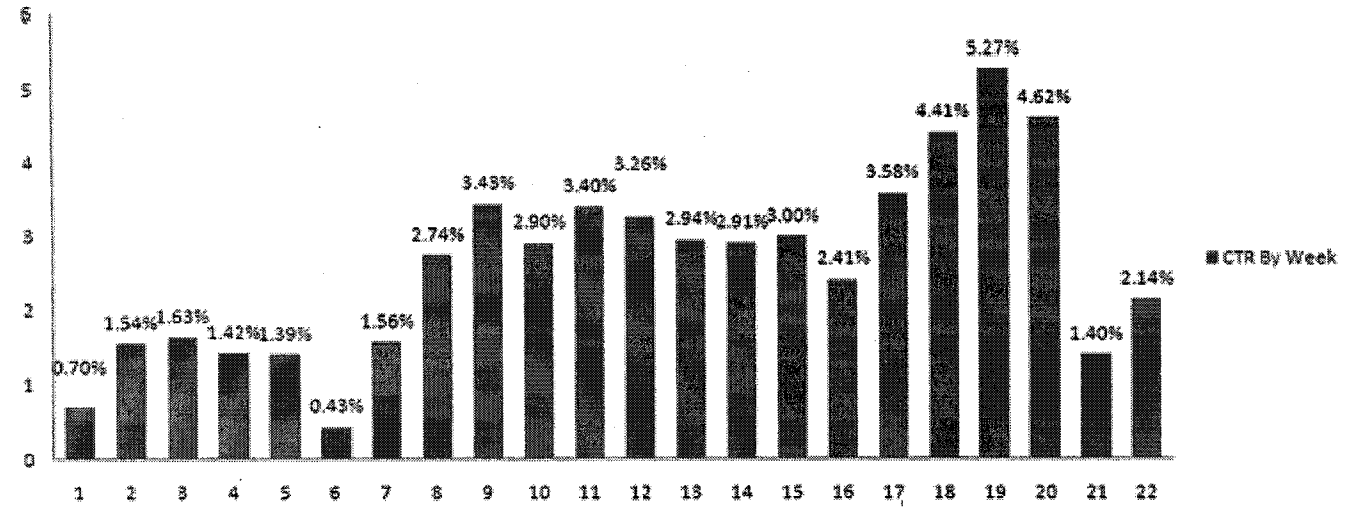
CTR By Week



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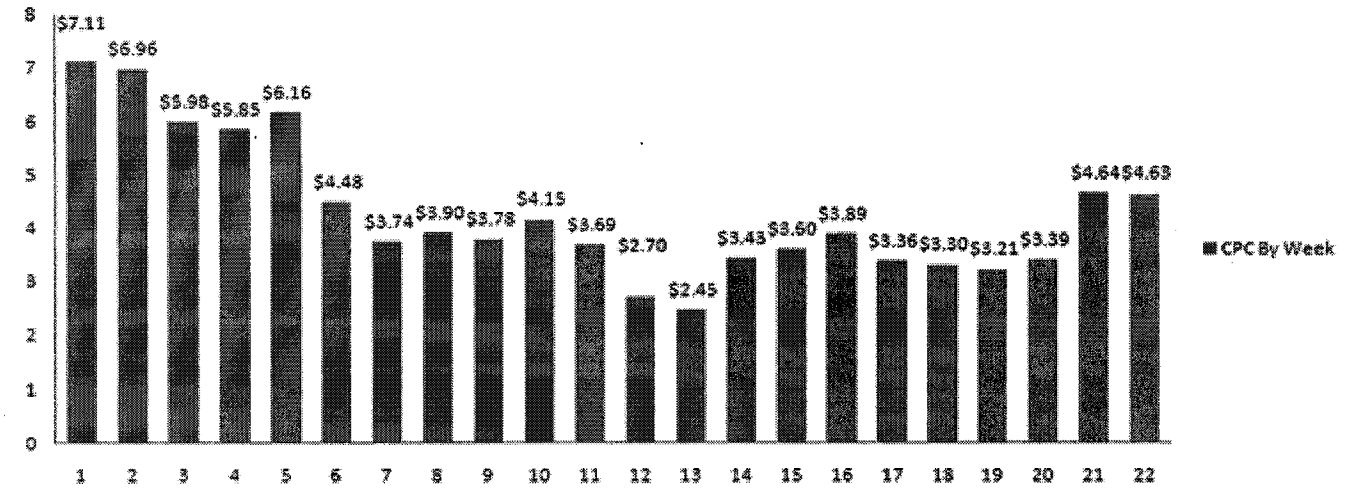

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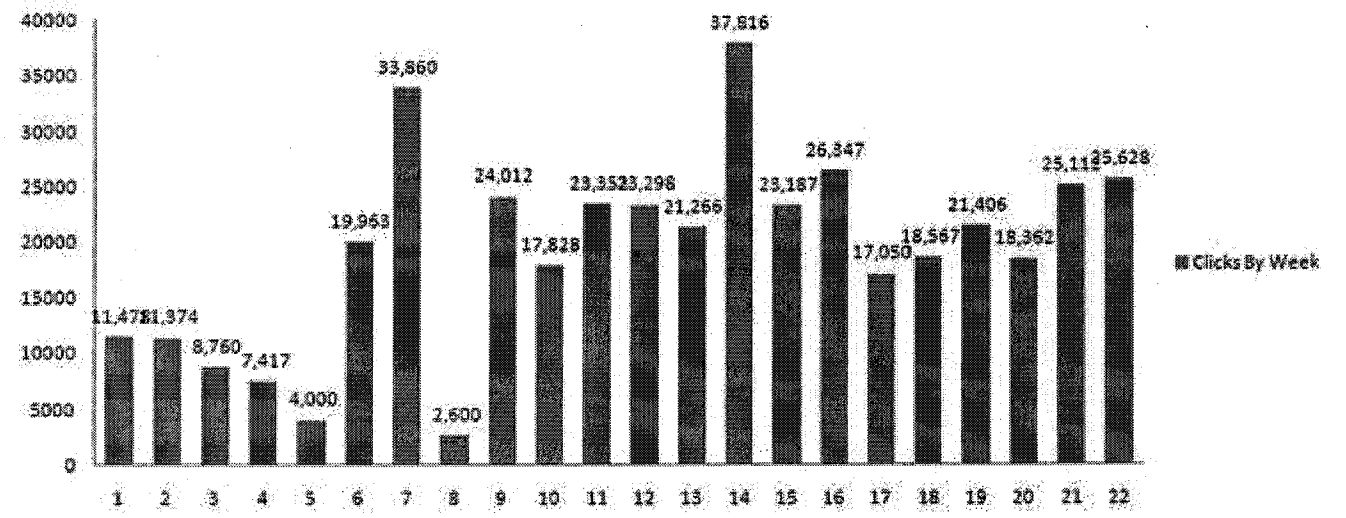

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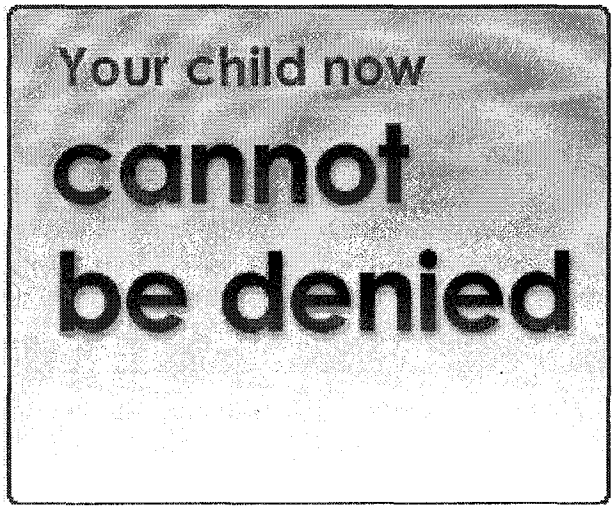

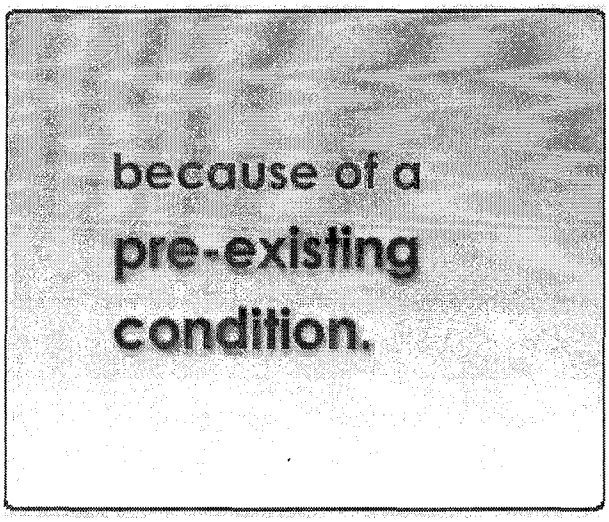

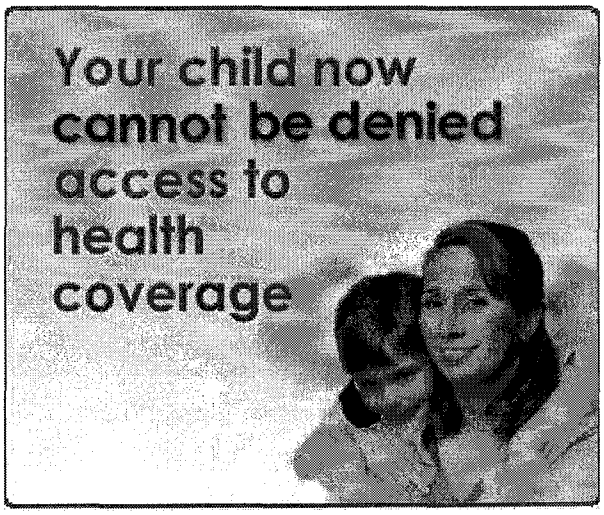



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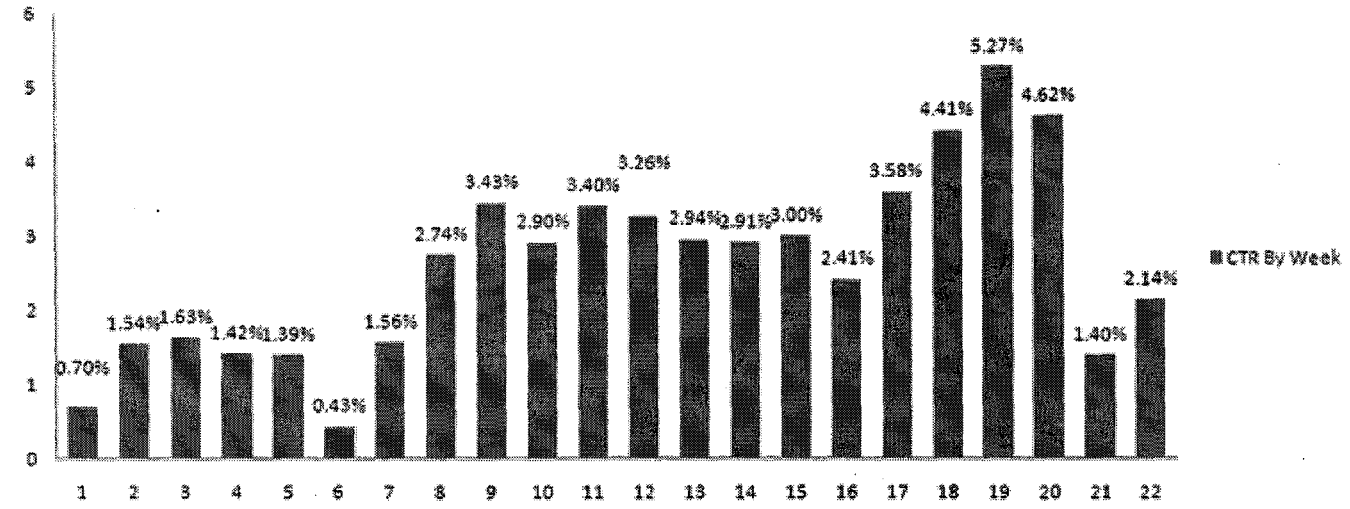

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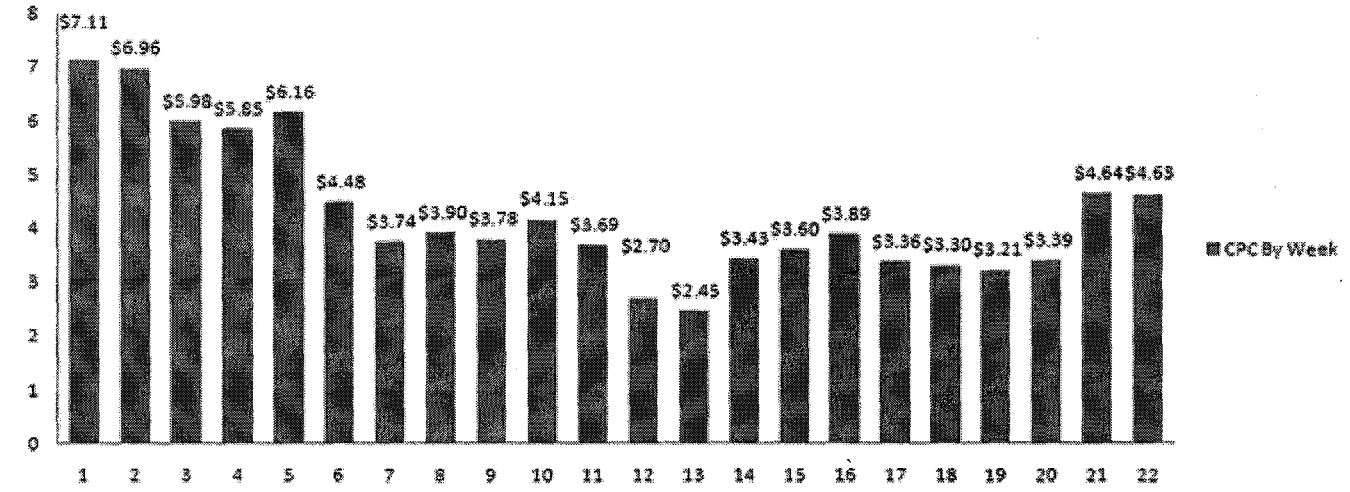

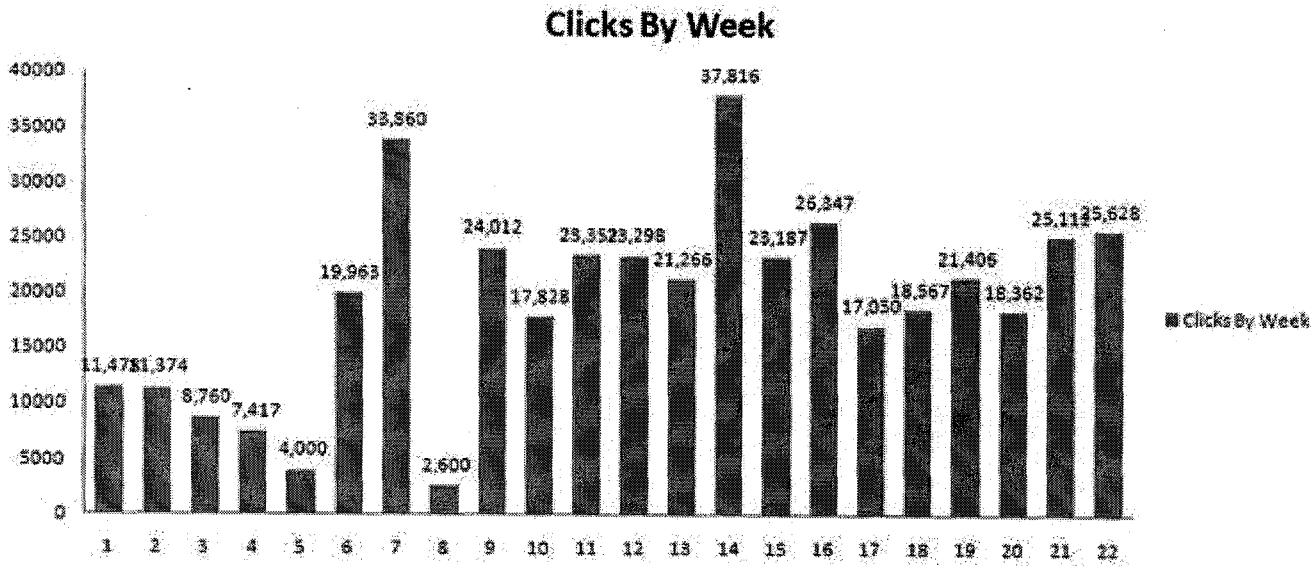

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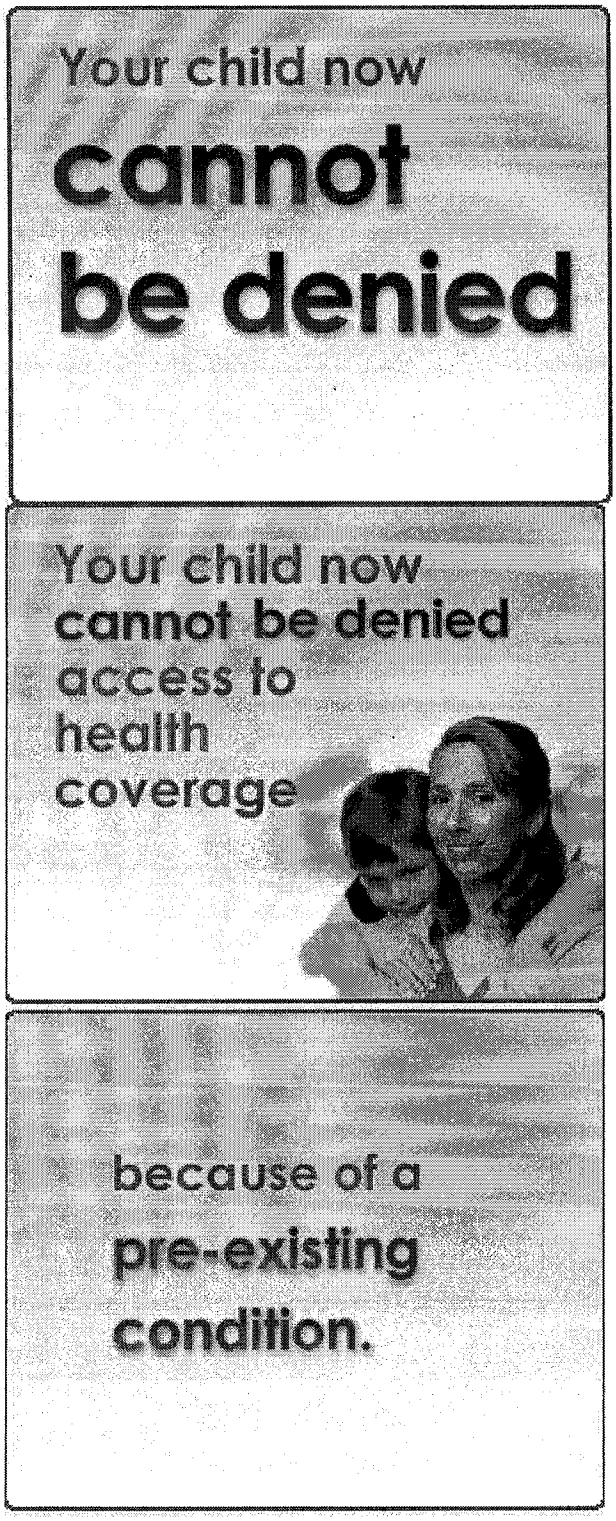



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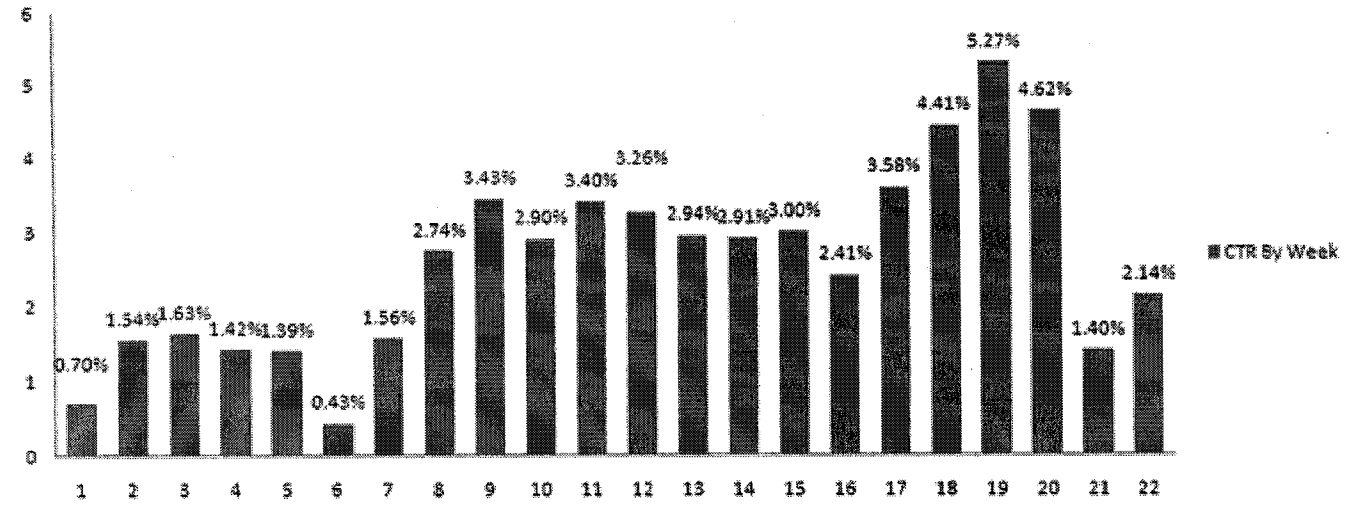
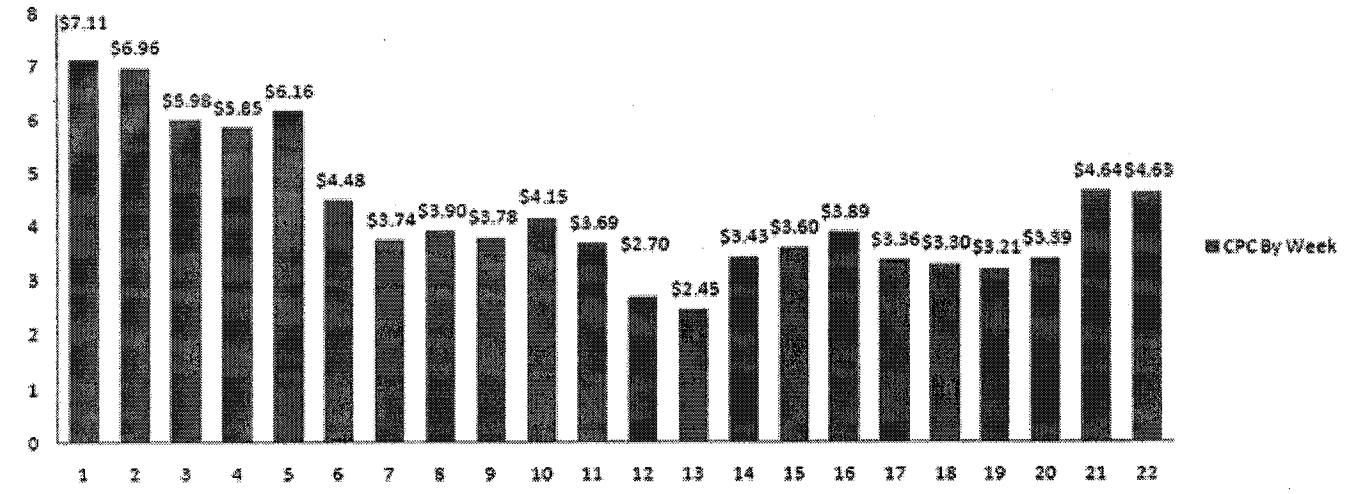
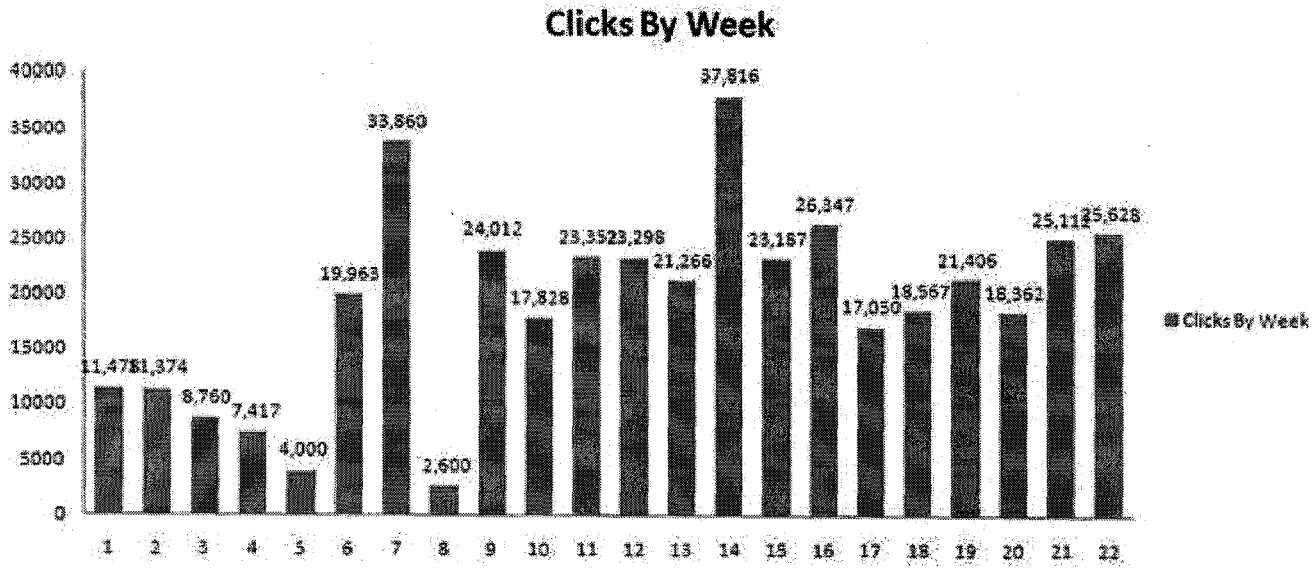


CPC By Week





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Subject: RE: HHS additional things~
Attachments: image001.png; image002.jpg

Sure thing~ Do you need it in like power point or can I just paste it into an email response? How would you like it?

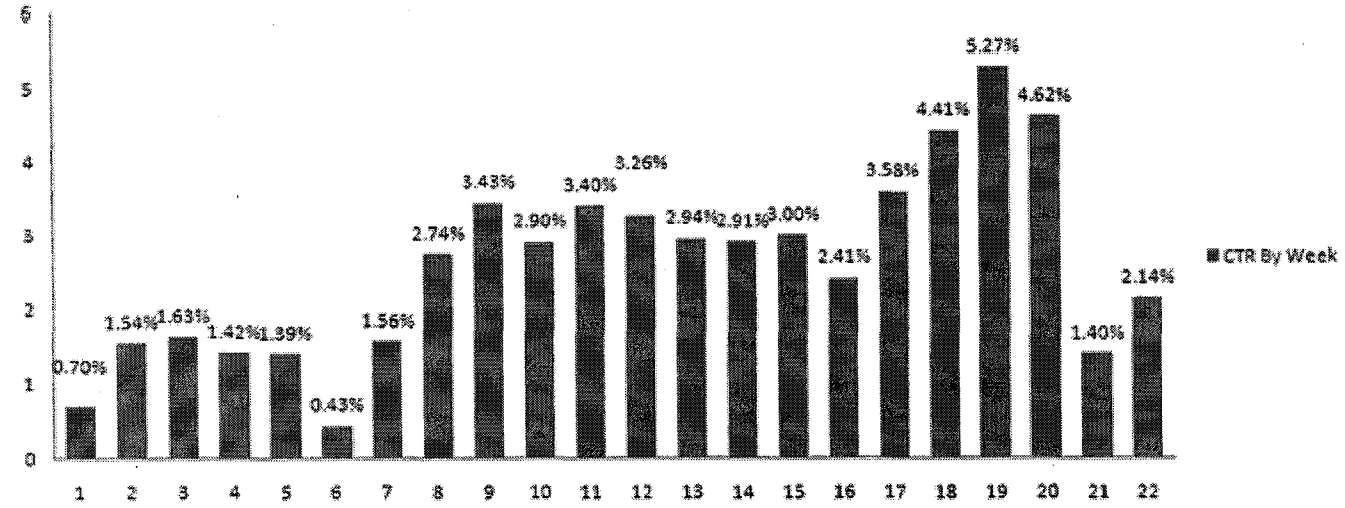
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 24, 2011 3:51 PM
To: Hsu, Charles
Subject: RE: HHS additional things~

Hi Charles – one ask for you: Are you able to pull a screenshot of each frame for the "general" anniversary ad (the one with the 173 million #)?

