



Brian Sandoval  
Governor

Florence Jameson, MD  
Vice Chair

Bruce Gilbert  
Executive Director

# Silver State Health Insurance Exchange

2310 S. Carson Street, Suite 2, Carson City, NV 89701 • T: 775-687-9939 F: 775-687-9932  
www.NevadaHealthLink.com/sshix

## AGENDA ITEM

For Possible Action

Information Only

**Date:** December 17, 2015  
**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.

### CONTENTS

PURPOSE .....	1
CONTENTS .....	1
SUMMARY .....	1

### SUMMARY

The Exchange has made significant strides to reduce Nevada’s uninsured population and we have been working diligently to get our message to consumers. Our co-branding efforts with the broker and agent community have proven to be effective; 15,000 of those enrolled so far have used an enrollment assister. Our enrollment events for consumers to receive in person assistance have been an ongoing call to action message for all Nevadans shopping the marketplace. Our media and advertising campaign has continued to receive positive and interested press while also reaching our target audience. Advertising was more aggressive around the 15<sup>th</sup> of the month events with an emphasis on our Dec 15<sup>th</sup> Enrollment Event held in Henderson and Reno which is also the deadline to enroll for coverage by January 1, 2016.

The Exchange has issued press releases before every Sign Up Saturday event and large scale enrollment events. We continue to participate in outreach events throughout the state and anticipate an increase in enrollees in January and after re-enrollment. Our website was updated to reflect this open enrollment with an emphasis on our in person assistance tool by zip code and the monthly broker schedule for extended office hours. I will review our messaging strategy and Melissa Dietz, Media Planner and Buyer will

review our media detail. Andres Ramirez and Evon Meyers will review our broker update and outreach efforts.