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AGENDA ITEM

For Possible Action

Information Only

Date: February 11, 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 of Open Enrollment plan year 2016, and provide an update on how the Silver State Health Insurance Exchange (Exchange) performed in the last month of open enrollment via a marketing and media update and timeline.

CONTENTS

PURPOSE	1
CONTENTS	1
SUMMARY	1

SUMMARY

Nevada’s Exchange has survived its third Open Enrollment and we believe the Exchange has made significant strides to reduce Nevada’s uninsured population. We’ve had a second consecutive year of record breaking enrollment numbers with over 88,000 individuals who applied for and enrolled in qualified health plans this open enrollment period.

Our messaging this year was specifically designed to reach underinsured consumer populations, and we continued our outreach efforts throughout the enrollment period to build those relationships. Our media and advertising campaign received positive feedback and, overall, coverage was very positive for Nevada Health Link and the Exchange.

Although Open Enrollment has ended, work is far from being over. The Exchange will be collaborating with various stakeholders to work on an off-season campaign in order to reach our underserved and uninsured target populations. We will be focusing on the tribes, rural areas, multicultural entities, the Hispanic population, and self-employed. We will continue to work to better identify those consumers still uninsured and the best channels to reach them. Penna Powers will review our January events and the

Marketing and Open Enrollment Update
February 11, 2016

close of open enrollment, as well as our planned off season efforts to create and increase brand awareness during the interim.