



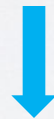
Marketing Update

June 9, 2016

Off-Season Marketing Campaign

Objectives:

- 1) Identify new enrollee audiences throughout Nevada
- 2) Educate and change perceptions about the necessity for health insurance
- 3) Build awareness of Nevada Health Link as the resource for health insurance for Nevadans



Goal:

Position Nevada Health Link to achieve 100,000+ enrollees for the 2016/17 enrollment period

Who are we talking to?

Uninsured and underserved populations within Nevada, focusing primarily on:

- Hispanic & Asian/Pacific Islander Populations
- Tribes
- Rural Communities
- Millennials
- Self-employed/early retired, 50+
- Other ethnicities



PR/Media Relations

OFF-SEASON PUBLIC RELATIONS COMMUNICATION PLAN - WORKING DRAFT



STRATEGIES & TACTICS	May					June				July				August				September				October			
	2	9	16	23	30	6	13	20	##	4	11	##	##	8	15	22	29	5	12	19	26	3	10	17	24
Strategy: Inform target that Nevada Health Link is the only state-sanctioned exchange																									
Draft foundational messaging for off-season campaign																									
Introduce the new campaign to media with a news release and asset content kit including broll from close out event and branding guidelines																									
SSHIX Op-Ed focused on why a state-exchange-sponsored program is safer																									
Guest appearances on community-focused programs (may be sponsored). Guest may include: Bruce/Janel/Andres Physicians Stakeholder/partners																									
Strategy: Educate target about benefits and key dates for enrollment																									
Identify and coordinate outreach meetings and presentations with small businesses, Chambers of Commerce and relevant organizations. Meetings will be conducted by the Ramirez Group																									
Guest appearances on lifestyle, sports programming (may be sponsored)																									
Draft and submit content (articles and/or listicles) to rural publications. Topics may include: Healthy living tips Financial security guidelines including being adequately insured What to look for in a health care plan																									
Provide information to university and college on-campus papers																									
Strategy: Persuade the target market to provide their contact information to have the Exchange communicate with them during open enrollment																									
Native/sponsored online content placements (researching BrandPoint for placement in the DMA)																									
Strategy: Inform target about where they can communicate with Nevada Health Link representatives																									
Calendar advisories distributed to local publications where outreach participation is scheduled. **Note: most print outlets have a 3-4 week lead-time for submissions. Will need an updated scheduled from Ramirez Group																									
Strategy: Invite current enrollees to share their stories																									
Capture video testimonials at outreach events. (Ramirez Group would be responsible for requesting/capturing videos and all necessary usage permissions) Dependencies may include an incentive and release forms																									
Submit testimonials as Letters to the Editor																									
Strategy: Prep Information for targets about the Exchange's transition from Healthcare.gov to the new platform.																									
Draft and distribute press release about the transition once details are confirmed and ready to be made public																									
Pitch opinion editorials for Bruce; communicate to consumers how and why the transition will be beneficial for Nevadans																									
Pitch Bruce for select TV shows/newscasts, including a follow-up with Jon Ralston																									

Advertising – Media Strategy

Multi-location outdoor campaign

- High traffic freeway and surface street posters in areas specifically targeted to reach our audiences in the Las Vegas and Reno areas
- (2) 8-week flights
 - Flight #1 – June 27 – August 28
 - 56 million impressions
 - Flight #2 – August 29 – October 30
 - 30 million impressions

