



Silver State Health Insurance Exchange

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AGENDA ITEM

For Possible Action

Information Only

Date: September 10, 2015
Item Number: VII
Title: Open Enrollment Preparation & Marketing Update

PURPOSE

The purpose of this report is to provide the Board and public with an overview on the Open Enrollment preparation plan and to hear from our marketing firm, Penna Powers in regard to how they will be assisting the Exchange leading up to and during open enrollment events via a marketing update.

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BACKGROUND

Open Enrollment for Plan Year 2016 begins November 1, 2015 and ends January 31, 2016. In preparation for Open Enrollment, Penna Powers developed a marketing plan that was showcased at the August 13, 2015 Board Meeting. This plan has been further detailed with operational benchmarks. Penna Powers will be presenting an update today as well as answer any questions.

OPEN ENROLLMENT SUMMARY

For the 2016 Plan Year, Penna Powers has chosen various media allocations to meet demographics by matching the percentage of insurance-eligible Nevadans through zip code targeting to reach new enrollees for this upcoming enrollment. There will be two events: a kick-off (Nov. 1) and close-out (Jan. 31) designed to increase awareness of Nevada Health Link, gather information from potential consumers, and begin the enrollment process. Moreover, in recognition of the importance of our partnership with Nevada's agent and broker communities, the Exchange has committed to providing marketing assistance through Nevada Association of Health Underwriters (NAHU), National Association of Insurance Financial Advisors (NAIFA) and Nevada Independent Insurance Agents (NIIA). We will work together to coordinate agent and broker participation in large events throughout the enrollment period sponsored by the Exchange. Penna Powers and the Ramirez Group will provide marketing assistance for these co-branding events. Creative messaging will be used through media channels in order to reach our target population. The marketing campaign will provide:

- Paid Media: Includes print and television advertisements as well as billboards
- Earned Media: Public service announcements and Community Leader interviews
- Public Relations: Event publicity for community events, maintain momentum, and publicize outreach
- Social Media: Twitter and Facebook along with a Youtube channel
- Outreach: Co-branding events, outreach events, kick-off and close-out events

Penna Powers' Account Manager, Patty Halabuk, will provide additional details about the marketing update as well as answer any questions.