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AGENDA ITEM

For Possible Action

Information Only

Date: July 14, 2016
Item Number: VI
Title: Marketing & Outreach

PURPOSE

The purpose of this report is to provide the Board and public with an overview of the marketing and outreach kick off for the off season campaign that will take place from June 2016 to October with a transition into Open Enrollment 4.

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SUMMARY

The Off Season Campaign kicked off on June 27, 2016 with a focus on outdoor and digital advertising. The first four weeks will include billboard advertising and the next four weeks thereafter will include digital advertising. Social media is ongoing as well as stakeholder, community involvement, and sponsorship opportunities. The Exchange is currently collaborating with various stakeholders in order to work together to reach our uninsured target populations. Our objective is to identify new enrollee audiences and build brand awareness. A public relations and communication plan is also being set in place in preparation for upcoming open enrollment.

Updates to our website are currently in the process of being developed through our website host: KPS3 in conjunction with Penna Powers. Changes will include a homepage update to reflect the off season campaign and an offering of an email subscription to healthy tips and stay informed about Nevada Health Link during the off season and through open enrollment.

The homepage restructure will also include a page directed to marketing assistance for our brokers and navigators as well as navigate to our 15 second advertising videos and eventual real life testimonials.

Our revised brand standards have been posted and an interactive code of conduct form for brokers/agents will soon be available. The revised standards are intended to help the Exchange assure that consumers are protected from possible actions that could mislead products, plans, or carriers. The code of conduct is a guideline for all brokers and web brokers to follow for selling on-Exchange plans.