



## Marketing and Outreach Update

June 13, 2019

# Off-Season Marketing Summary

- Advertising Campaign

		Nevada Health Link 2019 Off-Season Media Plan																										
WEEKS BEGIN MONDAY	NOTES	MARCH				APRIL					MAY				JUNE			JULY				AUGUST						
		24	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26
<b>Print</b>																												
Reno News & Review	May Family Guide																											
Desert Companion	June Health Issue																											
<b>Traditional Advertising Contingency</b>	TV, Radio, Outdoor, Print, etc.																											
<b>WEEKS BEGIN MONDAY</b>	<b>NOTES</b>																											
<b>Content Marketing (Statewide)</b>																												
Dynamic Search	Google																											
Competition Search	Google																											
Always On Promoted Posts (SEP, STLD)	Facebook/Instagram																											
Native Articles	StackAdapt																											
Display ads	Contextual targeting; lifestyle																											
LinkedIn/Indeed	Job seekers in need of health insurance																											
Reddit ads	Target subreddits for education on healthcare																											
Video	Video partners																											

# Off-Season Marketing Summary

- **Objective:** Drive more audience traffic to NevadaHealthLink.com; delivering qualified engagements.
- **Messaging Focus:**
  - Special Enrollment Period (SEP)
  - Qualified Health Plans – 10 Essential Health Benefits
  - Competition (STLDs)



**Shopping for Health Insurance?**  
*Do your homework before you buy.*

Operated by the state of Nevada's Silver State Health Insurance Exchange, Nevada Health Link (NevadaHealthLink.com) is the online marketplace for eligible Nevadans to gain access to state-certified health insurance plans.

**Don't judge a health insurance plan by the cost of the monthly premium**  
It stands to reason that an effective way to evaluate your health insurance policy is how much you pay each month for your premium, but buyers beware! With so many new alternatives, it's more important than ever to know what you buy before you purchase an affordable health insurance option.

Yes, insurance is confusing and yes, it can appear costly, but just one unfortunate incident can be a life-changing gamechanger and, like it or not, none of us are invincible. So, why take chances? Be sure you know what the health plan you're signing up for covers.

All qualified health plans offered through Nevada Health Link are comprehensive benefit packages that cover the 10 essential health benefits which include prescription drugs, maternity and newborn care, mental and behavioral health services, emergency visits, laboratory and pediatric services, and more. Also, you will not be denied coverage if you have a pre-existing condition like diabetes or cancer. For a full list of benefits visit: <https://www.nevadahealthlink.com/ten-essential-health-benefits/>

**Navigating the options**  
Health insurance is essential and so is choosing coverage that's tailored to your needs. Factors such as the age and number of your dependents, how often you need to visit a doctor, and whether you or a family member manages a chronic illness should all be considered when choosing the right type of plan.

Nevada Health Link offers free assistance from licensed brokers and trained professionals to help determine your eligibility, weigh your options and enroll you in coverage. Over 80% of eligible Nevadans Health Link enrolls qualify for financial assistance to help pay their monthly premiums. Although the open enrollment period for health insurance is November 1 through December 15, many Nevadans may be able to enroll outside of the open enrollment period due to a life change such as having a baby, getting married or losing health insurance. Visit <https://www.nevadahealthlink.com/reporting-life-and-income-changes/> to get connected to free assistance or a full list of life change scenarios.

**Transitioning to a better consumer experience**  
Beginning in November 2019, in time for open enrollment, Nevada Health Link will utilize its own eligibility engine as a fully functional State-Based Exchange (SBE). Nevada Health Link consumers will no longer use the sometimes problematic HealthCare.gov enrollment platform.

This allows for a more streamlined and consumer-friendly enrollment experience for Nevadans. As Executive Director Heather Kerkhof says, "Nevada Health Link's transition to a state-based exchange will generate a cumulative net cost savings of over \$10 million to the state of Nevada with enhanced benefits to our users, insurance carriers and partners."

nevada health link  
connecting you to health insurance

NevadaHealthLink.com  
855-7-NVLINK (855-768-5483)

