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AGENDA ITEM

For Possible Action

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PURPOSE

The purpose of this report is to provide the Board and the public with an overview of our Marketing & Outreach Campaign for Nevada Health Link as a State Based Exchange for Plan Year 2020.

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GENERAL COMMENTS

Over the last few months, Nevada Health Link’s communications team and marketing partner, Penna Powers have been hard at work defining the creative look and strategy for a new marketing and advertising campaign for plan year 2020 open enrollment. The goal of the final marketing package is to promote the open enrollment period (November 1 – December 15), enforce Nevada Health Link’s position as the trusted resource for health insurance, and promote the benefits of Nevada’s new state based exchange (SBE) platform.

The strategy is to understand who the pool of potential Nevada enrollees are and use the migrated data from HealthCare.gov to Nevada Health Link in order to help determine the pool of uninsured and underinsured throughout the state. For the first time, the Nevada Exchange will have access to real-time consumer enrollment and application data; this will allow the Exchange to directly market to customers rather than blanket market the entire state. The campaign will continue to focus 80 percent of marketing resources in the South and 20 percent in the North. When it comes to enrollment numbers, the initial goal is to retain current enrollees with the objective to reduce the number of uninsured throughout the silver state, with an additional goal to recruit new enrollees in getting coverage for themselves and their family.

Access to all consumer enrollment and application data will allow Nevada Health Link to have a more substantial understanding of existing consumer demographics which will allow for a refined focus on targeted audiences, specifically young, healthy Nevadans.

STATE BASED EXCHANGE TRANSITION COMMUNICATIONS

In the midst of developing a new open enrollment advertising campaign and pre-enrollment messaging, Nevada Health Link staff have been busy coordinating and developing transition-related messaging resources for stakeholders and consumers. Transitioning away from HealthCare.gov to a state based exchange has been a massive, in-depth project that requires an immense amount of communication coordination.

As stated in previous reports, the Exchange developed a comprehensive communications plan. Within the communications plan are campaign phases, audiences, and strategic goals. The Exchange worked closely with GetInsured to develop a detailed consumer messaging plan as it relates specifically to the transition period. This plan includes alignment of NevadaHealthLink.com website with the GetInsured portal (enroll.nevadahealthlink.com), content language for triggered notifications that will be generated from the platform to the consumer's secure inbox, and confirmation that Nevada Health Link's brand and messaging remains consistent throughout.

Currently, within the Exchange's comprehensive communications plan, we are in the "Prepping Consumers" phase scheduled August to October of 2019. This phase includes a deliberate media strategy detailing how to enroll on the new platform and prepping consumers with instructions on how to claim their migrated user account, designate a broker, and sign up for auto renewal options. All communications leading up to this phase have offered transparent and detailed information to ensure that consumers understand the transition and most importantly, how to enroll on Nevada Health Link's SBE platform, and also what they need to know to get started.

For the month of September, messaging is focused on the SBE transition, specifically developing email content and reminders to previously enrolled consumers on how to claim their migrated user account. SBE transition-related messaging will also be supported for the month of October, letting all Nevadans know that window shopping is available on the platform. This is an opportunity for consumers shopping for coverage to compare plans and prices before open

enrollment begins. Pre-enrollment messaging will be going on in September and October with the message focus: “It’s almost time to enroll, learn more at NevadaHealthLink.com. Open Enrollment messaging will be focused on: “Enroll at NevadaHealthLink.com” for all consumers, beginning in late-October leading up to enrollment which begins on November 1, 2019; the ads will run through the open enrollment period which ends on December 15. The Exchange and the PR team were careful not to bombard consumers or confuse the general public with transition related messaging until a call to action to view the website and access the call center were available.

The main call to action for Nevada consumers has not changed – visit NevadaHealthLink.com and enroll. We will also continue to encourage consumers to find assistance from a licensed agent/broker or certified enrollment counselor (CEC) by using the BrokerConnect or Broker Directory tools that the platform offers. The call to action drives consumers to the Exchange’s informational website: NevadaHealthLink.com, and the Exchange has worked diligently to revamp the site. This included massive content updates/edits, menu navigation shifts, uploading new campaign images, inclusion of the platform updates and reference manuals, and developing a Welcome Transition Video – which provides consumers information on how to claim their account, as well as a Nevada Health Link Brand video that explains who we are and what we do. [Show video at this time].

MARKETING, PR, AND OUTREACH

The off-season campaign remained active over the months leading up to the September 4th soft launch. During this time Penna Powers and the Exchange continued to leverage outreach and community relations by targeting community partners, influencers, and consumers through use of grass-roots tactics including sponsorships, collaboration marketing, presentations, events, and field marketing.

