



Marketing Update

October 13, 2016

Off Season Campaign Summary

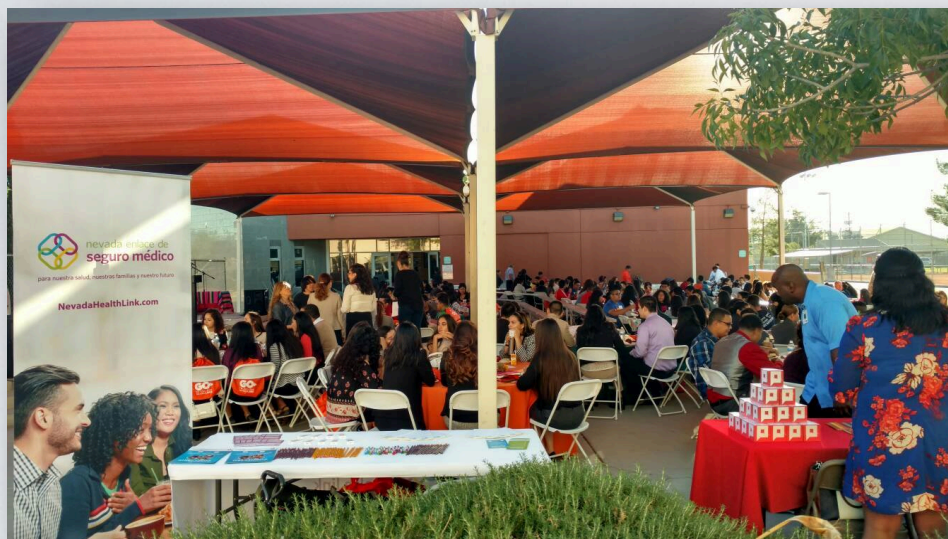
Time Period: June – October

(Segue to Open Enrollment campaign end of October)

Objectives:

- Identify and target new enrollee audiences throughout Nevada.
- Use outreach and social media content marketing to educate and change perceptions about the necessity for health insurance.
- Implement an outdoor advertising campaign to support and maintain awareness.

Outreach Summary



89 Events through 9/30/16

- 3 Tribal Events
- 6 Hispanic Events
- 5 Ethnic Events
- 7 Senior Events
- 10 Rural Events

(14 events for same period last year)



Outdoor Campaign Summary

Flights: 6/27 – 10/16 (16 weeks)

Las Vegas

Flight 1: 6/27 – 8/21

- 10 digital bulletins
- 30 paid & 8 bonus posters

Flight 2: 8/22 – 10/16

- 6 digital bulletins
- 15 paid & 8 bonus posters

Reno

Flight 1: 6/27 – 8/21

- 4 digital bulletins
- 18 paid & 3 bonus posters

Flight 2: 8/22 – 10/16

- 2 digital bulletins
- 9 paid

Total Estimated Impressions:
98.7 million



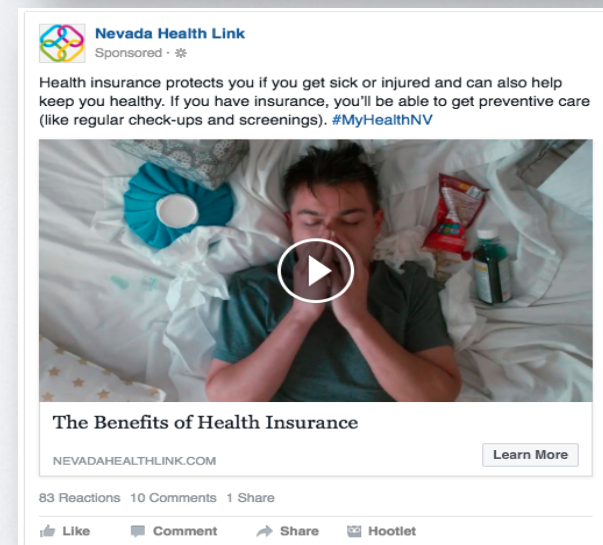
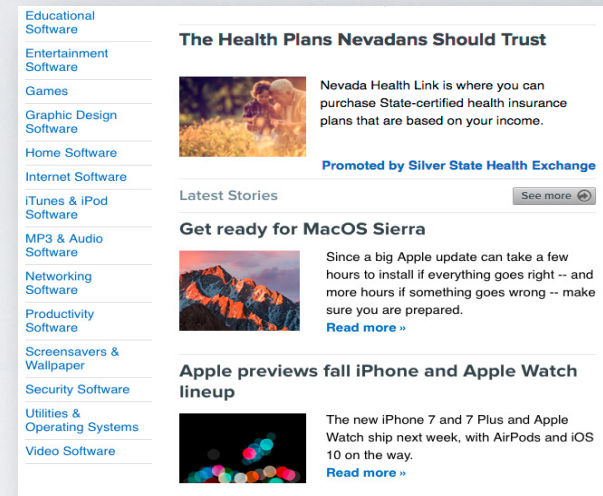
Social Media/Content Marketing Summary

