



## Marketing and Outreach Overview - APPENDIX

March 10, 2016

### Direct Mail Coverage (Compared by Enrollment)

Compiled from CMS Zip/Age/Gender O/E Third Month Report and Cross-checked against Broker Participation by Zip Code, 10/20/15 and Rural County/City/Zip direct mail lists.

Zip Code	Number Enrolled	City	County	Direct Mail
89117	2489	Las Vegas (Spring Valley/Summerlin S.)	Clark	Broker
89147	2455	Las Vegas (Spring Valley)	Clark	Broker
89148	2068	Las Vegas (Rhodes Ranch)	Clark	Broker
89123	2016	Las Vegas (Paradise/Silverado Ranch)	Clark	Broker
89103	1902	Las Vegas (Spring Valley)	Clark	Broker
89052	1898	Henderson	Clark	Broker
89074	1818	Henderson	Clark	Broker
89108	1781	Las Vegas (Central)	Clark	Broker
89139	1769	Las Vegas (Enterprise)	Clark	Broker
89129	1719	Las Vegas (Northwest)	Clark	Broker
89031	1595	N. Las Vegas	Clark	Broker
89509	1579	Reno	Washoe	Broker
89502	1573	Reno	Washoe	Broker
89121	1521	Las Vegas (Winchester)	Clark	Broker
89436	1513	Spanish Springs	Washoe	Broker
89523	1442	Reno	Washoe	Broker
89521	1367	Virginia City Highlands	Washoe	Broker
89014	1350	Henderson (Galleria Mall)	Clark	Broker
89110	1347	Las Vegas (East)	Clark	None
89128	1346	Las Vegas (Summerlin border)	Clark	Broker
89506	1298	Reno	Washoe	Broker
89183	1285	Las Vegas (Enterprise)	Clark	None
89178	1279	Las Vegas (Enterprise, South 15)	Clark	Broker

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89119	1203	Las Vegas (Paradise)	Clark	Broker
89113	1177	Las Vegas (Spring Valley)	Clark	Broker
89012	1151	Henderson (Dragon Ridge)	Clark	Broker
89131	1140	Las Vegas (Northwest)	Clark	Broker
89431	1131	Sparks	Washoe	Broker
89149	1122	Las Vegas (Northwest)	Clark	Broker
89511	1092	Floriston (Pleasant Valley, 580)	Washoe	Broker
89122	1091	Las Vegas (Whitney)	Clark	None
89141	1078	Las Vegas (Enterprise)	Clark	Broker
89015	1050	Henderson	Clark	Broker
89503	1035	Reno	Washoe	Broker
89135	1026	Las Vegas (South Summerlin)	Clark	Broker
89107	967	Las Vegas (Central)	Clark	Broker
89102	959	Las Vegas (Winchester)	Clark	Broker
89434	922	McCarran (East of Sparks)	Washoe/Storey	Broker
89032	915	Las Vegas (North)	Clark	None
89118	894	Las Vegas (Spring Valley)	Clark	None
89130	894	Las Vegas (Northwest)	Clark	Broker
89104	884	Las Vegas (Winchester)	Clark	Broker
89002	879	Henderson (Water Street)	Clark	None
89145	824	Las Vegas (Southwest)	Clark	None
89115	792	N. Las Vegas (Nellis AFB)	Clark	Broker
89701	789	Carson City	Carson	Broker



