



nevada
health link

2015/2016 MARKETING PLAN

August 13, 2015

OBJECTIVES

- Complete 65 or more outreach events in target areas by January 31, 2016
- Obtain 90% reach and 6.5 frequency to target audience with paid media
- Generate at least 30 earned media placements in target counties promoting enrollment, outreach events and broker locations over four months
- Collect data throughout entire enrollment campaign

STRATEGY & APPROACH

- Provide website improvements and assets to aid in consumer assessment for eligibility and subsidies while on NevadaHealthLink.com
- Promote website on all marketing materials
- Use targeted mass media to reach the general, eligible public and drive enrollment
- Use Spanish-language media outlets to reach the Hispanic population
- Use digital geo-targeting to reach eligible uninsured in specific zip codes
- Use social media to drive middle income, eligible families/singles to enroll
- Enrollment events (including kickoff and closeout) organized and managed by Ramirez Group, including outreach participation at community events to connect with people one-on-one
- Generate earned media to increase credibility, awareness and education about the affordability of National Health Link and motivate eligible uninsured to enroll
- Provide tool kit (printed and online) to outreach team, general public, small businesses and brokers and tribal councils for urban Indians that easily explains how to assess eligibility, subsidies and enroll

Statewide Allocation

- Southern Nevada - 80%
- Northern Nevada - 20%

Targeted Counties

- Clark
- Washoe
- Churchill
- Lyon
- Carson
- Nye
- Esmeralda

Based on geo-targeted demographics including income levels and age distribution

**Silver State Health Insurance Exchange/Nevada Health Link
2015/2016 Marketing Plan**

	PHASE 1 Strategy & Planning					PHASE 2 Enrollment Preparation					PHASE 3 Enrollment Campaign					POST																															
WEEKS BEGIN MONDAY	JUNE					JULY					AUGUST					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER					JANUARY					FEBRUARY					TOTAL	TO
	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	CATEGORY	DATE					
PROFESSIONAL SERVICES																																															
Marketing Plan/Research Analysis																																												15,000.00			
Campaign Coordination and Management, Meetings, Weekly Status Updates and Reporting																																												38,000.00			
Travel																																												8,000.00			
PROFESSIONAL SERVICES TOTAL																																												\$ 59,000.00			
PRODUCTION																																															
Website Assets (Pre-screening/Eligibility/Subsidy Calculator)																																												7,500.00			
Outreach Tool Kit (Prescreen/Subsidy Calculator/3 Step)																																												50,000.00			
Booth Graphics, Signage, Tablecloths																																												17,500.00			
Direct Mail / Door Hanger & Distribution (by zip codes, ~200k)																																												95,000.00			
Outreach Give-aways, Posters, Misc.																																												81,400.00			
TV Spots (8 total both English & Spanish)																																												240,000.00			
Radio Spots (8 total both English & Spanish)																																												30,000.00			
Digital Display Ads & Social Media Creative (Videos/Images)																																												75,000.00			
Outdoor Creative Design																																												5,000.00			
Email Template and Monthly Content Creation																																												8,500.00			
Contingency for Additional Creative Assets																																												17,000.00			
PRODUCTION TOTAL																																												\$ 606,900.00			
MEDIA PLACEMENT (80% Las Vegas / 20% Reno)																																															
TV Placement																																															
Spanish Language TV																																												175,000.00			
General Market TV																																												115,000.00			
Radio Placement																																															
Spanish Language Radio																																												55,000.00			
General Market Radio																																												30,000.00			
Digital Audio																																												30,000.00			
Digital Placement (Statewide - Similar Market Ratio)																																															
Retargeting																																												15,000.00			
Display (Desktop/Mobile)																																												30,000.00			
Search																																												45,000.00			
Video																																												30,000.00			
Native Articles																																												15,000.00			
Rural Media Placement																																												60,000.00			
Spanish Print Placement																																												12,000.00			
Outdoor Placement (Print & In-car)																																												100,000.00			
Email Blasts (8-Monthly)																																												0.00			
MEDIA TOTAL																																												\$ 717,000.00			
OUTREACH & GRASSROOTS																																															
Eligible Uninsured, Enrollment Events (including Kickoff and Closeout), Small Business, Chambers of Commerce, Native American Inter-Tribal Councils																																															

Silver State Health Insurance Exchange/Nevada Health Link
2015/2016 Marketing Plan

[illegible]

MEDIA

Strategy

Primary Targets

Hispanic Eligible Uninsured (40%+)

