



2015/2016 Marketing Update

February 11, 2016

In Process...

- Marketing campaign wrap-up and analysis
- Outreach and Event wrap-up and analysis
- Strategy/Planning for 2016 off-season Education and Awareness campaign (with emphasis on rural and tribal populations throughout the state)
- NevadaHealthLink.com updates

January Enrollment “Advertising Push” Highlights

TV and Radio

General Market TV Added (Northern and Southern Nevada):

- ABC, NBC, CBS, USA, Spike, Adult Swim, MTV, Fox Sports FX, ESPN, Comedy Central, and BET
- Impressions added:
 - Northern Nevada: 260,000
 - Southern Nevada: 1.3 million

General Market Radio Added

(Northern Nevada):

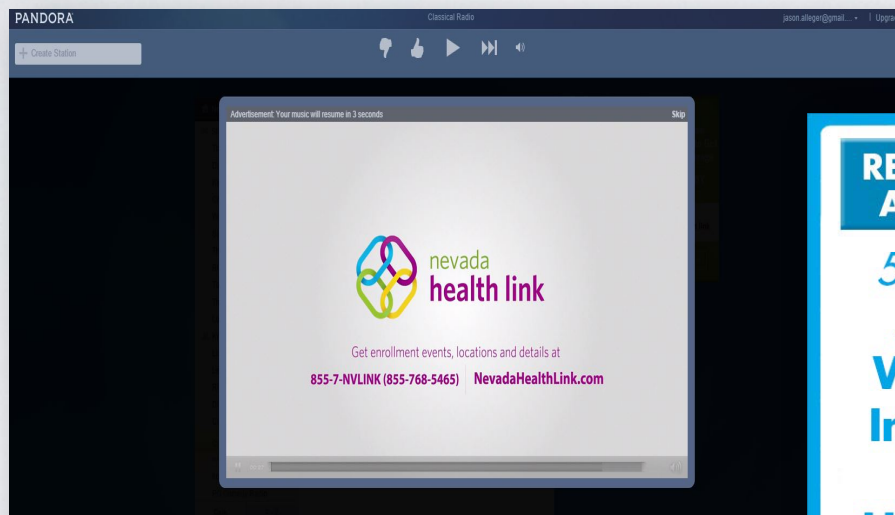
- KRNO, KLCA, KODS, KLCA2, KSGG, KBZZ, KRZQ, KNEZ, KWNZ, KZTI, KDOT, KOZZ, KUUB, KHIT, KFOY, KPLY

(Southern Nevada):

- KCYE, KDWN, KOAS, KPLV, KPLV2, KSNE, KWNR
- Impressions added:
 - Northern Nevada: 594,000
 - Southern Nevada: 1,409,676

Digital Media

- 600k video impressions on Pandora – initial findings very impressive
- Additional Google search ads ran to accommodate higher search volume - dynamic enrollment countdown ads significantly boosted click-through rates and performance.



Health Plan of Nevada

nevadahealthlink.com

Purchased State-Certified Health Insurance Based on Income.

Nevada Health Insurance

nevadahealthlink.com

Need affordable health insurance?
Sign up now, 3 days left to enroll!



Social Media

Paid Social Media

- Facebook ads along with new campaigns on Twitter and Instagram
- 2,986,813 impressions during the month of January across Facebook, Instagram and Twitter ads
- **494,210** Nevadans reached vs. 421,380 in December

Nevada Health Link Social Media Channels

53,793 engagements took place on Nevada Health Link's social media channels representing a **28.40% increase** from December



PR/Media Relations

January 2016 Coverage

- 44 stories
- 100% of coverage was balanced or positive coverage
- Coverage included a SSHIX spokesperson 30% of the time

Coverage in support of January 30, 2015 Close-out events

- 16 stories promoting the end of enrollment and Jan. 30 close out event

Total Estimated Value of *Earned* PR Coverage Jan. 25-31 – \$22,594

PR/Media Relations – January Coverage Report



Media Coverage Report



Date	Source & Linked Placement	Category/Topic	Tone (P/N/B) Positive Negative Balanced	SSHIX Commented Y/N	Type
JANUARY 2016					
1-31-16	KOLO 8 Reno	Open Enrollment	Balanced	N	Broadcast
1-31-16	KVVU Fox5 Las Vegas 6 am, 7 am	Open Enrollment	Balanced	N	Broadcast
1-31-16	KLAS 8 Las Vegas 6 am, 8 am	Open Enrollment			Broadcast
1-30-16	KTNV 13 Las Vegas	Open Enrollment	Balanced	N	Broadcast
1-30-16	KTNV 13 Las Vegas 5am, 8 am	Open Enrollment	Balanced	N	Broadcast
1-30-16	KSNV 3 Las Vegas	Open Enrollment	Balanced	N	Broadcast
1-29-16	KLAS 8 Las Vegas	Open Enrollment	Balanced	Y- Andres	Broadcast
1-29-16	KBLR Telemundo Las Vegas 530 pm; 11 pm	Open Enrollment			Broadcast
1-29-16	KINC Univision Las Vegas 6 pm; 11 pm	Open Enrollment			Broadcast
1-29-16	KOLO 8 Reno Changes Coming To State Health Insurance Enrollment Program	Open Enrollment	Balanced	Y – Bruce	Online
1-29-16	KVVU Fox Las Vegas 430am; 6am	Open Enrollment	Balanced	N	Broadcast
1-29-16	KTNV 13 Las Vegas 5 am	Open Enrollment	Balanced	N	Broadcast
1-29-16	KTNV 13 Las Vegas online Deadline to sign up for Nevada Health Link is Sunday	Open Enrollment	Positive	N	Online
1-29-16	KLAS 8 News Las Vegas 5 am; 8am	Open Enrollment	Balanced	Y- Janel	Broadcast
1-29-16	Las Vegas Review Journal Five Tips To Avoid Winter Injuries And Hazards. (Brandwise)	Open Enrollment	Balanced	Y-sponsored	Online
1-28-16	KRXI Fox11 Reno	Open Enrollment	Balanced	N	Broadcast
1-28-16	Reno Gazette-Journal Good News: Free Flu Vaccines Available Saturday	Open Enrollment	Positive	N	Online

