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AGENDA ITEM

For Possible Action

Information Only

Date: November 12, 2015
Item Number: V
Title: Marketing and Outreach Update

PURPOSE

The purpose of this report is to give the board members and the public an update on the Marketing and Outreach campaign for the Silver State Health Insurance Exchange (Exchange) during Open Enrollment 2016.

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SUMMARY

The marketplace for Open Enrollment 2016 opened Sunday, November 1, 2015 and goes through January 31, 2016. Nevadans need to know and plan for important dates and understand the process of applying and enrolling in Qualified Health Plans (QHP) through the Exchange for Plan Year 2016. Penna Powers will present on the status and accomplishments of the Marketing and Outreach campaign (Attachment A) as well as discuss our Kick-Off Events in both Northern and Southern Nevada.

Our advertising campaign kicked off October 26, 2015 and all media ad buys have been placed. The Nevada Health Link website has been updated to reflect 2016 Open Enrollment with our in person assistance tool, key dates and events calendar, and a schedule of specific zip codes of brokers and agents who have opted in for extended office hours and enrollment events during the course of open enrollment.