Tribal and Rural Communities

Single Mothers

Families

Recently Laid-off

Millennials/Invincibles

Please replace with a representative target audience image



Secondary Targets

Brokers

Small Business Owners

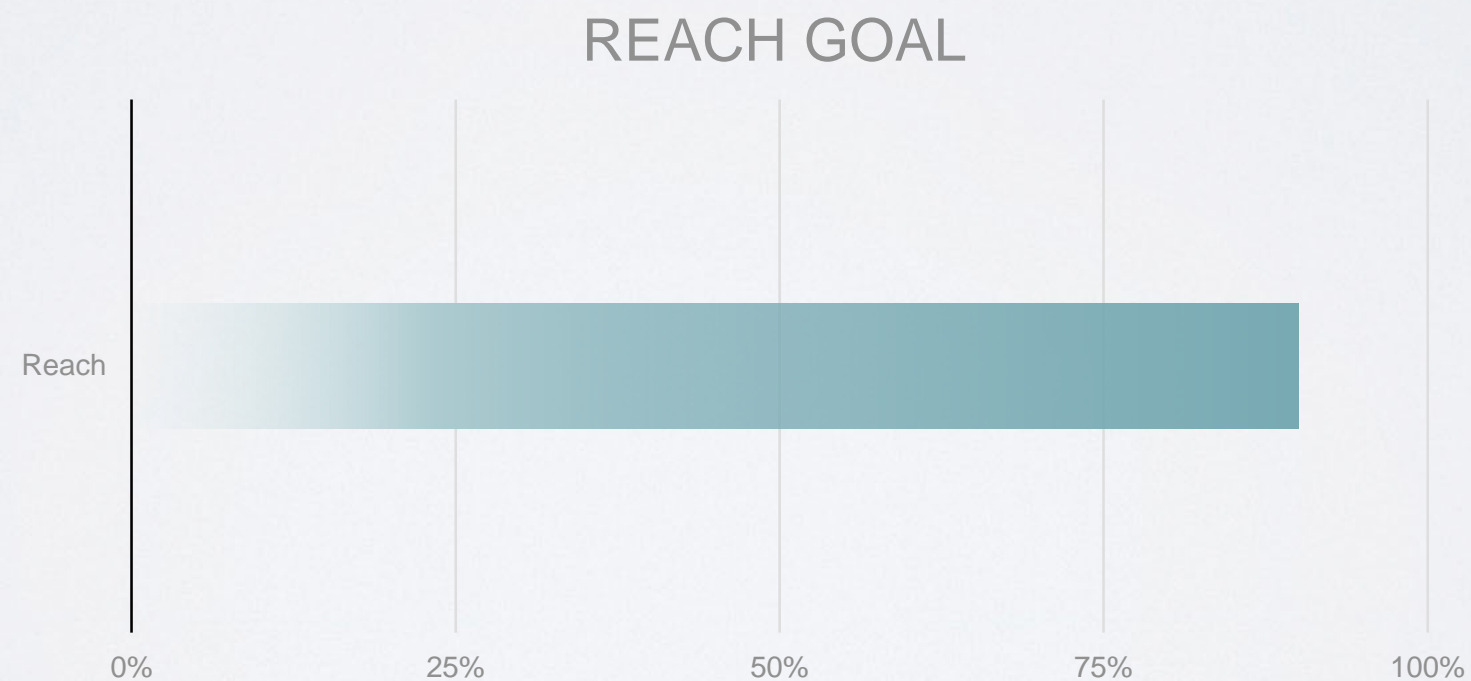
Legislators

Four flights

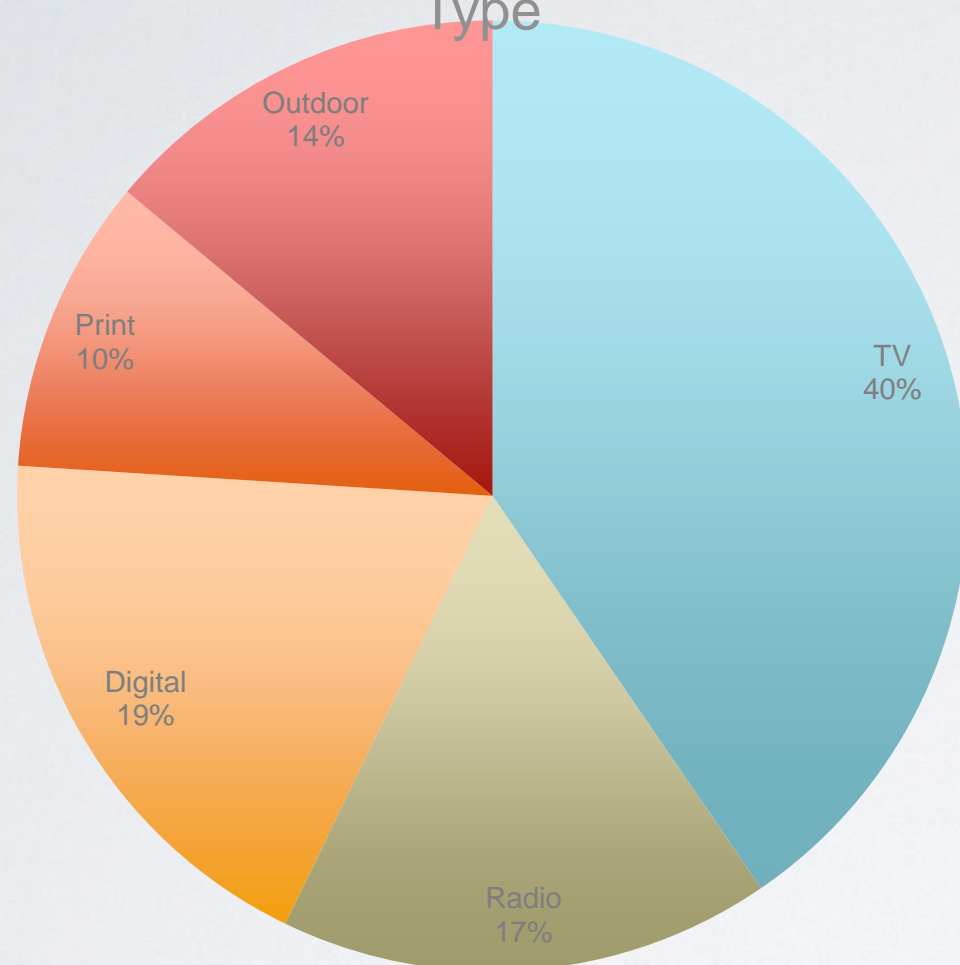
Matches insurance-eligible demographic percentages

