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AGENDA ITEM

For Possible Action

Information Only

Date: June 9, 2016

Item Number: VII

Title: Marketing & Outreach Off Season Campaign Overview

PURPOSE

The purpose of this report is to provide the Board and public with an overview of the marketing and outreach strategy and presentation for the off season campaign that will take place from June 2016 to October with a transition into Open Enrollment four.

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BACKGROUND

The Nevada Exchange has engaged in an off season marketing campaign that will kick off mid-June. This campaign is a result of a no-cost extension of federal establishment funds from CMS. The funds were granted and extended through December 31, 2016. The off season campaign elements were developed in order to focus on consumer outreach and education designed to target the remaining uninsured population with a focus on tribes, rural areas, multicultural entities, the Hispanic population, and the self-employed.

SUMMARY

The Exchange is currently collaborating with various stakeholders in order to work together to reach target populations. Our objective is to identify new enrollee audiences and build awareness through outreach efforts and to institutionalize Nevada Health Link. A public relations and communication plan is set for messaging management during the off season and in preparation of upcoming open enrollment.

Our advertising strategy has been developed and will begin with an eight week blitz of outdoor media buys followed by a digital advertising campaign.

Our website is in the process of being updated through our website host, KPS3, in conjunction with Penna Powers and the Exchange. These additions—which will include a blog roll (an informational and educational healthcare section on the website in which consumers can subscribe to) with an email pop up, homepage restructure to reflect educational information for off season, in person assistance search tool updates, event calendar revamp, and new brand standards with an interactive form for brokers and agents—will reflect the off season campaign and make a more consumer-facing webpage and transition into our fourth open enrollment.

The creative has been developed and we are in the process of implementing it into the campaign. Patty, our Account Executive at Penna Powers will review the deck so you can get an idea of what the concepts for the off season campaign will look like.