



## Marketing Update

November 10, 2016

# Open Enrollment Advertising Creative

Es hora de  
**CONECTARTE**

El 85% califica para asistencia federal con sus pagos mensuales

**AVERIGUA SI CALIFICAS**



nevada health link

it's time to get  
**CONNECTED**

Visit online at  
**NevadaHealthLink.com**



nevada health link

**Nov 1st** enroll between **Jan 31st**

**ENROLL NOW**



nevada health link

Es hora de  
**CONECTARTE**

Visítenos en línea  
**NevadaHealthLink.com**



nevada enlace de seguro médico

it's time to get  
**CONNECTED**

85% Qualify for Federal Assistance With Their Monthly Premium

**SEE IF YOU QUALIFY**



nevada health link

it's time to get  
**CONNECTED**

85% Qualify for Federal Assistance With Their Monthly Premium



nevada health link

Es hora de  
**CONECTARTE**

**Evento de Inscripción**  
Martes, Noviembre 1, 2016  
Hora: 3pm - 8pm

**Cashman Center**  
850 Las Vegas Blvd.,  
Las Vegas, NV



nevada enlace de seguro médico

**NevadaHealthLink.com**

855-7-NVLINK (855-768-5465)

**Nov 1st** inscribirse **Ene 31st**


# Open Enrollment Marketing Materials

## Let Us Make It Easier for You

Enrolling in health insurance is complicated. A licensed enrollment professional can answer your questions and help you choose the best health plan to suit your needs.

And, the service is **FREE!**

- 1 Visit [NevadaHealthLink.com](http://NevadaHealthLink.com)
- 2 Click on "More Information" in the middle of the page
- 3 Use the "Search By Zip Code" or "Search by Name/Keyword" box to enter your information and find free professional help close to you



**NevadaHealthLink.com**  
855-7-NVLINK (855-768-5465)

## Get to Know the Benefits of Health Insurance

- Nevada Health Link is the online marketplace to shop for affordable, subsidized health insurance
- All plans are high quality and you won't be denied because of a pre-existing condition
- Use the marketplace calculator to determine if you qualify for federal assistance
- Search for **FREE** licensed enrollment professionals and find events in your area

Affordable health insurance options are available at [NevadaHealthLink.com](http://NevadaHealthLink.com)

NOV | JAN



**NevadaHealthLink.com** | 855-7-NVLINK (855-768-5465)

## Things You Need to Enroll

- Valid Nevada driver license or picture ID ; student ID for dependent children
- Permanent Resident/Allen Registration card (if applicable)
- Social Security cards and dates of birth for all tax household members
- Proof of Nevada residence (i.e., phone or power bill)
- Estimate of your household income
- 3 most recent paycheck stubs
- Copy of any current health insurance information, Employer information if job-based coverage



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## Your Resource for Affordable Health Insurance

The federal healthcare law requires all of us to have health insurance. But a more important reason is to help you and your family get the care you need to stay healthy and avoid large medical bills and debt.

Nevada Health Link is the state's online marketplace where you can purchase certified health insurance plans that are based on your income. Plans are high quality regardless of the amount you pay, and you won't be denied because of a pre-existing health condition.

Visit [NevadaHealthLink.com](http://NevadaHealthLink.com) to learn more about which plan is right for you, use the health insurance marketplace calculator to find out if you qualify to receive help from the federal government to pay for your coverage. This information assistance tool will help you find the best plan for your needs and income in your area and you can view the calendar to find local events.

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**NevadaHealthLink.com** | 855-7-NVLINK (855-768-5465)

## Te Podemos Ayudar

El matricularse a un seguro médico es complicado. Un profesional certificado puede contestar tus preguntas y ayudarte a escoger el mejor plan de salud que se ajuste a tus necesidades.