Zip code targeting

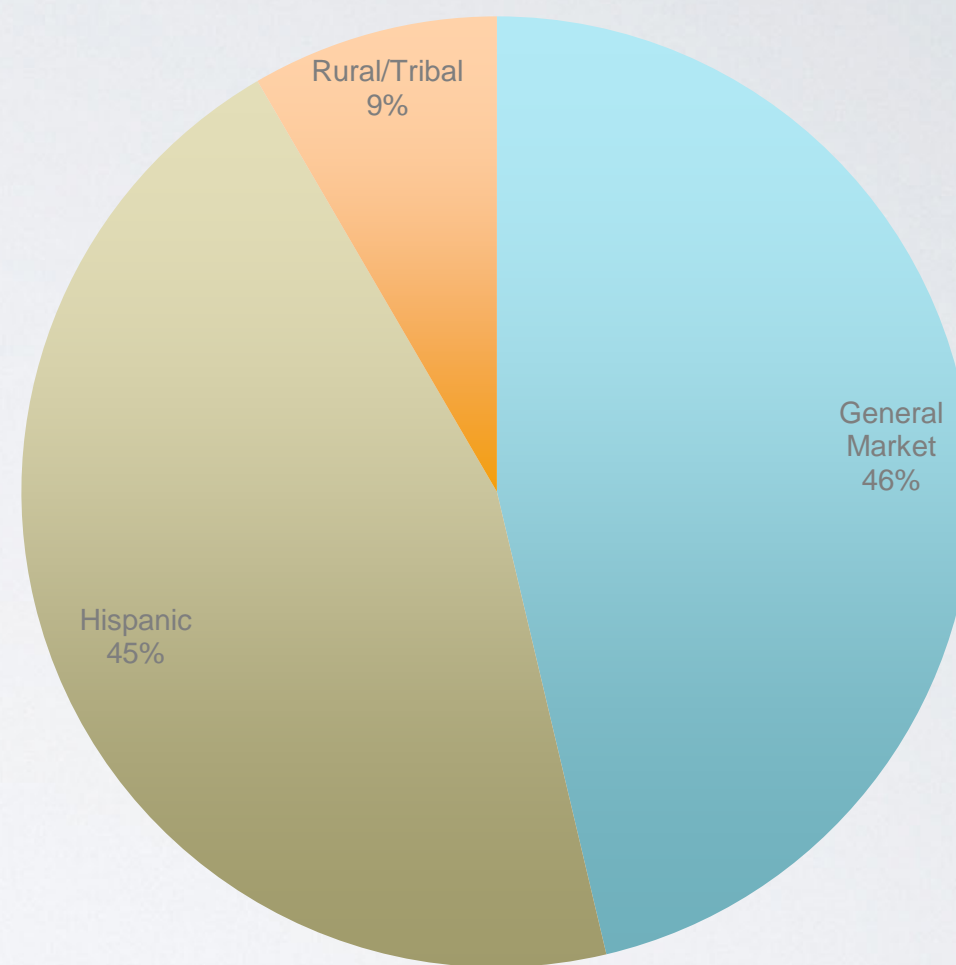
Continually optimized



Spend Allocation by Media Type



Spend Allocation by Audience



Silver State Health Insurance Exchange/Nevada Health Link 2015/2016 Media Detail

WEEKS BEGIN MONDAY	Station Considerations	OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				TOTAL	% of Spend				
		28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29			
TV Placement																											
Las Vegas Spanish Language TV	Telemundo, Univision, Galavisión,																									\$140,000	80%
Reno Spanish Language TV	ESPN Deportes, Fox Deportes																									\$95,000	20%
Las Vegas General Market TV	ABC, NBC, CBS, Fox, CW, cable																									\$93,000	81%
Reno General Market TV	ABC, NBC, CBS, Fox, CW, cable																									\$22,000	19%
																										\$290,000	
Radio Placement																											
Las Vegas Spanish Language Radio	KWID, KRGT, KISF, KGRT, KRRN																									\$45,000	82%
Reno Spanish Language Radio	KRNV (Univision), KSRN (Radio Lazer)																									\$10,000	18%
Las Vegas General Market Radio	KSNE, KMXB, KLUC, KWNR, KXTE, KKLZ, KPLV, KVEG																									\$28,000	80%
Reno General Market Radio	KRNO, KWYL, KBUL, KDOT, KOZZ, KLCA, KZTQ, KRZQ																									\$7,000	20%
Digital Audio South (Metro and Rural)	Pandora, Triton																									\$24,000	80%
Digital Audio South (Metro and Rural)	Pandora, Triton																									\$6,000	20%
																										\$120,000	
Digital Placement (Statewide - Similar Market Ratio)																											
Retargeting	All visitors to website																									\$15,000	11%
Display (Desktop/Mobile)	Targeted to under/insured																									\$30,000	22%
Search	Google, Bing and Yahoo																									\$45,000	33%
Video	Twitch.tv, Yahoo, etc.																									\$30,000	22%
Native Articles	LVRJ, Las Vegas Sun, RCJ																									\$15,000	11%
