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AGENDA ITEM

For Possible Action

Information Only

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PURPOSE

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

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GENERAL COMMENTS - MARKETING & OUTREACH CAMPAIGN

Open Enrollment for Plan Year 2020 concluded on Dec. 15, 2019, with an extension for those Nevadans who started their application on or before Dec. 15, 2019 to complete by midnight Dec. 20, 2019. The Silver State Health Insurance Exchange (Exchange), which oversees the online marketplace, Nevada Health Link, began operations as a fully autonomous State Based Exchange (SBE) for plan year 2020 enrollment and beyond. As a result, Nevadans did not enroll on the federal marketplace platform, HealthCare.gov – instead, eligibility was

determined and enrollment was conducted on state's new platform, NevadaHealthLink.com (enroll.NevadaHealthLink.com).

In preparing for the Exchange's seventh Open Enrollment Period (OEP), Nevada Health Link communications team and marketing partner, Penna Powers (P2), introduced a new creative look and strategy for the marketing and advertising campaign for plan year 2020. The goal of the final marketing package was to promote the open enrollment period (Nov 1 – Dec 15), enforce Nevada Health Link's position as the trusted resource for health insurance, and promote the benefits of Nevada's SBE platform. The strategy was to understand who the pool of potential Nevada enrollees are and use the migrated data from HealthCare.gov to help determine the pool of uninsured and underinsured throughout the state.

The primary campaign goal was to retain current enrollees with a secondary goal to recruit new enrollees. Access to real-time consumer enrollment data provided the marketing team with better insight into consumer demographics which clarified the target audience focus for a more optimized marketing campaign.

The advertising campaign, entitled "Peace of Mind" focused on three main scenarios: "Sick Kid," "Body Cast," and "Anthem" promoting the consumer question: *How do people describe their health coverage through Nevada Health Link?* And compelling Nevada consumers to visit NevadaHealthLink.com to learn more, see if they qualify, and enroll. The spots ran as television (TV) advertisements and online videos in 15-second formats while the Anthem spot—which represented Nevada's consumer diversity—was promoted in both 15- and 30-second formats. Campaign media vehicles included: TV, radio, out-of-home, print, outdoor (billboard), and content marketing (social media) and were targeted by age, ethnicity, interests, and more.

The campaign's media buys were strategized based on their ability to reach specific audiences, which was not a "one size fits all" approach. Even mass channels, such as TV, radio and out-of-home that have traditionally been used to "blast" all audiences, were targeted by network, genre, and zip code. Paid campaigns were designed to complement owned and earned media efforts.

The media campaign was designed with a three pronged approach (see below). Having access to enrollee data provided an opportunity for P2 to precisely target Nevadan's who were most likely to enroll, if they have already enrolled once, they're not afraid of the process, and they understand the benefits. In addition to the traditional pre-enrollment and open enrollment messages, Nevada Health Link reached out to existing enrollees to encourage and experience the ease of the transition away from HealthCare.gov.

1. Transition - Plan Year 2019 Enrollees Data-Driven Niche Campaign (estimated timeframe: Sept. 4 – Dec. 15)
2. Pre-Enrollment - General Advertising Campaign (Sept. 23 – Oct. 31)
3. Open Enrollment - General Advertising Campaign (Nov. 1 – Dec. 15)

The target audiences were defined as:

- Millennials (26-34) - Least likely to buy any insurance or do not think they need it.
- Adults 35-50ish – Aware they need it, but do not think they can afford it, or it's not a priority.
- Adults 50-64 (unemployed, under-employed, self-employed). Aware they need it and it is a priority.
- Current Enrollees (via data-driven niche campaign)

- Varied Ethnic Groups -
 - Whites account for more than 46% of enrollees.
 - Hispanics account for 24-31% of the population, but 15% of enrollees.
 - Asians only 10% of the Las Vegas population, but 17% of enrollees

OPEN ENROLLMENT PERIOD CAMPAIGN METRICS THROUGH DECEMBER 2019

With the push to increase scope and budget in Search Engine Optimization (SEO) paid search marketing, website traffic to NevadaHealthLink.com observed a significant spike in users, sessions, pages/session, and session duration on specific pages. There was a noticeable jump at the start of Dec. 2019 through the final enrollment date. The page visits to NevadaHealthLink.com shows significant improvement in acquisition and behavior. Paid search drove 10,000 plus more sessions, had a lower bounce rate, and significantly higher session durations. Moreover, the SBE enrollment portal brought a significant increase in referral traffic. Penna Powers will provide a detailed overview of the open enrollment campaign metrics in their report that will follow mine.

PUBLIC AND MEDIA RELATIONS

In collaboration with its marketing vendors, the Exchange developed and implemented a robust transition-focused public relations (PR) campaign which included the development of a media wish list to identify and prioritize the top media targets and pitched angles to local and national reporters. On the day of the soft launch of the platform (Sept. 4, 2019), Nevada Health Link 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. Both state and nation-wide interest remained focused on the transition initiative and provided significant opportunities for the Exchange to engage in meaningful conversations about the benefits and efficiencies of its own State Based Exchange.