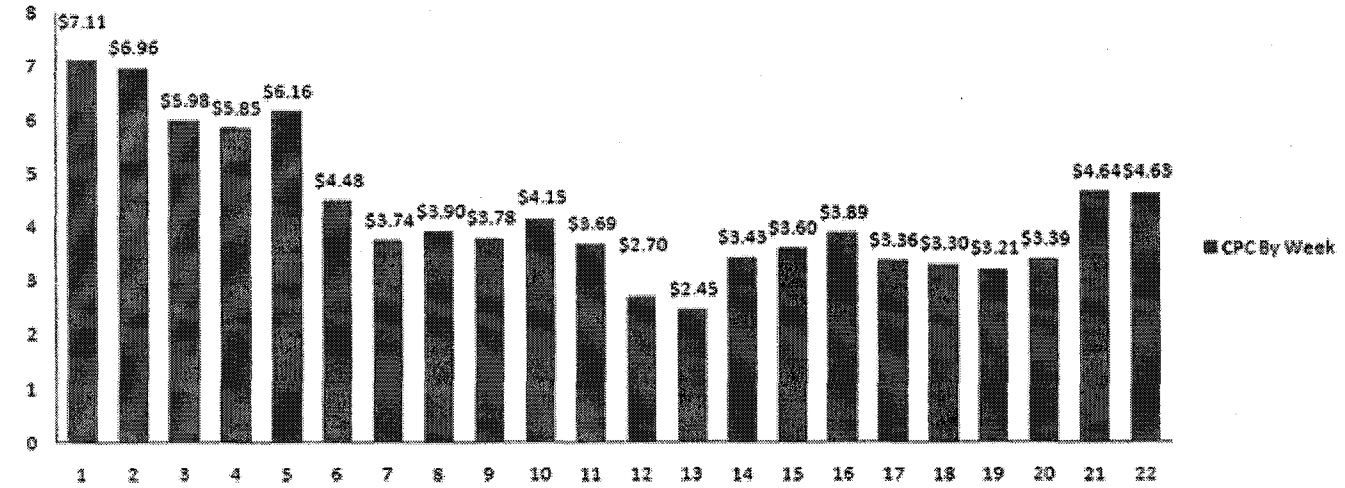
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 24, 2011 10:17 AM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS additional things~

Overall
Clicks 457,238
Impressions 152,113,936

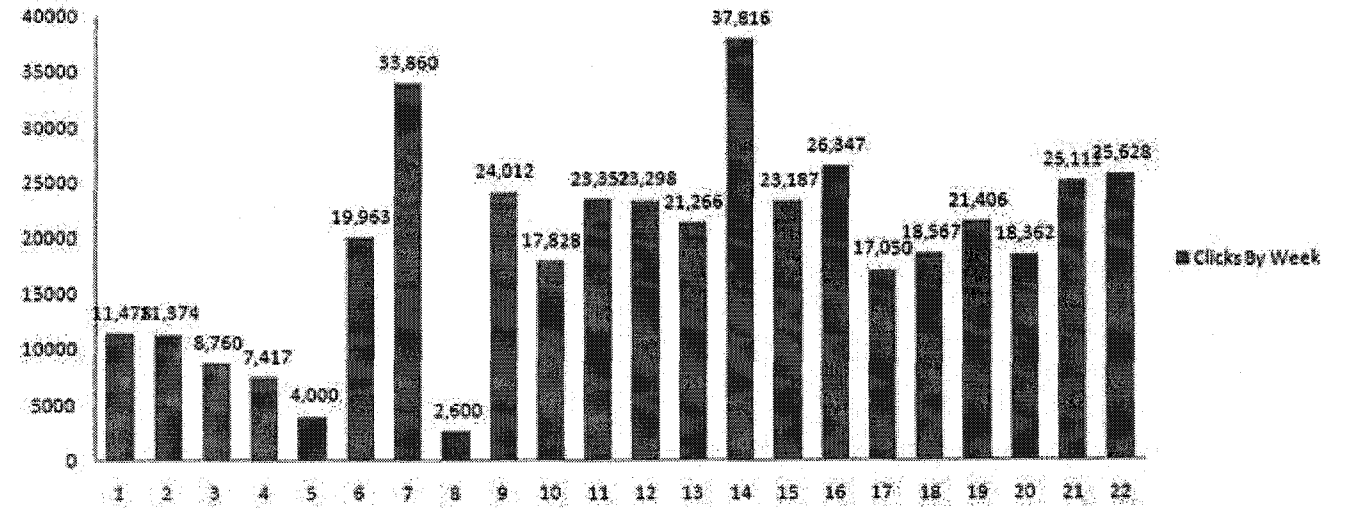
CTR By Week



CPC By Week



Clicks By Week



Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 24, 2011 10:17 AM
To: Eisman, Julia (HHS/ASPA)
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Attachments: image001.png; image003.jpg

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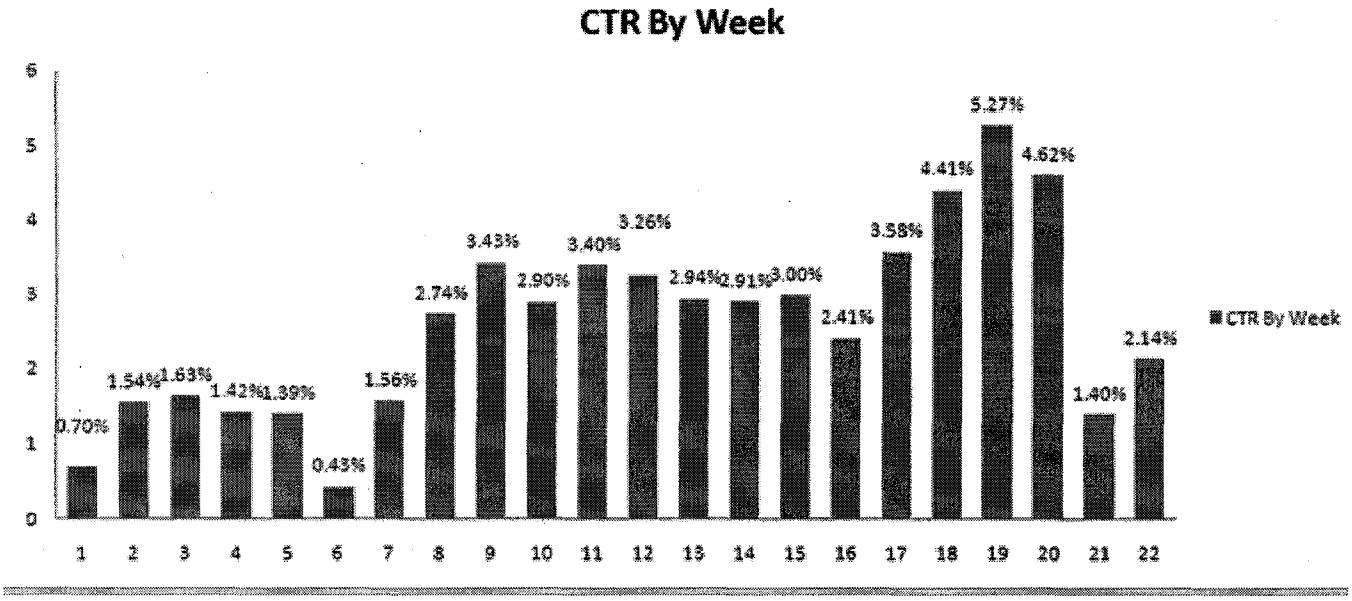

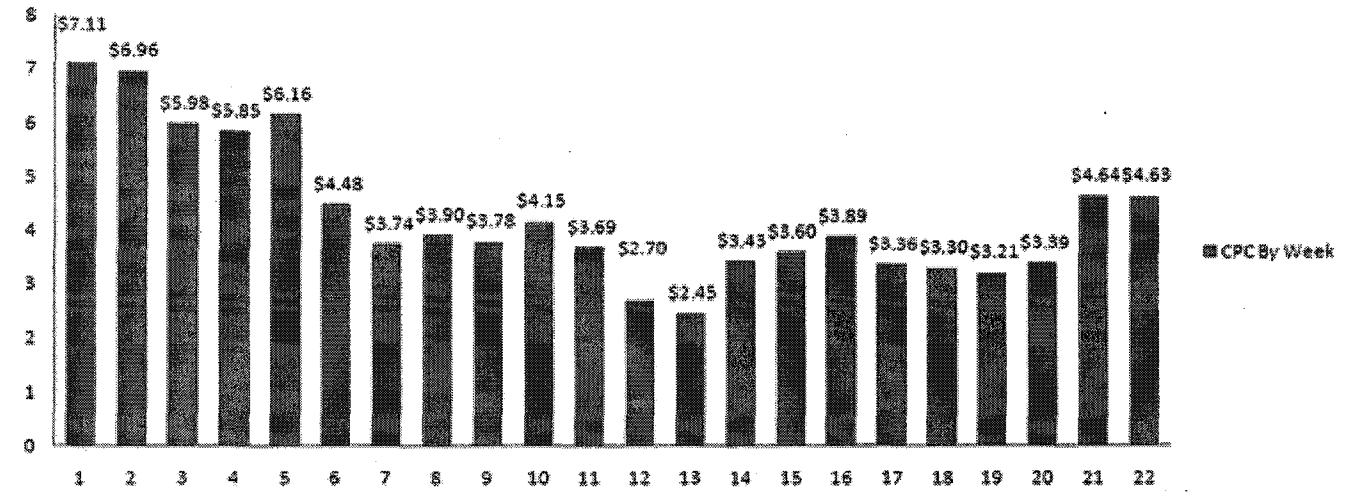

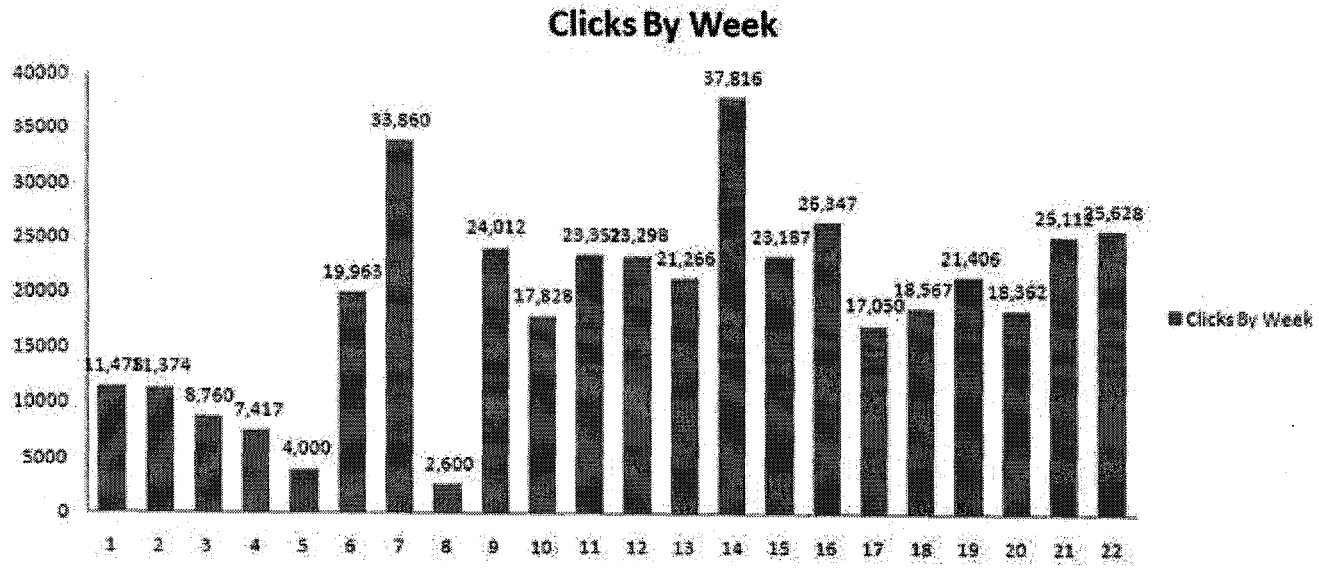

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 23, 2011 4:57 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact); Smuland, Jenny; Miller, Ashley
Subject: HHS Weekly Report
Attachments: HHS Digital Week 21 3 15 -3 21 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 23, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov; Stenrud, Chris (HHS/ASPA)
Subject: HHS 3/23 Anniversary Update
Attachments: HHS Anniversary 3-23 Screenshots.ppt

Hi Julia, I wanted to give you an update on the display banners running on today's anniversary! I have attached a power point that shows some samples of the influential and widely used websites that we have targeted homepages on with the anniversary banners. Many of these sites are of the more popular health and news related categories. All of the anniversary banners can only found on the homepages of these premium sites and not within other pages that require users to do additional clicking. This ensures that the ads have an extremely high visibility rate and all ad positioning is above the fold when users are visiting these sites. Ads have also been set to be delivered to web sites that are more relevant to that ads messaging.

We have included a list of homepages below that represent many of sites the anniversary ads are running on (list is not comprehensive). We also wanted to note that these ad executions are not all exclusive takeovers, and that some ads are running in rotation with other advertiser's messages.

Please let us know if you have any additional questions.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

ABC Local Web
ABC.com
ABCNews.com
About.com
Accuweather.com
Advance.net
AdWeek.com
AJC.com
Answers.com
AOL Health
AOL News
AOL Weather
BaltimoreSun.com
Biography.com
Bizjournals.com
Boston.com
BostonHerald.com
CBS O&O

Chicago Sun Times
Chicago Tribune
Chron.com
Cleveland.com
Current.com
DailyFinance.com
DenverPost.com
Detroit Newspaper Corp
DigitalJournal.com
Discovery Digital
Education.com
Entrepreneur.com
Examiner.com
FastCompany.com
Gannett
HealthCentral.com
Healthgrades.com
HealthGuru.com
Healthline.com
HealthScout.com
HealthSquare.com
History.com
HuffingtonPost.com
Inc.com
Intellicast.com
Investopedia.com
Kiplinger.com
KSL.com
Life.com
Local.com
Los Angeles Newspaper Group
MapQuest.com
McClatchy
MensHealth.com
MiamiHerald.com
Morningstar.com
MotherJones.com
MSN.com
MSNBC.com
NationalGeographic.com
NationalReview.com
NaturalHealthMag.com
Newsweek.com
NYDailyNews.com
NYTimes Regional Newspaper Group
NYObserver.com
NYPost.com
Politico.com
PopularScience.com
ReadersDigest.com
RealClearPolitics.com
Reuters.com

RightHealth.com
Salon.com
Scripps Daily Newspapers
SeattlePI.com
Seattle Times

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 23, 2011 1:19 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Happy Anniversary!

We can set it to any sort of target you want really. We can do it broad to people ages 21 and up, or we can get more specific targeting Women with likes and interests on women's health like mammograms or we can focus on seniors.

For this specific ad, I think it makes more sense to do a broad target of ages 21 to 64.

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 23, 2011 1:11 PM
To: Hsu, Charles
Subject: RE: Happy Aanniversary!

One question for you on this - what is the audience we're targeting with the facebook ads?

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 23, 2011 11:38 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Happy Aanniversary!

Hey Julia, I was just wondering if there was any feedback yet on Facebook? Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 23, 2011 11:38 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Happy Aanniversary!

Hey Julia, I was just wondering if there was any feedback yet on Facebook? Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 22, 2011 9:32 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Anniversary URL confirmation

Alright! =)

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 22, 2011 9:23 AM
To: Hsu, Charles
Subject: RE: HHS Anniversary URL confirmation

Sorry - here is the young adult non-FB landing page:
http://www.healthcare.gov/foryou/betterbenefitsbetterhealth/youngadults.
html

-----Original Message-----
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 22, 2011 9:16 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Anniversary URL confirmation

Not exactly. Below all the URLS have like a healthcare.gov website landing page. I noticed that young adults only had a FB URL Young Adult Facebook page:
www.Facebook.com/YoungAdultCoverage<http://www.Facebook.com/YoungAdultCo
verage>

I'm just confirming you want all young adult ads to go to only that FB page yes?

Thanks!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, March 21, 2011 11:09 PM
To: Hsu, Charles
Subject: RE: HHS Anniversary URL confirmation

Here is the FB page url for Healthcare.gov:

General HealthCare.gov Facebook page:
www.Facebook.com/HealthCare.gov<http://www.Facebook.com/HealthCare.gov>

Is that what you're asking?

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 21, 2011 10:32 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Anniversary URL confirmation

Julia, I just noticed that there is only a FB page URL for young adults, no stand alone page from healthcare.gov. Is this right?

Thanks!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Mon 3/21/2011 9:59 AM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

Hello! Happy Monday!

Please use the following links for the Anniversary ads instead (the others will likely not work). My apologies!

General:
http://www.healthcare.gov/foryou/betterbenefitsbetterhealth/index.html

Small Biz:
http://www.healthcare.gov/foryou/betterbenefitsbetterhealth/smallbusines
s.html

Women:
http://www.healthcare.gov/foryou/betterbenefitsbetterhealth/women.html

Mothers: http://www.healthcare.gov/foryou/women/women2.html

General HealthCare.gov Facebook page:
www.Facebook.com/HealthCare.gov<http://www.Facebook.com/HealthCare.gov>

Young Adult Facebook page:
www.Facebook.com/YoungAdultCoverage<http://www.Facebook.com/YoungAdultCo
verage>

From: Eisman, Julia (HHS/ASPA)
Sent: Friday, March 18, 2011 4:45 PM
To: 'Hsu, Charles'
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

Hey guys! Links are below. Also, we talked about doing facebook ads but I don't know where that landed. Any thoughts?

Women: Healthcare.gov/betterbenefitsbetterhealth/women.html

Mothers: http://www.healthcare.gov/foryou/women/women2.html

Young adults: Healthcare.gov/betterbenefitsbetterhealth/young adults.html

Small businesses:
Healthcare.gov/betterbenefitsbetterhealth/smallbusiness.html

General HealthCare.gov Facebook page:
www.Facebook.com/HealthCare.gov<http://www.Facebook.com/HealthCare.gov>

Young Adult Facebook page:
www.Facebook.com/YoungAdultCoverage<http://www.Facebook.com/YoungAdultCoverage>

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 3:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Anniversary URL confirmation

Happy Friday Julia! I just wanted to confirm that these are the correct urls for the HHS Anniversary campaign.

The Facebook page should be
http://www.facebook.com/n/?group.php&gid=130163127032931

The other urls are correctly reflected in the attached PDF?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 22, 2011 9:16 AM
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Is that what you're asking?

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s.html

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http://www.healthcare.gov/foryou/betterbenefitsbetterhealth/women.html

Mothers: http://www.healthcare.gov/foryou/women/women2.html

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adults.html

Small businesses:
Healthcare.gov/betterbenefitsbetterhealth/smallbusiness.html

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1111 19th St. NW 10th Floor
Washington, DC 20036

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Cc: Greene, Imani
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Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 21, 2011 5:59 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Miller, Ashley; Greene, Imani
Subject: Anniversary Campaign
Attachments: HHS Screenshots.ppt

Hello Julia! I wanted to send you some screenshot examples of the Anniversary Campaign progress. More creatives are being finalized as we speak and will be added into the rotation soon. Do let me know about the Facebook edits (if any) when you hear back!

Thanks! =)

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 21, 2011 11:29 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

Hi Julia! I wanted to give you an update on how our Anniversary campaign is doing.

We have confirmed that the Kontera network is now live, and we will be live throughout the afternoon on the three others which are Undertone, Healthline, and WebMD.

I also wanted to follow up on the Facebook creative. I might have missed this and wanted to double check, did you think the language was ok, or did you have some more edits?

Thanks Julia!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, March 21, 2011 10:00 AM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation
Importance: High

Hello! Happy Monday!

Please use the following links for the Anniversary ads instead (the others will likely not work). My apologies!

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Small Biz: http://www.healthcare.gov/foryou/betterbenefitsbetterhealth/smallbusiness.html

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Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 21, 2011 10:10 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

Gotcha! I'll make changes now.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, March 21, 2011 10:00 AM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation
Importance: High

Hello! Happy Monday!

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From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 5:51 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; Light, Meredith; OGIMGillman (CMS contact); Talley, Randy
Subject: RE: HHS Anniversary URL confirmation
Attachments: image001.png

Hi Julia, I have attached a draft of what we could use for the Anniversary Facebook ad. Please let us know your thoughts!



Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 18, 2011 4:45 PM
To: Hsu, Charles
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Hey guys! Links are below. Also, we talked about doing facebook ads but I don't know where that landed. Any thoughts?

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Young Adult Facebook page: www.Facebook.com/YoungAdultCoverage

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From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 3:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Anniversary URL confirmation

Happy Friday Julia! I just wanted to confirm that these are the correct urls for the HHS Anniversary campaign.

The Facebook page should be **http://www.facebook.com/n/?group.php&gid=130163127032931**

The other urls are correctly reflected in the attached PDF?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 5:08 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

Thank you Julia! We will be sure to match these up.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 18, 2011 4:45 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

Hey guys! Links are below. Also, we talked about doing facebook ads but I don't know where that landed. Any thoughts?

Women: Healthcare.gov/betterbenefitsbetterhealth/women.html

Mothers: http://www.healthcare.gov/foryou/women/women2.html

Young adults: Healthcare.gov/betterbenefitsbetterhealth/young adults.html

Small businesses: Healthcare.gov/betterbenefitsbetterhealth/smallbusiness.html

General HealthCare.gov Facebook page: www.Facebook.com/HealthCare.gov

Young Adult Facebook page: www.Facebook.com/YoungAdultCoverage

---

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 3:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Anniversary URL confirmation

Happy Friday Julia! I just wanted to confirm that these are the correct urls for the HHS Anniversary campaign.

The Facebook page should be **http://www.facebook.com/n/?group.php&gid=130163127032931**

The other urls are correctly reflected in the attached PDF?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor

Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 4:01 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

Sure thing, I will stand by.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 18, 2011 3:51 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Anniversary URL confirmation

We've just decided to build new pages for some of the content, so let me find out what the URL's are....

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 3:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Anniversary URL confirmation

Happy Friday Julia! I just wanted to confirm that these are the correct urls for the HHS Anniversary campaign.

The Facebook page should be **http://www.facebook.com/n/?group.php&gid=130163127032931**

The other urls are correctly reflected in the attached PDF?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 18, 2011 3:42 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Anniversary URL confirmation
Attachments: ENG-EGC-Anniversary_3_15.pdf

Happy Friday Julia! I just wanted to confirm that these are the correct urls for the HHS Anniversary campaign.

The Facebook page should be **http://www.facebook.com/n/?group.php&gid=130163127032931**

The other urls are correctly reflected in the attached PDF?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 17, 2011 5:15 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Miller, Ashley
Subject: RE: HHS Extension Confirmation

Thanks!

=)

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 17, 2011 5:15 PM
To: Hsu, Charles
Cc: Greene, Imani; Miller, Ashley
Subject: RE: HHS Extension Confirmation

Yes – this is correct.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 17, 2011 5:14 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Miller, Ashley
Subject: RE: HHS Extension Confirmation

Hi Julia, just wanted to follow up on a confirmation of the 125K extension.

Thanks!

Charles

From: Hsu, Charles
Sent: Thursday, March 17, 2011 11:36 AM
To: 'Julia.Eisman@hhs.gov'
Cc: Greene, Imani; Miller, Ashley
Subject: HHS Extension Confirmation

Hello Julia! I just wanted to confirm the 125K extension that Imani and you discussed for the SEM portion of HHS. This extension will run two weeks until March 31st.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 17, 2011 5:14 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Miller, Ashley
Subject: RE: HHS Extension Confirmation

Hi Julia, just wanted to follow up on a confirmation of the 125K extension.

Thanks!

Charles

From: Hsu, Charles
Sent: Thursday, March 17, 2011 11:36 AM
To: 'Julia.Eisman@hhs.gov'
Cc: Greene, Imani; Miller, Ashley
Subject: HHS Extension Confirmation

Hello Julia! I just wanted to confirm the 125K extension that Imani and you discussed for the SEM portion of HHS. This extension will run two weeks until March 31st.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 17, 2011 11:36 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Miller, Ashley
Subject: HHS Extension Confirmation

Hello Julia! I just wanted to confirm the 125K extension that Imani and you discussed for the SEM portion of HHS. This extension will run two weeks until March 31st.

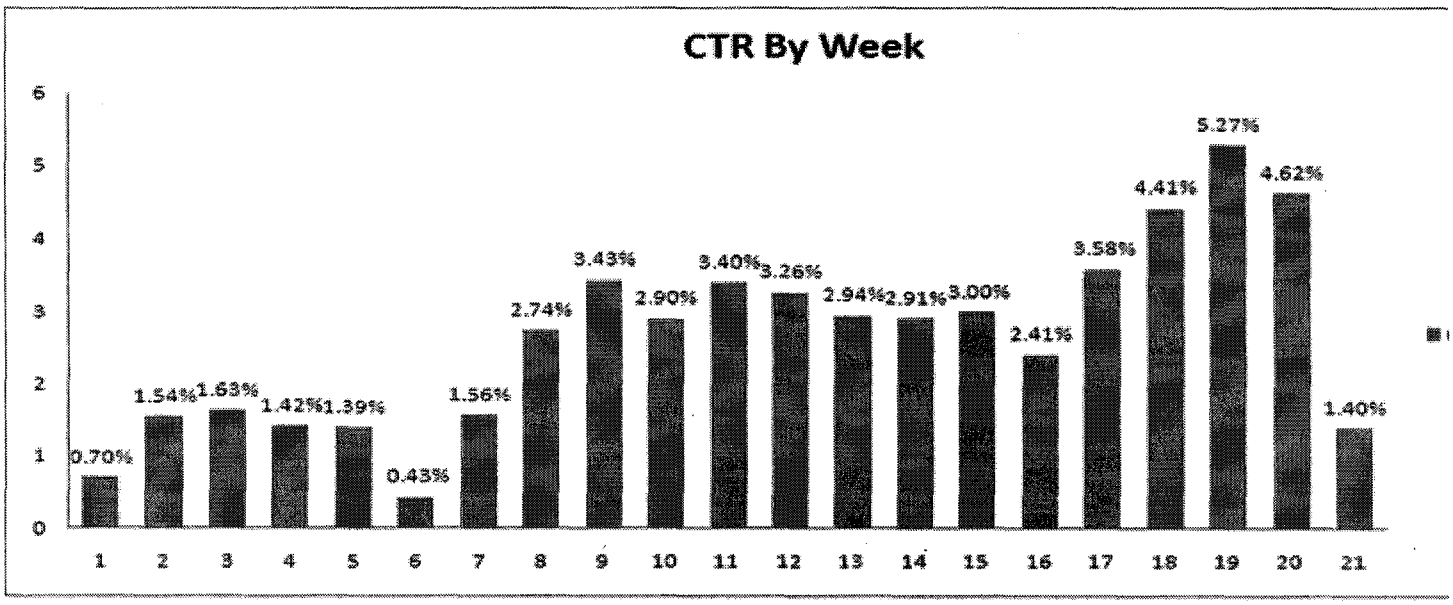
Thanks!

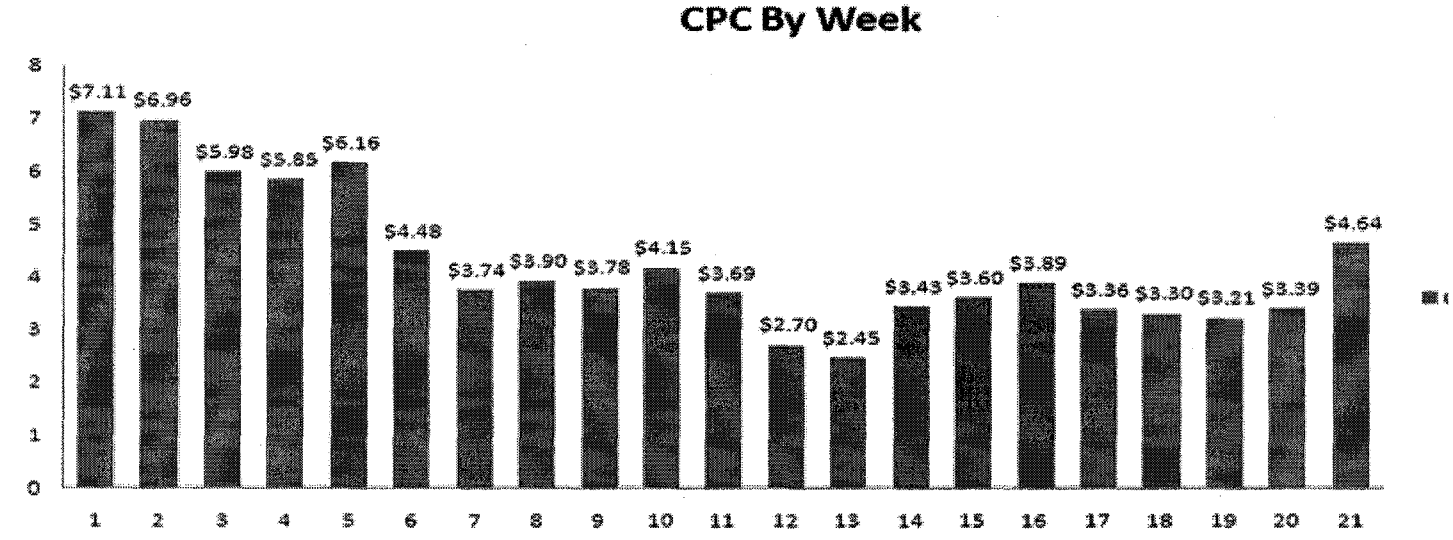
Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

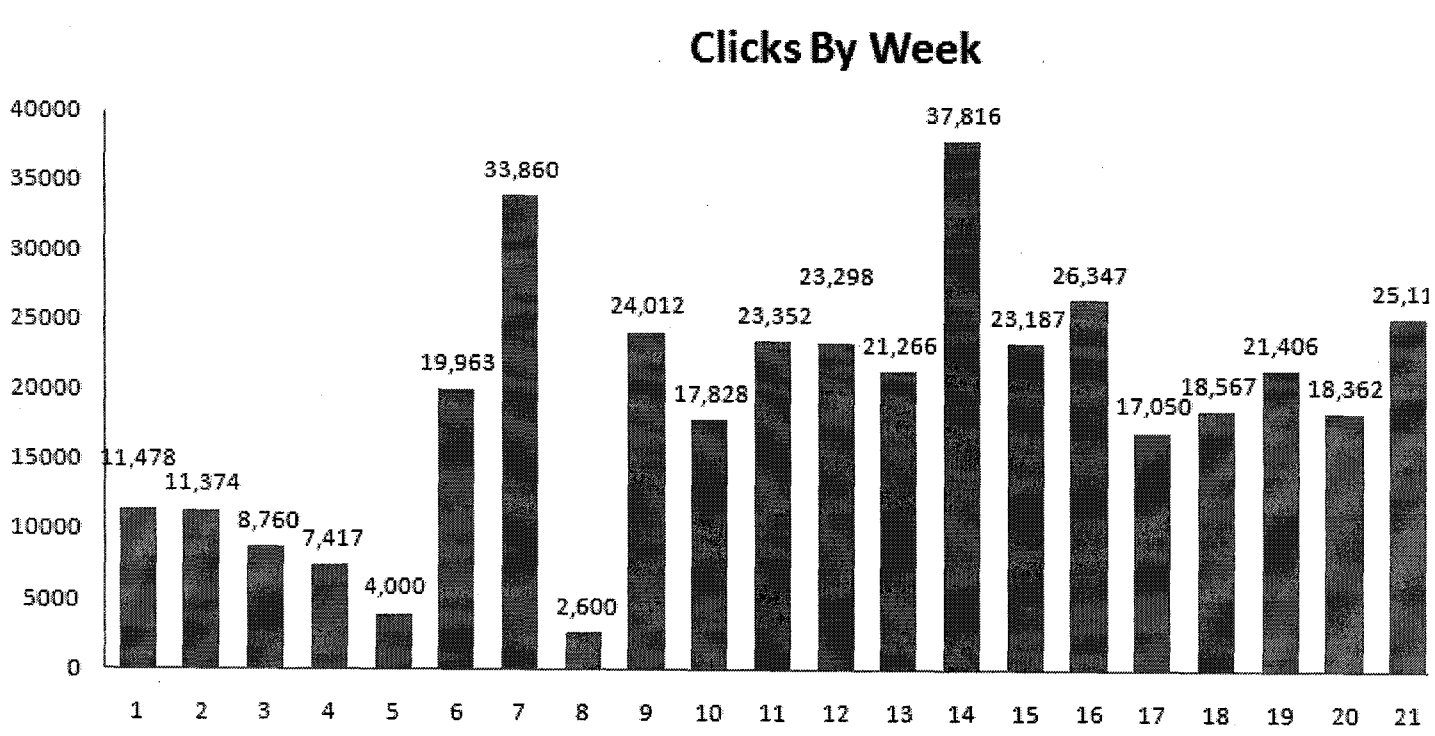
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 17, 2011 9:33 AM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS additional things~
Attachments: image001.png; image002.png

Overall
Clicks 431,609
Impressions 143,498,185







Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 17, 2011 9:22 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact); Smuland, Jenny; Miller, Ashley
Subject: HHS Weekly Report
Attachments: HHS Digital Week 20 3 08 -3 14 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 16, 2011 5:26 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Scenario 2

Thanks Julia!

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 16, 2011 5:24 PM
To: Greene, Imani; Hsu, Charles
Subject: RE: Scenario 2

Yes! Sorry. Imani is correct.

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Wednesday, March 16, 2011 5:24 PM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Subject: Re: Scenario 2

She agrees with our recommendation of the 21st.

From: Hsu, Charles
To: Greene, Imani; 'Julia.Eisman@hhs.gov' <Julia.Eisman@hhs.gov>
Sent: Wed Mar 16 17:16:44 2011
Subject: RE: Scenario 2

This is great news Julia, I also wanted to confirm the launch date for this buy and be 100% sure. I think there was some talk between either the 18th or the 21st of March. I think that having a 21st through 27th "week" campaign time frame would make the most sense budget and creative prep wise.

Is a March 21st launch ok with you? Apologies if this has been repetitive.

Thanks!

Charles

From: Greene, Imani
Sent: Wednesday, March 16, 2011 5:07 PM
To: 'Julia.Eisman@hhs.gov'
Cc: Hsu, Charles
Subject: Re: Scenario 2

Good choice. :) We're all over it.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani

Sent: Wed Mar 16 16:59:34 2011
Subject: Scenario 2

Imani –
We'd like to go with Scenario two for the anniversary buy.

Thanks!

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 16, 2011 5:17 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA)
Subject: RE: Scenario 2

This is great news Julia, I also wanted to confirm the launch date for this buy and be 100% sure. I think there was some talk between either the 18th or the 21st of March. I think that having a 21st through 27th "week" campaign time frame would make the most sense budget and creative prep wise.

Is a March 21st launch ok with you? Apologies if this has been repetitive.

Thanks!

Charles

From: Greene, Imani
Sent: Wednesday, March 16, 2011 5:07 PM
To: 'Julia.Eisman@hhs.gov'
Cc: Hsu, Charles
Subject: Re: Scenario 2

Good choice. :) We're all over it.

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani
Sent: Wed Mar 16 16:59:34 2011
Subject: Scenario 2

Imani –
We'd like to go with Scenario two for the anniversary buy.

Thanks!

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 14, 2011 3:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani; Miller, Ashley
Subject: HHS SEM comes down this Thusday 3/17

Hi Julia, just a reminder that SEM is set to come down this Thursday, 3/17.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 5:52 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Anniversary Recommendation PPT
Attachments: HHS Anniversary Proposal Ogilvy 2011.pptx

Happy Friday Julia, I have attached the HHS Anniversary recommendation power point for review.