**OMG**

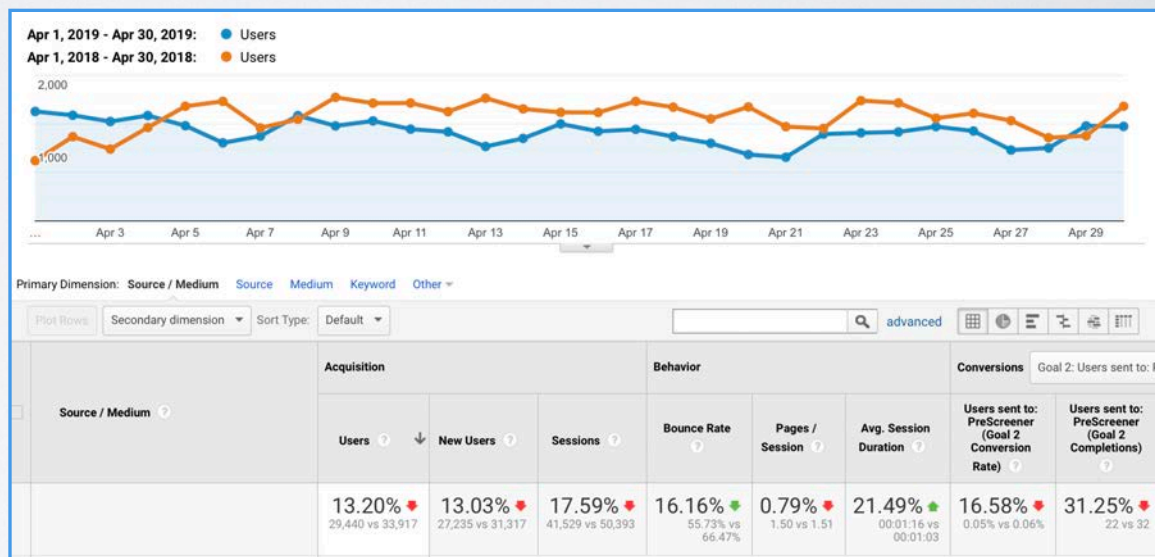
it's a **QLE**

nevada health link  
connecting you to health insurance

# Off-Season Marketing Summary

- Ad Campaign Performance (through April, campaign is ongoing):
  - While overall visits to NevadaHealthLink.com are down by 13% compared to last year, this year's visitors are staying 21% longer than they did last year meaning: less visitors but a higher engagement level which equates to our advertising reaching a more targeted audience, interested in Nevada Health Link.

- Combined (all advertising) impressions: 8,927,471
- Combined clicks to NevadaHealthLink.com: 16,694
- Video ad viewership performing at 250 % of industry standard (.08%)



