



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: April 14, 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 strategy for the off season campaign that will take place in the off months of open enrollment in order to reach the underserved and uninsured populations.

CONTENTS

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

BACKGROUND

The Nevada Exchange submitted a re-budget/no cost extension on December 21, 2015 to meet current and expected needs in regard to funding for Consumer Outreach & Education. The funds were granted and extended through until December 31, 2016. This level 2 grant fund will allow the Exchange to continue to outreach and educate unreached populations in Nevada. The new Notice of Grant Award (NOGA) should reflect remaining grant authority of \$4,406,468 in Consumer Outreach & Education.

SUMMARY

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, the self-employed, and millennials. We will continue to work to better identify those consumers still uninsured and the best channels to reach them. The Exchange is committed to educating Nevadans about gaining quality health insurance and identifying new

enrollee audiences. The Exchange will do so through outreach, gaining various stakeholders throughout the state, advertising and PR. This will be a full-fledged thoughtful campaign.

We are currently in the process of creative concept development with ideas to incorporate consumer testimonials and add those on to our website. The goal is to educate and continue awareness within Nevada for those individuals who still do not have health coverage as well as reach those underserved target populations previously mentioned. We want to continue our brand awareness through advertising and outreach events while also making sure Nevada consumers understand their benefits and what they can do to prepare for Open Enrollment in November. All off season campaign strategies will carry on through to open enrollment creating a nice transition between campaigns.

Penna Powers will provide you with an overview of our strategy and present the cohesive creative concepts of the off season campaign at our next board meeting.