																										\$135,000	
Rural/Tribal Media Placement																											
Print	NPA Ad Network (22 rural pubs)																									\$60,000	100%
																										\$60,000	
Spanish Other Placements																											
Southern Nevada Print	El Mundo, El Tiempo																									\$9,600	80%
Northern Nevada Print	Ahora, La Voz																									\$2,400	20%
																										\$12,000	
Outdoor Placement (Print & Install)																											
Las Vegas Bulletins	Freeway and heavy traffic surface streets																									\$56,000	70%
Reno Bulletins																										\$24,000	30%
Las Vegas Posters	Demo targeted low income, Hispanic																									\$14,000	70%
Reno Posters	and/or Native American neighborhoods																									\$6,000	30%
																										\$100,000	
Email Blasts (Bi-Monthly)	NationBuilder																									\$0	
																										\$0	
MEDIA TOTAL																										\$717,000	

PUBLIC RELATIONS

Objective, Strategy & Approach

Objective

Generate at least 30 earned media placements in target counties promoting enrollment, outreach events and broker locations from October 1, 2015 - January 31, 2016

Strategy

Leverage earned media to:

- 1) Create a sense of urgency around the enrollment timeframe
- 2) Lend credibility through media coverage
- 3) Promote actual enrollment

Approach

- Kick-off Enrollment Event
 - Create awareness and encourage action to enroll
- Maintain Momentum/Top of Mind Awareness
 - OpEd, news release and article submissions to daily and community outlets)



- Publicize Outreach (Utilize news advisories to secure event pre-publicity)
- Enrollment Deadline/Status Report Media Pitch

SOCIAL MEDIA

Rationale & Strategy

Social Media - Rationale

- Proactively steer and manage the conversation while creating a real-time, 24/7 focus group.
- Position Nevada Health Link as the healthcare thought leader in Nevada.