# Off-Season Marketing Summary

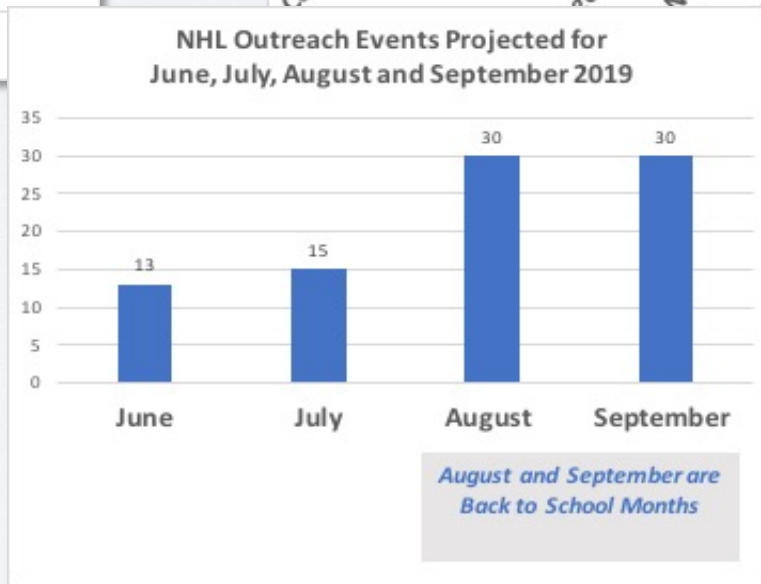
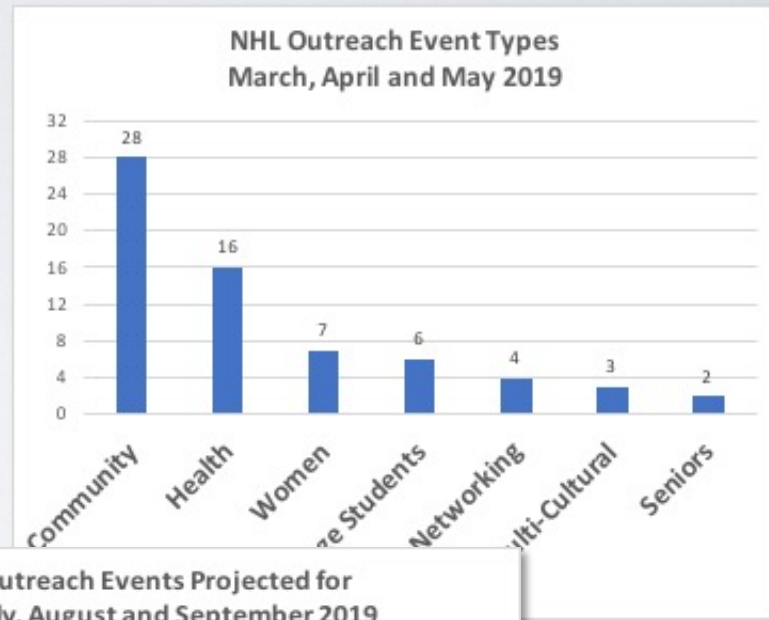
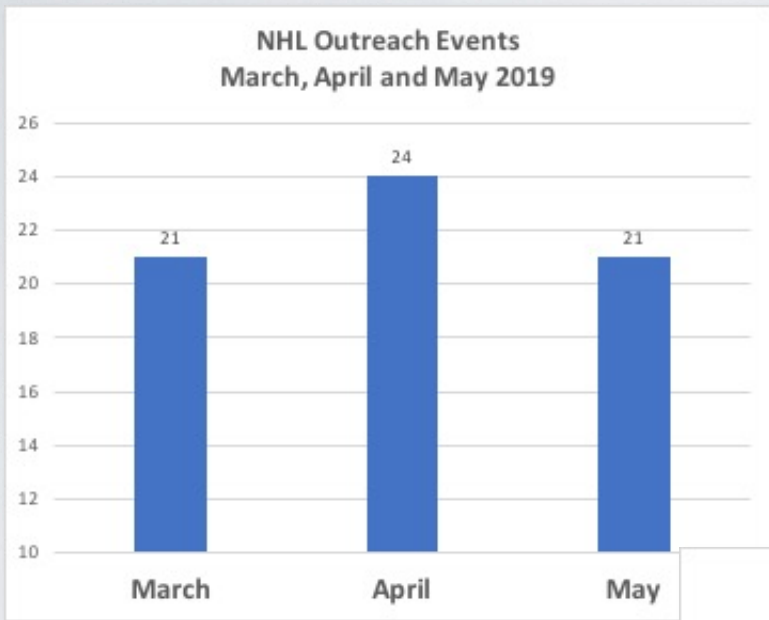
- Email and Blog Marketing

- 14 emails sent
- Key subjects: Special Enrollment Period, Qualified Health Plans, Qualifying Life Events, Tax Season
- 8 blogs published
- Key subjects: Qualifying Life Events, Special Enrollment Periods, National Health Month Observances
- 1,156,612 Impressions
- 32,315 clicks to NevadaHealthLink.com

The screenshot displays the Nevada Health Link website. At the top is the logo with the tagline "connecting you to health insurance". A purple navigation bar contains links for "See if I'm Eligible", "About Us", "Contact", and "Blog". The main content area features a large banner with a family photo and the headline "Unexpected Ways to Use Your Health Insurance". Below this are two article teasers. The first, "Mental Health Coverage", includes a photo of a group of people and a "Learn More" button. The second, "Infertility Treatments", includes a photo of a doctor and a couple, and also has a "Learn More" button.

# Off-Season Marketing Summary

- Outreach Events



# Off-Season Marketing Summary

- **Community Relations/Partnership Highlights**

## Northern Nevada

- **Washoe County Mobile Outreach Safety Team (MOST)** — Organization partners w/local law enforcement to serve the community when legal infractions might be resolved via medical/mental health services. Target audience: Adults.
- **Washoe County Head Start Program** — Free education programs to all Pre-K students in Washoe County. Target audience: Parents of Pre-K children.
- **Girl Scouts and Scouts** — Emphasizing lower-income neighborhood programs. Target audience: Families in neighborhoods where they may not be trusting of other government-related sources to receive resources and information.
- **Step 2** — Providing comprehensive substance abuse treatment for women and their children; rebuilding the essential values of health families. Target audience: Women as head's of families/decision makers.