Please let us know if you have any additional questions and have a great weekend!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 10:51 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: HHS Aniversary Spanish Ads

That does make sense to me, so it sounds like for anniversary Spanish would be a secondary audience priority during the week. We can take down the Spanish anniversary ads on Batanga when the anniversary time frame ends.

=)

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 11, 2011 10:48 AM
To: Hsu, Charles
Cc: Greene, Imani
Subject: Re: HHS Aniversary Spanish Ads

So how about we do spanish undertone and add in some anniversary ads into the Batanga rotation.

That make sense?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 10:45 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: RE: HHS Aniversary Spanish Ads

Yes, Undertone does reach a Spanish audience, so we were thinking if Spanish for anniversary was not a big priority audience to just do that.

Yes, we can also swap out the Batanga ads for anniversary, or add them into the rotation if you wish.

Have a great/safe flight!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 11, 2011 10:44 AM
To: Hsu, Charles
Cc: Greene, Imani
Subject: Re: HHS Aniversary Spanish Ads

Does the Undertone network reach a spanish audience? (Forgive my ignorance here!)

Also, we could swap out our standard Batanga ads for the anniversary versions.

About to board a flight, but I'll be back on bb in an hour/so.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 09:17 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: HHS Aniversary Spanish Ads

Good morning Julia! I wanted to follow up on the priority for a Spanish speaking audience. Does it make sense to add a specific Spanish focused ad network like Batanga into the current buy knowing that it will probably dilute our current ad buy further? If the Spanish speaking audience is not as important, we can definitely still reach them with Spanish ads through the Undertone network to ensure little effect on our priority audiences.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 10:46 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: HHS Aniversary Spanish Ads

Yes, Undertone does reach a Spanish audience, so we were thinking if Spanish for anniversary was not a big priority audience to just do that.

Yes, we can also swap out the Batanga ads for anniversary, or add them into the rotation if you wish.

Have a great/safe flight!

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 11, 2011 10:44 AM
To: Hsu, Charles
Cc: Greene, Imani
Subject: Re: HHS Aniversary Spanish Ads

Does the Undertone network reach a spanish audience? (Forgive my ignorance here!)

Also, we could swap out our standard Batanga ads for the anniversary versions.

About to board a flight, but I'll be back on bb in an hour/so.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 09:17 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>
Subject: HHS Aniversary Spanish Ads

Good morning Julia! I wanted to follow up on the priority for a Spanish speaking audience. Does it make sense to add a specific Spanish focused ad network like Batanga into the current buy knowing that it will probably dilute our current ad buy further? If the Spanish speaking audience is not as important, we can definitely still reach them with Spanish ads through the Undertone network to ensure little effect on our priority audiences.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 11, 2011 9:18 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Aniversary Spanish Ads

Good morning Julia! I wanted to follow up on the priority for a Spanish speaking audience. Does it make sense to add a specific Spanish focused ad network like Batanga into the current buy knowing that it will probably dilute our current ad buy further? If the Spanish speaking audience is not as important, we can definitely still reach them with Spanish ads through the Undertone network to ensure little effect on our priority audiences.

Thanks!

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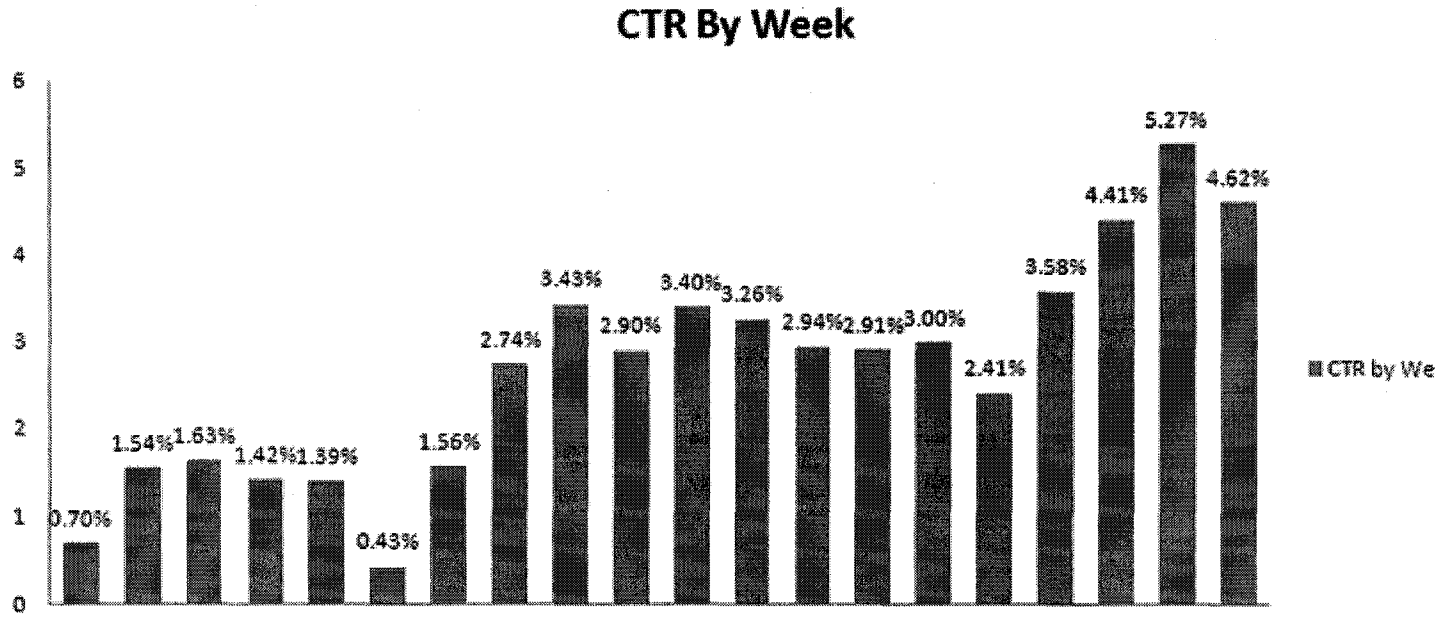
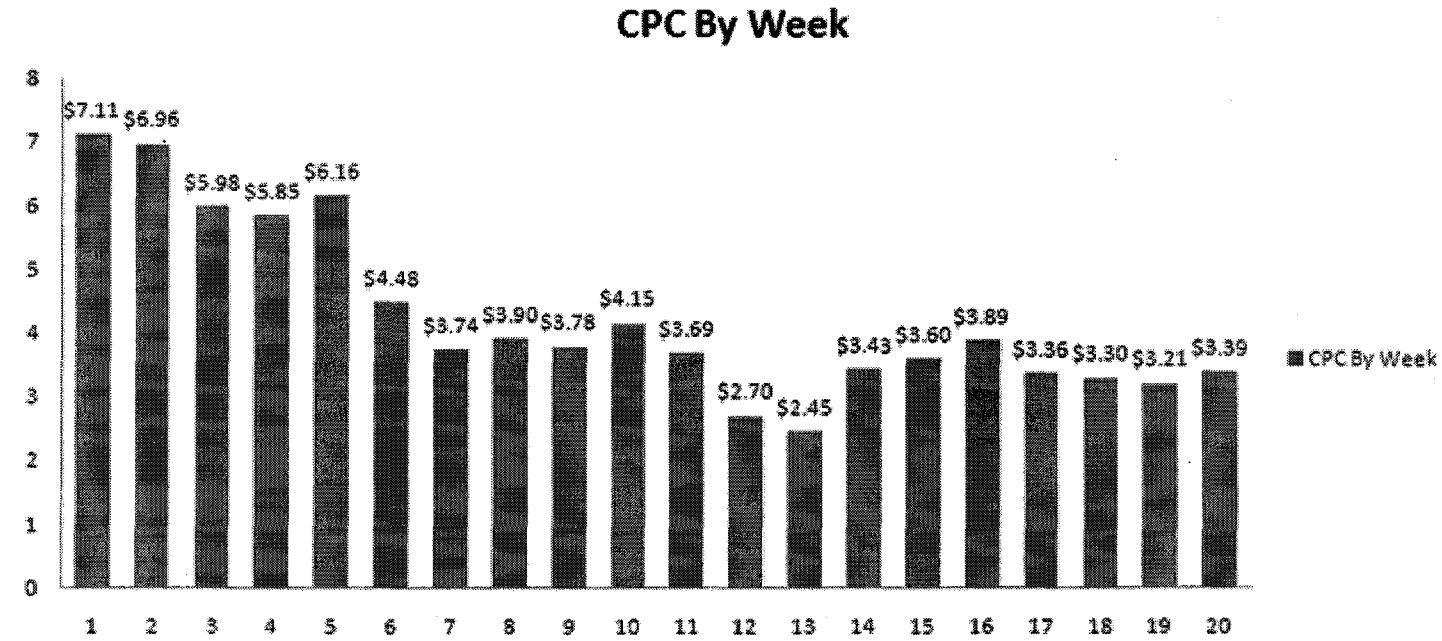
1111 19th St. NW 10th Floor
Washington, DC 20036

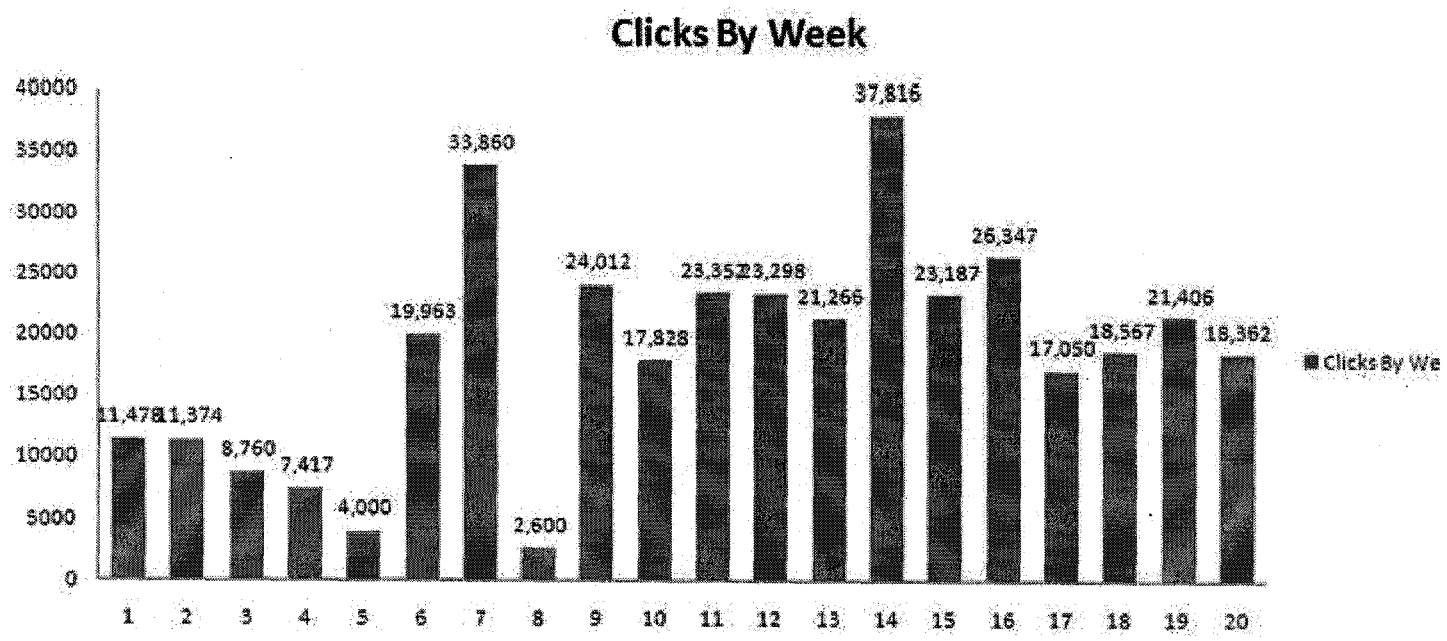
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 10, 2011 12:51 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Correct Version #'s
Attachments: image002.png; image003.jpg

Overall
Clicks 406,495
Impressions 138,594,717







Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 10, 2011 12:49 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Here are report numbers!
Attachments: image002.png; image003.jpg

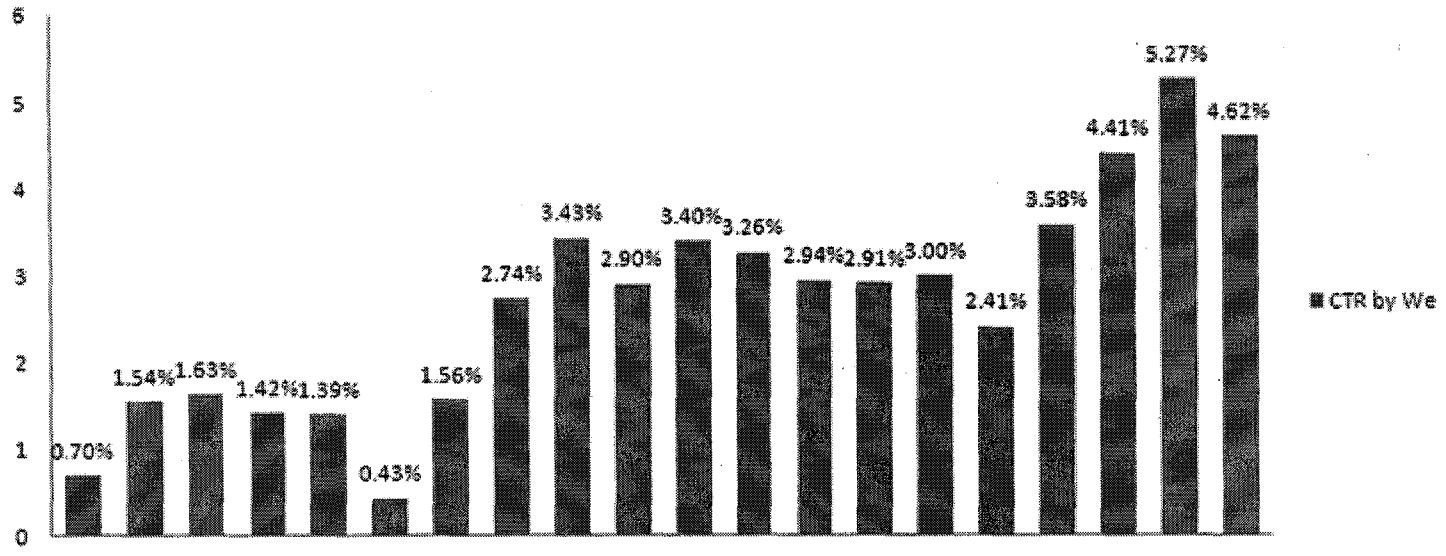
Hold on wrong version sent.

From: Hsu, Charles
Sent: Thursday, March 10, 2011 12:48 PM
To: 'Julia.Eisman@hhs.gov'
Subject: Here are report numbers!

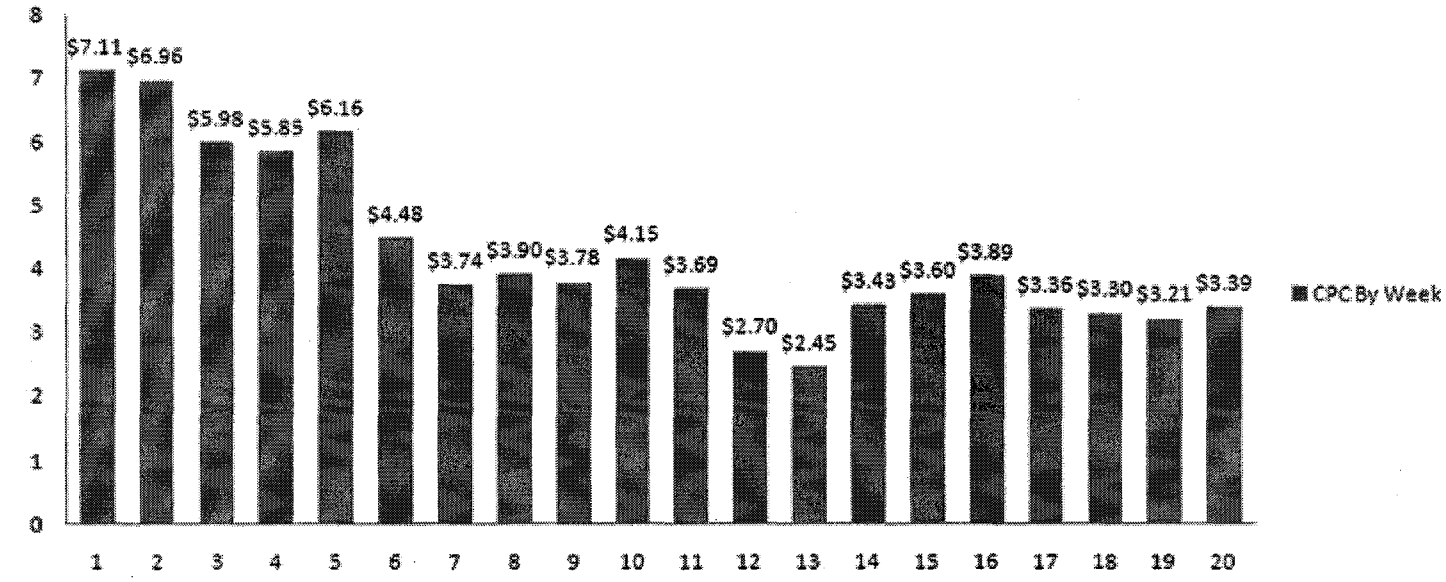
Overall

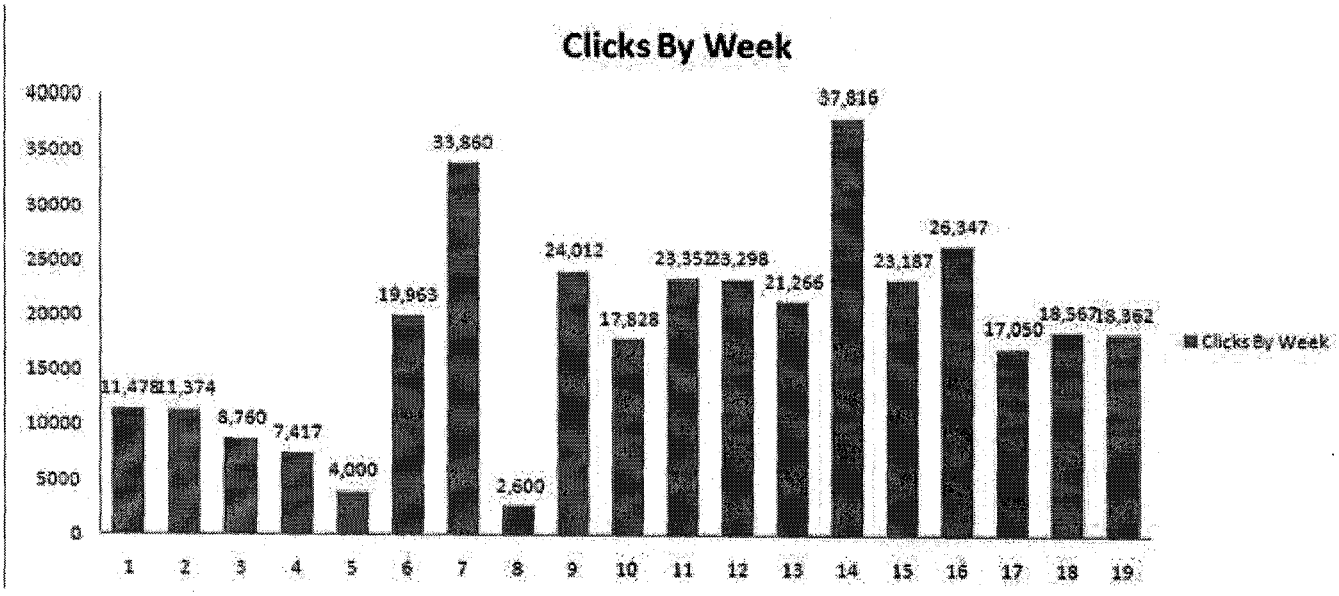
Clicks	406,495
Impressions	138,594,717

CTR By Week



CPC By Week





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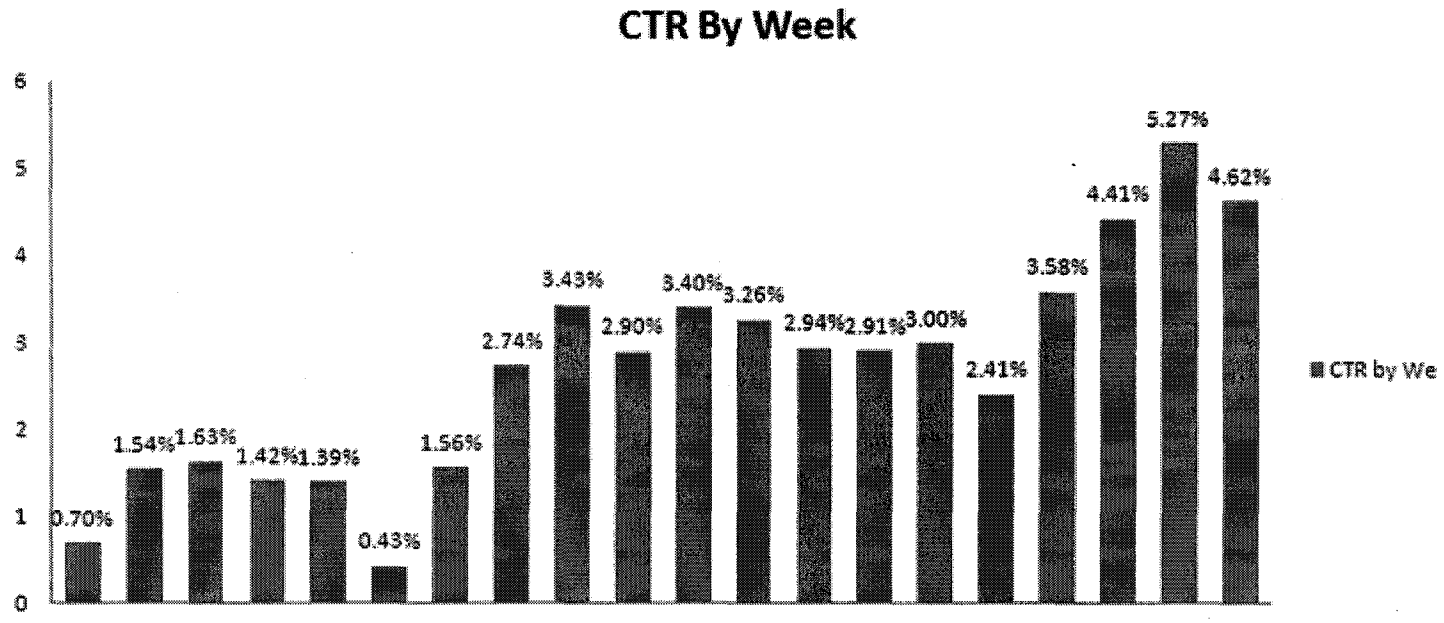
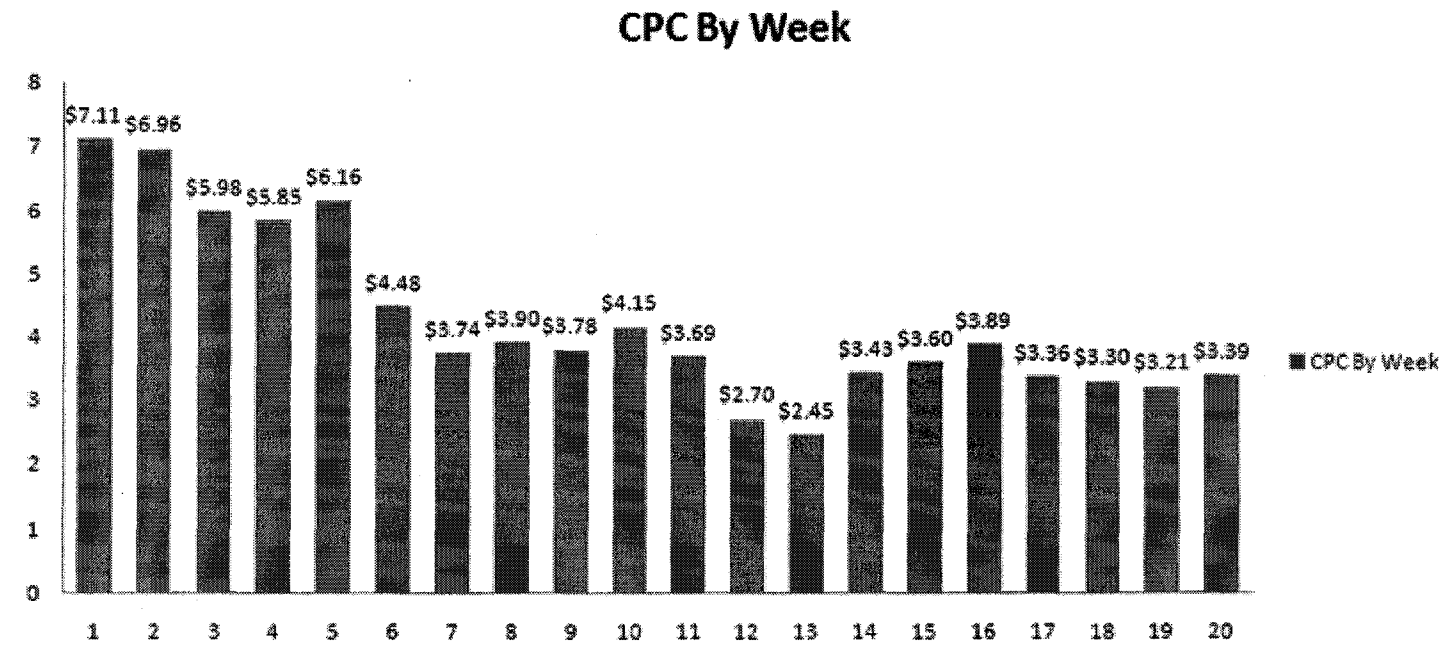
Washington, DC 20036

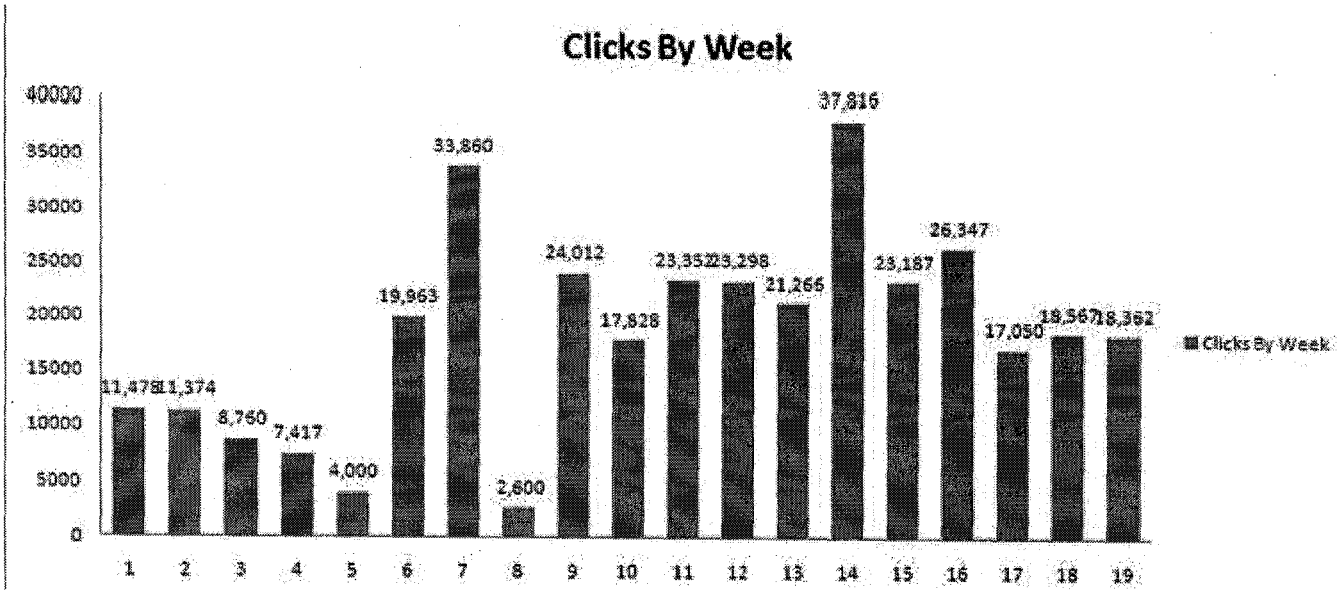
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 10, 2011 12:48 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Here are report numbers!
Attachments: image003.png; image001.jpg

Overall
Clicks 406,495
Impressions 138,594,717







Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 09, 2011 5:23 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact); Smuland, Jenny; Miller, Ashley
Subject: HHS Weekly Report
Attachments: HHS Digital Week 20 3 01 -3 07 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 08, 2011 4:50 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Spanish ads

Hello Julia, I wanted to do a quick follow up on the possibility of using Spanish ads for the anniversary display campaign. How high of an audience priority are Hispanics? Would you want them to be a secondary or primary target?

I also wanted to note that SEM is set to end next Thursday 3/17.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, March 07, 2011 7:25 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny; Greene, Imani
Subject: RE: HHS SEM new keywords and ads

Julia your way of thinking makes perfect sense, I think all of your updates in the spreadsheet are valid. We will implement the updated/approved SEM material shortly. We will also forward on the display banner copy to our creative team.

Thank you again and talk to you soon!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Mon 3/7/2011 7:01 PM
To: Hsu, Charles
Cc: Smuland, Jenny; Greene, Imani
Subject: RE: HHS SEM new keywords and ads

Hi team -
Attached are two pieces for you. One is the approved ad copy for the small biz & women banners, and the other is the approved copy for the small biz & women search. In terms of the search copy, you'll see edits in red, indicating what's new. I also added one for the section of keywords that relate to cervical cancer, since Cervical Cancer screenings are included in preventive benefits for women. I just felt that if the keywords have to do with cervical cancer, the ad should also relate to cervical cancer instead of mammograms. Let me know what you think about this.

Thanks!
Julia

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 04, 2011 6:09 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny; Greene, Imani
Subject: RE: HHS SEM new keywords and ads

Thanks Julia! Have a wonderful weekend.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 04, 2011 5:06 PM
To: Hsu, Charles
Cc: Smuland, Jenny; Greene, Imani
Subject: RE: HHS SEM new keywords and ads

Great meeting you and Jenny! Thanks for the invite again. Hope the dinner was yummy.

I'll have to get you feedback on Monday re: the ads....

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, March 04, 2011 2:44 PM

To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny; Greene, Imani
Subject: HHS SEM new keywords and ads

Happy Friday Julia! It was great to finally meet you at the Undertone event yesterday night. I just wanted to check in about the HHS SEM keywords and ads sent over earlier this week. Has there been any update on approval. I also think I remember you mentioning that the display portion for Women and Small Business was approved last night? I just wanted to confirm.

Also, SEM extension is in 2 weeks. 3/17

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

Subject: Canceled: SEM Extension Reminder. SEM is slated to go down 3/17/11

Start: Wed 3/9/2011 9:00 AM
End: Wed 3/9/2011 9:30 AM
Show Time As: Free

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Hsu, Charles

Importance: High

When: Wednesday, March 09, 2011 9:00 AM-9:30 AM (GMT-05:00) Eastern Time (US & Canada).

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*~*

I still think it is a very good idea to have a extension reminder.

SEM is slated to go down 3/17/11

Charles

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, March 04, 2011 6:09 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Smuland, Jenny; Greene, Imani
Subject: RE: HHS SEM new keywords and ads

Thanks Julia! Have a wonderful weekend.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, March 04, 2011 5:06 PM
To: Hsu, Charles
Cc: Smuland, Jenny; Greene, Imani
Subject: RE: HHS SEM new keywords and ads

Great meeting you and Jenny! Thanks for the invite again. Hope the dinner was yummy.