Roll-Out Strategy

- Four-Phase Roll-Out
 - Phase 1 - (16 zip codes)
 - Phase 2 - (12 zip codes)
 - Phase 3 - (13 zip codes)
 - Phase 4 - (Statewide)
- Custom Listening Dashboard Setup/Launch
- Social Channel Launch



Creative Messaging

With research confirming the main barrier to enrollment is the perception that insurance is too expensive, messaging will be concentrated toward:

1. Insurance is affordable
2. Credits and subsidies are available for your specific circumstance

Main Message: “You can’t afford NOT to be covered”

Support messages and tools to be included on landing page:

- Use pre-screener to check your eligibility
- Use the subsidy calculator to see your actual premium
- Use time tracker to motivate enrollment by January 31

TELEVISION

and Social Videos

Title: Epic
Length: 15 Seconds

Video: You see a mountain biker going through a trail and then crash.



Announcer: When it comes down to it...



Video: Freeze-frame on the crash.
Announcer: ...you can't afford *NOT* to be covered.



Announcer: Find an affordable health plan based on your needs and income at NevadaHealthLink.com.

Alternative End Slate for Countdown



Announcer: There are only 30 days left to enroll to find an affordable health plan at NevadaHealthLink.com.

Title: Bundle of Joy
Length: 15 Seconds

Video: You see a new mother holding her newborn child.



Announcer: When it comes down to it...



Video: Freeze-frame on the crash.
Announcer: ...you can't afford *NOT* to be covered.



Announcer: Find an affordable health plan based on your needs and income at NevadaHealthLink.com.

Alternative End Slate for Countdown



Announcer: There are only 30 days left to enroll to find an affordable health plan at NevadaHealthLink.com.

Title: Kids
Length: 15 Seconds



Announcer: When it comes down to it...



Video: Freeze-frame on the crash.
Announcer: ...you can't afford *NOT* to be covered.



Announcer: Find an affordable health plan based on your needs and income at NevadaHealthLink.com.

Alternative End Slate for Countdown



Announcer: There are only 30 days left to enroll to find an affordable health plan at NevadaHealthLink.com.

ONLINE

In Banner Video

see the
real cost
of being
uninsured

uninsured cost

insured cost



nevada
health link

see the
real cost
of being
uninsured

uninsured cost

insured cost



nevada
health link

uninsured cost
\$10,000*

vs

insured cost
\$250*

You can't afford
NOT to be covered

get covered

30 Days Left to Enroll



nevada
health link

see the
real cost
of being
uninsured

uninsured cost

insured cost



nevada
health link



WEBSITE

NevadaHealthLink.com



[Individuals & Families](#)

[Employees](#)



Days Left to Enroll

2016 Open Enrollment
Nov 1, 2015 - Jan 31, 2016



2016 Open Enrollment

Get pre-screened,
use the subsidy calculator
and get covered today.

[Get Started](#)



Get Help

Find the detailed contact information
you're looking for with our in-person
assistance tools.

[More Information](#)



Manage Your Plan

Do you have an existing plan? You
can manage your coverage online
and.

[Sign In](#)



Individuals & Families

Employers



Days Left to Enroll

2016 Open Enrollment
Nov 1, 2015 - Jan 31, 2016



2016 Open Enrollment

Get pre-screened,
use the subsidy calculator
and get covered today.

[Get Started](#)



Get Help

Find the detailed contact information
you're looking for with our in-person
assistance team.