Impressions = estimated number of people an ad is reaching



Advertising – Media Strategy

Digital Advertising - :15 second videos

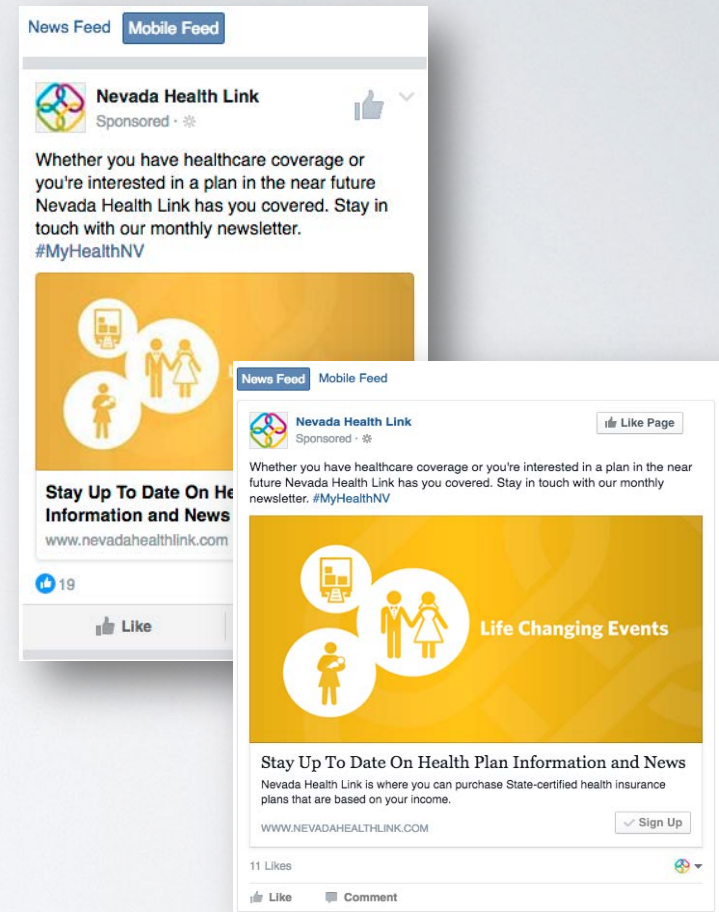
- August 29 – October 30
- Videos to run on Facebook, YouTube
- Use geo-targeting demographics to ensure videos are seen by our target audiences throughout the state
- 825,000 video views



Advertising – Media Strategy

Social Media – Email Capture

- June 27 – October 30
- Capture emails of Facebook followers to create database for ongoing communication
- Target by zip code
- Estimated emails: 2,600



Advertising Creative

Outdoor

- Billboard #1 – “Preventative Care”
- 2 versions of image representing Millennial featuring Asian and Native American ethnicities

Please note, this image is representative only. We will conduct our own photo shoot with specific models chosen to represent the ethnicities indicated.



regular access to preventative care

get in the know at
NevadaHealthLink.com



Advertising Creative

Outdoor

- Billboard #2 – “Peace of Mind”
- 2 versions of images representing family featuring Hispanic and African American ethnicities

Please note, this image is representative only. We will conduct our own photo shoot with specific models chosen to represent the ethnicities indicated.



peace of mind for unexpected emergencies

get in the know at
NevadaHealthLink.com



Advertising Creative

Outdoor

- Billboard #3 – “Chronic Pain”
- 2 versions of image representing an older demographic featuring Hispanic and African American ethnicities

Please note, this image is representative only. We will conduct our own photo shoot with specific models chosen to represent the ethnicities indicated.



**chronic pain
management**

get in the know at
NevadaHealthLink.com



nevada
health link

Advertising Creative

:15 second Video Spot

- #1 – “Preventative Care”
- 2 versions of the spot will be produced using the same models as the billboard featuring Hispanic and African American ethnicities

Please note: Slides shown here do not represent the actual spot. They are for concept only.



“Preventative Care” Video Script



CLIENT: NEVADA HEALTH LINK
TITLE: PREVENTATIVE CARE
LENGTH: 15

VIDEO

AUDIO

Open on a man in bed with tissues all around his head.

The man coughs into a tissue in his hand.

The man turns his head on his pillow and sighs.

Cut to end screen with logo and URL.

VO: Regular access to preventative care...

One of the many health benefits provided by Nevada Health Link.

Get to know the benefits *you* could have with one of our affordable health plans.

