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AGENDA ITEM

For Possible Action

Information Only

Date: January 14, 2016
Item Number: VI
Title: Marketing & Open Enrollment Update

PURPOSE

The purpose of this report is to provide the Board and public with an overview on the Open Enrollment plan, and provide an update on how the Silver State Health Insurance Exchange (Exchange) is performing during open enrollment events via a marketing and media update and timeline.

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SUMMARY

With less than a month left of the Open Enrollment Period, the Exchange—along with Penna Powers, our marketing and outreach efforts—has been working diligently to ensure Nevada consumers have the correct information on how to enroll and where to get local, in person assistance. The Exchange has provided messaging in a multitude of media outlets including, but not limited to: social media, digital media, email blasts, outreach events, website, on camera interviews, public service announcements, radio, print, and billboard/outdoor advertisements. Our campaign continues to receive good press and we strive to influence those hard to reach target populations for the remainder of Open Enrollment.

Nevada Health Link will host an enrollment event tomorrow, January 15th in both Reno and Henderson where Nevadans can attend and sit face to face with a licensed insurance agent or broker to learn the process and find a plan best to suit their needs. We will also host a close out enrollment event and health fair which is planned for Saturday, January 30th, held in both Reno and Las Vegas.

Our enrollment numbers reflect our efforts in getting the message out to Nevada consumers; people are becoming aware that having health insurance is something they need to protect themselves and their family.