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Cc: Smuland, Jenny; Greene, Imani
Subject: HHS SEM new keywords and ads

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Also, SEM extension is in 2 weeks. 3/17

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

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Also, SEM extension is in 2 weeks. 3/17

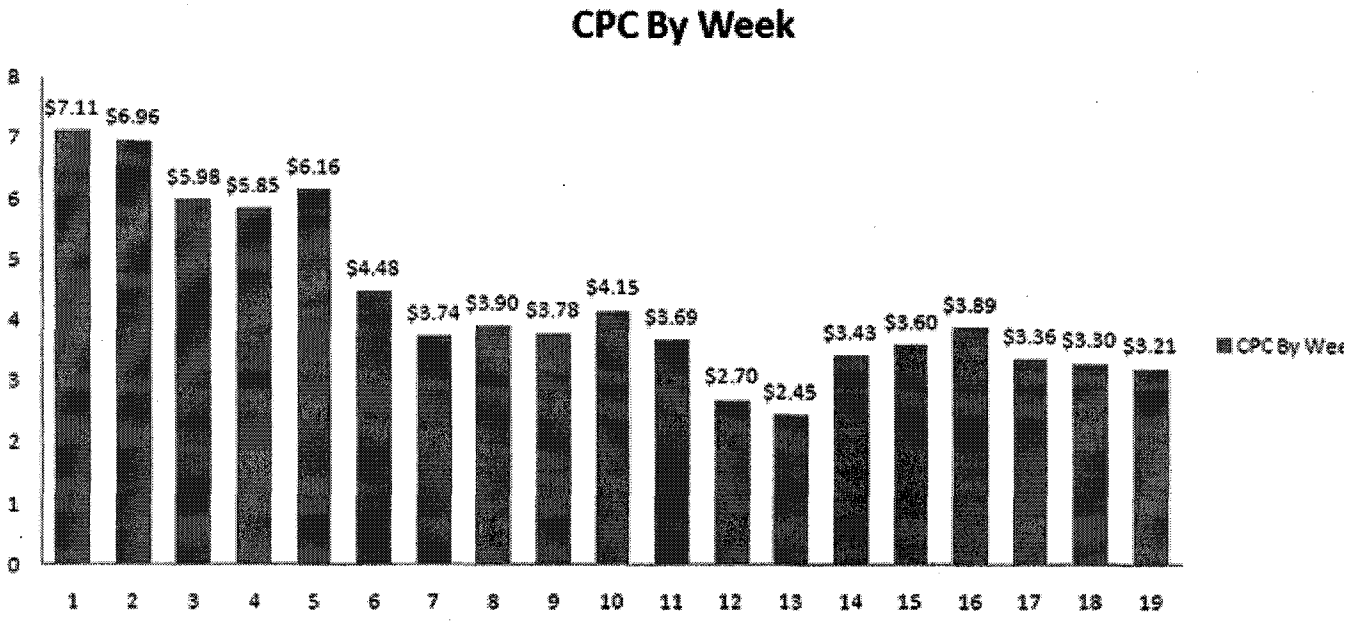
Thanks!

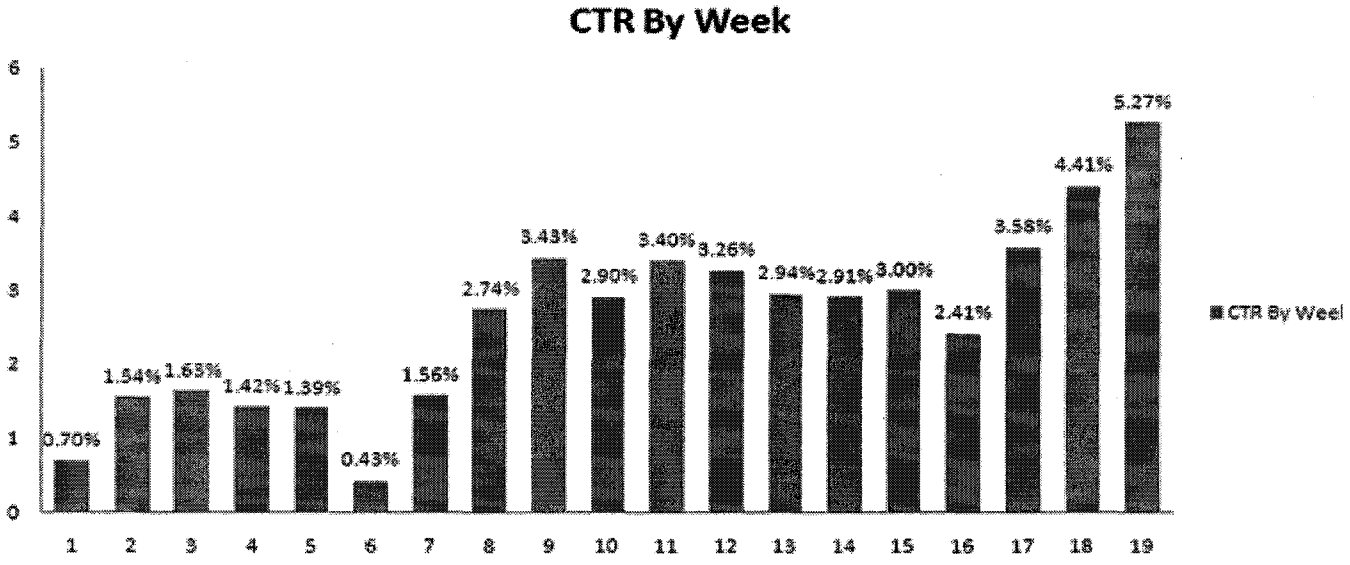
Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

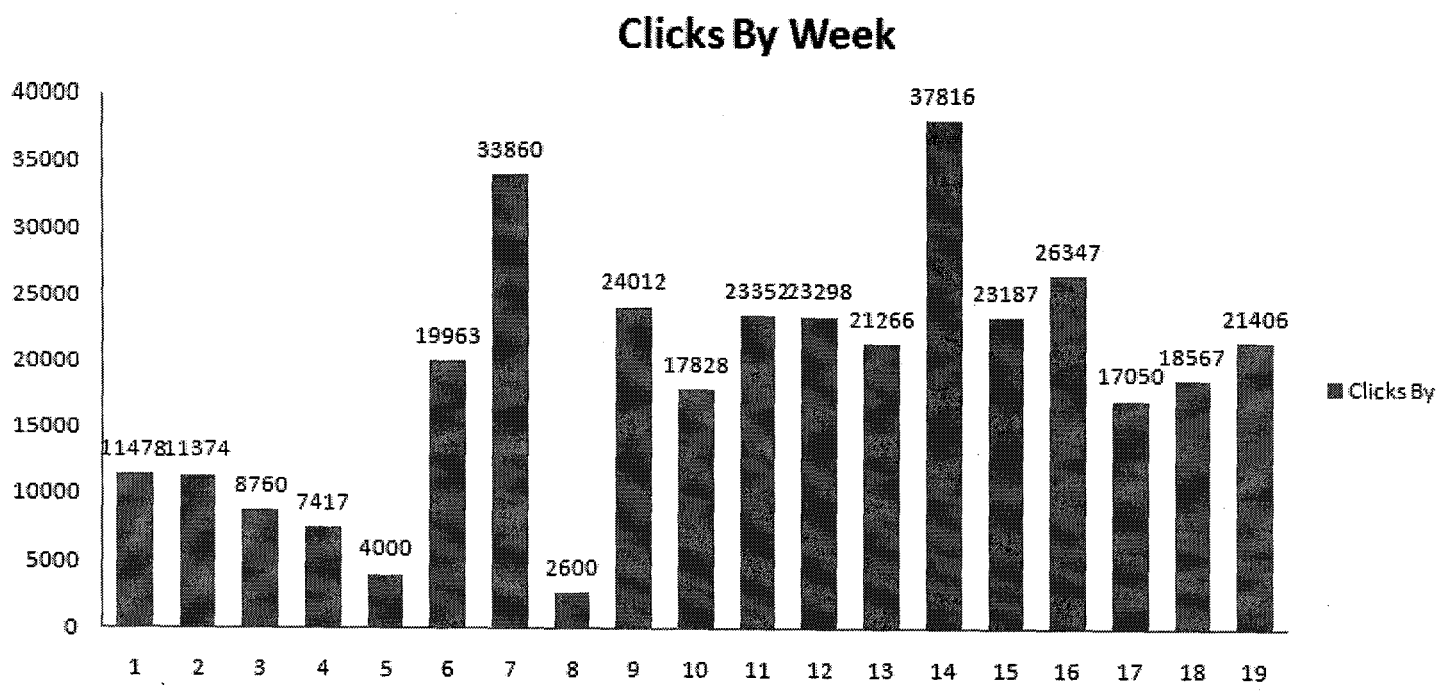
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, March 03, 2011 9:39 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Here are report numbers! =)
Attachments: image001.png; image002.png

Overall
Clicks 388,127
Impressions 133,524,579







Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 02, 2011 4:20 PM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Report

I wanted to make special mention that all numbers that say overall in slide 2 are definitely all inclusive for all time numbers. We double checked through the whole team, and they are overall, overall to keep consistency.

=)

We will be sending over the three things tomorrow early morning.

As always let us know about questions.

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, March 02, 2011 4:18 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact); Smuland, Jenny; Miller, Ashley
Subject: HHS Weekly Report
Attachments: HHS Digital Week 19 2 22 -2 28 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, March 01, 2011 5:56 PM
To: Beakey, Chris; Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith
Subject: RE: New SEM ads - women and small business.xls
Attachments: HHS SEM 3-1.xls

Julia here is one attached with the most updated keywords to go with the suggested ads.

Please let us know if you have any other questions!

=)
Charles

From: Beakey, Chris
Sent: Tuesday, March 01, 2011 5:52 PM
To: 'Eisman, Julia (HHS/ASPA)'
Cc: Light, Meredith; Hsu, Charles
Subject: New SEM ads - women and small business.xls

Hey Julia - here's some copy for the new SEM ads targeting women and small business owners. Let us know what you think! Thanks.

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 4:36 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: Facebook Material
Attachments: HHSFB.DOCX

Hello Julia. I have attached a document that can help shed some light on Facebook advertising. Please do not hesitate to reach out with more questions.

I was thinking of implementing some interests and groups but figured this target audience will most likely be a very broad. If you had a general budget in mind we would be able to give you some estimates on possible campaign performance.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 2:01 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report

Sure thing, this was also mentioned on the last report, its actually a continuation of that thought.

What we did was look at some individual keywords and changed their maximum bid pricing ***lower*** in hopes of getting the overall CPC down while at the same time not affecting the CTR. Also some keywords that had shown more interest and had a great CTR might have had their maximum bid capped raised a little bit so we could reach more people with that popular term. All done towards efficiency, yes.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 1:50 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Charles-
Could you send me two sentences explaining what you mean here? I assume it's about bidding on more efficient placements but if you could go into slightly more detail that would be helpful.

"The click-through rate for the SEM portion saw another increase this past week, while the cost-per-click continues to drop. **The campaign is still responding well to the recent keyword bid optimizations"**

Thx!

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 10:57 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 10:24 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: HHS Weekly Report
Attachments: image001.jpg; image002.jpg

Gotcha! =)

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 10:23 AM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS Weekly Report

Thanks. Please send me any information you can by 12pm, as my weekly report to the powers that be is due early afternoon (1ish).

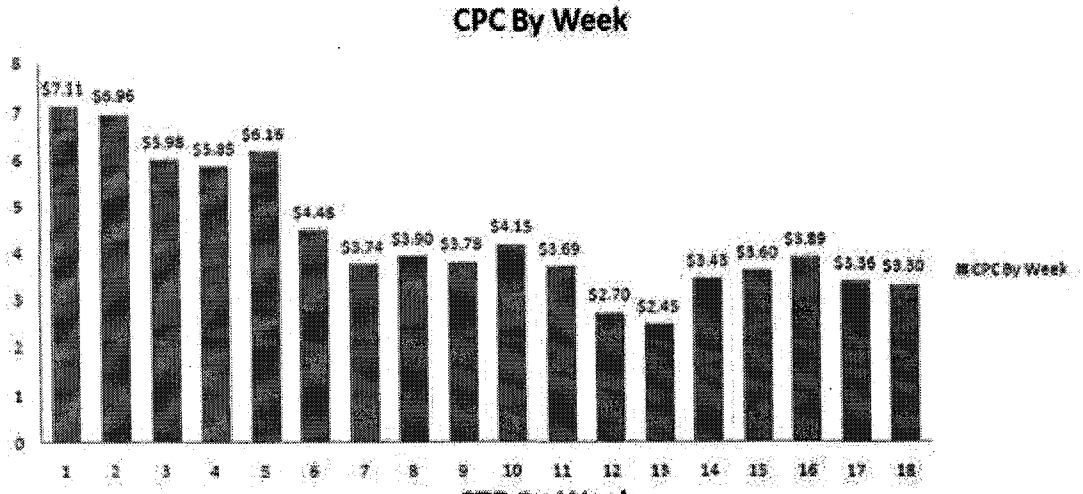
Much appreciated...

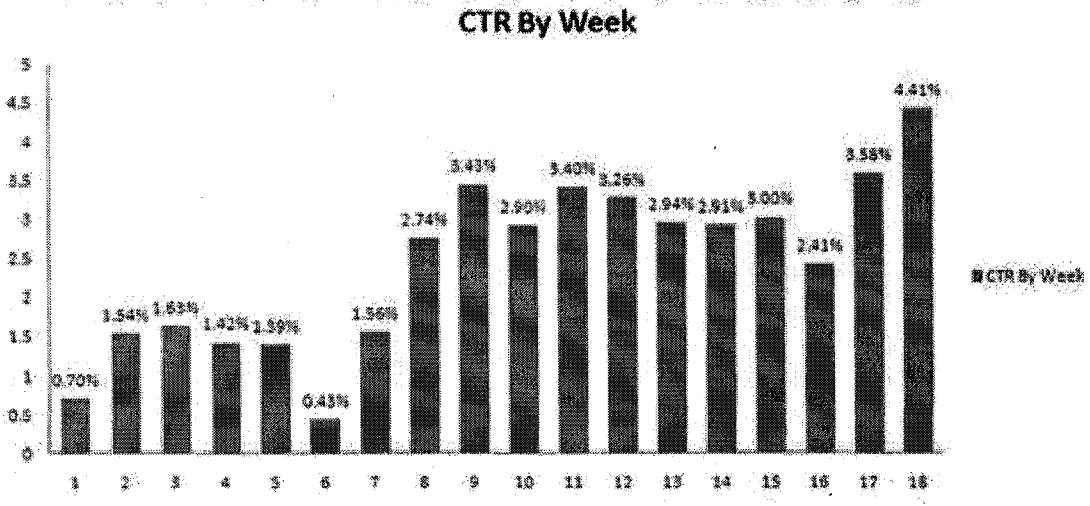
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 10:20 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Weekly Report

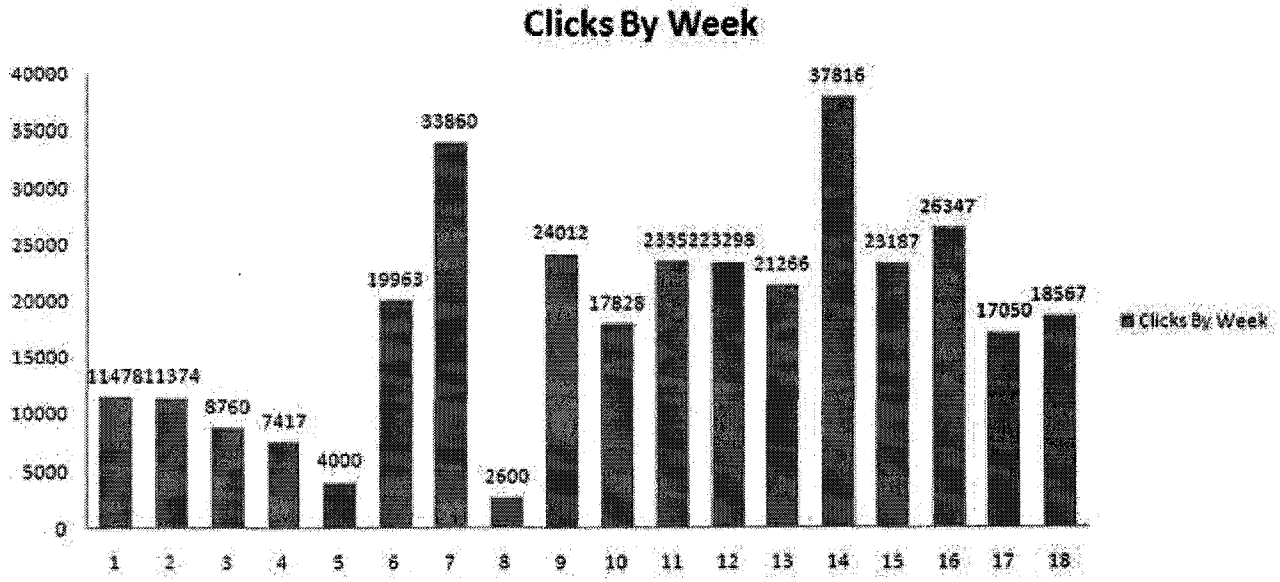
Let me give you these first~ Report is on the way I would say another hour or two at the latest! Sorry!

Charles

Overall Campaign
Clicks 341,298
Impressions: 121,360,181







-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 10:17 AM

To: Hsu, Charles
Subject: RE: Weekly report

Can you tell me the eta? Need to get cracking on it asap.

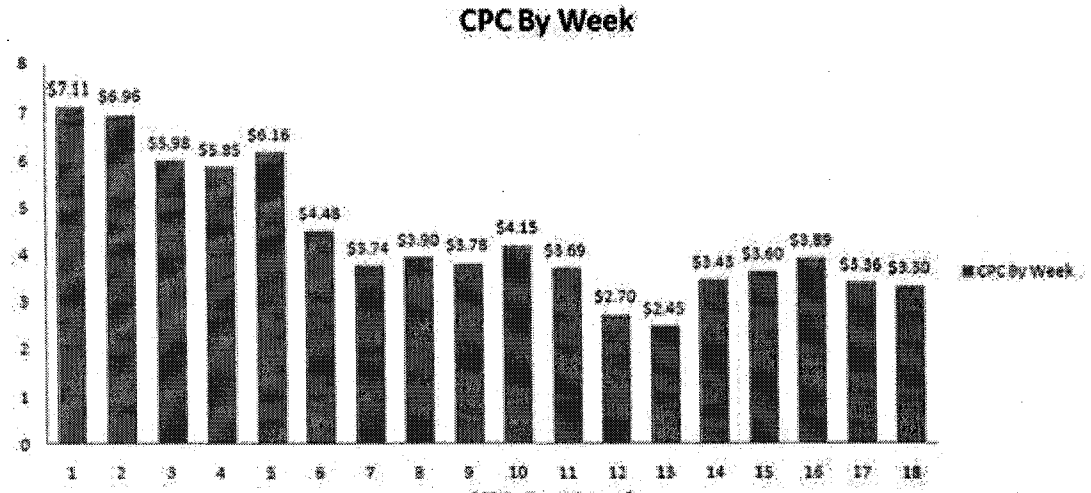
Eisman, Julia (HHS/ASPA)

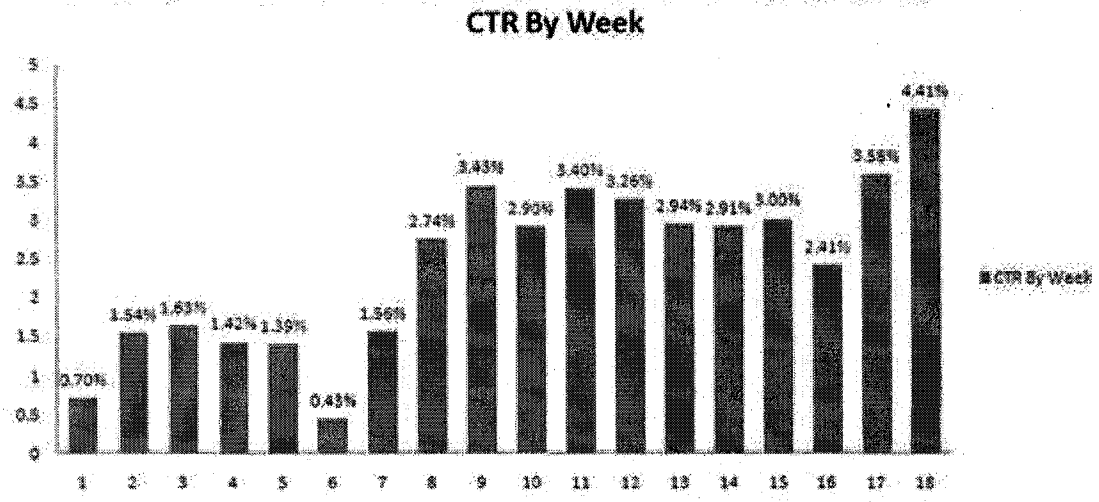
From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 10:20 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Weekly Report
Attachments: image004.jpg; image008.jpg

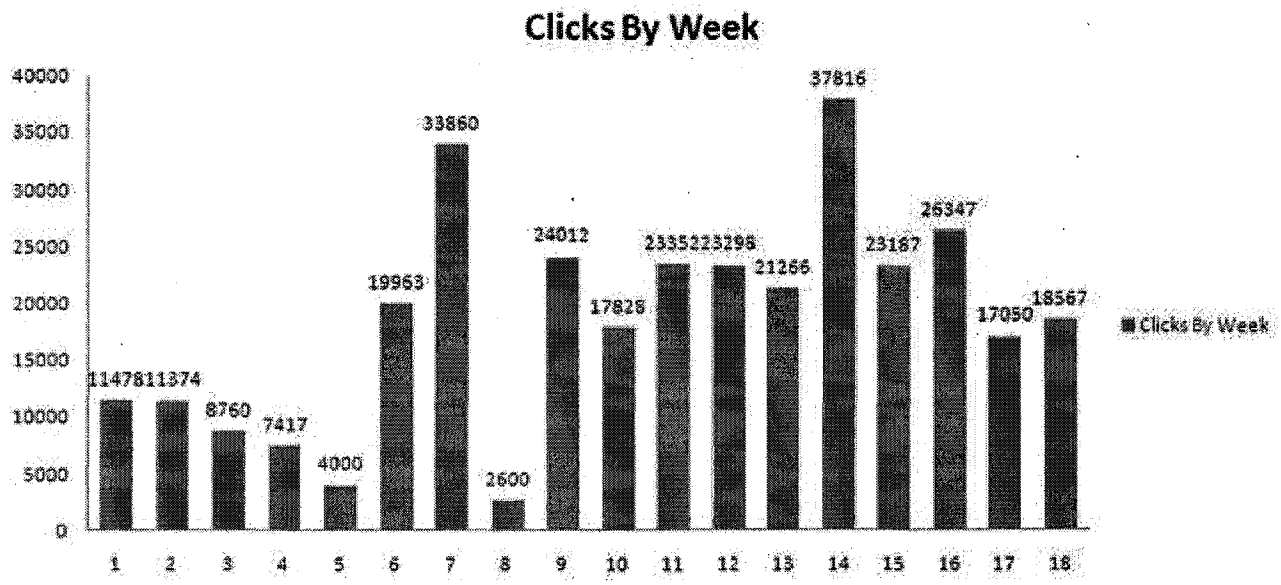
Let me give you these first~ Report is on the way I would say another hour or two at the latest! Sorry!

Charles

Overall Campaign
Clicks 341,298
Impressions: 121,360,181







-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 10:17 AM

To: Hsu, Charles
Subject: RE: Weekly report

Can you tell me the eta? Need to get cracking on it asap.

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 24, 2011 8:08 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Weekly report

Yup, yup! I'm going to start developing the additional pieces soon and everything will be sent over to you. =)

Sent from my Android phone using TouchDown (www.nitrodesk.com)

-----Original Message-----
From: Eisman, Julia \(HHS/ASPA\) [Julia.Eisman@hhs.gov]
Received: Thursday, 24 Feb 2011, 7:44am
To: 'Charles.Hsu@ogilvypr.com' [Charles.Hsu@ogilvypr.com]; 'Imani.Greene@ogilvypr.com' [Imani.Greene@ogilvypr.com]
Subject: Weekly report

Hi guys - sorry if I missed this going thru my emails, but can you resend the weekly report (with the additional pieces that Charles sends each week)?

Thx!

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, February 21, 2011 11:54 AM
To: Imani.Greene@ogilvypr.com; Eisman, Julia (HHS/ASPA)
Subject: RE: Batanga

I wanted to note that the Batanga ads are live!

Have a great Monday off! =)

Charles

Sent from my Android phone using TouchDown (www.nitrodesk.com)

-----Original Message-----
From: Eisman, Julia \(HHS/ASPA\) [Julia.Eisman@hhs.gov]
Received: Friday, 18 Feb 2011, 6:45pm
To: 'Hsu, Charles' [Charles.Hsu@ogilvypr.com]; Greene, Imani [Imani.Greene@ogilvypr.com]
Subject: RE: Batanga

Thanks. If it's possible to relaunch tonight or over the weekend, let's please do that.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, February 18, 2011 6:30 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Batanga

I will definitely reach out to Batanga to re-launch this campaign. I am afraid though, that they might have already left for the weekend. However, I will stay on them to try and get this back online as soon as possible.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 18, 2011 6:23 PM
To: Greene, Imani; Hsu, Charles
Subject: RE: Batanga

Thanks, and can we start this asap?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, February 18, 2011 6:22 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: Re: Batanga

Thank you Julia. Charles, will you send Julia the batanga memo and site list?

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani; Hsu, Charles
Sent: Fri Feb 18 18:17:40 2011
Subject: Batanga

Hi all -
After talking it over with Chris, we'd like to display ads on the Batanga Network, instead of AOL, if that is your recommendation as to how to reach our target audience.

Please move forward at the same spending level that we were doing with AOL, and at the end of next week we will re-evaluate whether to continue.

Thanks,
Julia

Julia Eisman
HHS New Media Communications Director
(o) 202-690-6453
(c) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 18, 2011 6:49 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Batanga

Gotcha Julia, I will try my best to get in contact wiith their ad ops team to restart as soon as possible.

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Fri 2/18/2011 6:45 PM
To: Hsu, Charles; Greene, Imani
Subject: RE: Batanga

Thanks. If it's possible to relaunch tonight or over the weekend, let's please do that.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, February 18, 2011 6:30 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Batanga

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Julia Eisman
HHS New Media Communications Director
(o) 202-690-6453
(c) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 18, 2011 6:30 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Batanga

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Sent: Friday, February 18, 2011 6:23 PM
To: Greene, Imani; Hsu, Charles
Subject: RE: Batanga

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From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
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Subject: Re: Batanga

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To: Greene, Imani; Hsu, Charles
Sent: Fri Feb 18 18:17:40 2011
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Julia Eisman
HHS New Media Communications Director
(o) 202-690-6453
(c) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 18, 2011 6:25 PM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: Batanga
Attachments: Batanga Network_Site List.pdf

Hello Julia, I have attached a site list for the Batanga online advertising network. We would only be running on those sites marked as Spanish in the site list. As we mentioned earlier, we believe that the Batanga advertising network fits perfectly within the HHS display campaign goals of reaching a broad Spanish demographic target. Batanga positions itself as a premier Spanish ad network with the ability to deliver to over 15 million online U.S. Hispanics. In the short time Batanga was live, it delivered a strong 0.13% click-through rate. The six different Spanish ad creatives that we have would be delivered across various (safe, non vulgar) Spanish entertainment, music, news, community, education, health and women, internet and technology, movies, shopping, sports, and search engines. Some examples of premium sites in the Batanga network include www.batanga.com, www.peopleenespanol.com, www.baluart.net, www.elsalvador.com, www.elmundo.es, www.goal.com/es/, and www.taringa.net.

Please let us know if you have any further questions.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 18, 2011 6:23 PM
To: Greene, Imani; Hsu, Charles
Subject: RE: Batanga

Thanks, and can we start this asap?

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Friday, February 18, 2011 6:22 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles
Subject: Re: Batanga

Thank you Julia. Charles, will you send Julia the batanga memo and site list?

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani; Hsu, Charles
Sent: Fri Feb 18 18:17:40 2011
Subject: Batanga

Hi all –

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Julia

Julia Eisman
HHS New Media Communications Director
(o) 202-690-6453
(c) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 18, 2011 6:23 PM
To: Greene, Imani; Eisman, Julia (HHS/ASPA)
Subject: RE: Batanga

Of course!

Charles

From: Greene, Imani
Sent: Friday, February 18, 2011 6:22 PM
To: 'Julia.Eisman@hhs.gov'; Hsu, Charles
Subject: Re: Batanga

Thank you Julia. Charles, will you send Julia the batanga memo and site list?

From: Eisman, Julia (HHS/ASPA) <Julia.Eisman@hhs.gov>
To: Greene, Imani; Hsu, Charles
Sent: Fri Feb 18 18:17:40 2011
Subject: Batanga

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Julia

Julia Eisman
HHS New Media Communications Director
(o) 202-690-6453
(c) (b)(6)

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 18, 2011 10:17 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.17.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/17/11

SEM

Google English Campaign
Impressions: 14,529
Clicks: 1,109
CTR: 7.63%
CPC: $3.09
Engaged Visits: 594.20
Cost per Engaged Visit: $5.77
Bounce Rate: 46.42%

Google Spanish Campaign
Impressions: 13,026
Clicks: 92
CTR: 0.71%
CPC: $4.85
Engaged Visits: 41.70
Cost per Engaged Visit: $10.70
Bounce Rate: 54.67%

Yahoo/Bing English Campaign
Impressions: 1,972
Clicks: 56
CTR: 2.84
CPC: $3.55

Yahoo/Bing Spanish Campaign
Impressions: 1,750
Clicks: 29
CTR: 1.66%
CPC: $0.72

TOTAL
Impressions: 31,277
Clicks: 1,286
CTR: 4.11%
CPC: $3.19

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 81,304
Clicks: 38
CTR: 0.05%

AOL Display Campaign
Impressions: 496,864
Clicks: 293
CTR: 0.06%

Spectrum Display Campaign
Impressions: 143,274
Clicks: 41
CTR: 0.03%

Healthline Display Campaign
Impressions: 19,448
Clicks: 25
CTR: 0.13%

I-Village Display Campaign
Impressions: 33,309
Clicks: 35
CTR: 0.11%

Undertone Display Campaign
Impressions: 325,145
Clicks: 281
CTR: 0.09%

WebMD Display Campaign
Impressions: 61,739
Clicks: 32
CTR: 0.05%

Kontera Display Campaign
Impressions: 865
Clicks: 32
CTR: 3.70%

Total Banner Display
Impressions: 988,644
Clicks: 496
CTR: 0.05%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 4:02 PM
To: Eisman, Julia (HHS/ASPA)
Subject: Time to get on the phone for a quick 5 minute recap?

Hi Julia, do you time to get on the phone for a quick 5 minute recap?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 2:56 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report Stuff
Attachments: image001.png; image002.jpg; image003.png

Sure thing!

To try and lower our cost-per-click, at the same time not hurting our click-through rate, we would look at certain keywords and groups to adjust the max bid. So for example if the keyword "health" was not doing so well ad position wise we might have raised that CPC a little to get better ad positioning. Conversely if there was a word that had a high max cpc bid of $7 but had enough demand/interest to go down to maybe 5$ and save the campaign some money overall and not hurt our click-through rate, we would have adjusted that cap too. This is all toward the goal of getting the best CTR and lowest CPC possible for our campaign.

All keywords are the approved ones from before no additional ones have been added**

I hope this makes sense? =)

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 17, 2011 2:46 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report Stuff

Hey there – if you can, would you mind clarifying what you mean here (slide 4). See the line in bold:

> The click-through rate for the SEM portion saw an increase this past week while the cost-per-click dropped as well. It seems that the campaign is **responding positively to the keyword bid optimizations we implemented throughout the week**. We will continue to monitor and tweak the campaign for the most effective settings possible.

What keyword bid optimizations did you make?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:52 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report Stuff

No problem!