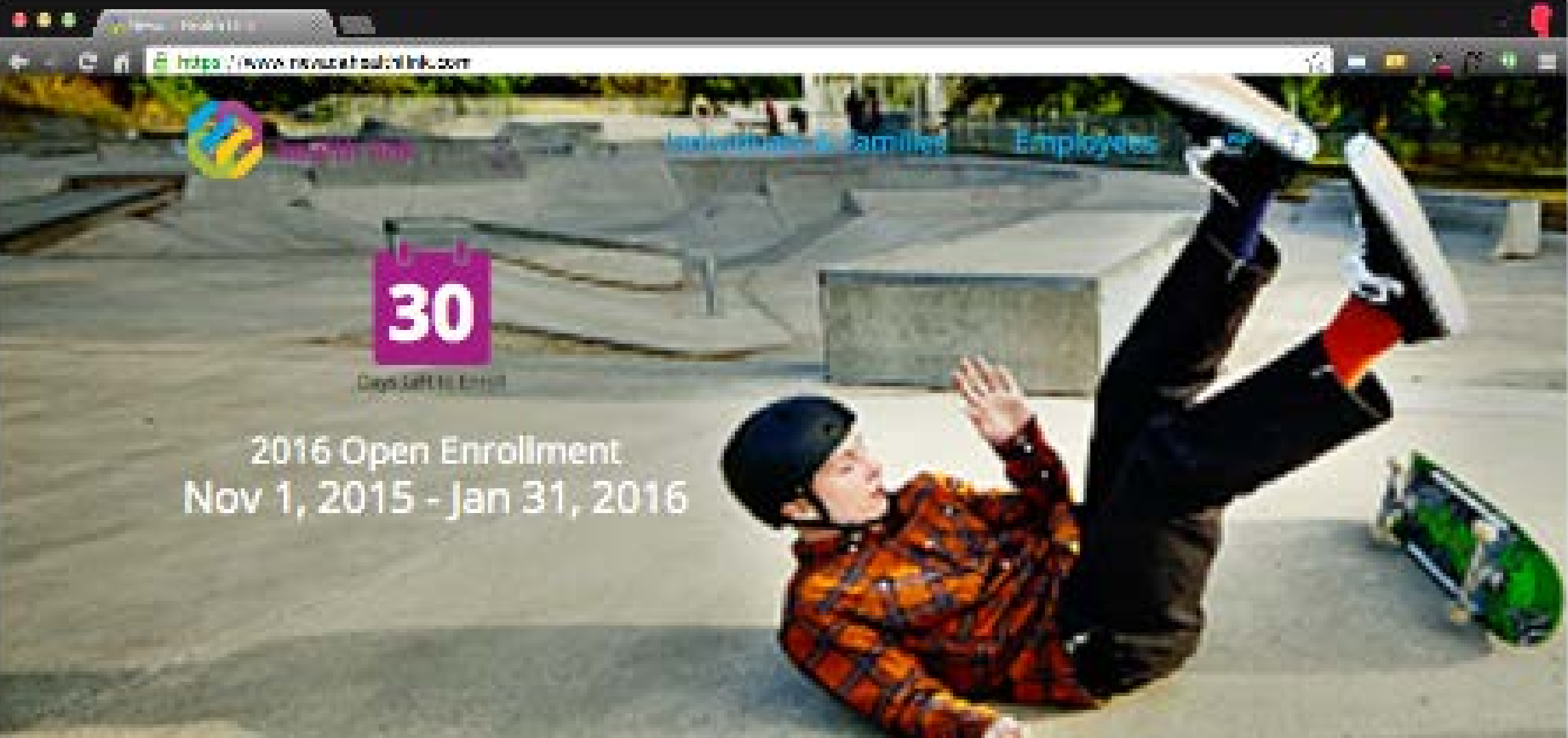
[More Information](#)



Manage Your Plan

Do you have an existing plan? You
can manage your coverage on line
today.

[Sign In](#)



2016 Open Enrollment
Nov 1, 2015 - Jan 31, 2016



2016 Open Enrollment

Get pre-screened,
use the subsidy calculator
and get covered today.

[Get Started](#)



Get Help

Find the detailed contact information
you're looking for with our in-person
assistance team.

[More Information](#)



Manage Your Plan

Do you have an existing plan? You
can manage your coverage on line
today.

[Sign In](#)



2016 Open Enrollment

Get pre-screened,
use the subsidy calculator
and get covered today.

[Get Started](#)



Get Help

Find the detailed contact information
you're looking for with our in-person
assistance tools.

[More Information](#)



Manage Your Plan

Do you have an existing plan? You
can manage your coverage online
and.

[Sign In](#)

Key Dates

For 2016 coverage, open enrollment is from November 1, 2015 through January 31, 2016. Be sure to note important dates and see where our in-person enrollment assisters will be throughout the open enrollment period.

30

Days Left To Enroll

[Get Covered »](#)

Pre-screening

State of Nevada

English | Español

Please Note: The following results are based on the answers you provided. This is not an official determination of eligibility.

Advanced Premium Tax Credits (APTC):

It appears your household may qualify for a federal subsidy to help pay for some of your health insurance costs with Healthcare.gov. To continue applying for a Qualified Health Plan, please click the button/link below marked "Get Covered." There you will be redirected to an account creation screen. Make sure you select Nevada in the state dropdown section, and then begin the application for a Qualified Health Plan.