Native Content Placement

- 192,128 impressions
- 961 clicks on article
- 1 min, 41 sec time spent on content

Facebook Video Campaign

- 600,381 video views
- \$.05 Cost Per View
- 449,149 Nevadans reached
- 5,391 Reactions, Likes, Comments, Shares and Link Clicks



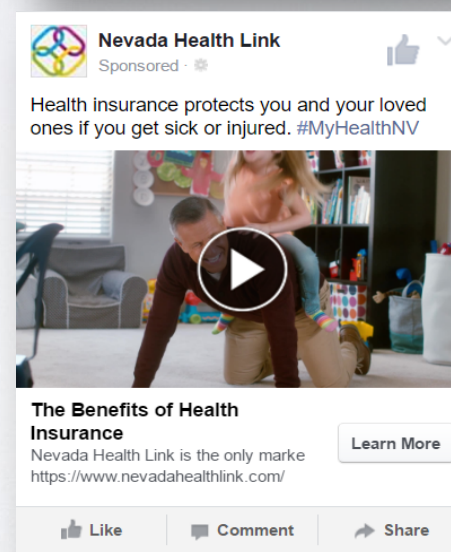
Social Media/Content Marketing Summary

Facebook Email Capture Campaign

- 1,632 email addresses captured
- 484,460 Nevadans reached April – Sept through email campaign
- July was best performing month of campaign with 355 leads

Facebook Retargeting

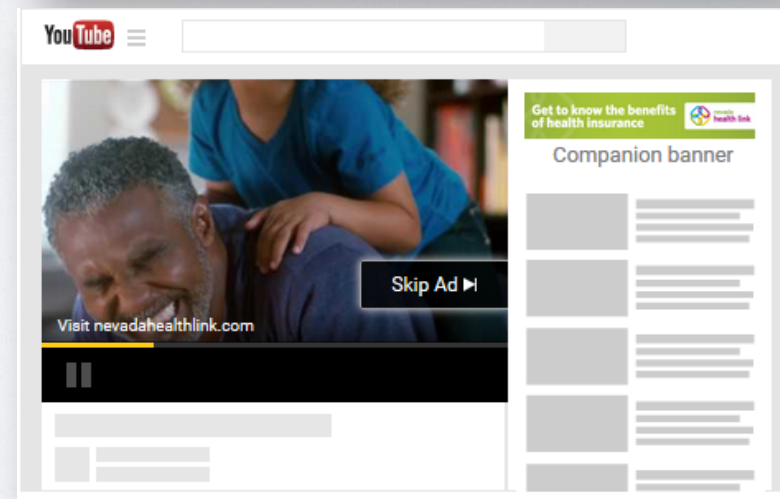
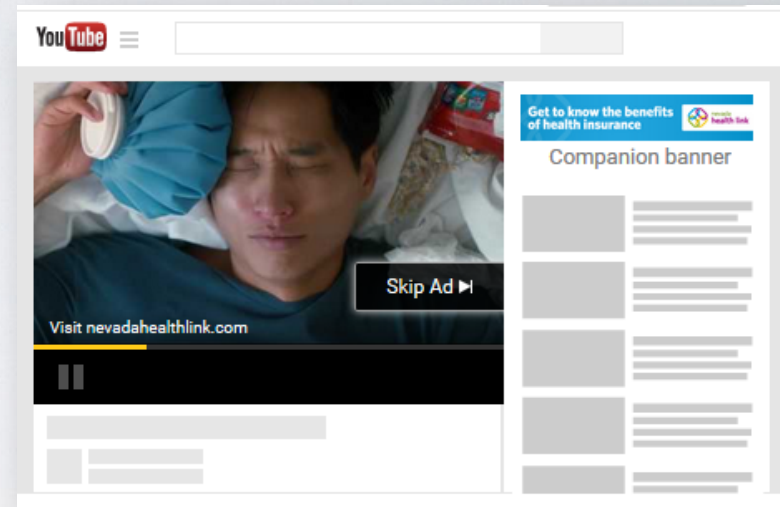
- 2,066,323 Impressions
- 190,941 Reached
- 10.82 Frequency