¡Y el servicio es **GRATIS!**

Visita [NevadaHealthLink.com](http://NevadaHealthLink.com)

Haz clic en "Más Información" en el medio de la página

Usa la opción "Busca por Código Postal" o "Busca por Nombre/Palabra Clave" para ingresar tu información y encontrar ayuda profesional gratuita cerca de ti



**NevadaHealthLink.com**  
855-7-NVLINK (855-768-5465)

## Connecting You to Health Insurance

- Nevada Health Link, supported by state agency Silver State Health Insurance Exchange, is an online health insurance marketplace offering plans based on income. The Exchange also provides qualified individuals with federal tax credits and subsidies to help cover the cost of health insurance premiums.
- A 7-member board oversees governing entity, Silver State Health Insurance Exchange:
  - The Exchange operators and staff of 13 are self-supporting.
  - Open Enrollment year 2014/15 enrolled 73,000 Nevadans.
  - Open Enrollment year 2015/16 enrolled over 88,000 Nevadans.
  - Open Enrollment year 2016/17 estimated to enroll 100,000 Nevadans.
- Consumers ultimately pay lower premiums under a state exchange because its cost structure is lower than the federally facilitated marketplace.
- Health coverage cannot be denied due to a pre-existing condition.
- Consumers can receive assistance directly from free certified licensed enrollment professionals statewide.
- Open enrollment is November 1, 2016 - January 31, 2017.
- Consumer tools available at [NevadaHealthLink.com](http://NevadaHealthLink.com) include:
  - Health Insurance Marketplace Calculator.
  - A blog page containing updates, healthy tips and related articles.
  - Email subscription to receive ongoing updates and details from Nevada Health Link.

**NevadaHealthLink.com**  
Call Center: 855-NVLINK or (855) 768-5465  
Email: [CustomerService@NVHLE.org](mailto:CustomerService@NVHLE.org)

## Tu Recurso Para un Seguro Médico Económico

La ley federal requiere que todos los estadounidenses tengan seguro médico. Pero una razón más importante es la de ayudar a ti y a tu familia a recibir el cuidado que necesitan para mantener la salud y evitar grandes costos.

El enlace de Seguro Médico es el sitio donde se encuentran los planes de salud que se ajustan a tus ingresos. Los planes son de alta calidad independientemente de tu condición de salud. Y también puedes recibir ayuda para pagarlos.

Visita [NevadaHealthLink.com](http://NevadaHealthLink.com) para aprender más acerca de cuál plan es el correcto para ti, usa la calculadora del seguro médico y descubre si calificas para recibir ayuda del gobierno federal para pagar por tu cobertura. Y también puedes encontrar ayuda profesional gratuita cerca de ti.

NOV | JAN



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# Open Enrollment Advertising

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

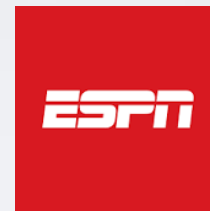
- Outdoor Billboards (began 10/24)
  - ✓ (27) in Las Vegas plus mobile truck in China Town
  - ✓ (11) in Reno
- Print (began 10/31)
  - ✓ *El Mundo, El Tiempo* in Las Vegas
  - ✓ *Ahora, La Voz* in Reno
  - ✓ *Chinese Daily News, Japan Times, Philippine Times, Las Vegas Korean Times*
  - ✓ *Black Image Magazine*
  - ✓ *Kamaaina Magazine*





# Open Enrollment Advertising

- TV (begins 11/9)
  - ✓ABC, NBC, CBS, Fox, CW
    - oTargeted Primetime programs, news, morning and lifestyle shows
  - ✓Cable: AMC (Walking Dead), BET, Comedy, Sports (ESPN), FX, Food Network, HGTV
  - ✓Univision, Telemundo, Galavision, Fox Deportes, Discovery en Espanol, CNN Espanol, Azteca



# Open Enrollment Advertising

Radio (Began 10/31)

Las Vegas:

- ✓ KLUC
- ✓ KMXB
- ✓ KXNT
- ✓ KXQQ
- ✓ KKLZ
- ✓ KOAS
- ✓ KVEG
- ✓ KXPT
- ✓ KSNE
- ✓ KWNR
- ✓ KISF
- ✓ KWID
- ✓ KQRT
- ✓ KRRN

Reno:

- ✓ KDOT
- ✓ KOZZ
- ✓ KUUB
- ✓ KTHX
- ✓ KBUL
- ✓ KKOH
- ✓ KNEV
- ✓ KWYL
- ✓ KRZQ
- ✓ KNEZ
- ✓ KLCA
- ✓ KZTQ
- ✓ Juan
- ✓ KRNV
- ✓ KSRN



# Open Enrollment Content Marketing

After just one week!