You May Qualify For Federal Subsidy to Help Pay for Premiums

Get Covered

Nevada Health Link Eligibility Survey

Open Enrollment is November 1, 2015 - January 31, 2016

First Name *

Last Name *

Phone Number or Email Address *

Additional Contact Information

Please provide an email address, cell phone, and others.

Gender *

Zip Code *

Are you a U.S. Citizen or lawfully residing resident?

☐ Yes

☐ No

Nevada Health Link Eligibility Survey

Open Enrollment is November 1, 2015 - January 31, 2016

First Name *

Last Name *

Phone Number or Email Address *

Additional Contact Information

(House number or email address(es), and phone)

County *

Zip Code *

Are you a US Citizen or lawfully residing resident?

☐ Yes

☐ No

Are you currently enrolled in Medicaid or Medicare?

☐ Yes

☐ No

Household Income *

Total household income (all sources) in US dollars

Household Size *

Household size (all household members)

Preferred Language *

Submit

View and edit your results through Google Forms.

30 Days Left to Enroll

Are you a U.S. citizen or U.S. territory-residing resident?

☐ Yes

☐ No

Are you currently enrolled in Medicaid or Medicare?

☐ Yes

☐ No

Household Income?

Total household income (gross) in 12 months

Household Size?

Number of people (not Synchro Care)

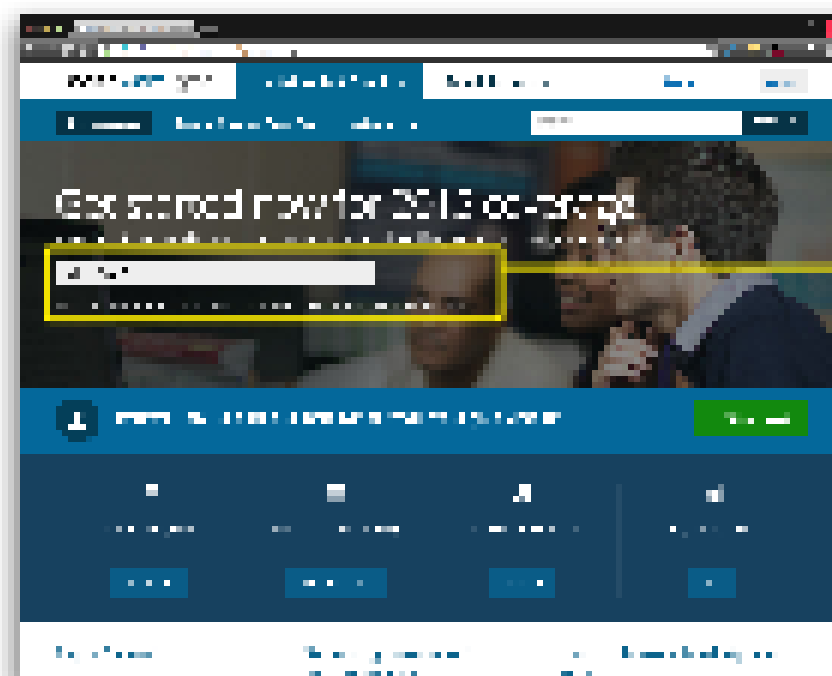
Preferred Language?

Submit

View and edit your profile through [Healthcare.gov](#).

30 Days Left to Enroll

How to Sign Up for Coverage:



Go to Healthcare.gov
and select Nevada on the
drop down menu

DIRECT MARKETING

Mailers

A photograph of a woman with dark, curly hair holding a newborn baby. The woman is looking down at the baby with a gentle expression. The baby is wearing a white onesie. The entire image is overlaid with a semi-transparent yellow filter. On the left side, there is a white rectangular frame containing the text "what's the real cost of being uninsured?".

what's the
real cost
of being
uninsured?

You can't afford *NOT* to be covered.

Average doctor and hospital costs for child birth:

uninsured		insured
\$12,300*	VS	\$1,250*

Enrollment Period: Nov 1 - Jan 31

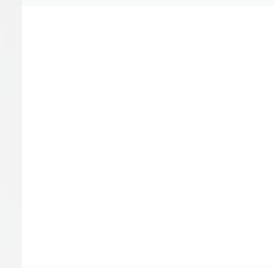
Compare plans online, see if you qualify for
tax credits or even talk to a real person at

