

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: 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.

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: 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>

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

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).

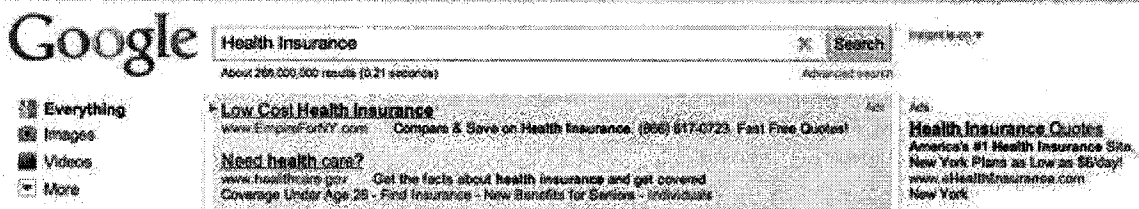
Here is an idea of the insights:

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.

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).

- You want us to begin thinking about the TV PSA - you like the "Anything can happen"/soccer ball creative but are going to think through some additional concepts and get back to us

- 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.

- You are going to get us a final list of the elements you most want to promote in those January spots (mentioned under bullet point 4 in the "Current Scope of Work" notes above

- You want us to come up with a list of college towns where we can stage/test the guerilla marketing idea in March. You want 4-5 suggestions. I think we need to come up with a list of criteria (eg: must be in a city that's warm in March; must have a fairly large population; population must be diverse).

- 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.

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 won't have access to the full keyword performance report until tomorrow morning, so I will be speaking in theoretical terms. It's 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 it's 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.

The screenshot shows a Yahoo! search results page for the term "obamacare". At the top, there is a search bar with "obamacare" entered and a "Search" button. Below the search bar, there are navigation links for "Web", "Images", "Video", "Local", "Shopping", "News", and "More".

On the left side, there is a "QuickApps" section with "Search Pad" and "SearchScan - On". Below that, it shows "217,809 results for obamacare:" with options to "Show All", "Wikipedia", and "AARP". There is also a "Sponsor Results" section.

The main content area features a "Latest On:" section with links to "Brock Lesnar", "Fran Crippen", "Eyedea", and "Bratt Farve". Below this is a "Stories" section with the headline "Prognosis Is Grim For Obamacare" from "The Oakland Press - Oct 24 08:05am". The article snippet reads: "ObamaCare is in serious condition. Its symptoms worsen as its vital signs sink like U.S. job-growth figures. Democratic candidates are fleeing in fear that its malady is contagious. [Full Story >](#)".

Below the main story is a "Related Stories:" section with links to "Prognosis Is Grim For Obamacare", "Health Insurance A Key In Many State Elections", and "Senator Lindsey Graham To Introduce Alternative To".

At the bottom, there are two sponsored advertisements. The first is titled "Need health care?" and promotes "www.healthcare.gov". The second is titled "Health Care Bill 2010" and promotes "www.HealthCareBill2010.info". On the right side, there is a vertical ad titled "Obama's Healthca" with the text "Want Info On Obama's Reform? Browse Top 1 Here. www.RightHealth."

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



Se

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 ...

s

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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)