



# Silver State Health Insurance Exchange

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## AGENDA ITEM

- For Possible Action
- Information Only

**Date:** August 13, 2015

**Item Number:** VIII

**Title:** Introduction of Penna Powers, Marketing Vendor

### PURPOSE

The purpose of this report is to provide the Board and public with an introduction to the marketing firm, Penna Powers, as well as provide information on the upcoming Open Enrollment Marketing Campaign.

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### BACKGROUND

The Silver State Health Insurance Exchange (Exchange) entered into a contract with the marketing firm, Penna Powers on May 12, 2015 to provide marketing and outreach education to individuals, families, and small businesses in the state of Nevada. The maximum amount of the contract for the term of the contract is \$4,000,000 over a two year term. The marketing campaign encompasses three phases: Planning, Pre-Enrollment, and the Open Enrollment Campaign.

### ACTIVITIES/PRESENTATION

A kickoff meeting was held with Penna Powers on May 14, 2015 to discuss the unique environment and background of the Exchange as well as set expectations for planning and implementation efforts. The firm has hired an account manager in Las Vegas to oversee all marketing and outreach efforts.

A comprehensive marketing plan has been developed and the Pre-Enrollment Phase begun. Attached is a report detailing that plan and upcoming activities (Attachment A – Presentation on Marketing Plan).