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Zip Code	Number Enrolled	City	County	Direct Mail
89144	779	Las Vegas (Southwest)	Clark	None
89120	767	Las Vegas (Paradise)	Clark	Broker
89011	766	Henderson (Whitney)	Clark	None
89142	764	Las Vegas (Sunrise Manor)	Clark	None
89081	749	N. Las Vegas (West of Nellis AFB)	Clark	None
89406	727	Fallon Station	Churchill	Rural
89460	726	Gardnerville	Douglas	Rural
89146	698	Las Vegas (Spring Valley, North)	Clark	Broker
89512	682	Reno	Washoe	None
89706	680	Mound House	Carson	Broker
89134	641	Las Vegas (Summerlin/Sun City)	Clark	Broker
89030	628	N. Las Vegas	Clark	None
89084	627	N. Las Vegas (Outskirts 15 & 95)	Clark	None
89101	560	Las Vegas (Sunrise Manor)	Clark	None
89156	550	Las Vegas (Sunrise Manor)	Clark	None
89138	546	Las Vegas (South Summerlin)	Clark	Broker
89433	532	Sun Valley	Washoe	None
89451	512	Incline Village	Carson	None
89408	487	Fernley	Lyon	Rural
89403	477	Dayton	Lyon	Rural
89801	475	Elko	Elko	Rural
89044	468	Henderson (Enterprise)	Clark	Broker
89166	464	Las Vegas (East of Mt. Charleston/95)	Clark	None

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Zip Code	Number Enrolled	City	County	Direct Mail
89169	460	Las Vegas (Winchester)	Clark	Broker
89508	458	Cold Springs	Washoe	None
89410	449	Gardnerville	Douglas	Rural
89005	435	Boulder City	Clark	Broker
89048	435	Pahrump	Nye	Rural/Broker
89423	423	Minden	Douglas	Rural
89106	380	Las Vegas (Central)	Clark	Broker
89445	372	Winnemucca	Humboldt	Rural
89027	310	Mesquite	Clark	Broker
89519	286	Reno	Washoe	None
89441	250	Spanish Springs	Washoe	Rural
89703	241	Carson City	Carson	None
89815	226	Spring Creek	Elko	Rural
89109	222	Las Vegas (toward airport)	Clark	None
89179	193	Las Vegas	Clark	None
89449	186	Stateline	Douglas	Rural
89029	166	Laughlin	Clark	Broker
89060	162	Pahrump	Nye	Rural
89429	147	Silver Springs	Lyon	Rural
89705	136	Carson City (South)	Douglas	Rural
89704	101	Washoe City/Valley	Washoe/Carson	None
89447	88	Yerington	Lyon	Rural
89061	71	Pahrump	Nye	Rural

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Zip Code	Number Enrolled	City	County	Direct Mail
89444	70	Wellington	Lyon	Rural
89501	69	Reno	Washoe	None
89448	55	Zephyr Cove	Douglas	Broker/Rural
89034	46	Las Vegas (North)	Clark	None
89820	24	Battle Mountain	Elko	Rural
89415	23	Hawthorne	Mineral	Rural
89510	21	Spanish Springs (Pyramid Lake)	Washoe	None
89001	0	Alamo	Lincoln	Rural
89003	0	Beatty	Nye	Rural
89008	0	Caliente	Lincoln	Rural
89010	0	Dyer	Esmeralda	Rural
89017	0	Hiko	Lincoln	Rural
89018	0	Indian Springs	Clark	Broker
89020	0	Amargosa Valley	Nye	Rural
89022	0	Manhattan	Nye	Rural
89023	0	Mercury	Nye	Rural
89033	0	N. Las Vegas	Clark	Broker
89041	0	Pahrump	Nye	Rural
89042	0	Panaca	Lincoln	Rural
89043	0	Pioche	Lincoln	Rural
89045	0	Round Mountain	Nye	Rural
89047	0	Silverpeak	Esmeralda	Rural
89049	0	Tonopah	Nye	Rural



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89103	0	Goldfield	Esmeralda	Rural
89173	0	Las Vegas	Clark	Broker
89301	0	Ely	White Pine	Rural
89311	0	Baker	White Pine	Rural
89314	0	Duckwater	White Pine	Rural
89315	0	Ely	White Pine	Rural
89316	0	Eureka	Eureka	Rural
89317	0	Lund	White Pine	Rural
89318	0	McGill	White Pine	Rural
89319	0	Ruth	White Pine	Rural
89407	0	Fallon	Churchill	Rural
89409	0	Gabbs	Nye	Rural
89411	0	Genoa	Douglas	Rural
89413	0	Glenbrook	Douglas	Rural
89414	0	Golconda	Humboldt	Rural
89418	0	Imlay	Pershing	Rural
89419	0	Lovelock	Pershing	Rural
89420	0	Luning	Mineral	Rural
89421	0	McDermitt	Humboldt	Rural
89422	0	Mina	Mineral	Rural
89425	0	Orovada	Humboldt	Rural
89426	0	Paradise Valley	Humboldt	Rural
89427	0	Schurz	Mineral	Rural