NevadaHealthLink.com



nevada
health link

connecting you to health insurance



DIRECT MARKETING

Door Hangers



**You can't afford
NOT to be covered**

Average doctor and hospital costs for:

uninsured
\$10,000*
— vs —
insured
\$250*

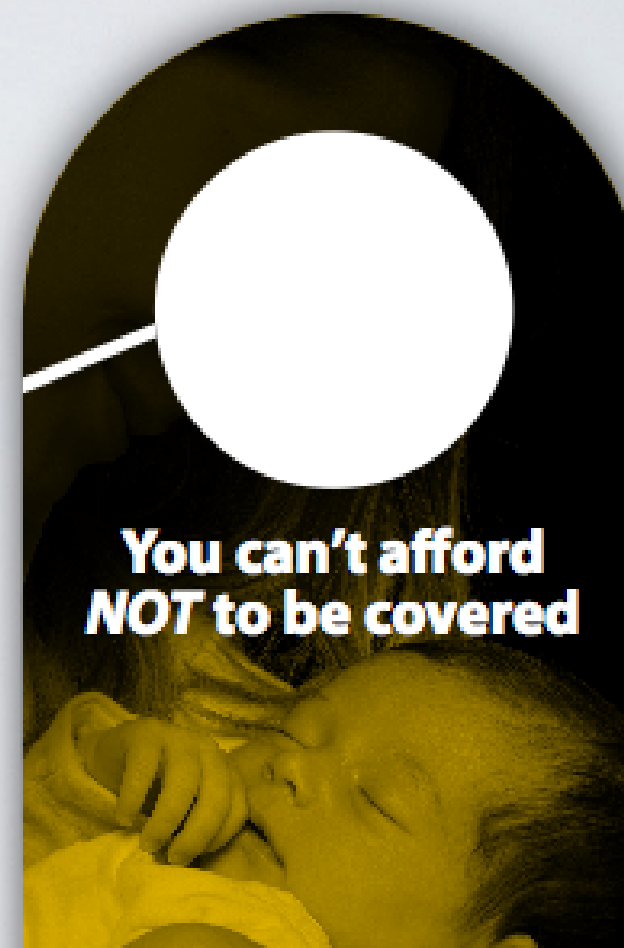
Enrollment Period: Nov 1 - Jan 31

Compare plans online,
see if you qualify for tax credits or
even talk to a real person at



NevadaHealthLink.com

*All figures are based on potential out-of-pocket costs.



**You can't afford
NOT to be covered**

Average doctor and hospital
costs for child birth:

uninsured
\$12,300*
— vs —
insured
\$1,250*

Enrollment Period: Nov 1 - Jan 31

Compare plans online,
see if you qualify for tax credits or
even talk to a real person at



NevadaHealthLink.com

*All figures are based on potential out-of-pocket costs.

OUTREACH

Public Events

Average doctor and
hospital costs
for a simple fall:

uninsured cost
\$10,000*

— vs —

insured cost
\$250*

You can't afford
NOT to be covered.

Enrollment Period
Nov 1 - Jan 31



NevadaHealthLink.com

sign up for
healthcare.

Enrollment Period
Nov 1 - Jan 31



nevada
health link

connecting you to health insurance



nevada
health link



PENNA POWERS

OUTREACH & GRASSROOTS

Ramirez Group: Summary, Campaign Goals & Tactics

SUMMARY

- Over the last 4 years, Ramirez Group has amassed a list of over 250 Nevada stakeholders including: hospitals, community health centers, pharmacies, business and faith-based groups; civic, community, ethnic and cultural organizations; Native American organizations and tribes, labor unions and other public agencies and programs.
- Served as a statewide Navigator entity in Nevada for the last 2 open enrollment periods.
- Trusted status within target communities
 - Conducted hundreds of outreach events and activities.
 - Skilled in engaging person-to-person communication to reach individuals within the target audience directly.

CAMPAIGN GOALS

- Reach a total of 100,000 people within the target audience
 - 20,000 individuals through CBO outreach efforts
 - 30,000 individuals and 20,000 families (2.5 people per family) through events and outreach efforts
- Partner with CBOs to provide outreach and education services to Nevada's uninsured market.
- Strategically distribute leads to enrollment professionals
- Provide recruitment, mentoring and training of outreach personnel

TACTICS

- Track lead conversion to better understand consumers' decision-making process and improve service delivery
- Maintain and provide an electronic database of events and audiences reached to evaluate the effectiveness of each event
- Shift resources and services accordingly to ensure there are no gaps in target audience reach
- Elicit a consumer-friendly approach that recognizes the diverse needs of those we serve to help consumers understand coverage options and overcome any barriers to enrollment