Oklahoma Health Care Authority

Positioning Statement, Goals & Objectives

Core City Management

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**Positioning Statement**

OHCA administers two health care programs to qualifying, low-income, Oklahomans through SoonerCare and Insure Oklahoma. The OHCA’s key public are current and future members of its medicaid programs. The Oklahoma Health Care Authority is dedicated to providing healthcare to qualifying Oklahomans, strengthening Oklahoma’s health care infrastructure, informing members about OHCA’s programs, ensuring quality and fostering collaboration between public and private individuals and corporations on how to build responsive health care (Oklahoma Health Care Authority, 2018). OHCA’s positioning statement differs from its competitors because of the organization’s commitment to improving the lives of its publics. A key point to OHCA’s position is the organization’s passion for keeping open communication channels with current and future members, Oklahoma corporations that handle health care and OHCA employees to create a responsive health care system within the state (Member Handbook). OHCA consistently attempts to provide information for current and future members about who qualifies, how to qualify, the differences between the programs, how to apply, providers, data and reports on Medicaid and more. OHCA’s website supplies details over each category.

OHCA’s key public for SoonerCare is current or future members, specifically targeting single mothers or guardians with children under the federal poverty level (Member Handbook). OHCA administers SoonerCare to qualifying low-income Oklahoma residents to help provide necessary medical healthcare assistance for families. SoonerCare’s positioning statement differs from competitors’ positions because OHCA is determined to provide healthcare to Oklahomans regardless if the public can pay. The benefit points to the positioning statement are how SoonerCare is available for qualifying Oklahomans and how SoonerCare will provide healthcare assistance even if a key public is under the federal income level (OHCA, 2018). Supporting evidence for SoonerCare’s benefits include bringing confidence and pride back to publics who were not able to have healthcare before and could qualify now under SoonerCare.

OHCA’s key public for Insure Oklahoma are current or future members, specifically targeting small business owners under the federal poverty level (Insure Oklahoma!). Insure Oklahoma is an innovative program under OHCA that administers health care to qualifying, small Oklahoma business owners under the federal poverty level, that improves daily life with essential medical requirements, which could increase personal confidence, accomplishments and goals. Insure Oklahoma differs from competitors because the program offers an Individual Plan (IP) and Employer-Sponsored Insurance Plan (ESI). Both plans under Insure Oklahoma are specifically for qualifying, working adults that feature low copays with no deductibles, with funding for a five year period and online enrollment available (IO Summary, 2019). The ESI plan is available for small businesses with up to 250 employees and the IP offers coverage to full-time Oklahoma college students in the income and age guidelines (IO Summary, 2019). Insure Oklahoma’s programs outline the key points that help make it stand out to the competition.

**Goals**

1. OHCA’s reputation goal is to externally understand their public’s perception of being an OHCA member and the services their programs provide.
2. OHCA’s relationship goal is to obtain an internal staff ‘buy in’ of the new OHCA rebrand.
3. OHCA’s task goal is to create a cohesive rebrand for the organization that encompasses SoonerCare, OHCA and Insure Oklahoma.

**Objectives**

Awareness

The objective for the current and future members of SoonerCare who are single mothers or guardians with children living under the federal poverty level. To have an effect on awareness, specifically to maximize their knowledge and comprehension on SoonerCare’s services from July 1, 2019 to June 30, 2020.

The objective for current or future members of Insure Oklahoma who are small business owners living under the federal poverty level. To have an effect on awareness, specifically to maximize their knowledge and comprehension on Insure Oklahoma’s services from July 1, 2019 to June 30, 2020.

Acceptance

The objective for current or future members of SoonerCare who are single mothers or guardians with children living under the federal poverty level. To have an effect on acceptance, specifically to create acceptance of the rebranding of SoonerCare under the OHCA umbrella from July 1, 2019 to June 30, 2020.

The objective for current or future members of Insure Oklahoma who are small business owners living under the federal poverty level. To have an effect on acceptance, specifically to create acceptance of the rebranding of Insure Oklahoma under the OHCA umbrella from July 1, 2019 to June 30, 2020.

Action

The objective for current or future members of SoonerCare who are single mothers or guardians with children living under the federal poverty level. To have an effect on action, specifically to generate a comprehension about the SoonerCare rebranding under the OHCA umbrella from July 1, 2019 to June 30, 2020.

The objective for current or future members of Insure Oklahoma who are small business owners living under the federal poverty level. To have an effect on action, specifically to generate a comprehension about the Insure Oklahoma rebranding under the OHCA umbrella from July 1, 2019 to June 30, 2020.

**Works Cited**

Insure Oklahoma: Fast Facts (IO Summary). (2019). *Oklahoma Health Care Authority.* Retrieved from file:///Users/isabellaroy/Downloads/IO%20Summary%20FF%2001\_2019.pdf.

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