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AGENDA ITEM

For Possible Action

Information Only

Date: October 8, 2015
Item Number: VII
Title: Marketing & Open Enrollment Update

PURPOSE

The purpose of this report is to provide the Board and public with an overview of the Open Enrollment plan, hear from our marketing firm, Penna Powers, who will provide an update on how they will be assisting the Silver State Health Insurance Exchange (Exchange) during open enrollment events via a marketing update and timeline. We will also hear from representatives of the National Association of Health Underwriters (NAHU), National Association of Insurance and Financial Advisors (NAIFA), and the Nevada Independent Insurance Agents (NIIA) in regard to our co-branding open enrollment events with our broker and navigator entities.

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SUMMARY

The 2016 Plan Year Open Enrollment begins on November 1, 2015 and goes through January 31, 2016. This is the third open enrollment that the Exchange has initiated. Our kick-off event will be held on Sunday, November 1, 2015 from 10am to 6pm at the CSN Charleston Campus, Building D in Southern Nevada, and the Reno Boys and Girls Club in Northern Nevada. The close-out event, held on Sunday, January 31, 2016 will be from 10am to 6pm at the Clark County Government Center and the Reno Boys and Girls Club. In addition, we will be working with the broker community to hold “Sign-Up Saturday” events, mid-week “pop up events” (Tuesdays and Thursdays) and events on December and January 15th.

The Exchange is working closely with the broker and agent community in order to provide in person assistance for Nevadans for this upcoming open enrollment. Navigators will also be available for triage during enrollment events. I would like to introduce Heidi Sterner, Legislative Chair of NAHU and Lydia Boske-Heater, President of NAHU to discuss how we interact and work together, as well as the changed dynamics between the Exchange and the producer community that we all believe will substantially increase the amount of in-person assistance to Nevadans for this upcoming open enrollment.

OPEN ENROLLMENT

Our advertising campaign will begin October 26, 2015. Our marketing firm will be presenting a detailed media plan and calendar to showcase the campaign. We are also working with the Division of Insurance for the month of October, as it is Healthcare Awareness Month to attend events and distribute literature for outreach opportunities and provide the public with open enrollment information.

The Exchange has spoken to the Governor's office and will be working with them to produce an informational video with Governor Sandoval which should come out via our social media channels, YouTube, and other advertising outlets within the community during open enrollment. Our call to action for the campaign will be available via our website on an easily accessible link within our homepage. A broker/agent listing by location and language will be available for the consumer in order to look up events and licensed enrollment professionals in their neighborhood. The Exchange will also be releasing calendar advisories before each event in order to alert the public of in-person assistance and upcoming events.

Our Account Manager, Patty Halabuk, will now give you an update on our marketing efforts in preparation for open enrollment. Andres Ramirez from the Ramirez Group will also be giving an update on our outreach events and the upcoming kick-off event.