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AGENDA ITEM

For Possible Action

Information Only

Date: October 8, 2020
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 our Marketing & Outreach Campaign for Nevada Health Link and to outline the advertising concepts and messaging strategies for plan year 2021.

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GENERAL COMMENTS

Over the past several months, Nevada Health Link’s communications team and marketing partner, Penna Powers have been hard at work in developing and defining a new open enrollment creative advertising campaign for plan year 2021 Open Enrollment Period (OEP). The media plan and marketing package has a goal to promote the OEP which will begin on November 1, 2020 and run through January 15, 2021.

The new ad campaign is entitled “Reasons” and focuses on Nevadans need for coverage and their reason for getting enrolled in a health insurance plan. The campaign hones in on the idea that no one really wants to think about health insurance, but everyone has a reason to get it. Some people get a health insurance plan because of the 10 essential health benefits or generous subsidies, or because a loved one needs it; it could be used for a

chronic illness or mental health—no matter your reason, Nevada Health Link wants to recognize people’s personal reasons for getting covered.

We all know that health insurance is not an easy sell. So each year the Exchange strives to create both emotive and demonstrative ad campaigns that compel target audiences to listen, take note and act. While this year is no different, the call for Nevadans to act by getting insured has never been more important. With so many Nevadans deeply affected by COVID-19 on multiple levels, promoting Nevada Health Link’s resources in a profound and meaningful manner, is essential.

“Reasons” is designed on a responsive campaign platform that allows for niche messages to various target audiences and acknowledges the multiple ethnicities and cultures that Nevada represents. The campaign has the flexibility to thrive and be effective against our ever-evolving “normal” as the state forges ahead.

Since the last board meeting, the Exchange, Penna Powers, and community stakeholders were in the midst of the Off-Season messaging campaign as well as balancing a public health crisis in response to COVID-19. The Exchange made many adjustments in outreach strategy and messaging due to the pandemic. The focus was more on outreach events going to a virtual space and ensured that community partners had social media toolkits to help promote our message about special enrollment periods. In response to the Exchange’s regulation to institute the Exceptional Circumstance Special Enrollment Period (ECSEP), Nevada Health Link continued with a marketing campaign to inform Nevadans of the special enrollment period and inspire them to enroll at NevadaHealthLink.com.

In the remaining months of the Off-Season campaign, the Exchange continued to encourage the uninsured and underinsured to shop and explore qualified health plans sold through Nevada Health Link and to consider Nevada Health Link as an alternative to COBRA plans due to a job layoff or as an interim health insurance alternative while furloughed. Additional messages to Exchange consumers stressed the concept of now is not the time to cancel your health insurance coverage and advised consumers to reach out to their insurance carrier to see if they qualified for additional grace periods, or reach out to the Exchange to see if they qualified for additional subsidies in order to reduce monthly premium costs. Secondly, messaging brought awareness of the increased fraudulent activity by out of state brokers messaging to Nevadans to purchase unnecessary additional COVID-19 insurance coverage. Nevada Health Link also participated in cross promoting the Nevada Health Response messaging to all Nevadans in need of resources during the pandemic.

For the upcoming OEP ad campaign, Nevada Health Link and marketing partner developed a traditional advertising campaign that includes Television, Radio (ads & lifestyle programs), Podcasts, Digital & Online video (YouTube/Snapchat, etc.), Outdoor (Out-of-home), Transit in Reno, Search Engine Optimization (SEO), Social Content Marketing, Over the Top (OTT such as Hulu and streaming programs), and Native content/video for display and social advertising. There are five creative spots: “Single Mother,” “Injury,” “Driver,” “Check Up,” and “Anthem.” Each spot portrays an individual’s reason for obtaining coverage. The single Mom gets coverage for her child, the wife has coverage because an injury occurred and she had to go to the hospital, the self-employed Lyft driver gets coverage because of his pre-existing asthma condition, and the Anthem spot is a combination of all the spots.

The media plan is similar to the plan that was presented to the Board in June with a few changes, shifting budgets from radio to TV, and adding and/or removing a few vendors to pursue new media opportunities and pull back partnerships with vendors that were either operating intermittently or closed due to COVID-19. For TV placement, the Exchange has decided not to launch TV advertisements until after the presidential election

on November 3rd. While the key target audiences remain the young and healthy (ages 26-45), this year's campaign also serves to speak loudly and directly to the recently unemployed – especially in the hospitality and casino sectors – as well as contractors, gig and self-employed workers, ethnic populations who may need more coaxing, and those who are ineligible for Medicaid.

While the advertising campaign does much of the heavy lifting during open enrollment, the overall marketing strategy and effort remains the driving force that provides the ongoing synergy between all the marketing that Nevada Health Link does. As a fully functioning State Based Exchange, Nevada Health Link continues to vigorously target and communicate tailored email messages to various segments of our enrollee audiences. For example, Nevada Health Link developed a comprehensive email marketing strategy to reach out to existing enrollees, people who have started their application but haven't finished it, and those account transfers received from Nevada's Medicaid agency.

The communications team also reaches audiences through timely, relevant organic social media and blogs. In partnership with our marketing partner, the Exchange is creating updated resource guides and fact sheets – in both English and Spanish and some resources will be designed in the top four Asian speaking languages in Nevada to ensure we are reaching communities at a grass roots level. The resource guides include the broker and navigator locations and contact information, things you need to enroll, examples of what top surgeries in Nevada would cost without insurance, and the Federal Poverty Level incomes so consumers can see how much insurance will cost.

Another important element within communications is the relationship and coordination with stakeholders including: carriers, broker and navigator partners, state-level legislative supporters, state agencies, and community partners who work in conjunction with the Exchange/Nevada Health Link to compliment and cross promote Nevada Health Link information far and wide.

Our ongoing efforts of Public Relations and Media relations are designed to strike the perfect proactive/reactive balance and garner ongoing media interest for Nevada Health Link during this pivotal time. PR partner, the Warren Group, have created a comprehensive strategy going into this Open Enrollment season. This includes multiple press releases (some pushed out in Spanish), op-ed planning, pitching, securing media interviews with local media, virtual press conference planning, virtual prep session planning, and city council presentation preparations.