Social Media/Content Marketing Summary

YouTube Pre-roll

- 1,350,082 Impressions
- 353,662 Video Views
- 26.06% Completion Rate
- 1,010 Earned Views



PR/Media Relations Summary



**THE
REBEL YELL**
SERVING THE UNIVERSITY OF NEVADA, LAS VEGAS SINCE 1955

As the arrival of UNLV's medical school approaches, the anticipation only grows as new partnerships and grants are put into place.

On Aug. 30, the UNLV School of Medicine announced its partnership with University Medical Center. The partnership will help the medical school implement its electronic health records (EHR).

"It has become essential for physicians to keep a permanent patient record that can be shared easily with patients and healthcare providers," said Barbara Atkinson, founding dean of UNLV School of Medicine, in a newsletter. "Medical students must know how to use EHRs today so they can help improve the continuity of care for patients as they seek care from one provider to the next and in different settings."

The EHR system will be run by EPIC, a healthcare software company which serves mid-size and large medical groups, hospitals and integrated health care organizations. Atkinson considers them to be "one of the best EHR systems available."

On Aug. 15, Silver State Health Insurance Exchange partnered with UNLV School of Medicine to provide uninsured populations the health coverage they need through their community health workers.

Native Content Promoted Blog Post Highlights

- 4,000 views guaranteed by December 31
- ClickThrough Rate (CTR) above 6% industry average for health and wellness category
- Viewership—smartphone 74%, tablets 17%, desktop 8%

Sept. estimated value of *earned* PR coverage \$73,717.45



Board names new head of Nevada health insurance exchange

By Cy Ryan (contact)
Wednesday, Sept. 21, 2016 | 4:29 p.m.



BRIEF: Board names new head of Nevada health insurance exchange



5 Tips to Kick Start Your Health

5 Tips to Kick Start Your Health Does getting healthy make you think of boring exercise and meals with far too little bacon and ...

JULY 26, 2016

Stakeholder Initiative Summary

Objective: Establish collaborative partnerships with related statewide entities “stakeholders” to advocate on behalf of Nevada Health Link.

Process:

- 1) Define prospect database by category & prioritize
- 2) Initiate contact
- 3) Follow up with appropriate action
- 4) Maintain status in database

Assets:

- Fact Sheet
- Email Blast
- PowerPoint Presentation

Stakeholders:

- Winchester Cultural Center
- Relay Nevada
- Nevada Disability Advocacy & Law Center
- Communities in Schools
- Washoe School District
- Helping Hands of Vegas Valley
- United Way of Southern NV Board
- CARE Coalition
- Community Health Alliance
- Immunize Nevada
- Positively Kids
- Rosie’s Wish Community Development Center
- First Person Care Clinic
- AARP



Sponsorship Summary

Sponsorships

- Artown
- UNR Wolfpack Sports
 - Football
- UNLV Runnin' Rebels
 - Football
 - Basketball



Open Enrollment Marketing Campaign Components

Representative Creative/Messaging



"It's Time to Get Connected..."

- Millennial
- Families
- 55+
- Self Employed
- Rural
- Tribes
- Hispanic/Ethnicity

Open Enrollment Marketing Campaign Components

Advertising (Market Allocation: 75% Southern NV / 25% Northern NV)

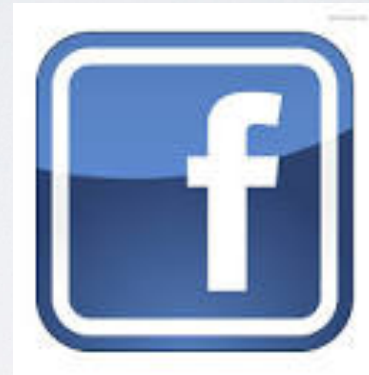
- TV (11/9 – 1/29/17) Sight, sound, motion. Mass and niche audiences.
 - ✓ General Market
 - ✓ Hispanic
- Radio (10/31 – 1/29/17) 88.5% of our target audience listens to radio. Builds reach and frequency.
 - ✓ General Market
 - ✓ Hispanic
- Print - Flighted to launch open enrollment, 12/15 and January close-out events. Reach diverse ethnic audiences.
 - ✓ General Market
 - ✓ Hispanic
 - ✓ Asian
 - ✓ African American
- Outdoor (10/24 – 1/29/17) Mass geographic flexibility, targeting and around-the-clock exposure. High frequency and low cost-per-thousand.
 - ✓ General Market
 - ✓ Hispanic
 - ✓ Asian
 - Mobile Billboards
 - Bus Shelters
- Direct Mail – Tangible opportunity to educate and build awareness.
 - ✓ Self Employed