## Southern Nevada

- **Nevada Commission on Minority Affairs** — Central advisory body coordinating discussion and study of issues affecting minority Nevadans. Target audience: Community Influencers.
- **Clark County Library District** — 25 locations serving 1.6 million people in Nevada. 21,726 library-sponsored and community programs; 652,835 children and adults in attendance.
- **Henderson Library District** — 4 locations serving 304,539 people in Henderson. 18,000 unique visitors per month.
- **Techniques of Alcohol Management (TAMs of Nevada)** — Required alcohol awareness training for hospitality workers . Multiple classes in English and Spanish each week. Target Audience: Bartenders/ servers in need of health insurance.

# Off-Season Marketing Summary

- Sponsorship Highlights

## Northern Nevada

- [Golden Eagle Regional Park](#) — Signage and tabling opportunities reaching adult and youth sports teams year-round.
- [UNR Wolfpack Basketball](#) — Branding/signage during all men's and women's basketball home games.
- [Reno Ace's Baseball](#) — 7<sup>th</sup> Inning Stretch sponsorship — signage/branding, Live reads to audience April – August.
- [Boys & Girls Club of Truckee Meadows](#)— Bundled event sponsorship where families of club children are in attendance.

## Southern Nevada

- [Immunize Nevada](#) — Events throughout Nevada, attendance at Nevada Health Conference, promotion in statewide Silver Syringe events, blog exposure and logo with link.
- [Roseman University Neighborhood Health Series](#)— Sponsor for Henderson campus 9-month health series. Supported through social media, direct mail, email, print and radio advertising and PR.
- [Opportunity Village](#) — Halloween and Magical Forest sponsor as well as Christmas in July with the LV Aces Women's Basketball team event.
- [Nevada's Big Give](#) — Prize sponsor; brand exposure via social media and website.



# Off-Season Marketing Summary

- PR and Media Relations Highlights

- 2,377,204 earned media impressions
- \$38,406 earned PR value

- Las Vegas Review-Journal, March 7: [Report examines Americans 'priced out' of health insurance](#)
- KOLO 8 News Now, April 25: [Bill would protect Nevadans with pre-existing conditions](#)
- KTVN CBS 2, April 4: [Nevada Career Fair Friday for Veterans, Military, General Public](#)
- KTNV ABC 13, May 7: [LGBTQ Job Fair](#)

# Open Enrollment 7 Advertising Campaign – Strategy and Planning

## Objectives:

- Promote the open enrollment period (November 1<sup>st</sup> – December 15)
- Enforce Nevada Health Link's position as the trusted resource for health insurance; emphasizing to consumers that Nevada Health Link is the one place to get it all done. (i.e., *We make it easy for you because we understand – we're experts and we're really cool people too.*)
- Promote the consumer benefits of Nevada's state-based exchange platform

## Goal:

- Enroll....Enroll...**Enroll !!!!**

# Open Enrollment 7 Advertising Campaign – Strategy and Planning

While Penna Powers and the Exchange are hard at work defining the creative look, messaging, advertising media mix and budgets, here’s what the timeline will look like:

Open Enrollment 7 Ad Campaign Strategic Timeline																											
																											SEGUE TO OFF-SEASON CAMPAIGN
AUGUST				SEPTEMBER					OCTOBER				NOVEMBER				DECEMBER				JANUARY						
4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26		
<b>SBE Transition Messaging to support Milestone #1</b> <i>Users Log in and Claim Their Account</i>																											
<b>SBE Transition Messaging to support Milestone #2</b> <i>Users Can "Window Shop"</i>																											
<b>Pre-Open Enrollment Messaging</b> <i>It's almost time to enroll, learn how/more at NevadaHealthLink.com</i>																											
<b>Open Enrollment Messaging</b> <i>Now's the time to enroll. Visit NevadaHealthLink.com</i>																											
<b>Off-Season Messaging</b> <i>Nevada Health Link is your resource/Special Enrollment Period</i>																											

Off we go!