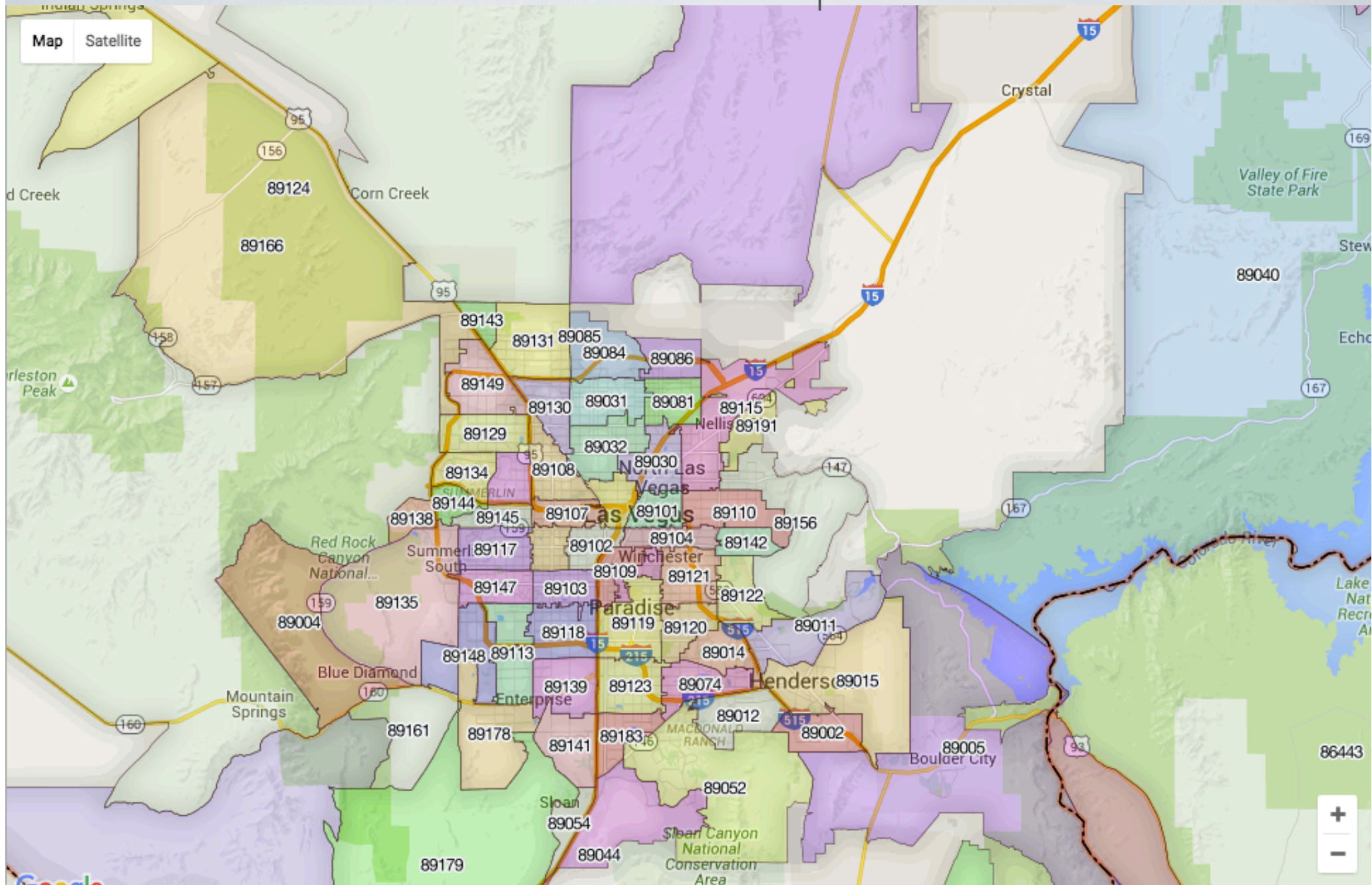
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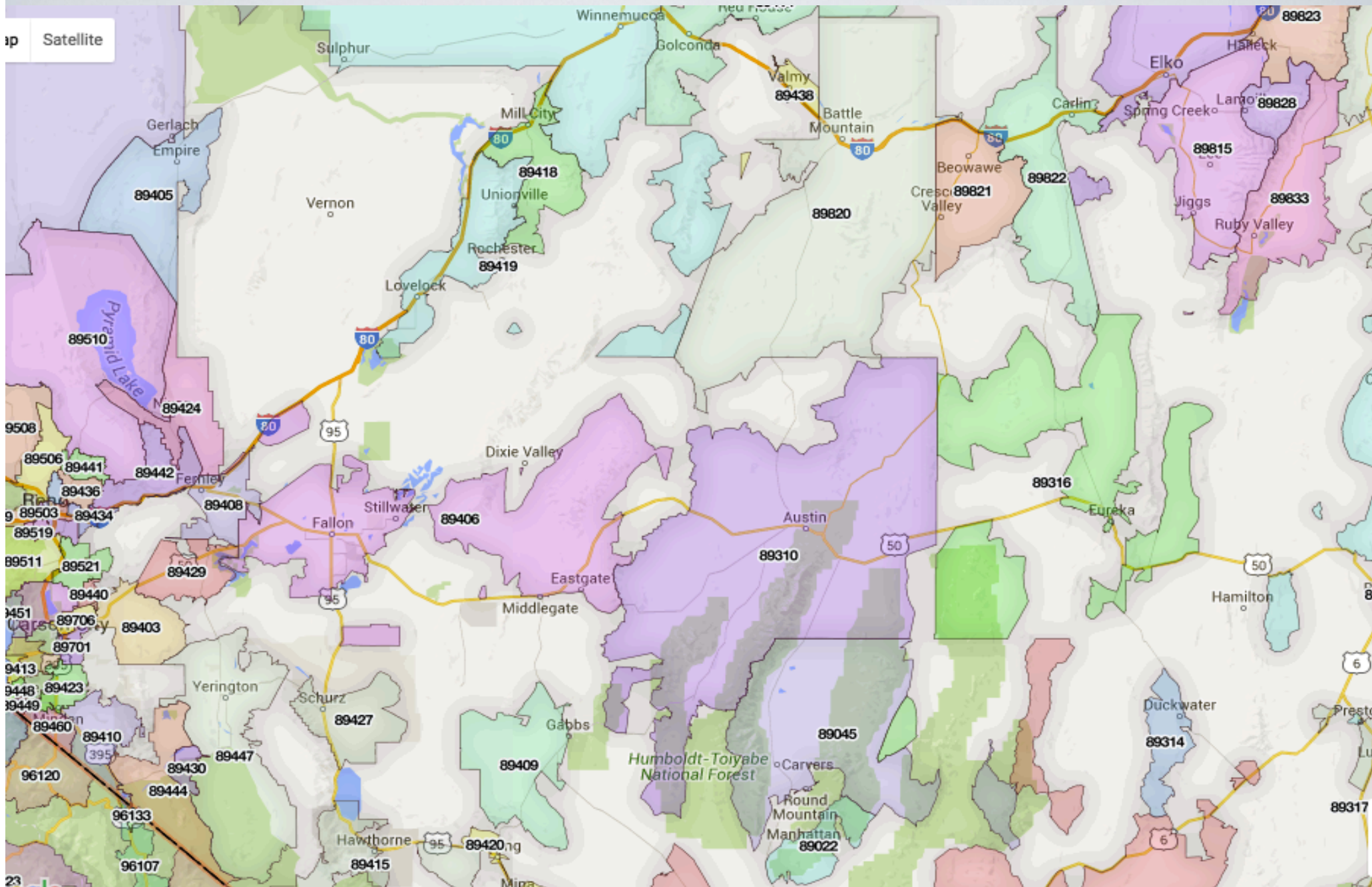
Zip Code	Number Enrolled	City	County	Direct Mail
89428	0	Silver City	Lyon	Rural
89430	0	Smith	Lyon	Rural
89438	0	Valmy	Humboldt	Rural
89440	0	Virginia City	Storey	Rural
89446	0	Winnemucca	Humboldt	Rural
89496	0	Fallon	Churchill	Rural
89802	0	Elko	Elko	Rural
89803	0	Elko	Elko	Rural
89821	0	Crescent Valley	Elko	Rural
89822	0	Carlin	Elko	Rural
89823	0	Deeth	Elko	Rural
89824	0	Halleck	Elko	Rural
89825	0	Jackpot	Elko	Rural
89826	0	Jarbridge	Elko	Rural
89828	0	Lamoille	Elko	Rural
89830	0	Montello	Elko	Rural
89831	0	Mountain City	Elko	Rural
89832	0	Owyhee	Elko	Rural
89833	0	Ruby Valley	Elko	Rural
89834	0	Tuscarora	Elko	Rural
89835	0	Wells	Elko	Rural
89883	0	West Wendover	Elko	Rural