=)

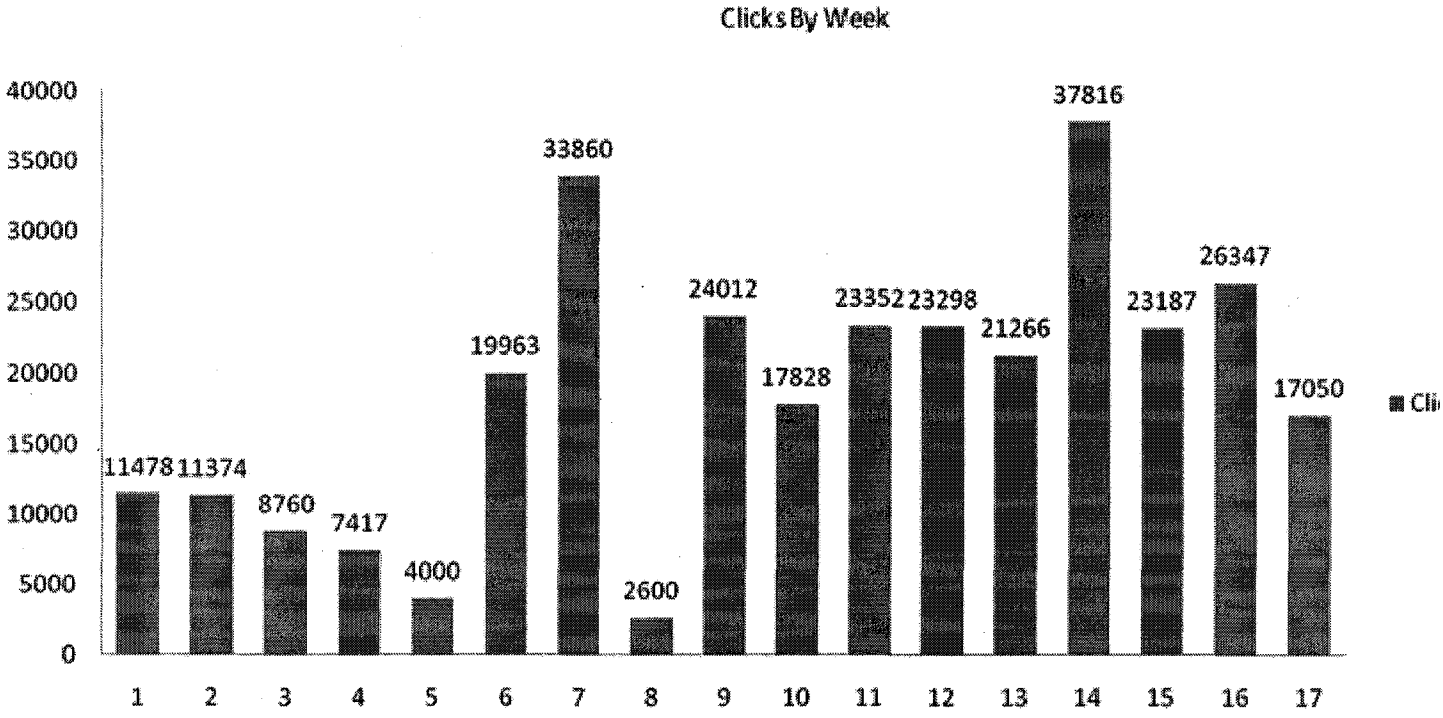
The Spanish ads always generally performed lesser than our English as. This is typically true for any campaign due to targeting and a smaller audience compared to the English speaking audience in the USA. This goes for both text ads (SEM) and Display ads. However, our Spanish ads are still doing very well compared to many campaigns. It is important

to note that when allocating budget we give the Spanish portion a smaller ratio compared to English. This smaller portion of the total allotted budget also began to run out quicker as we got to the extension deadline. Performance for this week's report has been slightly affected because of that.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 17, 2011 11:46 AM
To: Hsu, Charles
Subject: RE: HHS Weekly Report Stuff

ONE more thing -- can you describe again why we saw such poor performance for the Spanish ads?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:24 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report Stuff

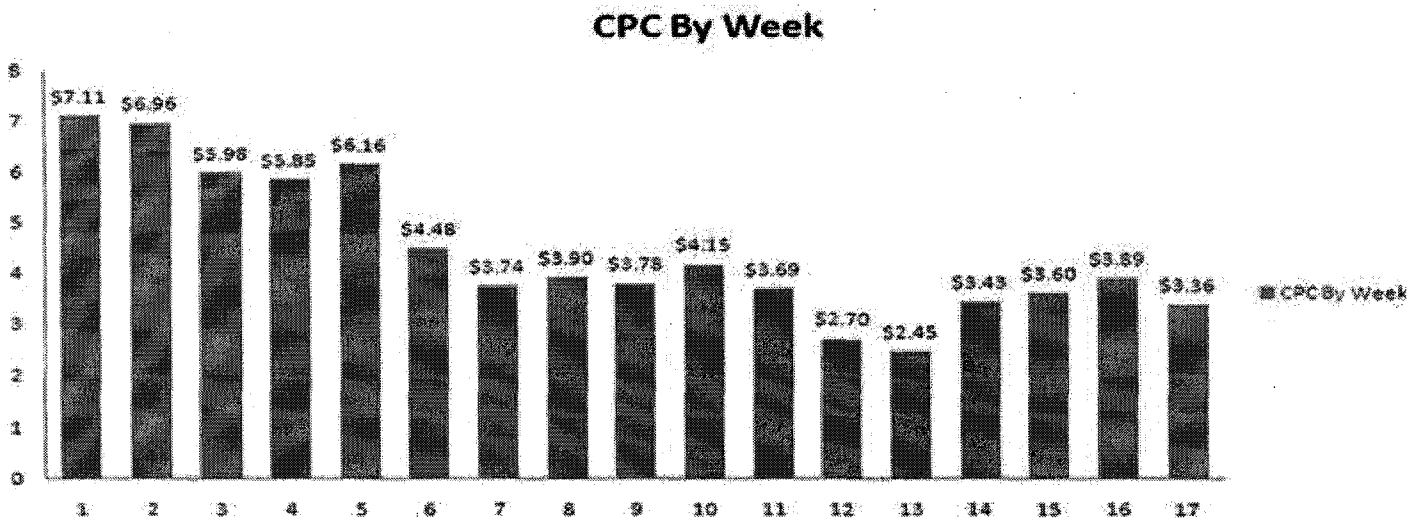


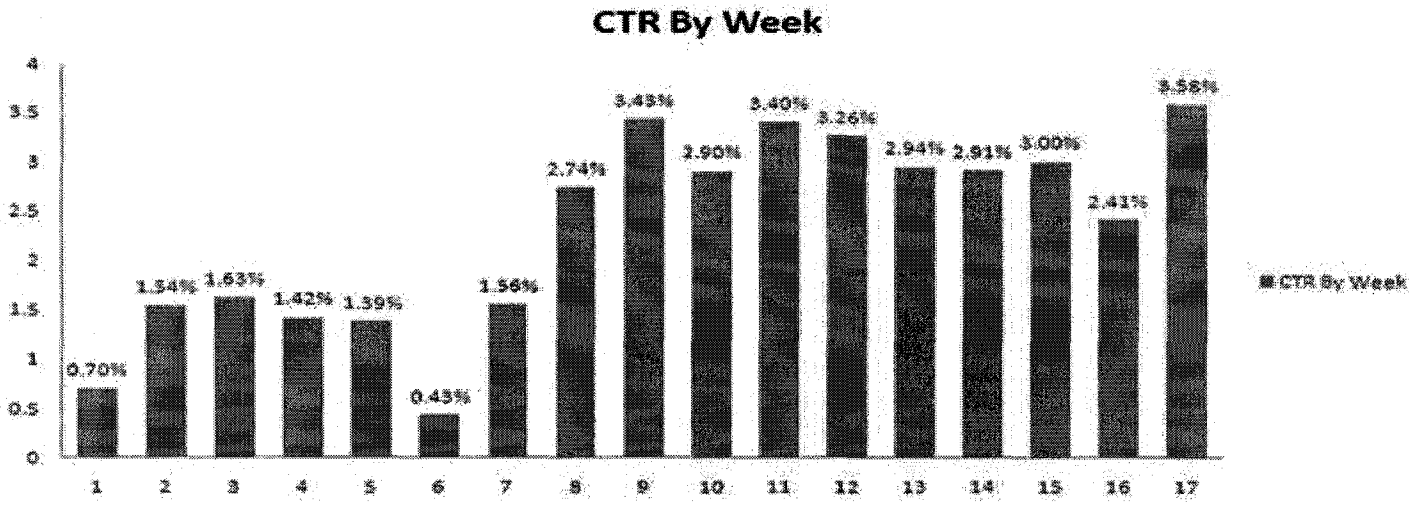
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 17, 2011 11:19 AM
To: Hsu, Charles
Subject: RE: HHS Weekly Report Stuff

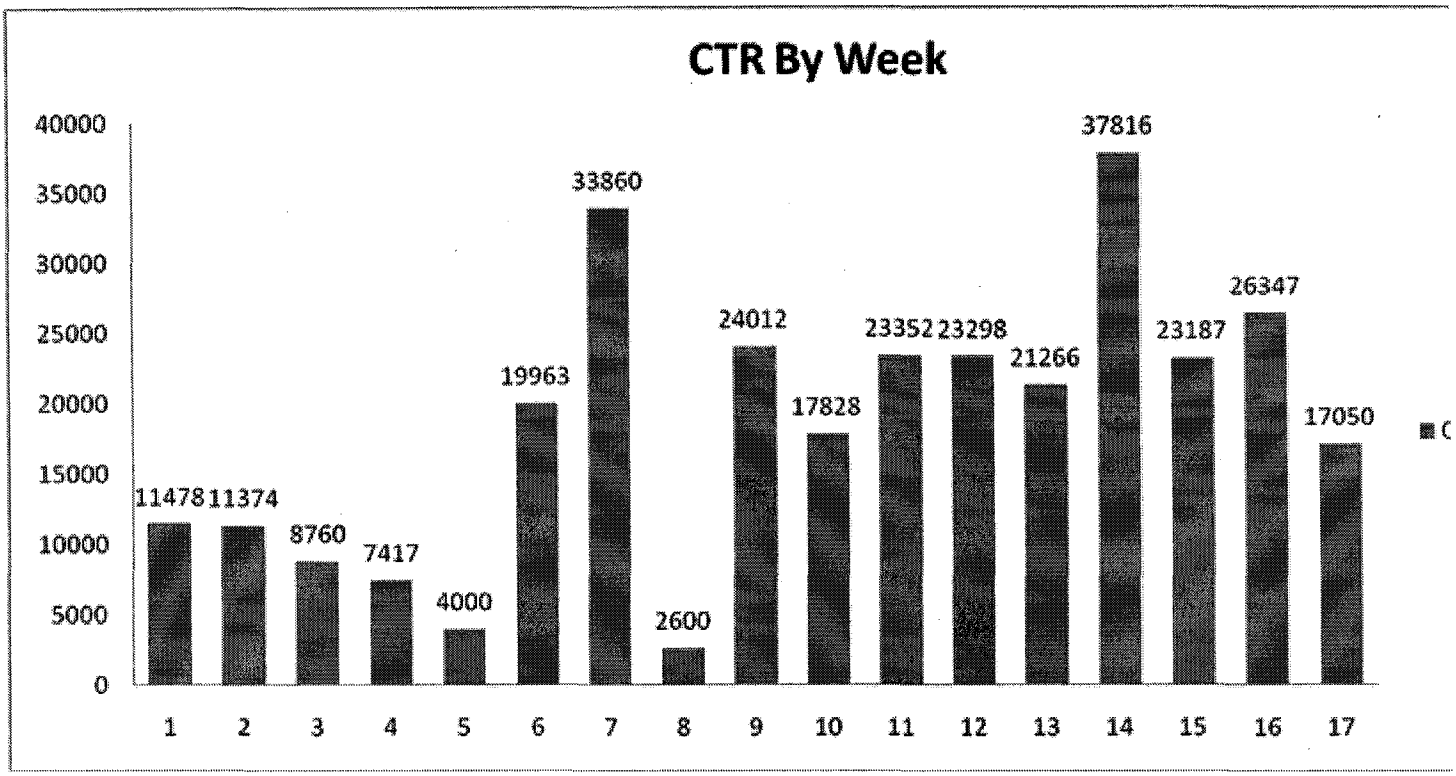
This is a HUGE drop in clicks. Can you explain?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:13 AM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Weekly Report Stuff

OVERALL EVERYTHING
Clicks 323,587
Impressions: 109,188,279






CTR By Week
40000
35000
30000
25000
20000
15000
10000
5000
0
11478
11374
8760
7417
4000
19963
33860
2600
24012
17828
23352
23298
21266
37816
23187
26347
17050
1
2
3
4
5
6
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16
17

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:52 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report Stuff
Attachments: image001.png; image002.jpg; image003.png

No problem!

=)

The Spanish ads always generally performed lesser than our English as. This is typically true for any campaign due to targeting and a smaller audience compared to the English speaking audience in the USA. This goes for both text ads (SEM) and Display ads. However, our Spanish ads are still doing very well compared to many campaigns. It is important to note that when allocating budget we give the Spanish portion a smaller ratio compared to English. This smaller portion of the total allotted budget also began to run out quicker as we got to the extension deadline. Performance for this week's report has been slightly affected because of that.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
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Sent: Thursday, February 17, 2011 11:24 AM
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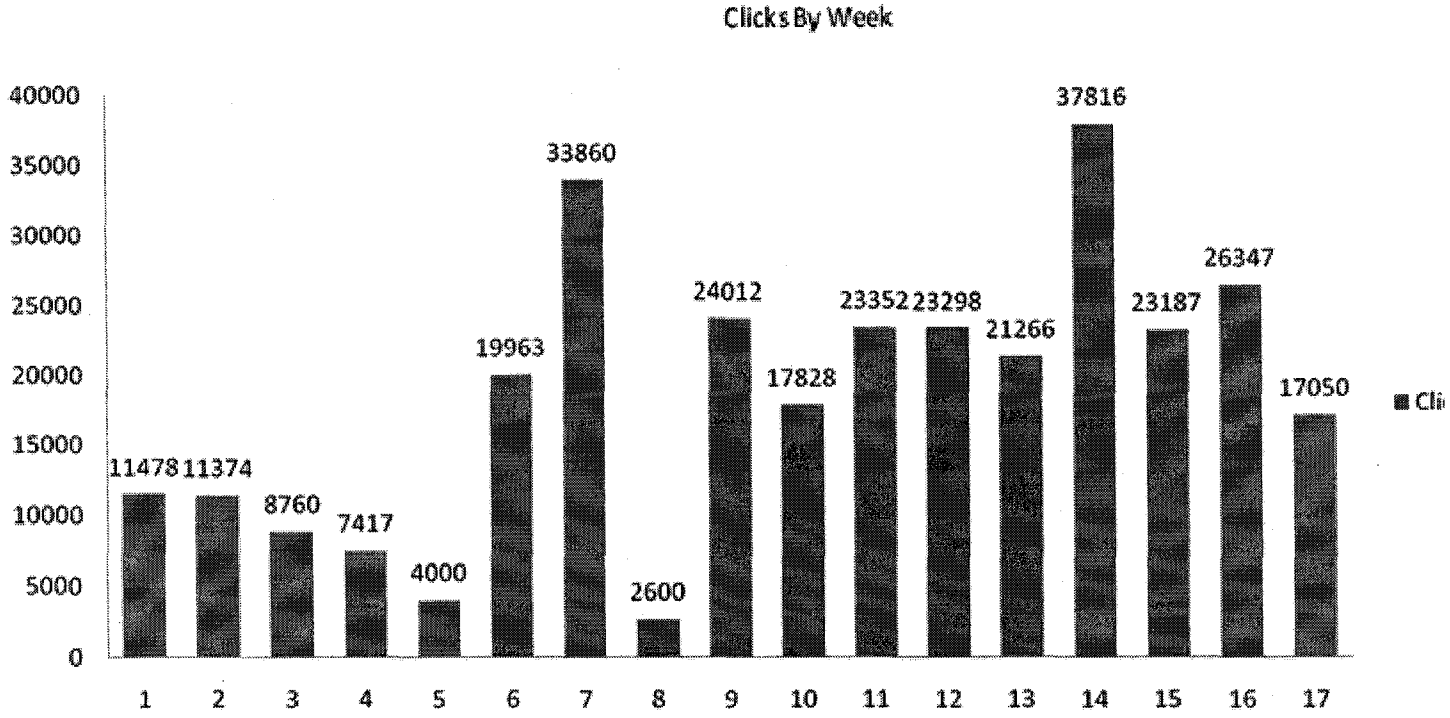
Subject: RE: HHS Weekly Report Stuff

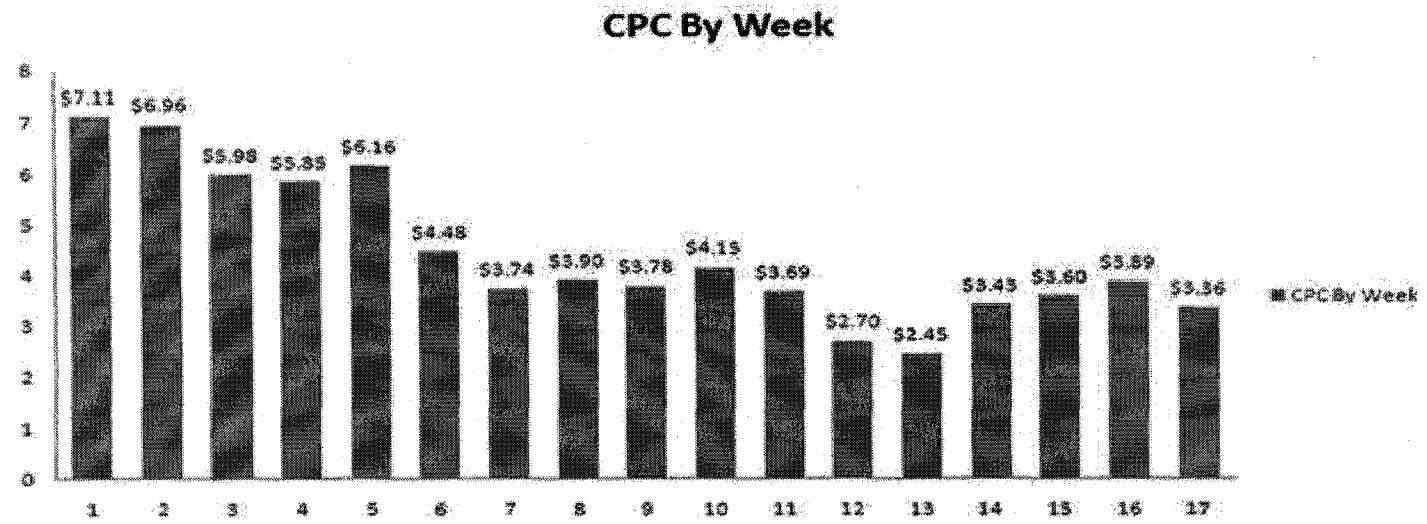


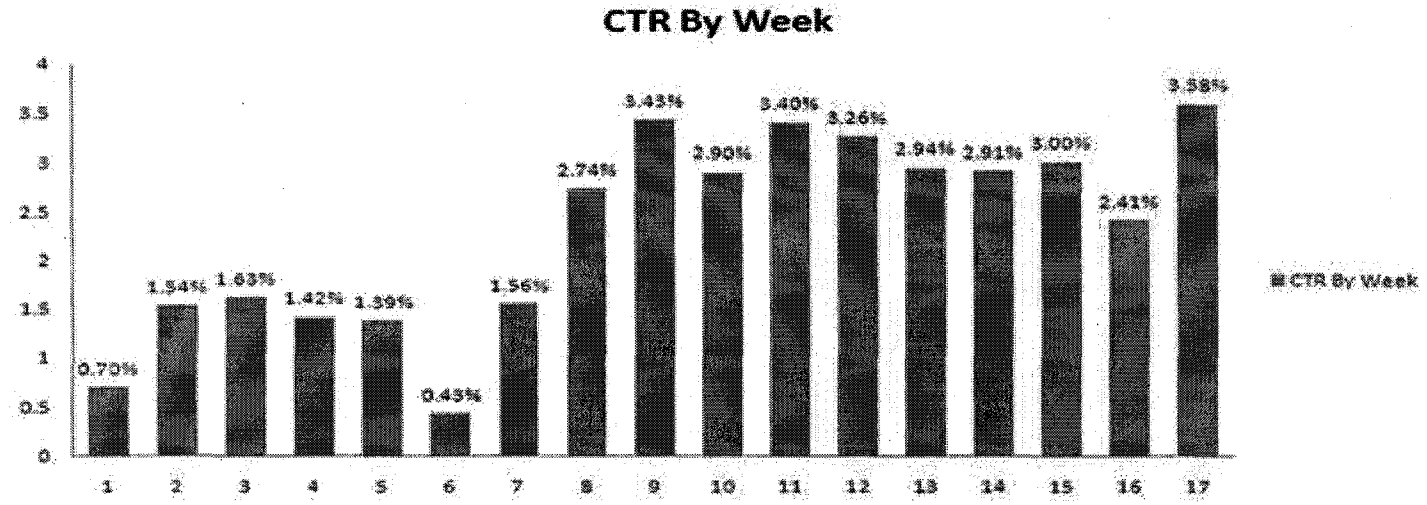
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 17, 2011 11:19 AM
To: Hsu, Charles
Subject: RE: HHS Weekly Report Stuff

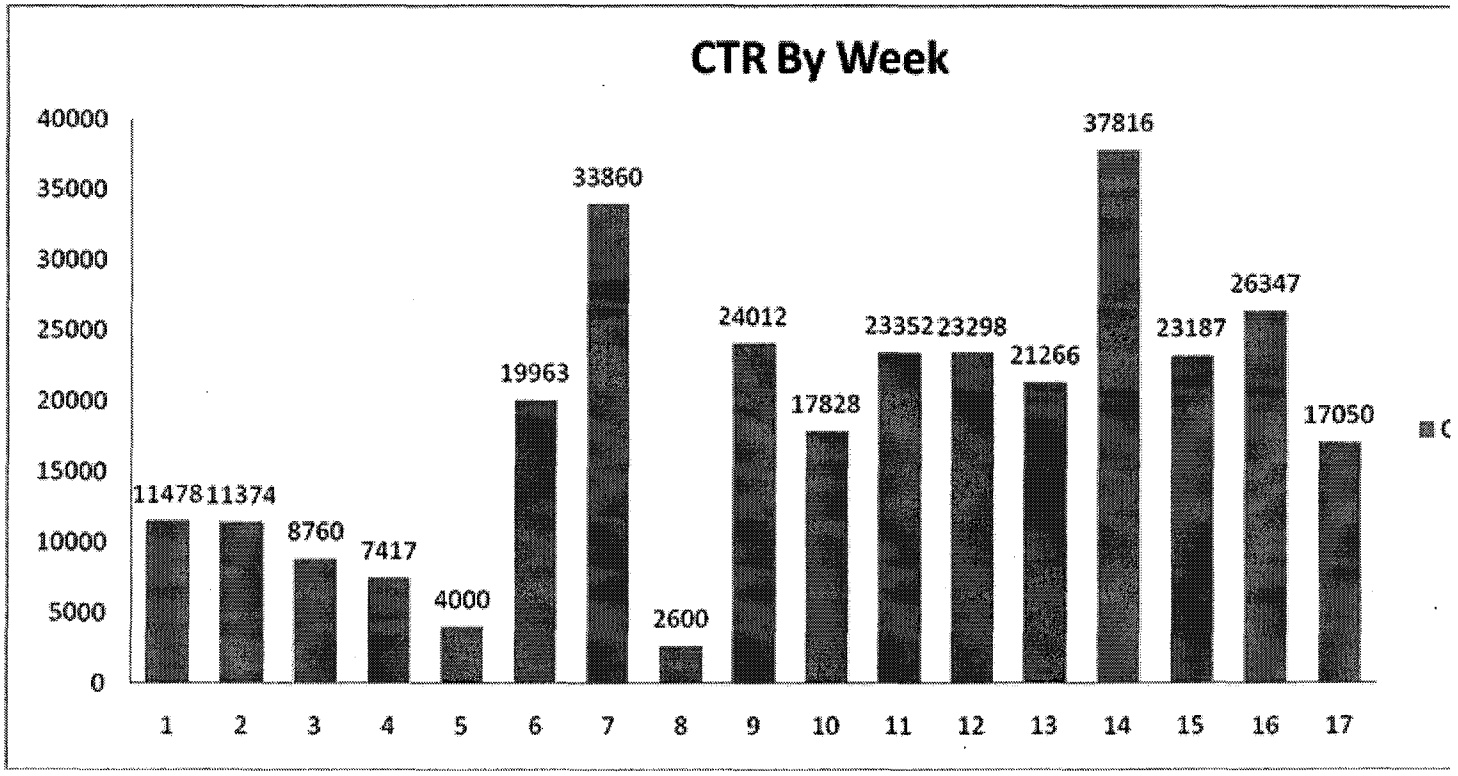
This is a HUGE drop in clicks. Can you explain?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:13 AM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Weekly Report Stuff

OVERALL EVERYTHING
Clicks 323,587
Impressions: 109,188,279

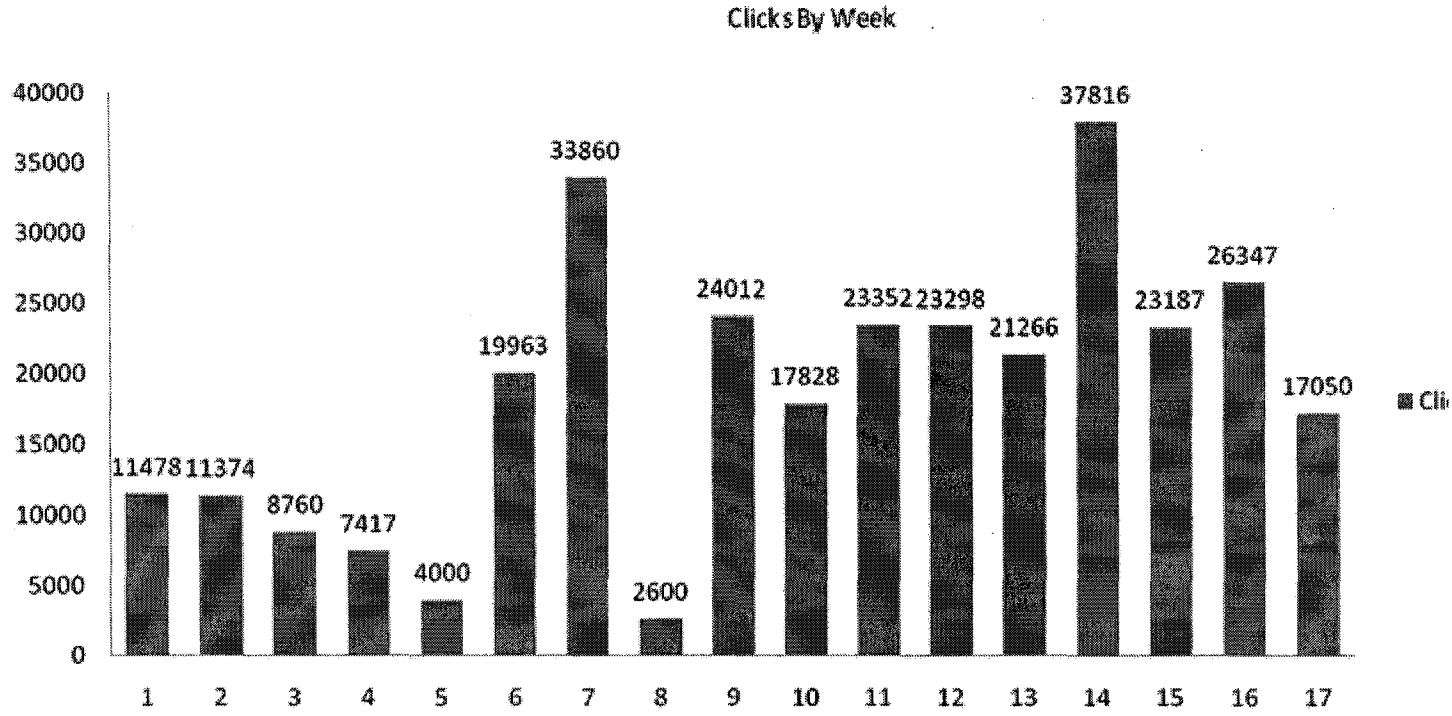

CPC By Week
$7.11
$6.96
$5.98
$5.85
$6.16
$4.48
$3.74
$3.90
$3.78
$4.15
$3.69
$2.70
$2.45
$3.45
$3.60
$3.89
$3.36
CPC By Week


CTR By Week
0.70%
1.54%
1.63%
1.42%
1.39%
0.43%
1.56%
2.74%
3.43%
2.90%
3.40%
3.26%
2.94%
2.91%
3.00%
2.41%
3.58%
CTR By Week


CTR By Week
11478
11374
8760
7417
4000
19963
33860
2600
24012
17828
23352
23298
21266
37816
23187
26347
17050

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:24 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report Stuff
Attachments: image003.png; image004.jpg; image005.png



From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 17, 2011 11:19 AM
To: Hsu, Charles
Subject: RE: HHS Weekly Report Stuff

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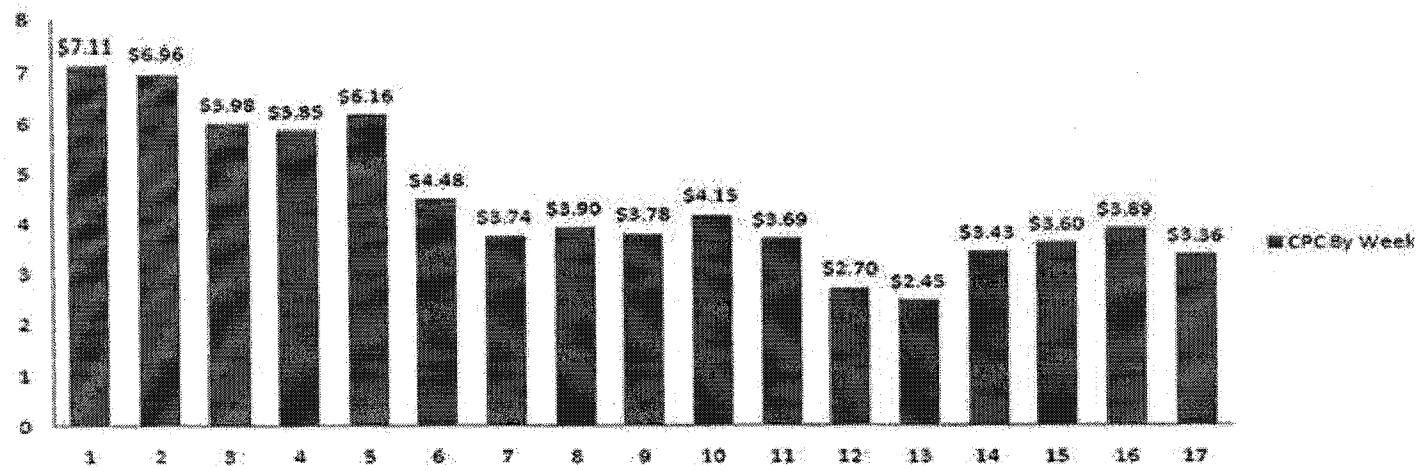
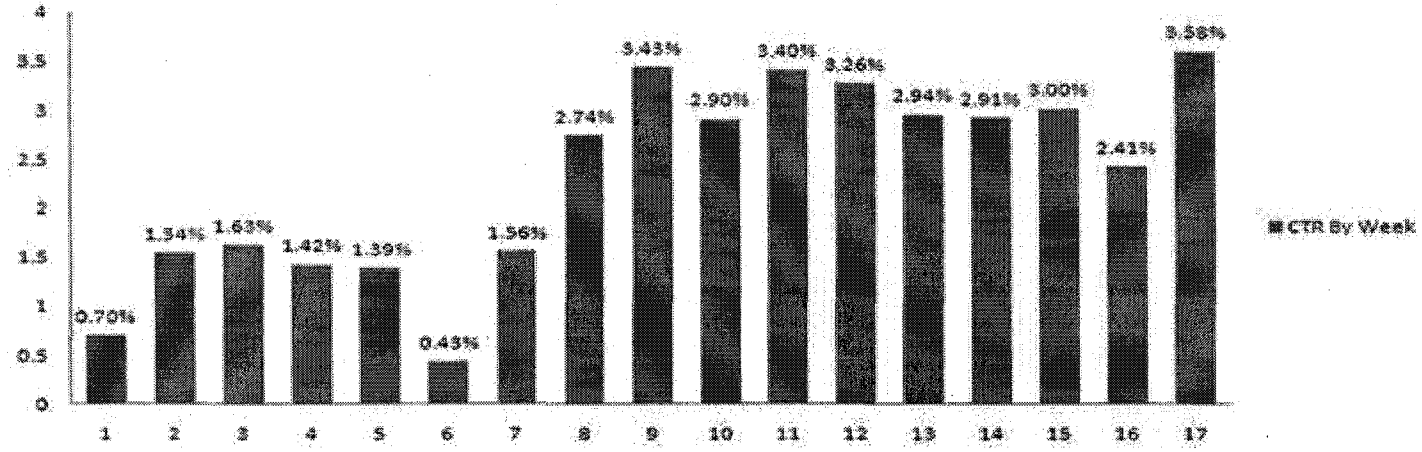
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:13 AM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Weekly Report Stuff

