



# Silver State Health Insurance Exchange

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## AGENDA ITEM

For Possible Action

Information Only

**Date:** June 13, 2019  
**Item Number:** V  
**Title:** Marketing and Outreach Report

### PURPOSE

The purpose of this report is to provide the Board and the public with an overview of Nevada Health Link’s Off-Season Marketing & Outreach Campaign for Nevada Health Link.

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### OFF SEASON CAMPAIGN HIGHLIGHTS

Nevada Health Link and marketing partner, Penna Powers have strategized and implemented an off season campaign for the months of March to August 2019. Advertising media for March through June of 2019 will operate on a much tighter budget than during the open enrollment period (Nov. 1 – Dec. 15). The objective for this campaign is to drive audience traffic to NevadaHealthLink.com in the form of qualified consumers interested in learning more with a goal of capturing these consumers’ data and converting them to enrollees during this year’s open enrollment window beginning November 1<sup>st</sup>. The campaign will run through August of this year at which time will then segue to a pre-open enrollment campaign where the Exchange’s transition to a state-based exchange will also be promoted.

Components of the off season campaign include: 1) A strong strategy of paid search engine marketing to directly address competing entities marketing short-term limited duration plan. 2) A heavy emphasis on online video formats. As we have learned, much of the 26 – 45 age demographic (those who require the most encouragement to enroll) respond favorably to video formats. 3) Native advertising which utilizes subject-specific articles and blogs to incorporate links back to specific NevadaHealthLink.com webpages.

Other components that round out the online portion of the campaign include paid promoted posts through Facebook and Instagram social media channels, display ads with a lifestyle contextual target and Reddit paid ads targeting sub-reddits for education on healthcare. Nevada Health Link also continues to produce content for email marketing and an online blog which has seen increasing engagement. The blog focuses on health literacy and consumer education via NevadaHealthLink.com.

Search Engine Optimization (SEO) has proven to be an efficient online tactic for Nevada Health Link to gain perspective on what consumer audiences are searching for when it comes to health insurance topics. The Exchange has recently streamlined the SEO strategy by consolidating resources and Penna Powers is now able to put more focus on the monthly online content portion of the campaign. Website traffic to NevadaHealthLink.com has doubled and there is a 92% impression share with the anticipation that results will climb higher. Facebook newsletter sign-up lead form has captured 90 leads from Southern NV and 49 from Northern NV. Facebook promoted posts are getting people back to the website to relevant pages which is creating a great click through rate on those posts and a low cost per link click overall.

Online video has also been a large component of both off season and open enrollment campaigns; the Exchange has leveraged videos in multiple channels to target the young, healthy populations as well as the 26-45 audience to keep Nevada Health Link top of mind. Nevada Health Link also continues to produce content for email marketing and an online blog which has seen increasing engagement. The blog focuses on health literacy and consumer education via NevadaHealthLink.com.

A portion of the off season marketing and outreach budget is reserved for traditional advertising opportunities such as specific print publications with issues and messages centered around the topic of special enrollment periods (SEP) and the ten essential health benefits, which are required under the Affordable Care Act (ACA). The objective of this ongoing advertising is to drive more consumer traffic to the website, delivering qualified engagements.

Strategic concept planning of marketing, outreach, and public relations efforts for the seventh open enrollment period is currently under development with an anticipated kick off the ad campaign in October 2019 in time for open enrollment as a fully operational State Based Exchange (SBE) in November. New and existing consumers will no longer use HealthCare.gov to determine eligibility for a marketplace plan, nor will they enroll for health insurance coverage on HealthCare.gov's technology platform.

A new advertising theme is currently under development and will diverge from the previous year's message: "You Can't Afford Not to Be Insured." In addition to building on the messaging surrounding the benefits of having an affordable QHP and getting in person assistance from a licensed broker/agent or exchange enrollment facilitator (EEF), this year's open enrollment campaign will focus on educating and instructing consumers about how to login to the new Nevada Health Link and claim their migrated user account.

Nevada Health Link will continue to demonstrate to consumers that being insured safeguards individuals and their families from the exorbitant costs of medical care. Because Nevada Health Link will have access to all consumer enrollment and application data, the OEP campaign will have a more substantial understanding of existing consumer demographics which will allow for a refined focus on targeted audiences, specifically young, healthy Nevadans. As a result, the Exchange is building on the existing campaign to enhance messages targeted at healthy individuals, with a more robust message plan for millennials and individuals and families 26 to 45 years of age. The Exchange will continue to demonstrate the value of insurance to all target audiences including, but not limited to: 50+ adults, the self-employed population, tribal members, Hispanic/Latinos, and rural Nevada.

The Exchange and subcontractor, Faiss Foley Warren (FFW) have strategized a Public Relations campaign for the SBE transition project with a focus on reinforcing the decision to transition to a SBE while demonstrating transparency throughout the off season and into open enrollment. In the coming months FFW and the Exchange will identify and secure a multitude of media opportunities to discuss Nevada Health Link's transition and open enrollment. The Exchange will continue to identify new brand advocates to assist with messaging during open enrollment while reinforcing existing media relationships.

### **NEVADA HEALTH LINK OUTREACH**

The Exchange engages community partners and influencers to assist with outreach for Nevada Health Link events, special enrollment periods, open enrollment, and general qualified health plan-related information.