# Southern Nevada Zip Codes



# Northern Nevada Zip Codes





# Digital Media Analysis



## Nevada Health Link Digital Media Report - November-January 2016



Type	Source	Impressions	Clicks	CTR	Key Actions	Calls	Key Action Rate	Cost	CPK	Notes
Display	AcuityAds	8,133,485	5,684	0.07%	5,516	N/A	0.07%	\$32,727	\$6	Spanish ads account for 46% of clicks but only 20% of leads
Display	MNI	1,804,097	605	0.03%	1,633	N/A	0.09%	\$8,182	\$5	Paused on 12/13 and impressions allocated to AcuityAds, which was performing better
Retargeting	Katana	3,546,714	2,704	0.08%	4,935	N/A	0.14%	\$12,229	\$2	Most healthcare.gov clicks of any source
Video	MaxPoint	1,339,699	1,361	0.10%	398	N/A	0.03%	\$18,033	\$45	80% completion rate. Reality Check (15-second version in both languages) has highest completion rate.
Video	YouTube	812,844	909	0.11%	519	N/A	0.06%	\$17,145	\$33	Reality Check English has the most conversions of any other spot
Video	Pandora	1,053,085	10,113	0.96%	159	N/A	0.02%	\$14,036	\$88	Spanish ads had highest CTR but English ads had higher conversion rate
Audio	Pandora	3,195,976	11,012	0.34%	540	N/A	0.02%	\$30,000	\$56	English A25-34 and Spanish 50+ have the highest conversions for the language, respectfully
Search	Google	214,125	12,886	6.02%	7,839	418	3.66%	\$48,423	\$6	Top keywords include Nevada Health Link, Health Insurance Nevada and Nevada Healthcare Exchange
Search	Bing/Yahoo	5,022	670	13.34%	44	5	0.88%	\$1,545	\$35	Paused on 11/25 to move dollars to Google search, which was performing better
Paid Articles	LVRJ	5,316	17	0.32%	16	N/A	0.30%	\$7,159	\$447	Four articles ran
Takeover	LVRJ	309,965	1,615	0.52%	93	N/A	0.03%	\$0	\$0	Ran on 12/14. Added value because of paid article under delivery.
Takeover	Fox 5	29,667	129	0.43%	23	N/A	0.08%	\$0	\$0	Ran on 12/14 and 1/14. Added value from television buy.
Ad Serving	Adswerve	N/A	N/A	N/A	N/A	N/A	N/A	\$2,528	N/A	Ensured delivery
<b>Total</b>	<b>N/A</b>	<b>20,449,995</b>	<b>47,705</b>	<b>0.23%</b>	<b>21,715</b>	<b>423</b>	<b>0.11%</b>	<b>\$192,008</b>	<b>\$9</b>	<b>Cost-per-action very low</b>