Open Enrollment Marketing Campaign Components

Content Marketing (Market Allocation: 75% Southern NV / 25% Northern NV)

(Paid and Organic)

- Facebook
- Twitter
- Snapchat
- Display
- Mobile
- Search
- Online Video
- Email
- Native Content
- BuzzFeed



WEEKS BEGIN MONDAY		NOTES	OCTOBER				NOVEMBER				DECEMBER				JANUARY				
			3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23
TV Placement																			
Las Vegas General Market TV	ABC, NBC, CBS, Fox, CW, cable																		
Las Vegas Spanish Language TV	Telemundo, Univision, Galavision, etc.																		
Reno General Market TV	ABC, NBC, CBS, Fox, CW, cable																		
Reno Spanish Language TV	Telemundo, Univision, Galavision, etc.																		
Radio Placement																			
Las Vegas General Market Radio	KSNE, KMXB, KLUC, KWNR, KXTE, KKLZ, KOAS, KXQQ, KCEP																		
Las Vegas Spanish Language Radio	KWID, KRGT, KISF, KQRT, KRRN																		
Reno General Market Radio	KRNO, KWYL, KBUL, KDOT, KOZZ, KLCA, KNEV, KZTQ, KRZO																		
Reno Spanish Language Radio	KRNV (Univision), KSRN (Radio Lazer)																		
Outdoor Placement (Print & Install)																			
Las Vegas Bulletins	Freeway Bulletins																		
Las Vegas Posters	High traffic surface streets																		
Las Vegas Transit	Bus Exterior Shelters																		
Las Vegas Mobile Trucks	Asian District																		
Reno Bulletins	Freeway Bulletins																		
Reno Posters	High traffic surface streets																		
Print																			
Southern Nevada Hispanic	El Mundo, El Tiempo																		
Northern Nevada Hispanic	Ahora, La Voz																		
Southern Nevada Asian	Chinese, Japanese, Phillipino, Korean, PI																		
Southern Nevada African American	Black Image Magazine																		
Content Marketing (Statewide - Similar Market Ratio)																			
Always On Promoted Content	Facebook, Twitter																		
Social Website Click Ads	Facebook																		
Snapchat Video																			
Retargeting	All visitors to website																		
Display (Desktop/Mobile)	Targeted to under/uninsured																		
Search	Google, Bing and Yahoo																		
Video	Programatic partner, YouTube, Facebook, Twitter																		
Emails	LiveIntent																		
Native Articles	Stackadapt																		
Buzzfeed	4 articles - 2 flights																		
Optimization Budget	Based on channel performance																		
MEDIA TOTAL																			

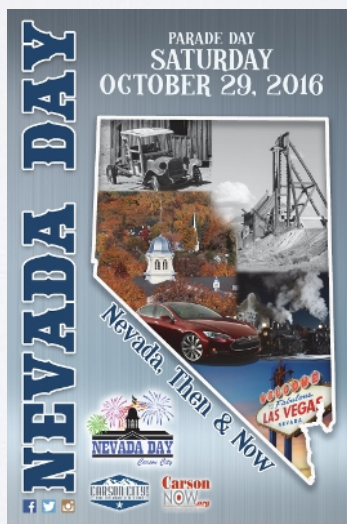
Open Enrollment Marketing Campaign Components

Outreach

63 Events planned:
10/1/16- 1/31/17

- 1 Tribal Event
- 3 Hispanic Events
- 3 Ethnic Events
- 1 Senior Event
- 3 Rural Events

(36 events for same
period last year)



Open Enrollment Marketing Campaign Components

PR/Media Relations

OPEN ENROLLMENT PUBLIC RELATIONS COMMUNICATION PLAN

Objectives:

1. Increase total enrollment to 100K through new and re-enrollments by January 31, 2017
2. Reinforce and increase confidence in Nevada Health Link's health plans during the 2016-17 enrollment season to prepare for future 2017-18 enrollment
3. To educate, illuminate and update a broad range of stakeholders and political leaders on affordable health care plans in Nevada, to discuss what's worked so far, what hasn't, and what's next as SSHIX examines the best ways to meet the health care insurance needs of uninsured and underinsured populations in Nevada
4. Increase positive and accurate coverage with proactive outreach to media outlets and responding reactively when appropriate

Primary Target Audiences:

35 - 64 year-old self-employed or underemployed making \$30K or less for an individual and \$61K or less for a family of four
26 - 34 year-old millennials

Subtargets:

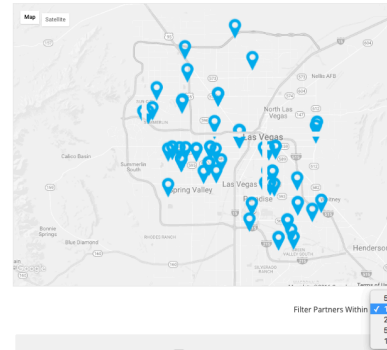
Hispanic, Asian, African American, Tribal populations

STRATEGIES & TACTICS	October					November				December				January				
	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
Objective: Increase total enrollment to 100K through new and re-enrollments by January 31, 2017																		
Strategy: Educate target audiences, through media and stakeholder outreach efforts, about benefits and key dates for enrollment																		
Secure media coverage - TV, radio, online and print - for opening, midseason and closing enrollment events																		
Paid -- KVVU (Fox) - More Show, Las Vegas lifestyle show segment					In Studio					In Studio					In Studio			
Paid -- KTNV (ABC) - Morning Blend, Las Vegas lifestyle show segment					In Studio					In Studio						In Studio		
Paid -- KOLO (ABC) - Mom's Everyday, Reno lifestyle show segment						In Studio				In Studio							In Studio	
Value Add -- NPR Enterprising People guest call-in						Call in			Call in	Call in	Call in				Call in		Call in	
Paid -- Native/sponsored online content placements in partnership with social - Buzzfeed and LiveIntent email placement																		
Pitch long-lead publications to garner additional buzz and awareness surrounding NHL	ongoing throughout season																	
Issue news releases announcing enrollment kickoff and milestones throughout enrollment		OE release			OE kickoff alert						Midseason alert					OE closeout alert	OE season results release (Feb.)	
Foster collaborative partnerships with stakeholders who will share NHL's message points to their audiences	ongoing throughout season																	
Objective: Reinforce and increase confidence in the Exchange and Nevada Health Link during the 2016-17 enrollment season to prepare for the 2017-18 enrollment																		

Open Enrollment Marketing Campaign Components

71 Search results for "Las Vegas, NV, United States" within 10 mile(s).

Some locations may include multiple assisters or brokers. Click on a pin to expand.



Finding In-Person Assistance

Certified **enrollment assisters** and licensed brokers and agents are available to help you apply and sign up for health insurance. They are able to sit down and walk through the entire application and enrollment process with you in person. Our in-person assistance search tool below will help you find **Navigator** organizations, certified **enrollment assisters**, and licensed brokers and agents in your area. Simply input your ZIP code or the name of an assister/organization you know, and we'll provide a map view of where you can find in-person assistance near you.

Search by your address

Enter a location

Search Partners within Miles

Search by ZIP code

Search by name or keyword



Website

- Ongoing "blog" article development
- Improved search parameters
- Improved language assistance display
- Search area adjustment tool

Diverse Plans for Diverse People

1 message

Nevada Health Link <contact@exchange.nv.gov>
Reply-To: Nevada Health Link <contact@exchange.nv.gov>
To: phalabuk@pennapowers.com

Thu, Sep 22, 2016 at 3:29 PM



Diverse Plans for Diverse People

The one thing you can be sure will never change is the fact that things will always change. Life has a way of surprising us in ways that are impossible to predict.

[READ MORE](#)

Email

- Ongoing communication with developing consumer database



Everything you Need to Know About the Upcoming..

The health care enrollment season is fast approaching. Opening on November 1st, 2016, and closing on January 31st, 2017, the

SEPTEMBER 26, 2016



Four Incredibly Useful Diabetic Resources for...

Diabetes is a serious problem affecting Nevadans all across the state. Without proper treatment, diabetes can lead to many other...

SEPTEMBER 8, 2016