Nevada Health Link is looking forward to hosting a third round of "Prep" rallies prior to the Nov. 1 launch date of open enrollment. The rallies are designed to provide an opportunity to gather stakeholders (carriers, brokers, navigators, community partners, etc.) to reveal Nevada Health Link's marketing messages and strategies, and arm each attendee with marketing tools for their consumer audiences to help ensure that plan year 2020 will be a success. Prep Rallies will be held in the month of September in both Reno and Las Vegas. Three different timed sessions are being planned to offer as many opportunities for all stakeholders to attend. Transition related resources will be developed to allow Nevada Health Link partners to discuss the transition as well as resources to educate stakeholders on how to use and benefit from the modern tools and resources within the GetInsured platform.

The Exchange continues to engage with existing community partners by participating in a robust literature distribution program involving well over 200 partners statewide. This year, the Exchange plans on updating all educational literature and distributing those resources (printed in English and Spanish) and localized for Northern Nevada and Southern Nevada.

Nevada Health Link partners with community organizations through partnerships and sponsorships. Currently Nevada Health Link has partnered sponsorships with: Boys & Girls Clubs of Truckee Meadows, Girls Scouts, Opportunity Village, Las Vegas HEALS, Washoe County Health District, St. Mary's Hospital, Centennial Hospital, Roseman University Neighborhood Health Series, Reno Aces, University of Nevada Reno, Immunize Nevada, and the Southern Nevada Health District, to name a few.

The Exchange is keenly aware that outreach and community relations are a critical component to not only reaching Nevadans, but to understanding and addressing their concerns. The Exchange engages in these efforts year-round and remains committed to our job in connecting Nevadans to qualified health plans.

### **STATE BASED EXCHANGE TRANSITION PROJECT: COMMUNICATIONS**

The Exchange has developed a comprehensive communications plan for all key stakeholders. Within the comprehensive communication plan are campaign phases, audiences, and strategic goals. For the June – August 2019 timeframe, the Exchange has embarked on a phase titled Preparing the Front Lines: “Prepping the Assister Network,” with a goal to ensure a successful rollout with consumers. The Exchange and the fully staffed PMO have been working on developing training modules for navigators, brokers, and call center employees. The Exchange must prepare and provide training for new and existing brokers and assisters on the process of enrollment at NevadaHealthLink.com. Nevada Health Link will also continue to work on equipping enrollment professionals with communications tools to co-brand and handle inquiries from consumers and media.

The next phase, scheduled August to October 2019, includes prepping for the Exchange to operate as a standalone SBE. This phase, titled “Prepping Consumers” will include a deliberate media strategy detailing how to enroll on the new enrollment platform starting Nov. 1, 2019.

The last phase is in development—and to be completed with the whole team: the Exchange, P2, and FFW—entitled “Enroll at Nevada Health Link.” All communications leading up to this phase will have offered transparent and detailed information to ensure that consumers understand how to enroll on the Nevada Health Link enrollment platform. The current Nevada Health Link website is not intended to change—but will include embedded redirects for consumers to login, claim their account, verify information, designate a broker, opt-in to auto reenrollment and eventually enroll. The current Nevada Health Link website will undergo minor content updates in order to ensure a more consumer friendly, streamlined process to make sure that consumers are getting what they need when they visit.

In addition to the comprehensive communication plan, the Exchange has been working closely with key stakeholders to identify the types of communications that they will have with Nevada Health Link consumers. The Exchange has identified four mediums by which current insurance carriers will be communicating with consumers: 1) Direct mail letters, 2) Email 3) Call Center 4) Website. The Exchange met with carriers and provided suggested language for transition communication. Carriers have been willing to collaborate on messaging consumers about Nevada Health Link’s transition. Carriers have also expressed an interest in co-branding marketing efforts for open enrollment PY20.

The Exchange has coordinated communication strategy meetings with several key stakeholders, including the Office of Communications (OC) with the Centers for Medicare & Medicaid Services (CMS). The Exchange has provided the OC with Nevada Health Link’s comprehensive communications plan and timeline; and is working to solidify a timeline outlining CMS’ Nevada transition communication plan. The Exchange has requested CMS provide a detailed strategy to communicate with Nevada consumers via website, mail, email, and call center with a focus on content and timing.

The Exchange and GetInsured, are also working on a consumer messaging plan including alignment of NevadaHealthLink.com website with the GetInsured portal, content language for automatically triggered

notifications that will be generated from the GetInsured platform, and confirmation that Nevada Health Link's brand and messaging remains consistent throughout.

Overall, the Exchange has been working diligently to prepare for its seventh open enrollment period and on the optics, logistics, and messaging of the marketing and outreach campaign. Furthermore, the Exchange has been knee deep in the transition to a SBE and preparing to communicate a very complex transition process to all stakeholders and existing, as well as potential new, consumers. The transition communication plan and coordinated consumer messaging plans are extremely detailed with specific timelines and comprehensive goals for each identified audience. The Exchange is confident with the strategy that is in place and anticipates a successful open enrollment period. We are also enthusiastic to work with new vendor partners over the course of this year and into next year as a fully functional SBE with the ultimate goal of reducing the number of uninsured throughout the state of Nevada.