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## **PUBLIC RELATIONS RECAP SUBMITTED: FEBRUARY 24, 2016**



# FFW PR Results by the Numbers

❖ Between October 2015 and January 2016, FFW media placements resulted in:

- **Total PR Value for print, online, radio and TV: \$9,089,843**
- **Total ad value for print, online, radio and TV: \$3,029,949**

❖ Secured **three** editorial board meetings with Las Vegas and Reno daily newspapers.

❖ Secured **more than a dozen** TV and radio interviews throughout the season.



THE SUNDAY



CBS  
RADIO



# FFW PR Highlights

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- ❖ Elevated overall awareness for Silver State Health Insurance Exchange (SSHIX) and Nevada Health Link (NHL), among Nevada media and residents.
- ❖ Developed and serviced all press materials, including enrollment event advisories, milestone press releases, Op-Eds, Letters to the Editor, speaking points and FAQs.
- ❖ Served as the liaison between SSHIX and media members, facilitating all interview opportunities, editorial board meetings and in-studio appearances.
- ❖ Shined a spotlight on Sign-Up Saturdays, securing regular media mentions in print, online and TV.
- ❖ Acknowledged relevant healthcare industry studies in press materials, including the Kaiser Study and CMS reports.
- ❖ Secured positive media placements in TV, radio, print and online outlets including:
  - ABC, CBS, FOX and NBC local TV affiliates in the north and south
  - Newspapers - Las Vegas Review-Journal, Las Vegas Sun, The Sunday and Reno Gazette-Journal
- ❖ Announced Nevada's record-breaking enrollment numbers in November 2015 and in the final results press release in February 2016, which exceeded 2015 numbers by more than 20%.



# Media Placements: TV



## ❖ Southern Nevada TV interviews:

- KSNV (NBC)
- KLAS (CBS)
- KTNV (ABC)
- KVVU (FOX)



## ❖ Northern Nevada TV interviews:

- KRNV (NBC)
- KTVN (CBS)
- KOLO (ABC)
- KRXI (FOX)

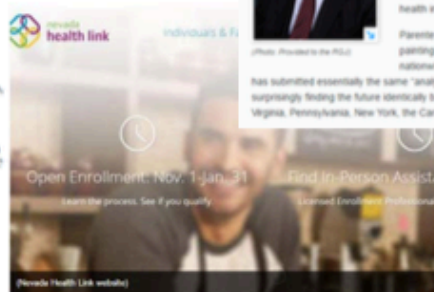
# Media Placements: Print



## Too many Nevadans remain uninsured

By Bruce Gilbert  
Wednesday, Nov. 18, 2013 | 2 a.m.

Nevada has made significant strides in reducing its uninsured population over the past two years, but now, as we are in our third open-enrollment season, determined more than ever to close the gap, there remains an alarming number of residents who are uninsured. I've often asked, "Why should we buy health insurance?" Having health insurance is required by law, and those who don't abide by it are subject to rising tax penalties, but can you really put a price tag on the invaluable peace of mind you can have by being properly covered?



**Related links**

- Nevadans slow to embrace state's health insurance exchange. [Data show](#)
- Nevada Health Link had enrolled 75,000 people by Saturday, the U.S. Department of Health and Human Services said Wednesday.
- The signups include automatic renewals from 2013, though the federal government didn't break down numbers by enrolling versus new enrollments.
- With three days left until the Jan. 31 enrollment deadline, Nevada Health Link has already busted the 72,000 signups it had a year ago.
- Nevadans who don't have health insurance by Jan. 31 face a federal tax of 2.5 percent of household income, or \$695 per adult and \$247.50 per child up to a household maximum of \$2,085 — whichever is higher.
- Consumers don't have to buy a plan through Nevada Health Link, but purchasing through the marketplace is the only way to qualify for a federal tax credit to help cover the cost of premiums.