OVERALL EVERYTHING
Clicks 323,587
Impressions: 109,188,279

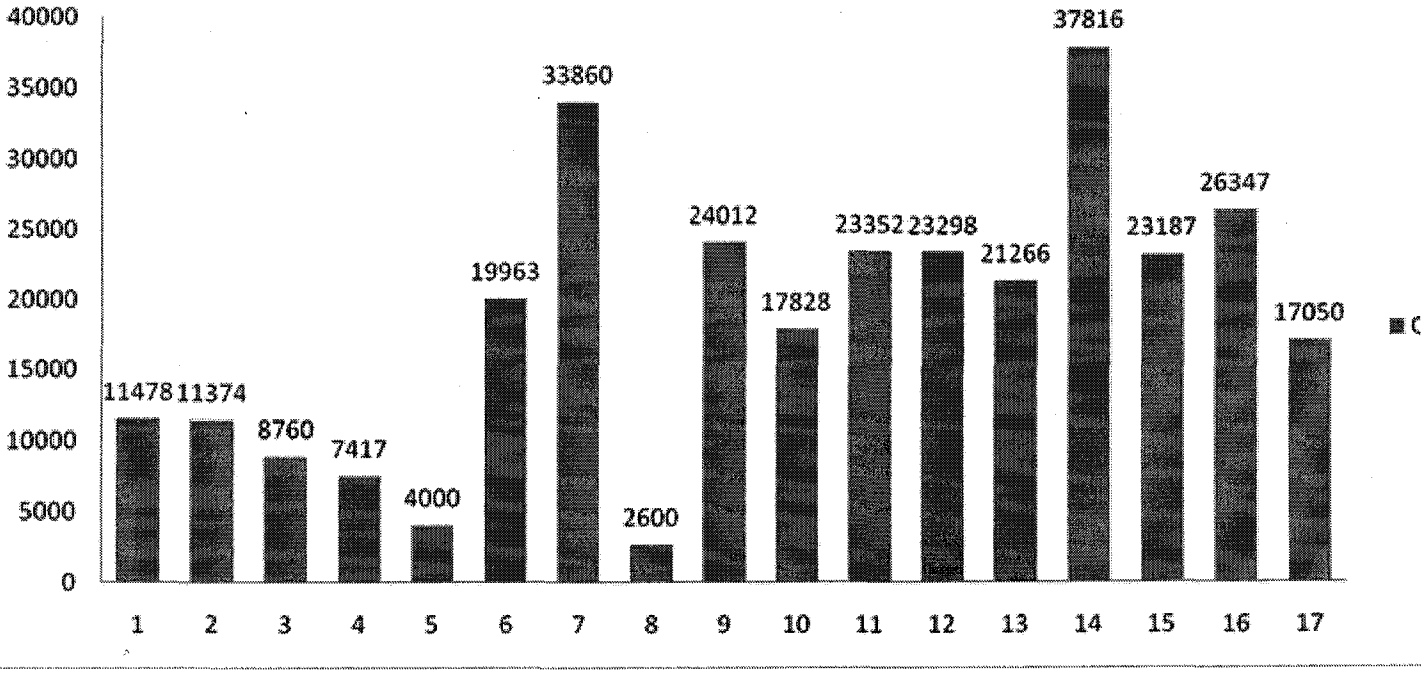
CPC By Week



CTR By Week



CTR By Week



Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:23 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report Stuff
Attachments: image001.jpg; image002.png

We closed in on extension again, and Spanish campaign bottomed out during beginning of this week. Other campaigns also had less clicks due to spend winding down. I just noticed a mistake on the graph let me send you a new one. It should not say CTR. =)

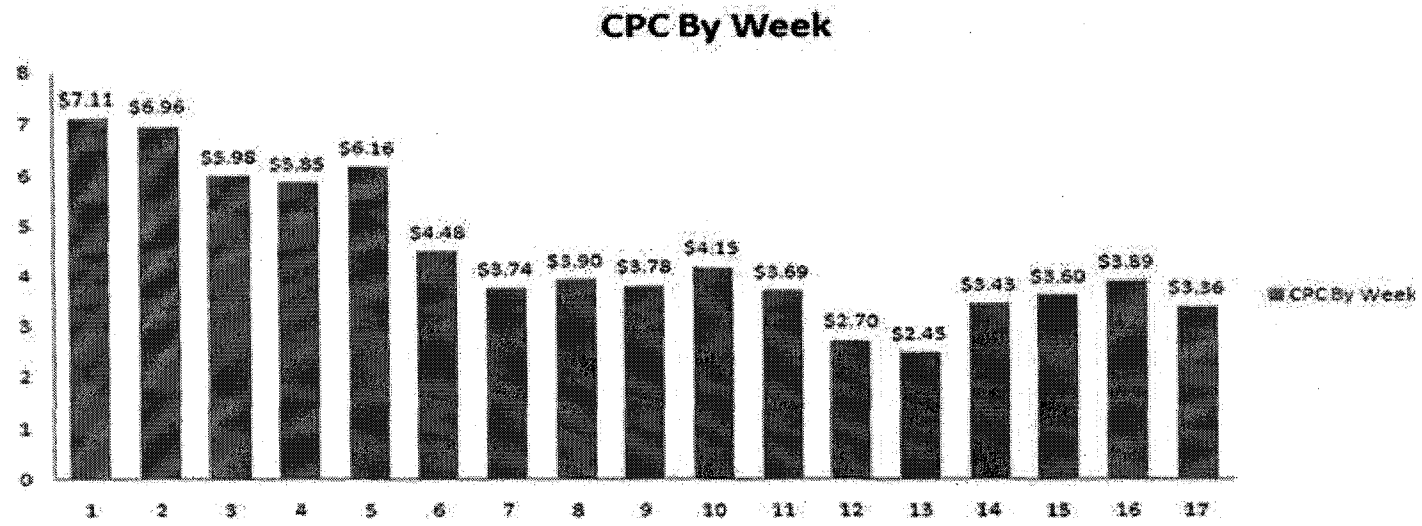
Charles

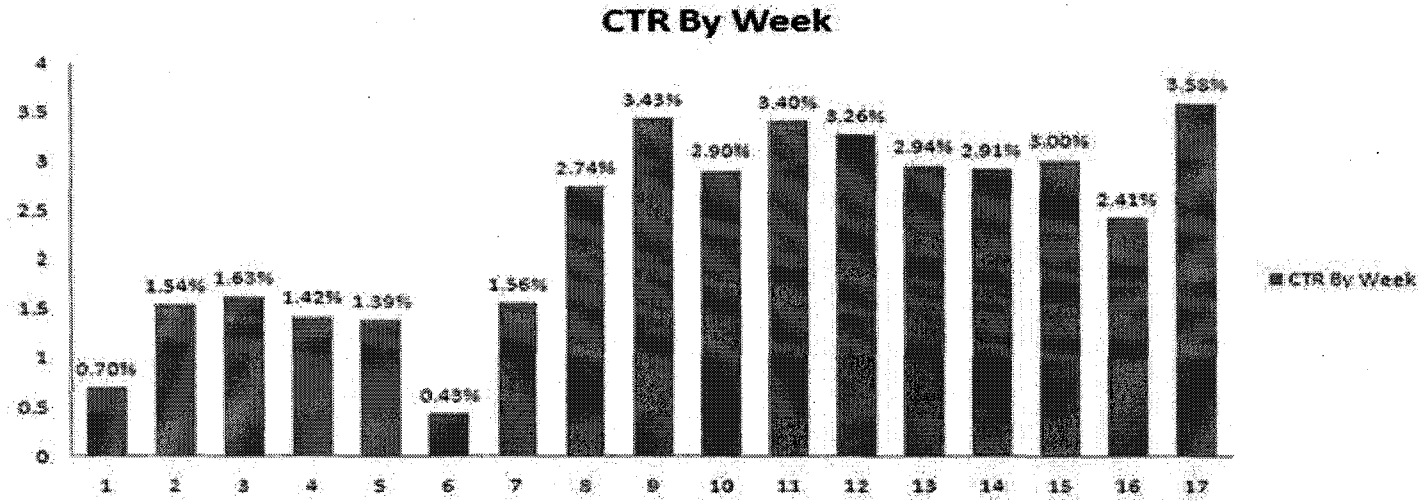
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 17, 2011 11:19 AM
To: Hsu, Charles
Subject: RE: HHS Weekly Report Stuff

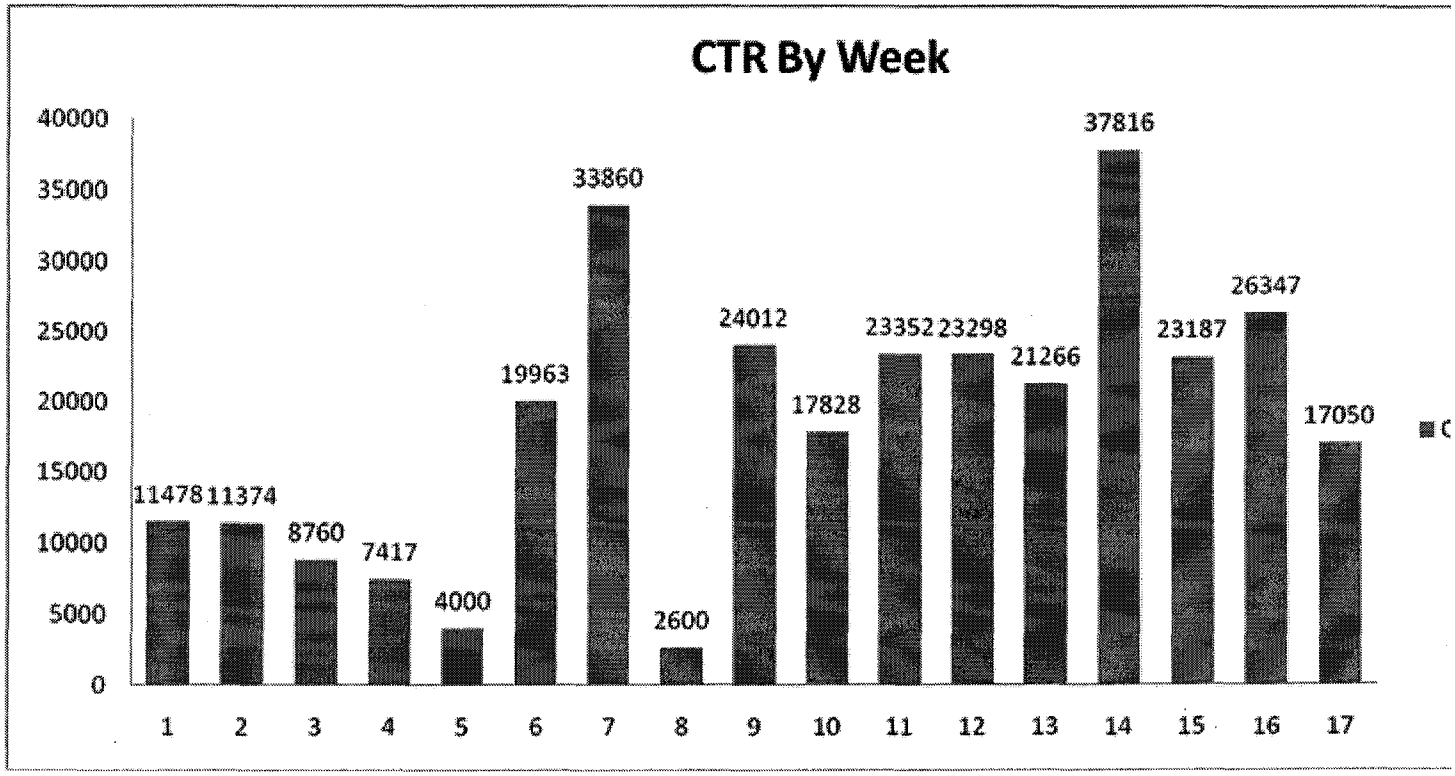
This is a HUGE drop in clicks. Can you explain?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:13 AM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Weekly Report Stuff

OVERALL EVERYTHING
Clicks 323,587
Impressions: 109,188,279


CPC By Week
$7.11
$6.96
$5.98
$5.85
$6.16
$4.48
$3.74
$3.90
$3.78
$4.15
$3.69
$2.70
$2.45
$3.43
$3.60
$3.89
$3.36
CPC By Week

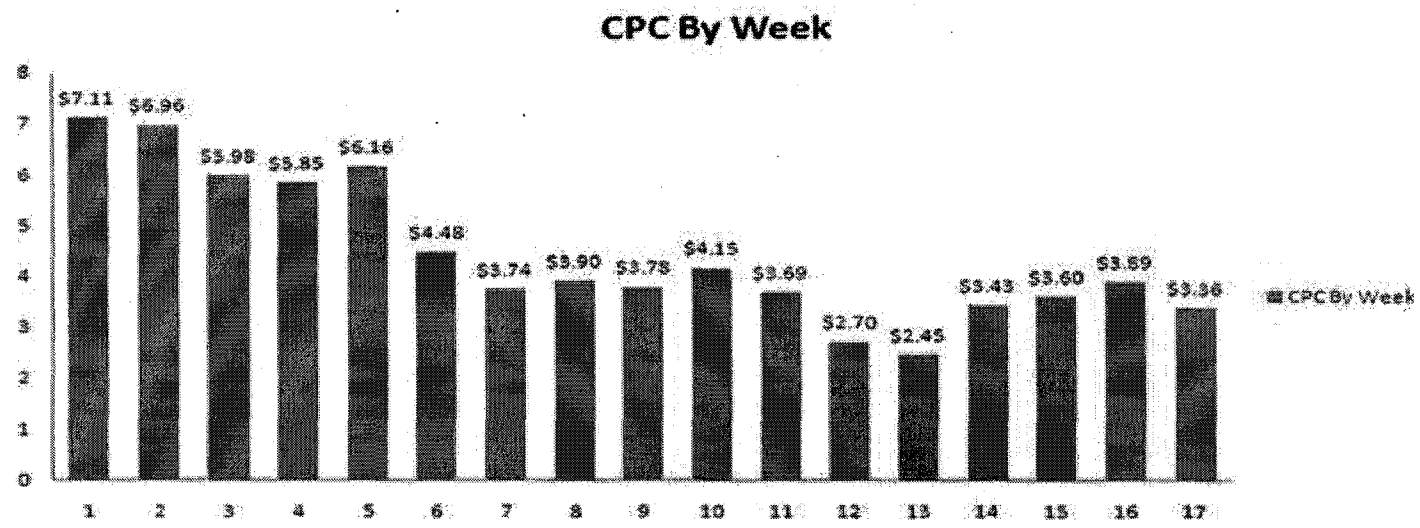

CTR By Week
0.70%
1.54%
1.63%
1.42%
1.39%
0.48%
1.56%
2.74%
3.43%
2.90%
3.40%
3.26%
2.94%
2.91%
3.00%
2.41%
3.58%
CTR By Week

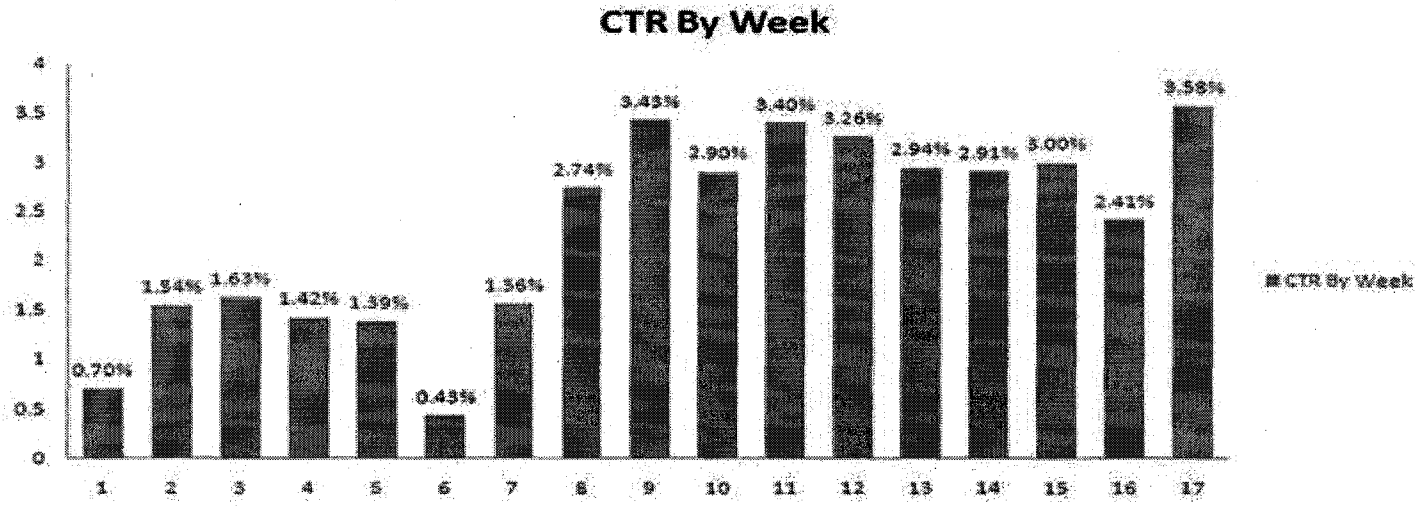

CTR By Week
11478
11374
8760
7417
4000
19963
33860
2600
24012
17828
23352
23298
21266
37816
23187
26347
17050

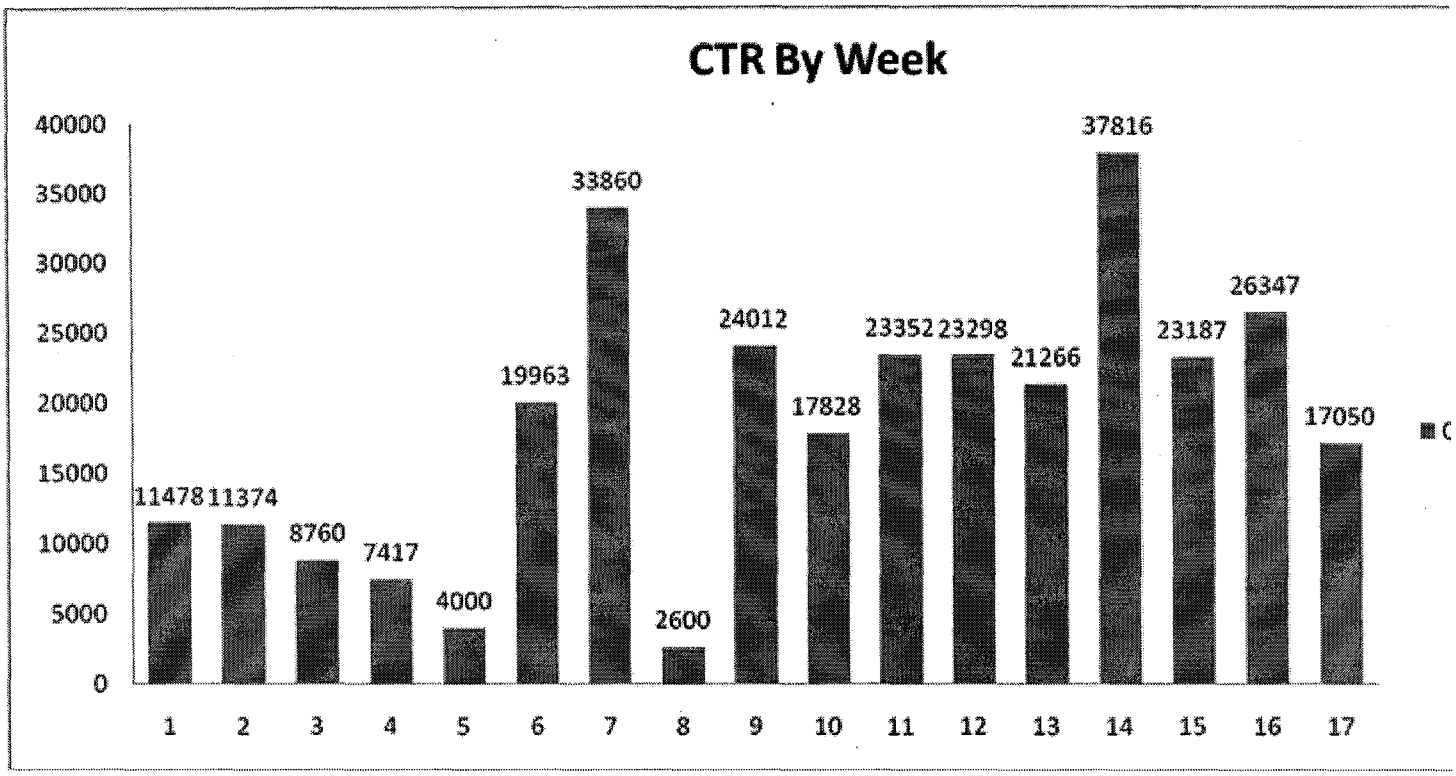
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 11:13 AM
To: Eisman, Julia (HHS/ASPA)
Subject: HHS Weekly Report Stuff
Attachments: image002.jpg; image004.png

OVERALL EVERYTHING
Clicks 323,587
Impressions: 109,188,279






CTR By Week
40000
35000
30000
25000
20000
15000
10000
5000
0
11478
11374
8760
7417
4000
19963
33860
2600
24012
17828
23352
23298
21266
37816
23187
26347
17050
1
2
3
4
5
6
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17

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 17, 2011 9:47 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.16.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/16/11

SEM

Google English Campaign
Impressions: 13,509
Clicks: 1,208
CTR: 8.94%
CPC: $3.03
Engaged Visits: 540.46
Cost per Engaged Visit: $6.77
Bounce Rate: 55.26%

Google Spanish Campaign (Campaign Reset)
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00
Engaged Visits: 0
Cost per Engaged Visit: $0.00
Bounce Rate: 0.00%

Yahoo/Bing English Campaign
Impressions: 2,072
Clicks: 61
CTR: 2.94
CPC: $3.43

Yahoo/Bing Spanish Campaign
Impressions: 1,681
Clicks: 31
CTR: 1.849%
CPC: $.72

TOTAL
Impressions: 17,262
Clicks: 1,300
CTR: 7.53%
CPC: $2.99

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 82,386
Clicks: 34
CTR: 0.04%

AOL Display Campaign
Impressions: 407,149
Clicks: 431
CTR: 0.11%

Batanga Display Campaign
Impressions: 648,315
Clicks: 790
CTR: 0.12%

Spectrum Display Campaign
Impressions: 144,005
Clicks: 36
CTR: 0.02%

Healthline Display Campaign
Impressions: 19,841
Clicks: 15
CTR: 0.08%

I-Village Display Campaign
Impressions: 38,212
Clicks: 59
CTR: 0.15%

Undertone Display Campaign
Impressions: 302,978
Clicks: 297
CTR: 0.10%

WebMD Display Campaign
Impressions: 61,215
Clicks: 31
CTR: 0.05%

Kontera Display Campaign
Impressions: 626
Clicks: 31
CTR: 4.95%

Total Banner Display
Impressions: 1,704,748
Clicks: 1,724

CTR: 0.10%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 16, 2011 1:35 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 17 2 08 -2 14 Report.ppt

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 16, 2011 10:48 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.15.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/15/11

SEM

Google English Campaign
Impressions: 16,550
Clicks: 1,243
CTR: 7.51%
CPC: $2.96
Engaged Visits: 644.99
Cost per Engaged Visit: $5.71
Bounce Rate: 48.11%

Google Spanish Campaign (Budget Depleted)
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00
Engaged Visits: 0
Cost per Engaged Visit: $0.00
Bounce Rate: 0.00%

Yahoo/Bing English Campaign
Impressions: 2,152
Clicks: 69
CTR: 3.21
CPC: $3.30

Yahoo/Bing Spanish Campaign
Impressions: 1,606
Clicks: 24
CTR: 1.49%
CPC: $.64

TOTAL
Impressions: 20,308
Clicks: 1,336
CTR: 6.58%
CPC: $2.94

++

Display

About.com Display Campaign
Impressions: 82,288
Clicks: 29
CTR: 0.04%

AOL Display Campaign
Impressions: 1,314,389
Clicks: 1014
CTR: 0.08%

Batanga Display Campaign
Impressions: 388,347
Clicks: 475
CTR: 0.12%

Spectrum Display Campaign
Impressions: 144,536
Clicks: 36
CTR: 0.02%

Healthline Display Campaign
Impressions: 21,054
Clicks: 18
CTR: 0.09%

I-Village Display Campaign
Impressions: 44,607
Clicks: 47
CTR: 0.11%

Undertone Display Campaign
Impressions: 315,096
Clicks: 308
CTR: 0.10%

WebMD Display Campaign
Impressions: 63,019
Clicks: 35
CTR: 0.06%

Kontera Display Campaign
Impressions: 1,041
Clicks: 37
CTR: 3.55%

Total Banner Display
Impressions: 2,374,377
Clicks: 1,999

CTR: 0.08%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 15, 2011 4:08 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: RE: HHS SEM Ends Tomorrow

Confirmed.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, February 15, 2011 4:06 PM
To: Hsu, Charles
Cc: Greene, Imani
Subject: RE: HHS SEM Ends Tomorrow

Hi Charles- We'd like to extend the search for a total of $250K for the next month.

Thanks.

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 15, 2011 3:51 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS SEM Ends Tomorrow
Importance: High

Hello Julia, I left you a message and promised I would email as well regarding our extension for the SEM campaign. This campaign is set to go dark tomorrow and I was wondering about authorization for an additional 300K monthly budget. I also wanted to note that phase one of the display campaign is ending on February 28th.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 15, 2011 3:58 PM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: HHS Display Campaign Proposal

-----Original Message-----
From: Greene, Imani
Sent: Tuesday, January 18, 2011 11:40 AM
To: 'Eisman, Julia (HHS/ASPA)'; Hsu, Charles
Cc: Gillman, Margo; Beakey, Chris
Subject: RE: HHS Display Campaign Proposal

No worries Julia. We always require written commitment for media OOPs.

We'll have an updated recommendation to share with you by early afternoon. Do you want to set aside 30 minutes to talk through questions you may have? How about 2pm or 3pm? (I have a call at 2:30). BTW - if you have updates to share about budget allocations (i.e. allocate $100k from next month's buy to run within the next seven days) please let us know.

Also, we've paused Google display so that it doesn't continue to burn through the budget.

Thanks!

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 11:16 AM
To: Hsu, Charles; Greene, Imani
Subject: RE: HHS Display Campaign Proposal

Sorry - I thought we were more clear. We want to keep the SEM going.

-----Original Message-----
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Tuesday, January 18, 2011 11:15 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: HHS Display Campaign Proposal

Hello Julia, I hope you are staying warm today! I have attached a site list with more examples of premium sites HHS will be on for review. I also wanted to mention that our SEM campaign has gone dark as of yesterday. I was wondering if you had any update about an extension for 300K?

Thanks!

Charles

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 10:56 AM
To: Greene, Imani
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

Got it. Thanks Imani.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, January 18, 2011 10:56 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

Great and we have more where this comes from. Charles is finalizing a more comprehensive list.

BTW - my sons school is closed due to weather, so I'm working from home.
Mobile is the best number today.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, January 18, 2011 10:44 AM
To: Greene, Imani
Cc: Hsu, Charles
Subject: RE: HHS Display Campaign Proposal

This list is fantastic, btw. Thanks again for sharing.

-----Original Message-----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Monday, January 17, 2011 11:40 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles
Subject: FW: HHS Display Campaign Proposal
Importance: High

Hi Julia. Site list for undertone and samples of screenshots enclosed. A more comprehensive sitelist for sharing will be sentmid-morning.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Monday, January 17, 2011 2:51 PM
To: Greene, Imani
Subject: Re: HHS Display Campaign Proposal
Importance: High

I know today is a holiday but are you available to talk?

If not please let me know if there is someone else who might be available.

Thanks.

----- Original Message -----
From: Eisman, Julia (HHS/ASPA)
Sent: Monday, January 17, 2011 10:29 AM
To: 'Imani.Greene@ogilvypr.com' <Imani.Greene@ogilvypr.com>
Subject: Re: HHS Display Campaign Proposal

Hey there - Is now a good time to talk?

----- Original Message -----
From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Sunday, January 16, 2011 06:33 PM
To: Eisman, Julia (HHS/ASPA); Hsu, Charles <Charles.Hsu@ogilvypr.com>
Cc: OGIMGillman (CMS contact); Beakey, Chris <Chris.Beakey@ogilvypr.com>
Subject: RE: HHS Display Campaign Proposal

Hi Julia. Please remember that the bulk of your impressions are being delivered on the ad networks - which positions your ads on sites that go well beyond the health sites. The trouble with expanding the effort on some of the site-direct placements (i.e. AOL) is that HHS will be spreading itself very thin and not doing a good job of reaching any one group consistently. To prevent this you may consider adding more money into the buy.

Can we talk for a bit? I can be reached on my mobile phone on Monday.

Imani Greene

202.729.4150 (o)
(b)(6) (m)

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Sunday, January 16, 2011 1:46 PM
To: Hsu, Charles
Cc: Greene, Imani

Subject: RE: HHS Display Campaign Proposal
Importance: High

Hi Charles and Imani -
We need to make some urgent updates to this for our Wednesday buy -- in particular, we need to expand the buy to beyond health websites. So instead of just AOL health, we need a broader AOL buy. Instead of ivillage health, we should do a broad ivillage buy. Instead of USnews health, USNews generally. MSN is another one.

Could you please look at the top consumer websites (yahoo? amazon?
consumer reports? local news sites?) and name a handful that we can add to the list?

Thanks-
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, January 14, 2011 6:02 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS Display Campaign Proposal

Hello Julia, I have attached the HHS Display Proposal Deck for review.
Please note that we are scheduled to launch this next Wednesday, so we will need pretty fast approval on the creatives. If that is not possible, we are able to delay this buy slightly without any impact to the plan.

Please let us know if you have any other questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 15, 2011 3:51 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Greene, Imani
Subject: HHS SEM Ends Tomorrow

Importance: High

Hello Julia, I left you a message and promised I would email as well regarding our extension for the SEM campaign. This campaign is set to go dark tomorrow and I was wondering about authorization for an additional 300K monthly budget. I also wanted to note that phase one of the display campaign is ending on February 28th.

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 15, 2011 9:57 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.14.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/14/11

SEM

Google English Campaign
Impressions: 17,384
Clicks: 1,140
CTR: 6.56%
CPC: $3.20
Engaged Visits: 562.82
Cost per Engaged Visit: $6.49
Bounce Rate: 50.63%

Google Spanish Campaign (Budget Depleted)
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00
Engaged Visits: 0
Cost per Engaged Visit: $0.00
Bounce Rate: 0.00%

Yahoo/Bing English Campaign
Impressions: 1,933
Clicks: 63
CTR: 3.26
CPC: $3.72

Yahoo/Bing Spanish Campaign
Impressions: 1,343
Clicks: 24
CTR: 1.79%
CPC: $.6

TOTAL
Impressions: 20,660
Clicks: 1,227
CTR: 5.94%
CPC: $3.18

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Display

About.com Display Campaign
Impressions: 81,961
Clicks: 36
CTR: 0.04%

AOL Display Campaign
Impressions: 196,647
Clicks: 100
CTR: 0.05%

Spectrum Display Campaign
Impressions: 142,573
Clicks: 42
CTR: 0.03%

Healthline Display Campaign
Impressions: 19,604
Clicks: 16
CTR: 0.08%

I-Village Display Campaign
Impressions: 45,502
Clicks: 57
CTR: 0.13%

Undertone Display Campaign
Impressions: 228,411
Clicks: 194
CTR: 0.08%

WebMD Display Campaign
Impressions: 61,206
Clicks: 49
CTR: 0.08%

Kontera Display Campaign
Impressions: 925
Clicks: 32
CTR: 3.46%

Total Banner Display
Impressions: 776,860
Clicks: 526
CTR: 0.07%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, February 14, 2011 9:31 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.11.11 to 2.13.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/13/11

SEM

Google English Campaign
Impressions: 46,103
Clicks: 2,830
CTR: 6.14%
CPC: $3.79
Engaged Visits: 1,441.89
Cost per Engaged Visit: $7.44
Bounce Rate: 49.05%

Google Spanish Campaign (Budget Depleted)
Impressions: 0
Clicks: 0
CTR: 0.00%
CPC: $0.00
Engaged Visits: 0
Cost per Engaged Visit: $0.00
Bounce Rate: 0.00%

Yahoo/Bing English Campaign
Impressions: 4,339
Clicks: 122
CTR: 2.81%
CPC: $2.75

Yahoo/Bing Spanish Campaign
Impressions: 3,405
Clicks: 56
CTR: 1.64%
CPC: $0.53

TOTAL
Impressions: 53,847
Clicks: 3,008
CTR: 5.59%
CPC: $3.68

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Display

About.com Display Campaign
Impressions: 250,865
Clicks: 103
CTR: 0.04%

AOL Display Campaign
Impressions: 806,557
Clicks: 1,024
CTR: 0.13%

Spectrum Display Campaign
Impressions: 434,107
Clicks: 149
CTR: 0.03%

Healthline Display Campaign
Impressions: 73,843
Clicks: 79
CTR: 0.11%

I-Village Display Campaign
Impressions: 151,830
Clicks: 272
CTR: 0.18%

Undertone Display Campaign
Impressions: 634,600
Clicks: 541
CTR: 0.09%

WebMD Display Campaign
Impressions: 187,261
Clicks: 146
CTR: 0.08%

Kontera Display Campaign
Impressions: 3,338
Clicks: 123
CTR: 3.68%

Total Banner Display
Impressions: 2,542,528
Clicks: 2,446
CTR: 0.10%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 11, 2011 2:04 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: SEM extension?