PR/Media Relations – January Coverage Report (page 2)

1-28-16	KTNV 13 Las Vegas	Open Enrollment	Balanced	N	Broadcast
1-28-16	KLAS 8 News Las Vegas	Open Enrollment	Balanced	N	Broadcast
1-28-16	Telemundo Las Vegas	Open Enrollment	Balanced	N	Broadcast
1-27-16	KLAS 8 Las Vegas	Open Enrollment	Balanced	N	Broadcast
1-27-16	KRNV News4 Reno Some Choosing Penalty Fees Over Health Insurance As Open Enrollment Deadline Nears	ACA and Open Enrollment	Balanced	Y – Janel	Broadcast and Online
1-27-16	KRNV 4 Reno	Open Enrollment	Balanced	N	Broadcast
1-27-16	KSNV 3 Las Vegas	Open Enrollment	Balanced	N	Broadcast
1-27-16	Las Vegas Review Journal Nevada's Health Insurance Exchange Nears 80,000 Enrollees	Open Enrollment	Balanced	N	Online
1-26-16	KOLO8 Reno January 31 Health Insurance Deadline Looms	Open Enrollment	Balanced	N	Broadcast and Online
1-25-16	KTVN 2 Reno	Open Enrollment	Balanced	N	Broadcast
1-25-16	KTVN 2 Reno Nevada Health Link Signup Deadline January 31 5pm; 630pm	Open Enrollment	Balanced	Y- Janel	Broadcast
1-25-16	Public News Service Targeting Nevada's Remaining Uninsured	Open Enrollment	Balanced	N	Online
1-21-16	Las Vegas Review Journal Health news and events around the valley Jan. 21-27, 2016	Open Enrollment	Balanced	N	Online
1-21-16	Courier Express Nevada Health Exchange Enrollment Surpasses Last Year's	Open Enrollment	Positive	N	Online
1-21-16	KTNV 13 Thousands in Nevada Sign Up For Coverage Through HealthCare.Gov	Open Enrollment	Positive	N	Online
1-20-16	GO Banking Rates 10 Best and Worst States for Health Insurance Costs	ACA	Balanced	N	Online
1-20-16	MyNews4 Reno Health Insurance Deadline Approaches At End Of Month	Open Enrollment	Balanced	N	Broadcast & Online
1-16-16	KTNV 13 Time Is Running Out To Enroll Through Nevada Health Link	Open Enrollment	Balanced	Y – Janel	Broadcast & Online
1-14-16	Las Vegas Review-Journal Letters: Affordable Care Act Alive, Well In Nevada	ACA	Positive	Y – Bruce	Online
1-14-16	Las Vegas Review-Journal Health News and Events Around the Valley, Jan. 14 – 20, 2016	Open Enrollment – Sign up Saturdays	Balanced	N	Online
1-14-16	Las Vegas Review Journal 5 Critical Steps To Make 2016 Your Best Year Ever (Brandwise)	Open Enrollment	Balanced	Y – sponsored	Online
1-13-16	National Journal How to Dismantle and Obamacare Exchange	ACA	Balanced	Y – Bruce	Online

PR/Media Relations – January Coverage Report (page 3)

1-13-16	Las Vegas Review-Journal Nevada Health Link Records 77,411 Enrollees, Topping Previous Enrollment Period	Record Enrollment	Positive	N	Online
1-11-16 through 1-17-16	Lake Tahoe TV	Open Enrollment		Y- Janel	Broadcast
1-8-16	Inside Health Policy State Exchanges Say 'Supported' Exchange User Fee Will Halt Progress (Available online to subscribers, a PDF is available)	HHS User Fee Proposed Increase	Balanced	Y – Bruce	Online
1-8-16	The Ely Times Time Running Out To Enroll In Health Insurance for 2016	Open Enrollment	Balanced	N	Online
1-6-16	Reno Gazette-Journal One View: ACA Failing in Nevada? Facts Say Otherwise	ACA	Positive	Y – Bruce Op-Ed	Print/Online

Outreach and Enrollment

Get Healthy. Get Covered. Close-out Events – Saturday, Jan. 30, 2015

Clark County Government Center (South)

- 500 Estimated attendees
- 22 Brokers
- 25 Estimated Navigators
- 73 QHP Forms completed

McKinley Arts & Culture Center (North)

- 350 Estimated attendees
- 6 Brokers
- 4 Navigators
- 25 QHP Forms completed

