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AGENDA ITEM

For Possible Action

Information Only

Date: March 10, 2016
Item Number: V
Title: Marketing & Outreach Overview

PURPOSE

The purpose of this report is to provide the Board and public with an overview of the marketing and outreach performance during plan year (PY) 2016 for Open Enrollment; while also providing an in depth appendix of media, PR, digital advertising, and outreach event results throughout the campaign.

CONTENTS

PURPOSE	1
CONTENTS	1
SUMMARY	1

SUMMARY

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. We will continue to keep a balanced tone with our messaging while working on the off season and understand the importance of brand awareness even though open enrollment has concluded.

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 provide you with an overview and recap of the campaign in its entirety and include a detailed report on PR, Media, Digital Advertising, Social Media, and Outreach events as well as discuss our continued efforts throughout these channels.