Penna Powers put new systems into place to keep Nevada Health Link’s content nimble, relevant, and on brand. After each open enrollment cycle, new ideas arise and together Penna Powers and the Exchange communications’ team strategize and develop additional marketing projects. This year the teams created a specific graphical social style guide and toolkit for the NVHL brand, and a diverse series of graphics for special enrollment period along with other relatable messages all of which were put into rotation in a video-style format for social content posts.

Penna Powers and the Exchange have worked together to create a new marketing campaign. The theme for this year’s open enrollment is: “Peace of Mind.” The campaign seeks to frame a rational benefit in the form of a feeling or emotion. The idea is to show how it feels to be a Nevada Health Link enrollee. From qualifying for financial assistance to getting coverage for your prescriptions, Nevada Health Link’s comprehensive plans help eliminate the need to worry about health insurance coverage.

The objectives for this campaign are to devise a deliberate marketing campaign that addresses two main obstacles to persuade consumers to select a qualified health plan: 1) the loss of the individual mandate penalty, and 2) growing competition primarily from short term limited duration plans and health sharing ministries. The Exchange aims to gain consumer trust in Nevada Health Link as the place to go for access to the most comprehensive health insurance coverage as well as a streamlined enrollment and ongoing user experience. We will also promote the consumer benefits of the transition to a state based exchange platform.

There are three advertising slots that will be rotating during the open enrollment period. They are titled: “Sick Kid,” “Body Cast,” and “Anthem.” The voice over in the ad starts with: “How do people describe their health coverage through Nevada Health Link?” In “Body Cast,” an individual in a wheel chair with a full body cast in the hospital gives a thumbs up to the camera with the voice over: “Health plans with true peace of mind. And with coverage for the 10 essential health benefits, including hospitalizations, you can stay positive.”

This year’s campaign is a three-pronged approach: transition-related messaging from Sept. 4 – Dec. 15, Pre-Enrollment messaging with general advertising around Sept. 23 – Oct. 31, and Open Enrollment messaging with general advertising from Nov. 1 – Dec. 15. All ad spots will be running for pre-enrollment and open enrollment messaging with :30, :15, and :10 second spots in a traditional advertising campaign that includes a variety of targeted media channels and devices to gain the attention of and compel our audiences to enroll. This includes television, radio and out-of-home, print, outdoor, and content marketing (social media). The channels and placement are targeted by age, ethnicity, interests and more. The paid campaigns will also compliment owned and earned media efforts.

Public Relations subcontractor, Faiss Foley Warren (FFW) has also been strategizing and planning with the Exchange’s communications team, a PR campaign as it relates to transition messaging to consumers. On the day of the soft launch, the Nevada Exchange pushed out a press release announcing the go-live of the website and call center that provided consumers with detailed information on how to claim their migrated user account. All eyes are on Nevada and national press and other states are interested in this project – the Exchange’s Executive Director and Communications Director have spoken with multiple outlets about the transition project.

FFW and the Exchange have developed a media wish list to identify and prioritize the top media targets and pitch angles to local and national reporters. Consumer messaging points and stakeholder talking points have been developed and will aid in background for scheduled and upcoming editorial board meetings. In addition to press releases on the transition, FFW has attributed op-eds to staff and board members to start talking about the transition and open enrollment to the public. The Exchange and FFW are also planning to host a press conference to kick-off the start of open enrollment on Friday, Nov. 1st. The Exchange hopes to have Governor Sisolak in attendance. Moreover, the Exchange has incorporated presentations at city council member meetings into this year’s PR plan. Executive director, Heather Korbolic, will be attending Henderson City Council, City of Las Vegas, and Clark County Commission meetings with a presentation on Nevada Health Link and an overview of the transition project to city council members. The same strategy is in place for the City of Reno. FFW has also been

researching and scheduling interviews with local health podcast's as another avenue to get the word out.

Nevada Health Link invited agents/brokers, CECs, and various community partners statewide to its third annual Open Enrollment Prep Sessions. The Prep Sessions have a different format than in years past, offering three different sessions for stakeholders to gain insight on the transition and prepare for assisting consumers during the open enrollment period with marketing tools and educational resources. It's also an opportunity for stakeholders to network with each other and get their questions answered by the Executive Director. The Las Vegas Prep Sessions were held this last Tuesday, September 17th at City Hall. For the Las Vegas Sessions, there were about 50 individuals who RSVP'd. The Reno Prep Session invitations were sent on September 10th and the event will be held at the Reno UNR Innevation Center on September 24th.

To conclude, the Exchange has been working meticulously to prepare for the most important open enrollment period yet. I am in particular extremely proud of this new marketing and advertising campaign – the strategy for this campaign is designed to relate to Nevadans and keep Nevada Health Link top-of-mind as the trusted resource when it comes to enrolling in comprehensive health plans. We are enthusiastic to be working with all of our partners to make this transition and open enrollment a success while also being mindful that no massive technology project comes without flaws, and our team is eager and open to stakeholder feedback.