+ SALT LAKE | 1706 South Major Street, Salt Lake City, UT 84115 • 801.487.4800
+ LAS VEGAS | 2470 St. Rose Pkwy, Suite 208, Las Vegas, NV 89074 • 702.901.7233

PennaPowers.com

Advertising Creative

:15 second Video Spot

- #1 – “Peace of Mind”
- 2 versions of the spot will be produced using the same models as the billboard featuring Hispanic and African American ethnicities

Please note: Slides shown here do not represent the actual spot. They are for concept only.



“Peace of Mind” Video Script



PENNA POWERS

CLIENT: NEVADA HEALTH LINK
TITLE: PEACE OF MIND
LENGTH: 15

VIDEO

Open on a woman curiously looking at a pile of clothes on her floor.

Cut to two children in a laundry basket ready to ride it down a flight of stairs.

SUPER: Get to know the benefits of health insurance.

END SCREEN:
Nevada Health Link logo
Connecting you to health insurance
NevadaHealthLink.com/know

AUDIO

VO: Peace of mind for unexpected emergencies...

One of the many health benefits provided by Nevada Health Link.

Get to know the benefits *you* could have with one of our affordable health plans.

+ SALT LAKE | 1706 South Major Street, Salt Lake City, UT 84115 • 801.487.4800
+ LAS VEGAS | 2470 St. Rose Pkwy, Suite 208, Las Vegas, NV 89074 • 702.901.7233

PennaPowers.com

Advertising Creative

:15 second Video Spot

- #3 – “Chronic Pain”
- 2 versions of the spot will be produced using the same models as the billboard featuring Caucasian and African American ethnicities

Please note: Slides shown here do not represent the actual spot. They are for concept only.



get to know the benefits of
health insurance



“Chronic Pain” Video Script



CLIENT: NEVADA HEALTH LINK
TITLE: CHRONIC PAIN
LENGTH: 15

VIDEO

Open on an elderly man on his hands and knees with a grandchild on his back, riding him like a horse.

The grandchild begins to bounce up and down aggressively.

The man winces.

Cut to end screen with logo and URL.

AUDIO

VO: Chronic pain management...

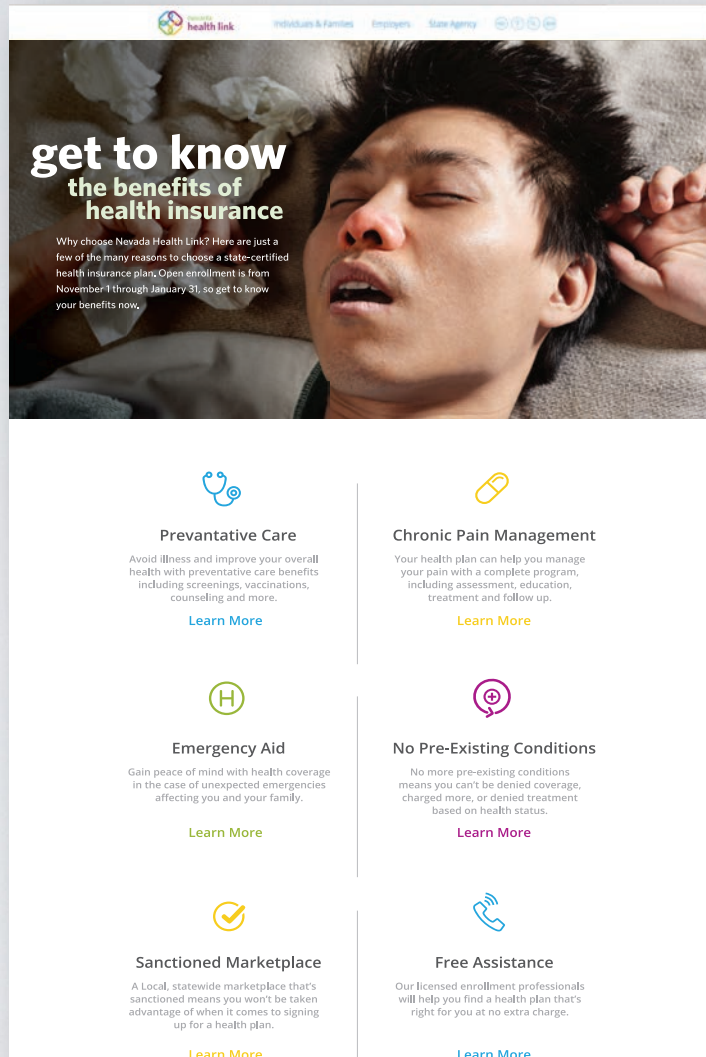
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PennaPowers.com