Well the budget is slated until next Wednesday so it might start to dwindle over the weekend. The sooner the better. If we knew by Monday there would be little effect on the campaign I feel.

=)
Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 11, 2011 2:03 PM
To: Hsu, Charles
Subject: RE: SEM extension?

No word yet. What's the deadline by which we need to give notice?

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Friday, February 11, 2011 2:02 PM
To: Eisman, Julia (HHS/ASPA)
Subject: SEM extension?

Hi Julia, just wanted to follow up on a quick reminder of the SEM extension for next week. Any word?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 11, 2011 2:02 PM
To: Eisman, Julia (HHS/ASPA)
Subject: SEM extension?

Hi Julia, just wanted to follow up on a quick reminder of the SEM extension for next week. Any word?

Thanks!

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 11, 2011 9:51 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.10.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/10/11

SEM

Google English Campaign
Impressions: 20,433
Clicks: 1,373
CTR: 6.72%
CPC: $3.16
Engaged Visits: 688.70
Cost per Engaged Visit: $6.30
Bounce Rate: 49.84%

Google Spanish Campaign
Impressions: 23,656
Clicks: 161
CTR: 0.68%
CPC: $4.76
Engaged Visits: 74.67
Cost per Engaged Visit: $13.53
Bounce Rate: 53.62%

Yahoo/Bing English Campaign
Impressions: 2,435
Clicks: 56
CTR: 2.30%
CPC: $2.98

Yahoo/Bing Spanish Campaign
Impressions: 1,640
Clicks: 27
CTR: 1.65%
CPC: $0.74

TOTAL
Impressions: 48,164
Clicks: 1,617
CTR: 3.36%
CPC: $3.27

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Display

About.com Display Campaign
Impressions: 81,129
Clicks: 27
CTR: 0.05%

AOL Display Campaign
Impressions: 713,928
Clicks: 798
CTR: 0.11%

Spectrum Display Campaign
Impressions: 161,768
Clicks: 54
CTR: 0.03%

Healthline Display Campaign
Impressions: 47,701
Clicks: 62
CTR: 0.13%

I-Village Display Campaign
Impressions: 51,504
Clicks: 32
CTR: 0.06%

Undertone Display Campaign
Impressions: 308,087
Clicks: 308
CTR: 0.10%

WebMD Display Campaign
Impressions: 61,723
Clicks: 36
CTR: 0.06%

Kontera Display Campaign
Impressions: 1,791
Clicks: 79
CTR: 4.41%

Total Banner Display
Impressions: 1,427,631
Clicks: 1,396
CTR: 0.10%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 10, 2011 10:24 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Everything overall #'s

Here are the official correct numbers. This is Everything Overall as of today.

Impressions 100,299,108
Clicks 317,661

What happened was that Kontera sent over 2 sets of numbers. One for everything they have done with us (which included MLR numbers). And another set of numbers that was just for MLR. So MLR #'s were counted twice, not once.

Let me know when you want to get on the phone! Sorry again about the report numbers, I have made it a point to have them triple check numbers before sending to me.

Charles Hsu
Ogilvy Washington
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 10, 2011 9:36 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.09.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/09/11

SEM

Google English Campaign
Impressions: 61,188
Clicks: 2,427
CTR: 3.97%
CPC: $3.84
Engaged Visits: 1,278.54
Cost per Engaged Visit: $7.28
Bounce Rate: 47.32%

Google Spanish Campaign
Impressions: 25,929
Clicks: 194
CTR: 0.75%
CPC: $5.11
Engaged Visits: 73.31
Cost per Engaged Visit: $13.53
Bounce Rate: 62.21%

Yahoo/Bing English Campaign
Impressions: 2,316
Clicks: 62
CTR: 2.68%
CPC: $3.38

Yahoo/Bing Spanish Campaign
Impressions: 1,623
Clicks: 36
CTR: 2.22%
CPC: $0.72

TOTAL
Impressions: 91,056
Clicks: 2,719
CTR: 2.97%
CPC: $2.87

++

Display

About.com Display Campaign
Impressions: 81,015
Clicks: 37
CTR: 0.05%

AOL Display Campaign
Impressions: 703,298
Clicks: 686
CTR: 0.10%

Spectrum Display Campaign
Impressions: 114,785
Clicks: 40
CTR: 0.03%

Healthline Display Campaign
Impressions: 40,285
Clicks: 37
CTR: 0.09%

I-Village Display Campaign
Impressions: 52,869
Clicks: 22
CTR: 0.04%

Undertone Display Campaign
Impressions: 301,112
Clicks: 282
CTR: 0.09%

WebMD Display Campaign
Impressions: 61,515
Clicks: 41
CTR: 0.07%

Kontera Display Campaign
Impressions: 1,808
Clicks: 77
CTR: 4.26%

Total Banner Display
Impressions: 1,356,687
Clicks: 1,222
CTR: 0.09%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 6:17 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report
Attachments: image001.jpg; image002.jpg

Importance: High

Julia, please hold on the overall numbers. Kontera believes they have sent me the wrong report numbers and I am confirming with them. Kontera has assured me this will not happen again. It seems that they might have sent both campaign numbers we have ran with them twice instead of individually, including last week.

This did not affect $ numbers.

I will have solid numbers by tomorrow morning.

The graphs and everything else is ok! Also report numbers are unaffected. This would have come from the MLR campaign #'s which are not currently on the most recent report anywhere.

I will also go through numbers again myself, everywhere***.

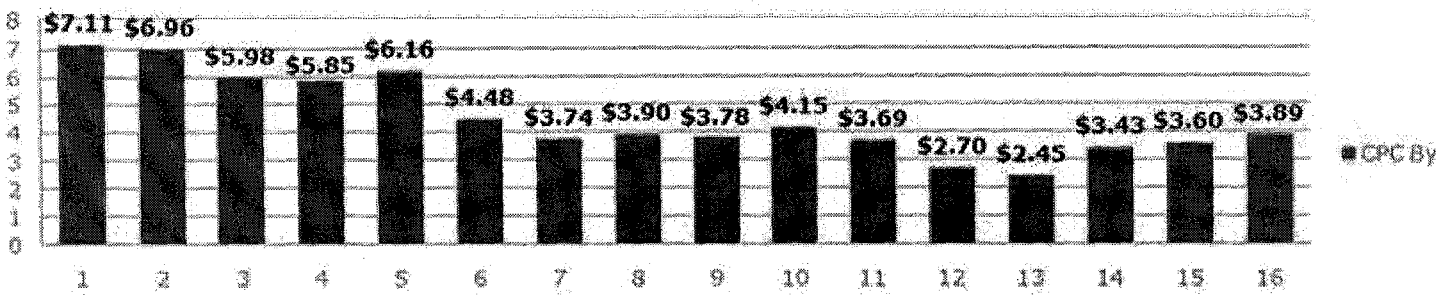
I will be leaving the office soon but, 571 334 6811. Give me a call if you need something, I will try to help out.

Charles

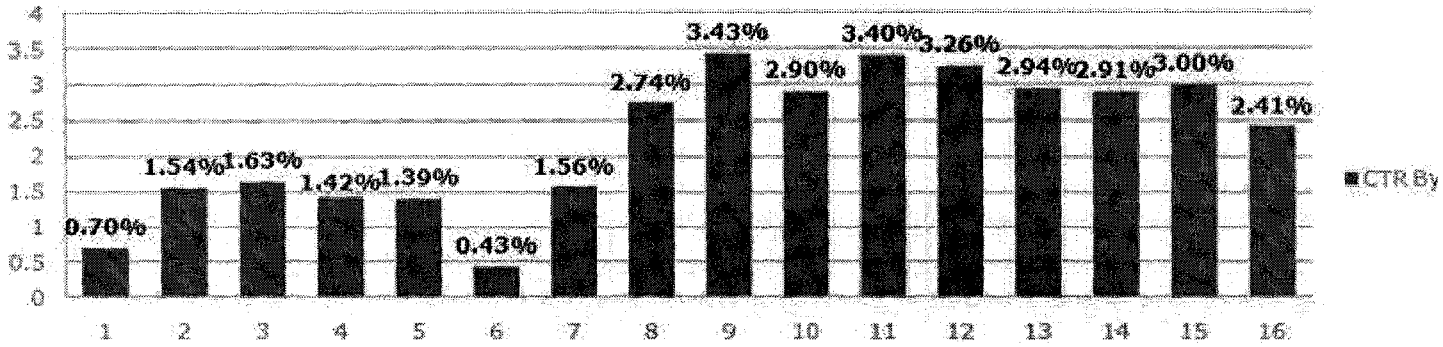
From: Hsu, Charles
Sent: Wednesday, February 09, 2011 5:26 PM
To: 'Eisman, Julia (HHS/ASPA)'
Subject: RE: HHS Weekly Report

Clicks 329,898
Impressions: 109,188,279

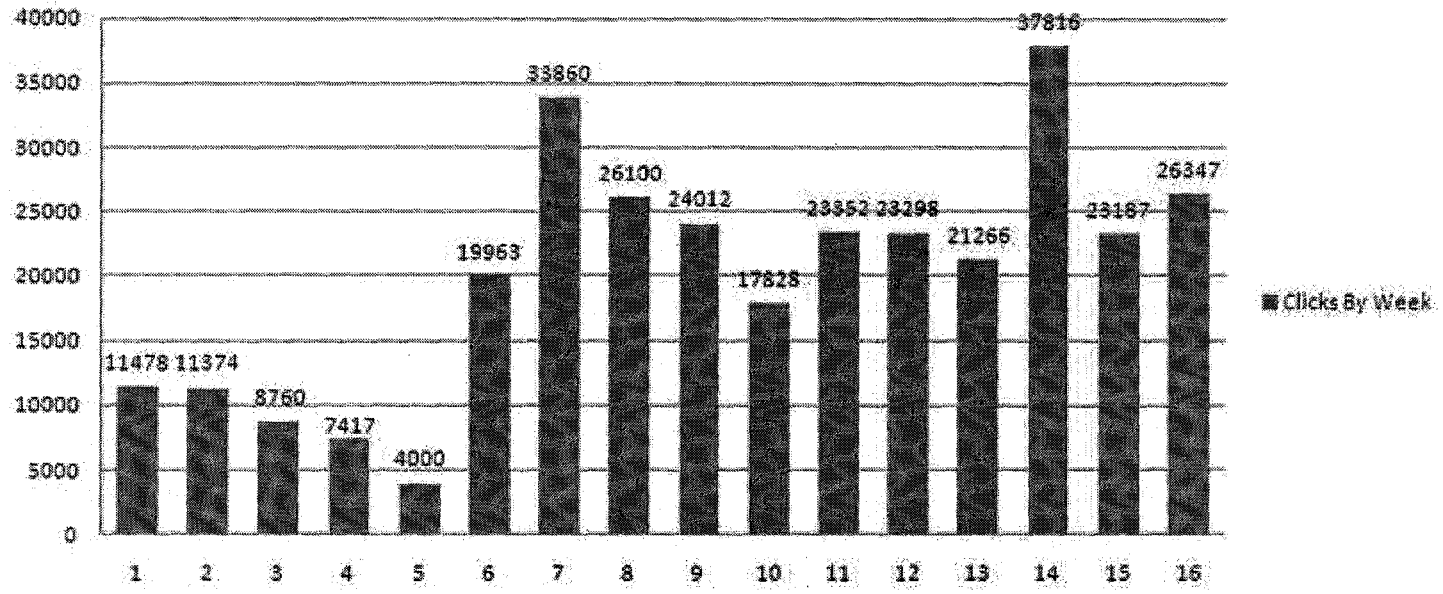
CPC By Week



CTR By Week



Clicks By Week



From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 09, 2011 3:41 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Yep! In the meantime could you send me the following and start sending these on a weekly basis, even if in an email only to me:

1. Graph of the clicks by week (as you have in weeks past)
2. Total numbers for EVERYTHING EVERYTHING: Clicks & Impressions
3. Screenshot of the CTR & CPC images from the report

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 3:33 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report

No problem! We got that weekly meeting tomorrow morning! =P

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 09, 2011 3:18 PM
To: Hsu, Charles
Subject: Re: HHS Weekly Report

Thx for sending early. I can assure you I'll have Q's!

:-)

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 03:11 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

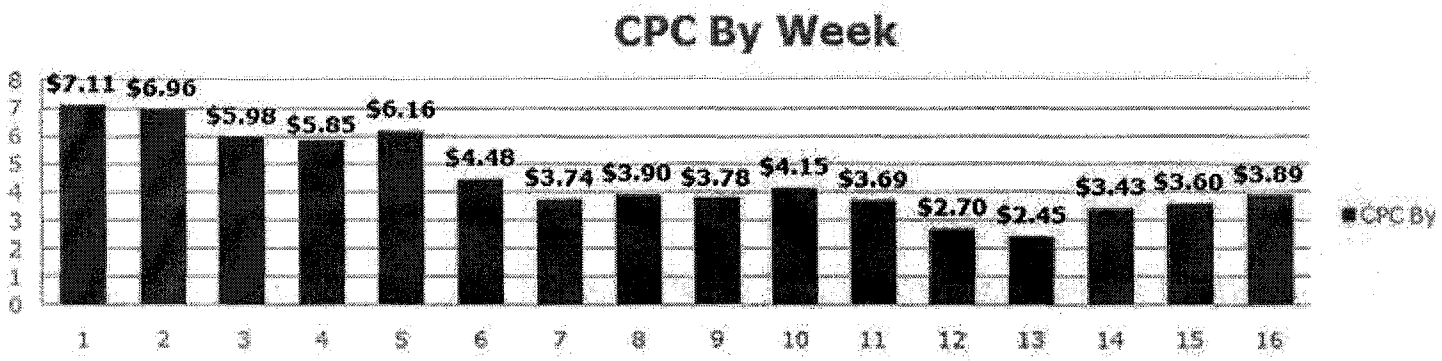
Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

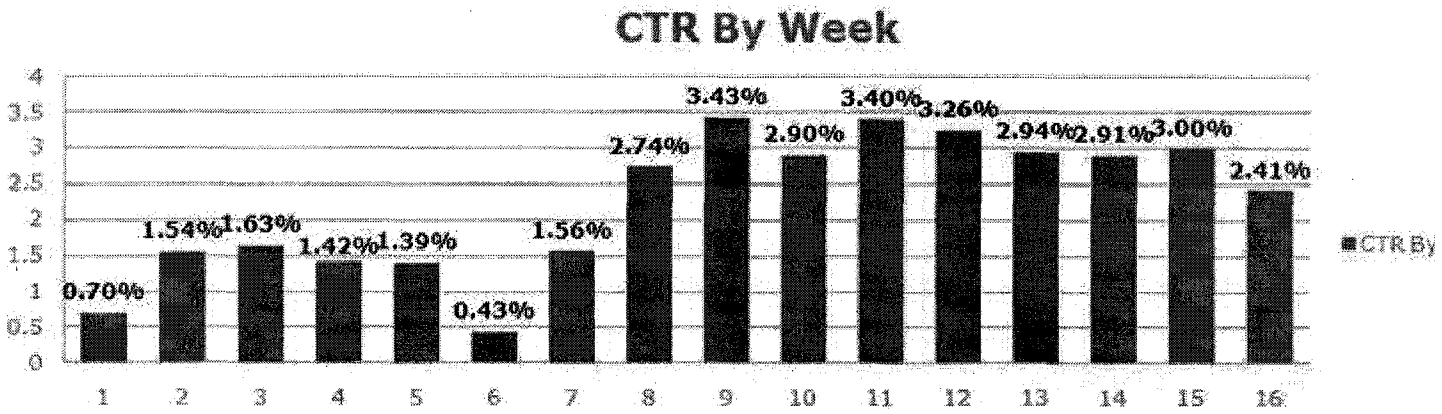
Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

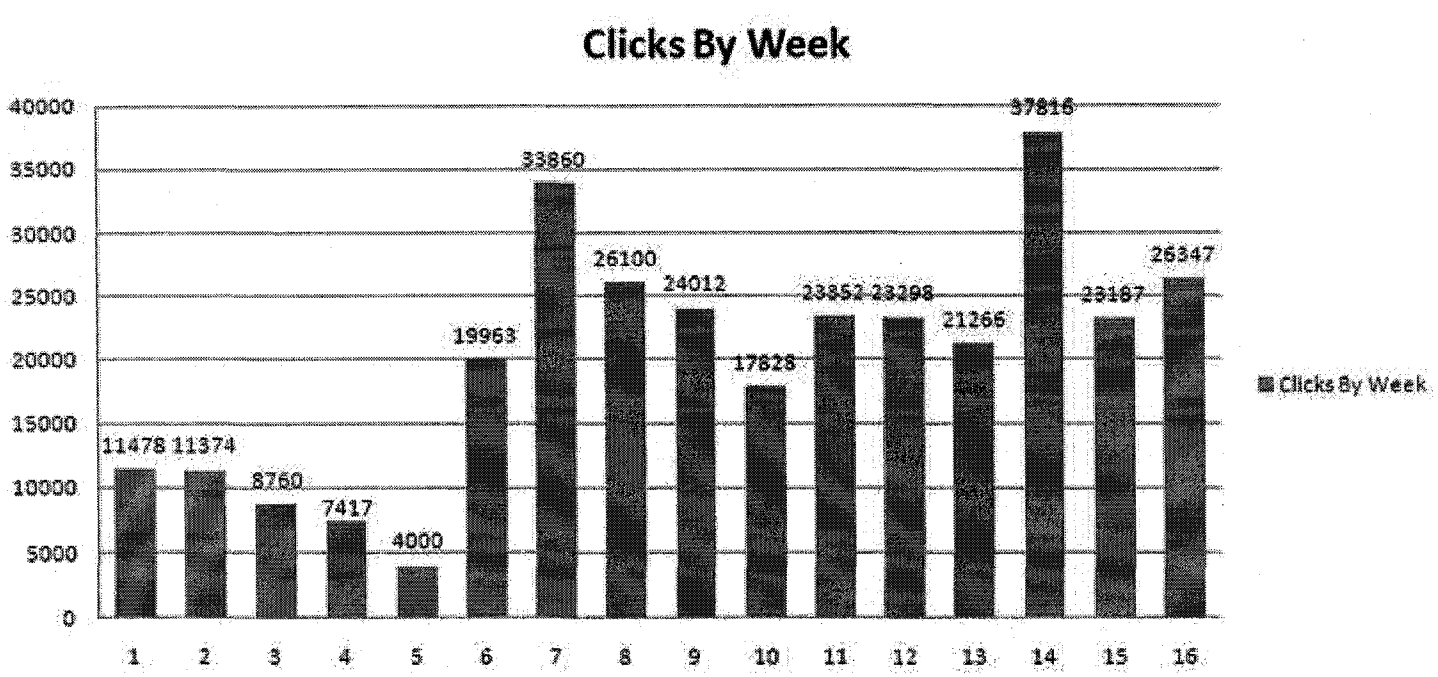
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 5:26 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report
Attachments: image003.jpg; image006.jpg

Clicks 329,898
Impressions: 109,188,279







From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 09, 2011 3:41 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

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1. Graph of the clicks by week (as you have in weeks past)
2. Total numbers for EVERYTHING EVERYTHING: Clicks & Impressions
3. Screenshot of the CTR & CPC images from the report

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 3:33 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report

No problem! We got that weekly meeting tomorrow morning! =P

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 09, 2011 3:18 PM
To: Hsu, Charles
Subject: Re: HHS Weekly Report

Thx for sending early. I can assure you I'll have Q's!

:-)

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 03:11 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 3:33 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report

No problem! We got that weekly meeting tomorrow morning! =P

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 09, 2011 3:18 PM
To: Hsu, Charles
Subject: Re: HHS Weekly Report

Thx for sending early. I can assure you I'll have Q's!

:-)

From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 03:11 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani <Imani.Greene@ogilvypr.com>; Beakey, Chris <Chris.Beakey@ogilvypr.com>; OGIMGillman (CMS contact)
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From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 3:12 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report
Attachments: HHS Digital Week 16 2 01 -2 07 Report.ppt

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 09, 2011 9:38 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.08.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/08/11

SEM

Google English Campaign
Impressions: 61,188
Clicks: 2,428
CTR: 3.97%
CPC: $3.84
Engaged Visits: 1,333.46
Cost per Engaged Visit: $6.98
Bounce Rate: 45.08%

Google Spanish Campaign
Impressions: 26,398
Clicks: 209
CTR: 0.79%
CPC: $4.87
Engaged Visits: 97.74
Cost per Engaged Visit: $11.28
Bounce Rate: 53.23%

Yahoo/Bing English Campaign
Impressions: 2,483
Clicks: 76
CTR: 3.06%
CPC: $5.62

Yahoo/Bing Spanish Campaign
Impressions: 2,407
Clicks: 27
CTR: 1.12%
CPC: $0.69

TOTAL
Impressions: 92,476
Clicks: 2,740
CTR: 2.96%
CPC: $3.93

++

Display

About.com Display Campaign
Impressions: 119,857
Clicks: 45
CTR: 0.04%

AOL Display Campaign
Impressions: 149,381
Clicks: 148
CTR: 0.10%

Spectrum Display Campaign
Impressions: 153,998
Clicks: 44
CTR: 0.03%

Healthline Display Campaign
Impressions: 35,770
Clicks: 38
CTR: 0.11%

I-Village Display Campaign
Impressions: 55,034
Clicks: 34
CTR: 0.06%

Undertone Display Campaign
Impressions: 302,044
Clicks: 285
CTR: 0.09%

WebMD Display Campaign
Impressions: 61,418
Clicks: 40
CTR: 0.07%

Kontera Display Campaign
Impressions: 2,297
Clicks: 92
CTR: 4.01%

Total Banner Display
Impressions: 880,799
Clicks: 726
CTR: 0.08%

Please let us know if you have any other questions.

Thanks!

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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 08, 2011 9:13 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.07.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/07/11

SEM

Google English Campaign
Impressions: 69,225
Clicks: 2,374
CTR: 3.43%
CPC: $3.91
Engaged Visits: 1,345.83
Cost per Engaged Visit: $6.90
Bounce Rate: 44.68%

Google Spanish Campaign
Impressions: 28,925
Clicks: 208
CTR: 0.72%
CPC: $4.93
Engaged Visits: 90.79
Cost per Engaged Visit: $11.28
Bounce Rate: 56.35%

Yahoo/Bing English Campaign
Impressions: 3,222
Clicks: 55
CTR: 1.56%
CPC: $4.04

Yahoo/Bing Spanish Campaign
Impressions: 1,864
Clicks: 22
CTR: 1.18%
CPC: $0.45

TOTAL
Impressions: 103,236
Clicks: 2,659
CTR: 2.58%
CPC: $3.97

++

Display

About.com Display Campaign
Impressions: 136,190
Clicks: 53
CTR: 0.04%

AOL Display Campaign
Impressions: 956,049
Clicks: 837
CTR: 0.09%

Spectrum Display Campaign
Impressions: 144,233
Clicks: 30
CTR: 0.02%

Healthline Display Campaign
Impressions: 48,637
Clicks: 35
CTR: 0.07%

I-Village Display Campaign
Impressions: 54,922
Clicks: 37
CTR: 0.07%

Undertone Display Campaign
Impressions: 316,388
Clicks: 243
CTR: 0.08%

WebMD Display Campaign
Impressions: 61,962
Clicks: 35
CTR: 0.06%

Kontera Display Campaign
Impressions: 1,356
Clicks: 78
CTR: 5.75%

Total Banner Display
Impressions: 1,719,737
Clicks: 1,348
CTR: 0.08%

Please let us know if you have any other questions.

Thanks!

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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Monday, February 07, 2011 9:22 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.04.11 to 2.06.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/04/11 to 2/06/11

SEM

Google English Campaign
Impressions: 174,132
Clicks: 4,641
CTR: 2.67%
CPC: $4.23
Engaged Visits: 2,432.81
Cost per Engaged Visit: $8.07
Bounce Rate: 47.58%

Google Spanish Campaign
Impressions: 82,095
Clicks: 534
CTR: 0.65%
CPC: $5.08
Engaged Visits: 218.14
Cost per Engaged Visit: $12.44
Bounce Rate: 59.15%

Yahoo/Bing English Campaign
Impressions: 5,768
Clicks: 157
CTR: 2.72%
CPC: $2.22

Yahoo/Bing Spanish Campaign
Impressions: 3,505
Clicks: 74
CTR: 2.11%
CPC: $0.53

TOTAL
Impressions: 265,500
Clicks: 5,406
CTR: 2.04%
CPC: $4.20

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 420,281
Clicks: 151
CTR: 0.04%

AOL Display Campaign
Impressions: 3,146,113
Clicks: 2,996
CTR: 0.10%

Spectrum Display Campaign
Impressions: 448,190
Clicks: 146
CTR: 0.03%

Healthline Display Campaign
Impressions: 127,798
Clicks: 128
CTR: 0.10%

I-Village Display Campaign
Impressions: 157,030
Clicks: 122
CTR: 0.08%

Undertone Display Campaign
Impressions: 1,197,496
Clicks: 975
CTR: 0.08%

WebMD Display Campaign
Impressions: 187,064
Clicks: 124
CTR: 0.07%

Kontera Display Campaign
Impressions: 6,086
Clicks: 228
CTR: 3.75%

Total Banner Display
Impressions: 5,690,058
Clicks: 4,870
CTR: 0.09%

Please let us know if you have any other questions.

Thanks!

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Friday, February 04, 2011 9:19 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.03.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/03/11

SEM

Google English Campaign
Impressions: 65,740
Clicks: 2,518
CTR: 3.83%
CPC: $3.53
Engaged Visits: 1,368.03
Cost per Engaged Visit: $6.50
Bounce Rate: 45.67%

Google Spanish Campaign
Impressions: 29,984
Clicks: 212
CTR: 0.71%
CPC: $4.53
Engaged Visits: 79.35
Cost per Engaged Visit: $12.09
Bounce Rate: 62.57%

Yahoo/Bing English Campaign
Impressions: 6,784
Clicks: 114
CTR: 1.68%
CPC: $2.45

Yahoo/Bing Spanish Campaign
Impressions: 1,613
Clicks: 31
CTR: 1.92%
CPC: $0.67

TOTAL
Impressions: 104,121
Clicks: 2,875
CTR: 2.76%
CPC: $3.53

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 135,744
Clicks: 43
CTR: 0.03%

AOL Display Campaign
Impressions: 370,391
Clicks: 172
CTR: 0.05%

Spectrum Display Campaign
Impressions: 153,263
Clicks: 49
CTR: 0.03%

Healthline Display Campaign
Impressions: 41,465
Clicks: 32
CTR: 0.08%

I-Village Display Campaign
Impressions: 39,285
Clicks: 20
CTR: 0.05%

Undertone Display Campaign
Impressions: 383,197
Clicks: 308
CTR: 0.08%

WebMD Display Campaign
Impressions: 61,871
Clicks: 19
CTR: 0.03%

Kontera Display Campaign
Impressions: 2,807
Clicks: 83
CTR: 2.96%

Total Banner Display
Impressions: 1,188,023
Clicks: 726
CTR: 0.06%

Please let us know if you have any other questions.

Thanks!

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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 10:41 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.02.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/02/11

SEM

Google English Campaign
Impressions: 63,950
Clicks: 2,463
CTR: 3.85%
CPC: $3.73
Engaged Visits: 1,341.35
Cost per Engaged Visit: $6.86
Bounce Rate: 45.54%

Google Spanish Campaign
Impressions: 21,561
Clicks: 208
CTR: 0.96%
CPC: $4.77
Engaged Visits: 82.04
Cost per Engaged Visit: $12.09
Bounce Rate: 60.56%

Yahoo/Bing English Campaign
Impressions: 29,277
Clicks: 569
CTR: 1.94%
CPC: $3.22

Yahoo/Bing Spanish Campaign
Impressions: 1,873
Clicks: 53
CTR: 2.83%
CPC: $0.42

TOTAL
Impressions: 116,661
Clicks: 3,293
CTR: 2.82%
CPC: $3.65

++

Display

About.com Display Campaign
Impressions: 136,480
Clicks: 40
CTR: 0.03%

AOL Display Campaign
Impressions: 170,338
Clicks: 197
CTR: 0.12%

Spectrum Display Campaign
Impressions: 144,609
Clicks: 43
CTR: 0.03%

Healthline Display Campaign
Impressions: 39,902
Clicks: 32
CTR: 0.08%

I-Village Display Campaign
Impressions: 29,246
Clicks: 12
CTR: 0.04%

Undertone Display Campaign
Impressions: 410,205
Clicks: 380
CTR: 0.09%

WebMD Display Campaign
Impressions: 61,645
Clicks: 26
CTR: 0.04%

Kontera Display Campaign
Impressions: 3,981
Clicks: 90
CTR: 2.26%
CPC: $1.99

Total Banner Display
Impressions: 996,406
Clicks: 820
CTR: 0.08%

Please let us know if you have any other questions.

Thanks!

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1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 10:28 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: UPDATED ANSWERS use this one. RE: HHS Weekly Report

Total EVEYRTHING CLICKS 317,009
Total EVERYTHING Impressions 108,935,590

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 03, 2011 10:21 AM
To: Hsu, Charles
Subject: RE: UPDATED ANSWERS use this one. RE: HHS Weekly Report

I have to run to a few meetings, but did you say you could get the stats for this:

To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions.

(These are everything everything we've ever done.)

-----Original Message-----
From: Hsu, Charles [mailto:Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 9:41 AM
To: Eisman, Julia (HHS/ASPA)
Subject: UPDATED ANSWERS use this one. RE: HHS Weekly Report

Call me if you need too! =)

- Can you help fill-in the #s here: "To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions." AND this: "Combined with the search ads, HealthCare.gov and CuidadodeSalud.gov received over xxx clicks last week."

1st question is on slide two at 270,240 clicks and 13,851,596 impressions

2nd question, are you talking about Display and Search together? If so then answer is 23,187

- Can you send weekly display stats? I see Search, but not display. Should be slide 28 but I can resend?

- Would you mind sending a screenshot of CTR & CPC, as you did last week?
Should be slide 26 but I can resend?

- Last week, we reported that our display CTR was .51%, but this week it's down to .09%. Is this correct? Can you explain the drop?
I think we are just talking about the display portion yes? Usually in the beginning there is a high CTR as the campaign begins to push out all of the ads as quickly as possible. After it gets to settle down the number levels out which is what we are seeing now. .09% is a GREAT number. =) As we mentioned before, this is a very strong click-through rate, as conventional CTR by government and non-profit campaign is 0.04 - 0.05%.

- Last week, I noted that "to date, our search campaign has sent 218,000 clicks to HealthCare.gov with at total of 13,825,624 impressions" - but that is inconsistent with this weeks stats:
* 13,851,596 Impressions
* 212,291 Clicks

.....Can you help determine the discrepancy?

Apologies That was a mistake on my part (will not happen again) it is suppose to be 270,240 clicks this week and 13,851,596 impressions. I have attached a new PPT to go along with this email!