## One View: ACA failing in Nevada? Facts say otherwise

Bruce Gilbert 6:53 a.m. PST January 28, 2014



I found it ironic that Stephen T. Parente's recent musings on the "faded" implementation of the Affordable Care Act in Nevada ("One View: Break forecast for Nevada's Affordable Care Act future") were published the same day that it was reported that a record number of Nevadans had enrolled in health insurance through Nevada Health Link.

Parente seems to have made a cottage industry of painting the implementation of the ACA a failure nationwide. A quick Internet search shows that he has submitted essentially the same "analysis" to media in multiple states, not surprisingly finding the future identically bleak in Georgia, Minnesota, Wisconsin, Virginia, Pennsylvania, New York, the Carolinas and more.



## Time running out to enroll in health insurance for 2016

JANUARY 8, 2016 BY THE ELY TIMES

With less than a month left to enroll for 2016 coverage, Nevada Health Link is once again collaborating with licensed insurance brokers and agents throughout the Silver State for an enrollment event from 4 to 8 p.m. on Friday, Jan. 15. It will be the last day to enroll for coverage that starts on Feb. 1. Nevadans will have access to convenient, one-on-one meetings with professionals who will guide them through the application process, eligibility requirements, and health care plan options.



- ❖ Nevada print stories:
  - Las Vegas Review-Journal
  - The Sunday magazine
  - Las Vegas Sun
  - Reno Gazette-Journal
- ❖ Rural print stories:
  - Lincoln County Record
  - The Ely Times



## 2015/16 Outreach Event List



Event	Date	Location	Type of Event	Attendees	Interacted with	Attend Again?
Northern Nevada Pride	7/25/15	Reno	Festival/Fair	1500	200	Yes
National Night Out	8/4/15	Las Vegas	Festival	800	40	Yes
Fun in the Sun	8/15/15	Las Vegas	Expo	25	25	No
Reno Gay Pride	8/15/15	Reno	Festival	800	125	Yes
Governor's Conference On Business 2015	8/25/15	Reno	Conference	500	20	Yes
Farmworkers Appreciation Day	8/29/15	Fallon	Fair	100	1	No
Maternal Child Health Coalition of Southern Nevada	9/8/15	Las Vegas	Meeting	15	15	Yes
Committed to Our Business Community Expo	9/10/15	Las Vegas	Expo	500	50	Yes
Fiesta on Wells Festival	9/13/15	Reno	Festival	1200	60	Yes
Las Vegas Southwestern Women's Expo 2015	9/19/15	Las Vegas	Expo	800	100	Yes
XV Semana Binacional de Salud	9/19/15	Reno	Health Fair	300	30	Yes
Fiestas Patrias	9/20/15	Las Vegas	Festival	300	100	Yes
Las Vegas Southwestern Women's Expo 2015	9/20/15	Las Vegas	Expo	200	80	Yes
Latin Festival	9/20/15	Reno	Festival	600	40	No
Susan G. Komen Race for the Cure	10/4/15	Reno	Marathon/Run	1500	150	Yes
CSNV Hispanic Heritage Festival	10/10/15	Las Vegas	Festival	60	5	No
Immigration Fair by La Buena 101.9	10/10/15	Las Vegas	Fair	300	30	Yes
Oktoberfest Harvest Jamboree	10/10/15	Reno	Festival	150	10	No
Telemundo Fiesta	10/17/15	Las Vegas	Fair	500	150	Yes
Boo Bash	10/23/15	Las Vegas	Fair	200	30	Yes
Trick or Trot 5K	10/24/15	Las Vegas	Marathon/Run	2000	20	No
NFL Network Tailgate Tour	10/24/15	Reno/Sparks	Festival/Fair	150	20	Yes
Jazz Picnic at Winchester	10/25/15	Las Vegas	Festival/Fair	150	20	No
CSN Health & Wellness Fair	10/28/15	Las Vegas	Health Fair	300	20	Yes
Leticia's Cocina 6th Annual Dia de los Muertos	10/30/15	Las Vegas	Festival/Fair	600	200	Yes
CenturyLink's Trunk or Treat	10/30/15	Las Vegas	Trick or Treat	200	30	Yes
Nevada Day Parade	10/31/15	Carson City	Parade	2000	250	Yes
Get Healthy. Get Covered.	11/1/15	Las Vegas	Health Fair	800	800	Yes
Get Healthy. Get Covered.	11/1/15	Reno	Health Fair	75	75	Yes
IVGID Employee Benefits Fair	11/4/15	Reno	Health Fair	100	25	Yes
Dia de Los Muertos	11/6/15	Las Vegas	Festival/Fair	800	100	Yes
Dia de Los Muertos	11/7/15	Las Vegas	Festival/Fair	800	100	Yes
Dia de Los Muertos	11/8/15	Las Vegas	Festival/Fair	800	100	Yes
Holiday Bazaar	11/21/15	Reno	Festival	100	25	No
Reno Bighorns	11/22/15	Reno	Sporting Game	1200	150	Yes