Advertising Creative



NevadaHealthLink.com

- Incorporate elements of the advertising campaign into the home page. Content remains the same but has a more cohesive look with the advertising campaign

Page layout and design is a representative concept only and not final artwork.

Nevada Health Link – Awareness

Sponsorships:

- Artown, Reno – July, 2016
✓ Festival Sponsor

Local Celebrity Alliances (for consideration):

- Ricardo Laguna – OE4



Note: Above is a concept only and not final artwork.

Outreach

Nevada Health Link Outreach Campaign

March 1st – September 30th, 2016

Outreach Guiding Principles



SSHIX Board Presentation - May 2016



Outreach

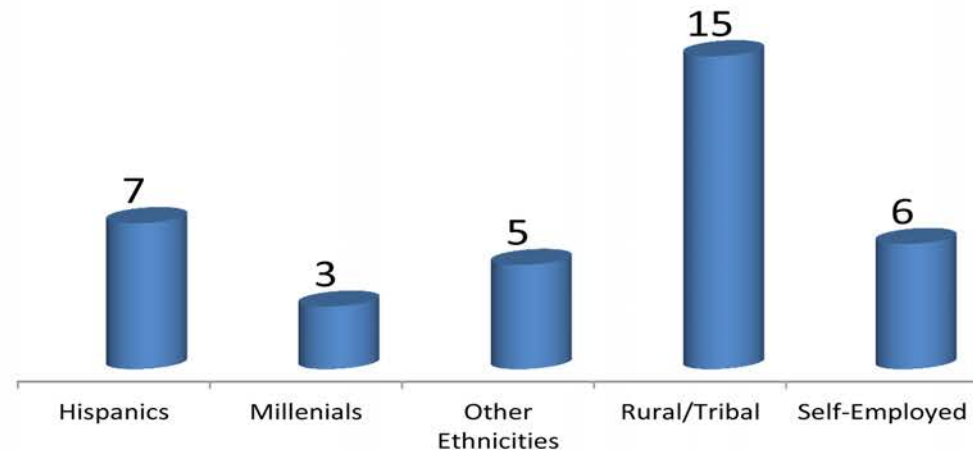
Nevada Health Link Outreach Campaign

March 1st – September 30th, 2016

Targeted Audiences

- ✓ Hispanics
- ✓ Millennials
- ✓ Other Ethnicities
- ✓ Rural/Tribal
- ✓ Self Employed

Targeted Events



SSHIX Board Presentation - May 2016



Outreach

Nevada Health Link Outreach Campaign

March 1st – September 30th, 2016

Targeted Engagement



Consumer
Education

Eligibility
Screening

Data Collection

Brand
Awareness

SSHIX Board Presentation - May 2016



Stakeholders

Nevada Health Link Outreach Campaign

March 1st – September 30th, 2016

Building A Network of Stakeholders

African American	Asian & Pacific Islander	Businesses	Community Leaders
Community Nonprofits	Government Agencies	Healthcare Providers	Hispanics
Insurance Brokers	Insurance Carriers	Millennials	Navigators
Other Ethnicities	Rural Communities	Trade Associations	Tribal Governments & Agencies