Consumer and stakeholder messaging points served as an aid in background for scheduled editorial board meetings and op-eds attributed to key Exchange staff and Executive Board Members provided further opportunities to talk about the transition and open enrollment to the public. Nevada Health Link hosted a press conference in Las Vegas to kick-off the start of open enrollment on Friday, Nov. 1st. Governor Sisolak attended and spoke at the presser. On Nov. 7, Nevada Health Link hosted a press conference in Carson City, NV and invited key legislators to speak on this bipartisan message and the importance getting covered.

In addition to the kickoff of OEP press conferences, the marketing team collaborated with the UMC Trauma Center in Las Vegas to host a close out press conference on Dec. 13 where Dr. Douglas Fraser, Head of Trauma, spoke on the importance of having health insurance. The team was also successful in securing multiple interviews with key Hispanic media outlets throughout Southern Nevada and issued seven press releases/media advisories in Spanish.

Other PR highlights include:

- 1) Presentations at city council member meetings (Henderson City Council, City of Las Vegas, and Clark County Commission as well as the Washoe County Commissioners Meeting and the City of Reno meeting.
- 2) Execution of the third annual Prep Sessions that were hosted in both Las Vegas and Reno. Nevada Health Link offered three sessions times for guest convenience and resulted in increased stakeholder and community partner turn-out versus prior years.

NEVADA HEALTH LINK OUTREACH

Nevada Health Link continued to place a significant investment in strategizing and conducting year-round, statewide outreach activities with the following primary goals:

1. Build continued awareness of Nevada Health Link (NevadaHealthLink.com).
2. Educate targeted communities and help shape and change behaviors toward the importance of having health insurance.

Nevada Health Link concentrated activities to areas and groups where such behavior changes are warranted and most potential consumers would qualify for subsidies. These areas include:

- Specific zip codes with poverty levels above 25% throughout the state which include key rural areas
- Hispanic/Latino populations throughout the state
- Asian/Pacific Islander populations throughout the state
- Children in underserved populations (indirectly through sponsorships such as with the Discovery Children's Museum, Halloween and Back to School events and through alliances including Immunize Nevada and Boys & Girls Clubs of Truckee Meadows and Southern Nevada).

Outreach remains a critical component in the Exchange's communications strategy year-round and will continue to work closely with stakeholder groups throughout the state to identify key influencers and community partnerships statewide in order to pursue cross promotional opportunities. The Exchange develops creative content and prints educational literature for distribution via statewide Chamber organizations, school districts and universities—to name a few—providing the opportunity to reach Nevadans we have not been able to communicate to in years past.

In focusing on the strategy to shaping and changing behaviors, The Exchange shifted some event and sponsorship focus toward children's activities to plant the seed toward understanding the value and importance of having health insurance at a younger age so the message is received by both children and their parents. Nevada Health Link continues to align with underserved community recreation centers and libraries to sponsor, promote, and attend events and functions. The trained Exchange Enrollment Facilitators (EEFs), serve as the primary staff at each tabling event and provide an outcome event report that indicates data about the size and make-up of the audience who attended, quantity and quality of Nevada Health Link booth engagement, type of questions asked by consumers and capture/opt-in of email address for ongoing Nevada Health Link communications. Some examples include:

- Immunize Nevada
- Boys & Girls Clubs
- Southern Nevada Health District
- Food Bank of Northern Nevada
- Roseman University
- Opportunity Village

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 updated all

educational literature and distributed those resources (printed in English and Spanish) localized for Northern Nevada and Southern Nevada.

The Exchange is mindful 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.

OFF SEASON CAMPAIGN

Although the Open Enrollment Period has concluded, Nevada Health Link continues its work to reduce the number of uninsured and underinsured Nevadans in the off cycle of the enrollment timeframe. Nevada Health Link strategizes and prioritizes consumer outreach and messaging efforts during the off cycle—and refers to this work as the “off season campaign.” Nevada Health Link works to brand the organization as a consistent presence and resource for consumers and stakeholders as it relates to health care policy and obtaining coverage by way of qualified health plans.

For this off season campaign, which will run from January to June of 2020, marketing partner, Penna Powers, has strategized specific goals which are focused on introducing impactful messaging and tactics to promote Special Enrollment Periods (SEPs) through Nevada Health Link. We also plan to continue to incorporate outreach concepts that demonstrate the intrinsic need for health insurance coverage, and since we have access to real-time consumer enrollee data, Nevada Health Link and Penna Powers will use that data to gather behavioral insight to understand and confirm the obstacles keeping Nevadan’s from enrolling in coverage.

Nevada Health Link is repurposing existing creative images and advertising to maintain brand consistency and gain efficiencies from a budget perspective. The messaging focus for digital ads and content marketing is SEP—to educate on what qualifies a life change and encourage those eligible to enroll, and target uninsured consumers with direct messages to assist them. We will also be surveying consumers on the reasons as to why they may be canceling their plans or foregoing insurance.