## 2015/16 Outreach Event List



Event	Date	Location	Type of Event	Attendees	Interacted with	Attend Again?
Crafts for Christmas	11/27/15	Sparks	Festival/Fair	500	60	Yes
Crafts for Christmas	11/28/15	Sparks	Festival/Fair	500	80	Yes
Crafts for Christmas	11/29/15	Sparks	Festival/Fair	500	60	Yes
Hometown Christmas Celebration	12/5/15	Sparks	Festival/Fair	2000	200	Yes
Holiday Baby Fair	12/6/15	Reno	Festival/Fair	100	25	Yes
Winterfest 2015	12/11/15	Henderson	Festival/Fair	10000	200	Yes
39 North Pole Village	12/11/15	Sparks	Festival/Fair	500	60	Yes
Winterfest 2015	12/12/15	Henderson	Festival/Fair	12000	400	Yes
39 North Pole Village	12/12/15	Sparks	Festival/Fair	500	90	Yes
D15 Health Insurance Enrollment Fair	12/15/15	Henderson	Health Fair			Yes
D15 Health Insurance Enrollment Fair	12/15/15	Reno	Health Fair			Yes
BBS Mente Sana Christmas Event	12/21/15	Las Vegas	Health Fair	300	300	Yes
Dia de los Reyes Event	1/9/16	Las Vegas	Festival/Fair	1000	500	No
J15 Health Insurance Enrollment Fair	1/15/16	Las Vegas	Health Fair			Yes
J15 Health Insurance Enrollment Fair	1/15/16	Reno	Health Fair			Yes
XV Expo	1/16/16	Reno	Expo	900	250	Yes
XV Expo	1/17/16	Reno	Expo	600	100	Yes
MLK Memorial Service	1/17/16	Reno	Parade	100	50	Yes
UNR Men's Basketball Game	1/23/16	Reno	Sporting Game	5000	50	Yes
UNR Men's Basketball Game	1/26/16	Reno	Sporting Game	1000	3	Yes
UNLV Involvement Fair	1/27/16	Las Vegas	Festival/Fair	500	50	Yes
NIIA Tradeshow	1/28/16	Reno	Expo	300	10	No
Get Healthy. Get Covered.	1/30/16	Las Vegas	Health Fair			Yes
Get Healthy. Get Covered.	1/30/16	Reno	Health Fair			Yes
Smith's Store 00385	1/20/2016-1/30/2016	Las Vegas	Store			Yes
Smith's Store 00347	1/20/2016-1/30/2016	Las Vegas	Store			Yes
Smith's Store 00357	1/20/2016-1/31/2016	Reno	Store			Yes
Smith's Store 00378	1/20/2016-1/31/2016	Reno	Store			Yes