SSHIX Board Presentation - May 2016

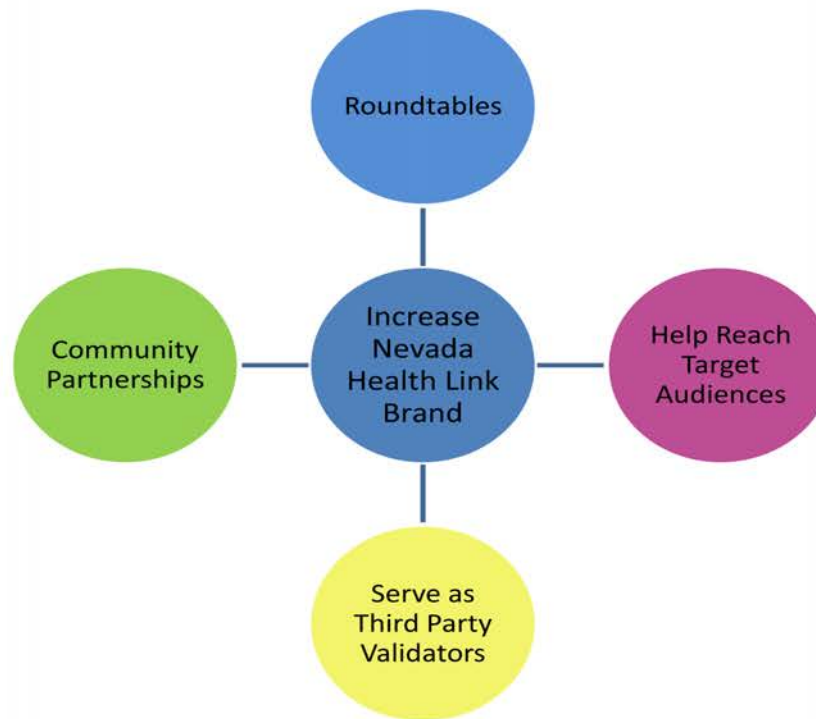


Stakeholders

Nevada Health Link Outreach Campaign

March 1st – September 30th, 2016

Keeping Stakeholders Engaged



SSHIX Board Presentation - May 2016

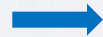


Building the Stakeholder Database

Phase I

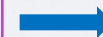
Define prospect categories:

- State Agencies
- Government Agencies
- Tribes
- Community Health Clinics
- Education
- Hospitals
- Hispanic/Asian and other Ethnic Groups
- Self-employed



Prioritize prospects by:

- Size
 - ✓ Minimum of (500) contacts available
- Location
 - ✓ Physically located in Nevada; serving Nevada residents
- Demographics (who they are; who they serve)
 - ✓ Hispanic, Asian or other ethnic groups
 - ✓ Tribes
 - ✓ Self Employed
 - ✓ Millennials
 - ✓ Older
 - ✓ No direct conflict of interest



Initiate Contact:

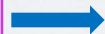
- Phone call or email
 - ✓ Share NHL positioning statement and stakeholder objective
 - ✓ Discuss marketing materials available to advocate for NHL
 - ✓ Inquire about event participation, presentation opportunities, co-op marketing partnerships

Building the Stakeholder Relationship

Phase 2

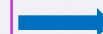
Follow up with appropriate action

- Provide materials requested
- Coordinate event participation



Maintain/Build relationship

- Ongoing contact
 - ✓ Maintain database
- Invite to roundtable event
 - ✓ Co-op marketing opportunities



Initial assets available to established stakeholders:

- ✓ Email (for distribution to stakeholder's database on behalf of Nevada Health Link)
- ✓ Nevada Health Link Fact/Informational Collateral (printed or PDF)
- ✓ Nevada Health Link website stakeholder icon w/link to NevadaHealthLink.com (for stakeholder's website)
- ✓ 3-5 slide Nevada Health Link presentation (for educational use or distribution by stakeholder)