- Can you provide insights as to why the search CTR has climbed?
Mostly due to the campaign leveling out again as we mentioned in the previous report. We also have our Google team optimizing bids and keyword targeting behind the scenes.

- Would you mind sending an updated chart of clicks by week Coming soon! Wanted to get you these answers first -----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 02, 2011 11:16 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Charles - Thanks for sending this! I have a few follow up questions I'm hoping you can help with first thing in the morning:

- Can you help fill-in the #s here: "To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions." AND this: "Combined with the search ads, HealthCare.gov and CuidadodeSalud.gov received over xxx clicks last week."

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Thanks so so much!
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 3:49 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
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Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 10:22 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: UPDATED ANSWERS use this one. RE: HHS Weekly Report

On the way. =)

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From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
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Thanks so so much!
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 3:49 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

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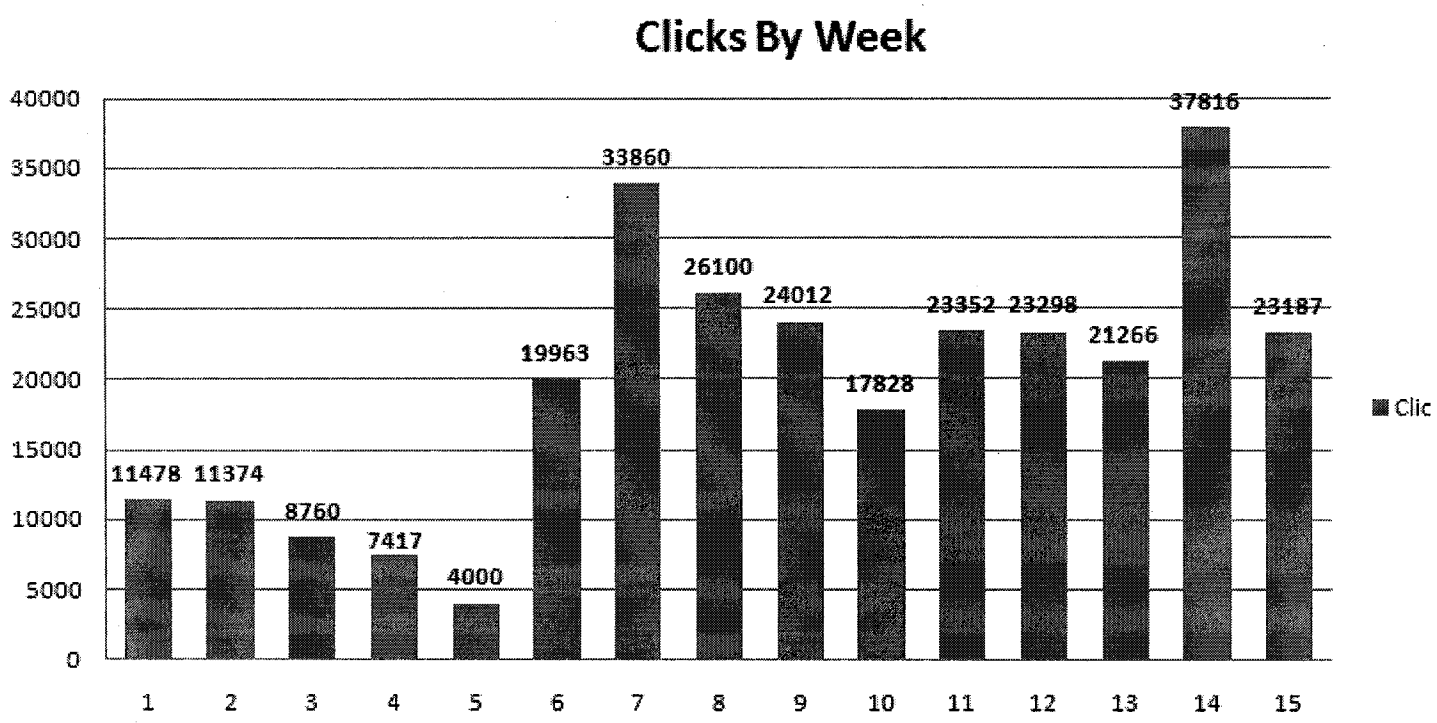
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 10:04 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Graph click by week
Attachments: image001.png



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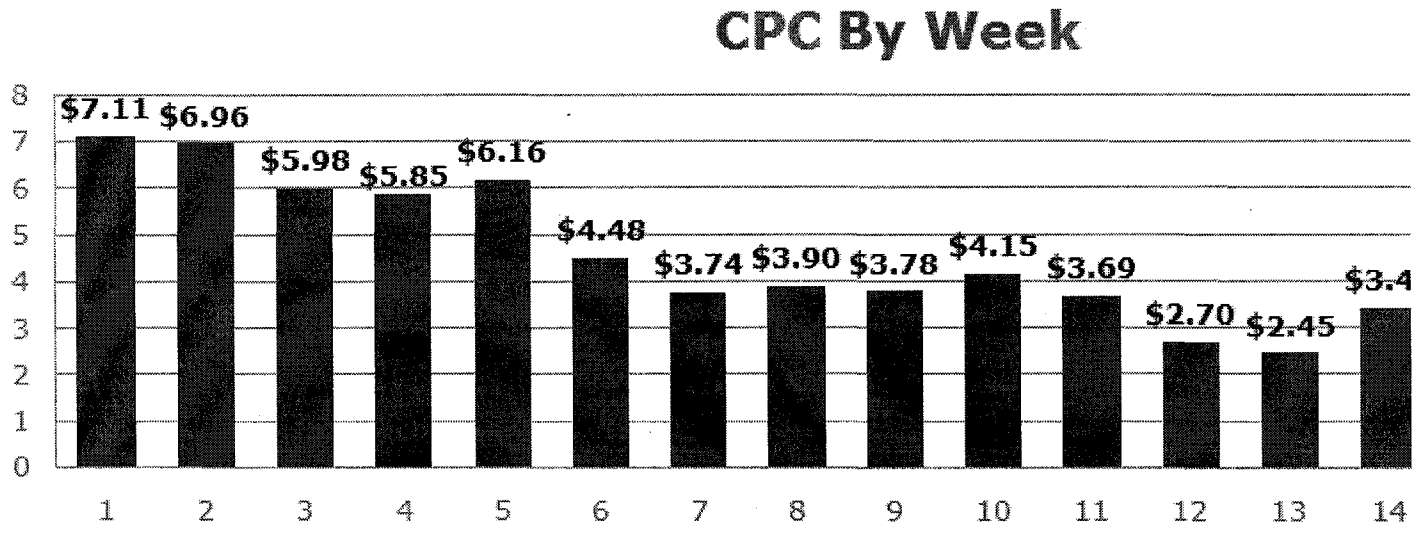
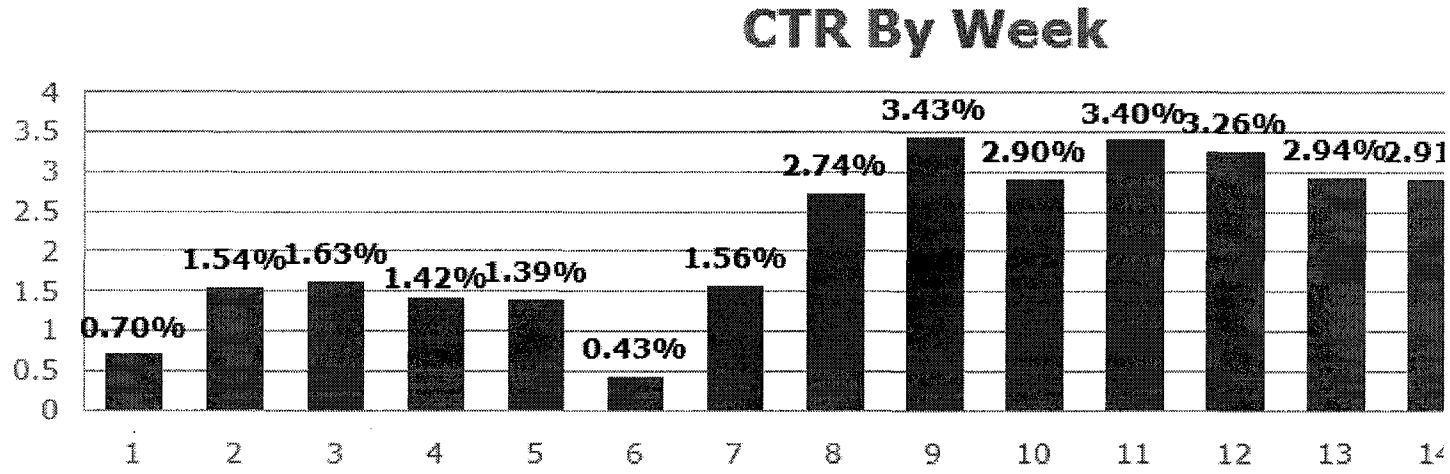
Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 9:50 AM
To: Eisman, Julia (HHS/ASPA)
Subject: graph
Attachments: image001.png





Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Thursday, February 03, 2011 9:32 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: HHS Weekly Report

Call me if you need too! =)

- Can you help fill-in the #s here: "To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions." AND this:
"Combined with the search ads, HealthCare.gov and CuidadodeSalud.gov received over xxx clicks last week."

1st question is on slide two at 212,291 clicks and 13,851,596 impressions

2nd question, are you talking about Display and Search together? If so then answer is 23,187

- Can you send weekly display stats? I see Search, but not display.
Should be slide 28 but I can resend?

- Would you mind sending a screenshot of CTR & CPC, as you did last week?
Should be slide 26 but I can resend?

- Last week, we reported that our display CTR was .51%, but this week it's down to .09%. Is this correct? Can you explain the drop?
I think we are just talking about the display portion yes? Usually in the beginning there is a high CTR as the campaign begins to push out all of the ads as quickly as possible. After it gets to settle down the number levels out which is what we are seeing now. .09% is a GREAT number. =) As we mentioned before, this is a very strong click-through rate, as conventional CTR by government and non-profit campaign is 0.04
- 0.05%.

- Last week, I noted that "to date, our search campaign has sent 218,000 clicks to HealthCare.gov with at total of 13,825,624 impressions" - but that is inconsistent with this weeks stats:
* 13,851,596 Impressions
* 212,291 Clicks

.....Can you help determine the discrepancy?

Apologies That was a mistake on my part (will not happen again) it is suppose to be 270,240 clicks this week and 13,851,596 impressions. I have attached a new PPT to go along with this email!

- Can you provide insights as to why the search CTR has climbed?
Mostly due to the campaign leveling out again as we mentioned in the previous report. We also have our Google team optimizing bids and
keyword targeting behind the scenes.

- Would you mind sending an updated chart of clicks by week Coming soon! Wanted to get you these answers first -----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, February 02, 2011 11:16 PM
To: Hsu, Charles
Subject: RE: HHS Weekly Report

Hi Charles - Thanks for sending this! I have a few follow up questions I'm hoping you can help with first thing in the morning:

- Can you help fill-in the #s here: "To date, the total ad buy launched 10/20 has driven more than xxx clicks through to healthcare.gov and cuidadodesalud.gov, with a total of xxx impressions." AND this:
"Combined with the search ads, HealthCare.gov and CuidadodeSalud.gov received over xxx clicks last week."

- Can you send weekly display stats? I see Search, but not display.

- Would you mind sending a screenshot of CTR & CPC, as you did last week?

- Last week, we reported that our display CTR was .51%, but this week it's down to .09%. Is this correct? Can you explain the drop?

- Last week, I noted that "to date, our search campaign has sent 218,000 clicks to HealthCare.gov with at total of 13,825,624 impressions" - but that is inconsistent with this weeks stats:
* 13,851,596 Impressions
* 212,291 Clicks

.....Can you help determine the discrepancy?

- Can you provide insights as to why the search CTR has climbed?

- Would you mind sending an updated chart of clicks by week

Thanks so so much!
Julia

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 3:49 PM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Weekly Report

Hello everyone, I have attached our weekly report detailing last week's performance. Please let us know if you have any questions!

Charles Hsu
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202.729.4265
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Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 2:48 PM
To: Eisman, Julia (HHS/ASPA)
Subject: report coming!

I know you wanted this earlier sorry~ I am waiting on some vendors for data. Trying to push over to you asap.

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Wednesday, February 02, 2011 9:55 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
Subject: HHS Campaign Recap For 2.01.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 02/01/11

SEM

Google English Campaign
Impressions: 75,110
Clicks: 2,395
CTR: 3.19%
CPC: $3.92
Engaged Visits: 1,297.37
Cost per Engaged Visit: $7.23
Bounce Rate: 45.83%

Google Spanish Campaign
Impressions: 30,067
Clicks: 242
CTR: 0.80%
CPC: $4.21
Engaged Visits: 113.01
Cost per Engaged Visit: $9.02
Bounce Rate: 53.30%

Yahoo/Bing English Campaign
Impressions: 12,155
Clicks: 219
CTR: 1.80%
CPC: $3.91

Yahoo/Bing Spanish Campaign
Impressions: 1,344
Clicks: 29
CTR: 2.16%
CPC: $0.68

TOTAL
Impressions: 118,666
Clicks: 2,885
CTR: 2.43%
CPC: $3.90

++

Display

About.com Display Campaign
Impressions: 136,596
Clicks: 58
CTR: 0.04%

AOL Display Campaign
Impressions: 709,560
Clicks: 768
CTR: 0.11%

Spectrum Display Campaign
Impressions: 148,968
Clicks: 66
CTR: 0.04%

Healthline Display Campaign
Impressions: 35,257
Clicks: 28
CTR: 0.08%

I-Village Display Campaign
Impressions: 24,492
Clicks: 21
CTR: 0.09%

Undertone Display Campaign
Impressions: 415,486
Clicks: 413
CTR: 0.10%

WebMD Display Campaign
Impressions: 62,480
Clicks: 38
CTR: 0.06%

Kontera Display Campaign
Impressions: 1,112
Clicks: 76
CTR: 6.83%
CPC: $1.99

Total Banner Display
Impressions: 1,533,951
Clicks: 1,468
CTR: 0.10%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 01, 2011 11:19 AM
To: Eisman, Julia (HHS/ASPA); Greene, Imani
Subject: RE: HHS Campaign Recap For 1.31.11

I can definitely speak for the reporting portion, and will include that for tomorrows report.

Charles

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, February 01, 2011 11:12 AM
To: Greene, Imani; Hsu, Charles; Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Beakey, Chris; Gillman, Margo; Wayman, Jennifer; Light, Meredith
Subject: RE: HHS Campaign Recap For 1.31.11

That's helpful to know. Thanks! Do you have data from other government educational online ad efforts by which we can measure our results?

I'd also love to see how long people are staying on the site from each of these sources, in an effort to get some context around this. Would it be possible to include that in the weekly report for tomorrow?

Many thanks-
Julia

From: Greene, Imani [mailto:Imani.Greene@ogilvypr.com]
Sent: Tuesday, February 01, 2011 11:02 AM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Beakey, Chris; OGIMGillman (CMS contact); Wayman, Jennifer; Light, Meredith
Subject: RE: HHS Campaign Recap For 1.31.11

Just so you know, this is great performance. I don't think I've ever seen a government campaign report such high Click Through Rates (CTR) with display advertising.

From: Hsu, Charles
Sent: Tuesday, February 01, 2011 10:16 AM
To: 'Julia.Eisman@hhs.gov'; 'Todd.Park@hhs.gov'; 'Richard.Sorian@hhs.gov'; 'Behnaz.Kohan@hhs.gov'
Cc: Greene, Imani; Beakey, Chris; Gillman, Margo
Subject: HHS Campaign Recap For 1.31.11

Hello everyone!

Below please find the performance of the HHS Digital campaign for 01/31/11

SEM

Google English Campaign
Impressions: 67,386

Clicks: 2,144
CTR: 3.18%
CPC: $3.72
Engaged Visits: 1,138.89
Cost per Engaged Visit: $7.01
Bounce Rate: 46.88%

Google Spanish Campaign
Impressions: 25,191
Clicks: 188
CTR: 0.75%
CPC: $4.49
Engaged Visits: 91.71
Cost per Engaged Visit: $9.20
Bounce Rate: 51.22%

Yahoo/Bing English Campaign
Impressions: 29,065
Clicks: 602
CTR: 2.07%
CPC: $5.41

Yahoo/Bing Spanish Campaign
Impressions: 1,379
Clicks: 24
CTR: 1.74%
CPC: $0.60

TOTAL
Impressions: 123,021
Clicks: 2,958
CTR: 2.41%
CPC: $4.09

++++++++++++++++++++++++++++++++++++++

Display

About.com Display Campaign
Impressions: 136,241
Clicks: 50
CTR: 0.04%

AOL Display Campaign
Impressions: 173,963
Clicks: 174
CTR: 0.10%

Spectrum Display Campaign
Impressions: 129,676
Clicks: 53
CTR: 0.04%

Healthline Display Campaign
Impressions: 42,801
Clicks: 32
CTR: 0.07%

I-Village Display Campaign
Impressions: 24,657
Clicks: 21
CTR: 0.09%

Undertone Display Campaign
Impressions: 298,246
Clicks: 303
CTR: 0.10%

WebMD Display Campaign
Impressions: 61,658
Clicks: 46
CTR: 0.07%

Kontera Display Campaign
Impressions: 1,804
Clicks: 75
CTR: 4.16%
CPC: $1.99

Total Banner Display
Impressions: 869,046
Clicks: 754
CTR: 0.09%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
Ogilvy Washington
202.729.4265
1111 19th St. NW 10th Floor
Washington, DC 20036

Eisman, Julia (HHS/ASPA)

From: Hsu, Charles [Charles.Hsu@ogilvypr.com]
Sent: Tuesday, February 01, 2011 10:16 AM
To: Eisman, Julia (HHS/ASPA); Park, Todd (HHS/IOS); Sorian, Richard (HHS/ASPA); Kohan, Behnaz (HHS/ASPA)
Cc: Greene, Imani; Beakey, Chris; OGIMGillman (CMS contact)
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Impressions: 61,658
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CTR: 0.07%

Kontera Display Campaign
Impressions: 1,804
Clicks: 75
CTR: 4.16%
CPC: $1.99

Total Banner Display
Impressions: 869,046
Clicks: 754
CTR: 0.09%

Please let us know if you have any other questions.

Thanks!

Charles Hsu
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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, March 15, 2011 10:06 AM
To: Eisman, Julia (HHS/ASPA)
Subject: Anniversary ads for review

Importance: High

Hey there – hope you're having a good week. Here are the first two ads. Please let us know what you think – we'll move forward on the others asap. One question – the copy you sent us had two ads that ended with the phrase "under the health care law that passed one year ago" but I think that when we talked you said something about wanting ALL of them to end with the phrase "one year into the health care law." Is that right? If so, I'll make sure this is changed.

From: Talley, Randy
Sent: Tuesday, March 15, 2011 8:36 AM
To: Beakey, Chris
Subject: Anniversary Ad for Julia

Can you please send this link to Julia ASAP this morning and get her to approve so we can build the other sizes?
NOTE: the "tabbed" link are not yet active.
Thanks

http://flickerlab.com/clients/Ogilvy/anniversary.html

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, March 10, 2011 4:55 PM
To: Hardy, Laura; Talley, Randy; Light, Meredith; Greene, Imani
Cc: Eisman, Julia (HHS/ASPA)
Subject: Decision on Anniversary ads for healthcare.gov

Importance: High

Ok Julia and I just talked and here's where we are. Julia wants us to start production on the Mothers and General anniversary ads highlighted in green below, so we can have them running beginning March 18. Once we've moved ahead in producing these, she wants us to resume production on the Small Business and Women banner ads we've been working on. Randy and Laura, whenever you have time, please let us know:

- when the Small Business and Woman banner ads we've been working on will run (assuming you can resume production of those next week), and,
- when the other 3 Anniversary ads will run

Julia also had a question about the Facebook links, which I'll deal with in a separate email.

I have to step out of my office for a 10 minute meeting but will be back online shortly.

Ad copy for ACA anniversary

YOUNG ADULTS:

FRAME 1: Under 26? Losing health insurance through your school or job?

Frame 2: You may be eligible for coverage under your parent's plan.

FRAME 3: Learn your new rights one year into the health care law.

HealthCare.gov logo

- Top 5 things to know (link to http://www.healthcare.gov/foryou/youngadults/top5/index.html)
- Like on Facebook
- Share on Facebook
- POSSIBLY link to the Young Adults Facebook page....tbd

WOMEN:

FRAME 1: Many Women can now get preventive care with no co-pay.

FRAME 2: Mammograms. New baby care. Well-child visits. And more.

FRAME 3: Learn your new rights one year into the health care law.

HealthCare.gov logo

- Learn More (http://www.healthcare.gov/foryou/women/index.html)
- Like on Facebook
- Share on Facebook

MOTHERS:

FRAME 1: Up to 72,000 children with pre-existing conditions

FRAME 2: Now have access to health insurance coverage.

FRAME 3: Your child could be one of them.

FRAME 4: Learn your new rights one year into the health care law.
HealthCare.gov logo

- Learn More (link to http://www.healthcare.gov/foryou/women/women2.html)
- Like on Facebook
- Share on Facebook

GENERAL:

FRAME 1: You might be one of the 173 million Americans

FRAME 2: Who are protected from lifetime dollar limits on health coverage.

FRAME 3: Learn your new rights one year into the health care law.
HealthCare.gov logo

- Learn More (link to http://www.healthcare.gov/law/provisions/limits/limits.html)
- Like on Facebook
- Share on Facebook

SMALL BIZ:

FRAME 1: Have a small business?

FRAME 2: Get A tax credit for 35% of the cost of insuring your employees.

FRAME 3: Learn about this new benefit in the health care law passed one year ago.

HealthCare.gov logo

- Learn More (http://www.healthcare.gov/foryou/small/top5/index.html)
- Like on Facebook
- Share on Facebook

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001

smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, March 10, 2011 2:44 PM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: time for a quick call

K – will call in a sec

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 10, 2011 2:29 PM
To: Beakey, Chris
Subject: Re: time for a quick call

690-6453. Give me 5 min

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, March 10, 2011 02:10 PM
To: Eisman, Julia (HHS/ASPA)
Subject: time for a quick call

Hey – we're rocking on the Anniversary stuff. Do you have time for a quick call? If so, what's your number?

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001

smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, March 10, 2011 2:10 PM
To: Eisman, Julia (HHS/ASPA)
Subject: time for a quick call

Hey – we're rocking on the Anniversary stuff. Do you have time for a quick call? If so, what's your number?

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smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, March 10, 2011 10:26 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith; Talley, Randy; Hardy, Laura
Subject: RE: checking in

Hey – I just checked with our production manager on this and he said that we can get the first one up by next Friday (March 18) if we get the green light with no changes by noon today. Just keep me posted – I'll stay on it and will let you know if there are any speed bumps ahead.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 09, 2011 6:54 PM
To: Beakey, Chris
Subject: RE: checking in

Hi Chris – this is still coming for you. I promise. I should have something for you before noon tomorrow. Please let me know how this will affect our placement date...

Thanks for everything –
Julia

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, March 09, 2011 11:27 AM
To: Eisman, Julia (HHS/ASPA)
Subject: checking in

Hey Julia – I think you know this but Meredith is traveling this week so I'll be handling the traffic to produce the anniversary spots if the concepts are approved. Do you think we'll have feedback today? Don't want to be a pain . . . I just need to stay on top of it and make sure our team is ready to make them happen if you go forward with them. We're worried about getting them up by the 18th but you already know that so whatever ☺. Let me know if you need any more info on this for the moment.

Chris Beakey
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1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001

smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, March 10, 2011 9:47 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Healthcare.gov banners for Julia

You just need to click on the link

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, March 10, 2011 9:40 AM
To: Beakey, Chris
Subject: RE: Healthcare.gov banners for Julia

Need the attachment...

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, March 10, 2011 9:38 AM
To: Eisman, Julia (HHS/ASPA)
Subject: FW: Healthcare.gov banners for Julia

Hey Julia – here are the banners for small business and women's health. Do you think you can get sign off by 2 p.m.?

From: Talley, Randy
Sent: Thursday, March 10, 2011 8:40 AM
To: Beakey, Chris; Gillman, Margo
Cc: Light, Meredith; Hardy, Laura; Hsu, Charles; Greene, Imani
Subject: Healthcare.gov banners for Julia

Margo and Chris:

Below is a link from Flicker for a preview of the ENG, **Small Business** and **Women's Health banners**.
NOTE: the links are NOT active in this round. This is to focus on content and design only.

I need comments from the client by 2 PM today, to move forward with the other two sizes, and start the Spanish.

I have shared these with Meredith already this morning, and she's approved moving them along to Julia.
Thanks
R

(728x90) version

http://flickerlab.com/clients/Ogilvy/smallbiz-womenshealth.html

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Thursday, March 10, 2011 9:38 AM
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Thanks
R

(728x90) version

http://flickerlab.com/clients/Ogilvy/smallbiz-womenshealth.html

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, March 09, 2011 7:31 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith
Subject: RE: checking in

Hey – thanks. Meredith, can you give us a sense of how approval tomorrow might affect the timeline?

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 09, 2011 6:54 PM
To: Beakey, Chris
Subject: RE: checking in

Hi Chris – this is still coming for you. I promise. I should have something for you before noon tomorrow. Please let me know how this will affect our placement date...

Thanks for everything –
Julia

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, March 09, 2011 11:27 AM
To: Eisman, Julia (HHS/ASPA)
Subject: checking in

Hey Julia – I think you know this but Meredith is traveling this week so I'll be handling the traffic to produce the anniversary spots if the concepts are approved. Do you think we'll have feedback today? Don't want to be a pain . . . I just need to stay on top of it and make sure our team is ready to make them happen if you go forward with them. We're worried about getting them up by the 18th but you already know that so whatever ☺. Let me know if you need any more info on this for the moment.

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Phone: 202 729-4268
Fax: 202 729-4001

smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Wednesday, March 09, 2011 11:31 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: checking in

Kewl - thanks

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Wednesday, March 09, 2011 11:29 AM
To: Beakey, Chris
Subject: RE: checking in

Hey Chris, I'm waiting on a few folks to approve, but I'm hopeful that this will happen by today. You're not a pain! I understand we're up against a tight timeline. ☺

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Wednesday, March 09, 2011 11:27 AM
To: Eisman, Julia (HHS/ASPA)
Subject: checking in

Hey Julia – I think you know this but Meredith is traveling this week so I'll be handling the traffic to produce the anniversary spots if the concepts are approved. Do you think we'll have feedback today? Don't want to be a pain . . . I just need to stay on top of it and make sure our team is ready to make them happen if you go forward with them. We're worried about getting them up by the 18th but you already know that so whatever ☺. Let me know if you need any more info on this for the moment.

Chris Beakey
Vice President, Social Marketing
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Phone: 202 729-4268
Fax: 202 729-4001

smexchange@ogilvypr.com

Eisman, Julia (HHS/ASPA)

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, March 01, 2011 6:11 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Hsu, Charles; Light, Meredith
Subject: Updated SEM ads
Attachments: HHS SEM 3-1.xls

Follow Up Flag: Follow up
Flag Status: Flagged

Here you go – we divided up the copy for women into 2 categories, one for women with kids and one focusing on the health benefits women get right now.

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, March 01, 2011 6:02 PM
To: Hsu, Charles; Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith
Subject: CORRECTION . . . New SEM ads - women and small business.xls

Hey Julia – please ignore this. I sent Charles down the wrong path (as usual). We'll send you the revised in a sec.

From: Hsu, Charles
Sent: Tuesday, March 01, 2011 5:56 PM
To: Beakey, Chris; 'Eisman, Julia (HHS/ASPA)'
Cc: Light, Meredith
Subject: RE: New SEM ads - women and small business.xls

Julia here is one attached with the most updated keywords to go with the suggested ads.

Please let us know if you have any other questions!

=)
Charles

From: Beakey, Chris
Sent: Tuesday, March 01, 2011 5:52 PM
To: 'Eisman, Julia (HHS/ASPA)'
Cc: Light, Meredith; Hsu, Charles
Subject: New SEM ads - women and small business.xls

Hey Julia - here's some copy for the new SEM ads targeting women and small business owners. Let us know what you think! Thanks.

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, March 01, 2011 5:52 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith; Hsu, Charles
Subject: New SEM ads - women and small business.xls
Attachments: New SEM ads - women and small business.xls

Hey Julia - here's some copy for the new SEM ads targeting women and small business owners. Let us know what you think! Thanks.

Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, March 01, 2011 11:30 AM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith
Subject: RE: Updated banner copy

I need to check in with Meredith on this . . . but I don't think so. This is one option for ad copy targeting women.

From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Tuesday, March 01, 2011 8:55 AM
To: Beakey, Chris
Cc: Light, Meredith
Subject: RE: Updated banner copy

Hi guys – Happy Tuesday.

I'll hopefully be able to get an answer for you on these ads today.

Just a quick question for you. Is this ad copy intended to replace the ad we currently have running on pre-x for kids?

Frame 1
Does your child have a health problem?

Frame 2
Insurers can no longer deny coverage to kids with pre-existing conditions.

Frame 3
Learn how to protect your family at healthcare.gov (http://www.healthcare.gov/foryou/families/index.html)

From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Friday, February 25, 2011 1:01 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith
Subject: Updated banner copy

Hey Julia – thanks for the save this a.m. Here's some updated copy. Please let us know what you think! Thanks.

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Sent: Friday, February 25, 2011 1:01 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Light, Meredith
Subject: Updated banner copy
Attachments: Updated copy for small bus and women banner ads.doc

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Friday, February 25, 2011 11:31 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Revised copy for Women and Small Biz banner ads

Blood pressure UP . . . down . . . whew
I cannot thank you enough for catching that. Will have revised copy for you asap.

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 25, 2011 11:30 AM
To: Beakey, Chris
Subject: RE: Revised copy for Women and Small Biz banner ads

Yes - I caught that and was tinkering around with the text, so thanks for catching it too.

Let's focus on what women can get right now...

Thanks Chris!

-----Original Message-----
From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Friday, February 25, 2011 11:26 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Revised copy for Women and Small Biz banner ads

Thank Gawd . . . I screwed up. I saw the March 23 date as the time women get free preventive care with new policies, but misread it, thinking it said 2011 instead of 2010. I'm really sorry.

I'm thinking the copy should focus on what women get right now, as opposed to 2014. Does that make sense to you?

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Friday, February 25, 2011 11:24 AM
To: Beakey, Chris
Subject: RE: Revised copy for Women and Small Biz banner ads

Yep - I'll hold.

-----Original Message-----
From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Friday, February 25, 2011 11:23 AM
To: Eisman, Julia (HHS/ASPA)
Subject: RE: Revised copy for Women and Small Biz banner ads

Hey Julia - we need to revise the copy for the women's banner. I made a mistake. Can you hold off circulating it if you haven't already?

-----Original Message-----
From: Eisman, Julia (HHS/ASPA) [mailto:Julia.Eisman@hhs.gov]
Sent: Thursday, February 24, 2011 11:43 AM
To: Beakey, Chris

Cc: HHS Healthcare.gov
Subject: RE: Revised copy for Women and Small Biz banner ads

Thx! Will take a look.

-----Original Message-----
From: Beakey, Chris [mailto:Chris.Beakey@ogilvypr.com]
Sent: Thursday, February 24, 2011 11:39 AM
To: Eisman, Julia (HHS/ASPA)
Cc: HHS Healthcare.gov
Subject: Revised copy for Women and Small Biz banner ads

Hey Julia - hope you had a good trip! Here's some copy we developed for the banner ads on benefits for women and small business owners. We thought it best to focus on the benefits that these groups get right now, as opposed to 2014. We also included suggestions for the art, based on shots that are on the Web site. We may look beyond those to find just the right shots however. Please let us know what you think! Thanks.

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Subject: Revised copy for Women and Small Biz banner ads
Attachments: Women_and_Small_Biz_Banners_ML.doc

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Eisman, Julia (HHS/ASPA)

From: Beakey, Chris [Chris.Beakey@ogilvypr.com]
Sent: Tuesday, March 15, 2011 3:15 PM
To: Eisman, Julia (HHS/ASPA)
Cc: Esquivel, Kety
Subject: checking in on social media engagement around anniversary

Julia – just checking in. Have you thought any more about having our team support your social media engagement around the Anniversary? We are ready to jump in! Please respond to me and Kety and let us know.

Chris Beakey
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Beyond Awareness to Behaviour Change

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