## Buzzfeed

- ✓ 22,900 article/quiz views
- ✓ 65 website conversions

## Twitter Engagement Tweets

- ✓ 622 engagements
- ✓ 43,622 impressions

## Native Content

- ✓ 985 clicks
- ✓ 34 website conversions
- ✓ 1 min 13 sec avg. time on site

## Twitter Website Click Ads

- ✓ 775 clicks
- ✓ 66,367 conversions
- ✓ 10 website conversions

## Video Retargeting

- ✓ 21,870 impressions
- ✓ 24 clicks, 1 website conversion
- ✓ 74.69% video completion rate

## Twitter Engagement Tweets

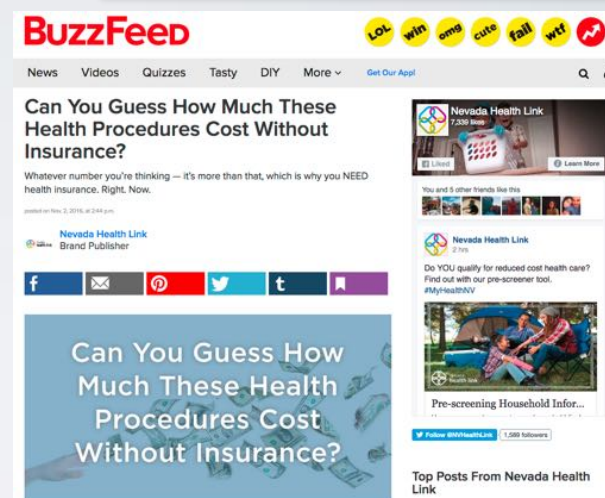
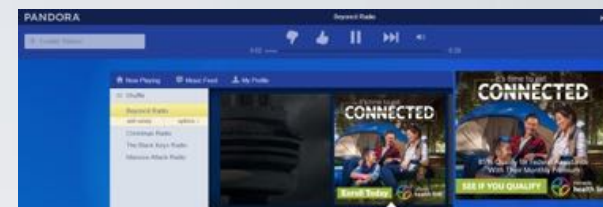
- ✓ 622 engagements
- ✓ 43,622 impressions

## Facebook Website Click Ads

- ✓ 4,556 link clicks
- ✓ 97 website conversions
- ✓ 112,624 people reached

## Facebook Promoted Posts

- ✓ 2,490 engagements
- ✓ 35 website conversions
- ✓ 33,677 people reached





# Open Enrollment PR/Media Relations



## October Media Coverage Totals

- Total estimated value of *earned* PR \$887,145 (October 1 – November 1)
- Total ad value equivalent \$295,715

## Upcoming Interviews

Reno public service radio programs

- 7 station groups November - January

Las Vegas public service radio programs

- 6 station groups November - January

# Kick Off PR Media Coverage

## In The News

Watch videos, read articles, stay informed about Nevada's Exchange:

November 4, 2016 [Trump Says Nevadans Will See 'Massive' Hike In Health Care Premiums But Some Context Needed](#)

November 1, 2016 [ACA Open Enrollment Underway – KOLO8](#)

November 1, 2016 [Nevadans Coming To Terms With Increased Health Care Costs – KTVN13](#)

November 1, 2016 [Nevada Health Link Invites Nevadans to 'Get Connected' at Open Enrollment Kickoff Event – News3LV](#)

November 1, 2016 [Obamacare health insurance open enrollment is underway](#)

October 25, 2016 [Affordable Care Act Premiums Set to Rise In 2017 – KTVN 2 News](#)

October 22, 2016: [Nevada Health Link Enters Its Fourth Open Enrollment Season – News3LV](#)

October 21, 2016: [Nevada Health Link Talks Nov. 1 Open Enrollment on KTNV13](#)

# Open Enrollment Kick Off – November 1, 2016

## Las Vegas

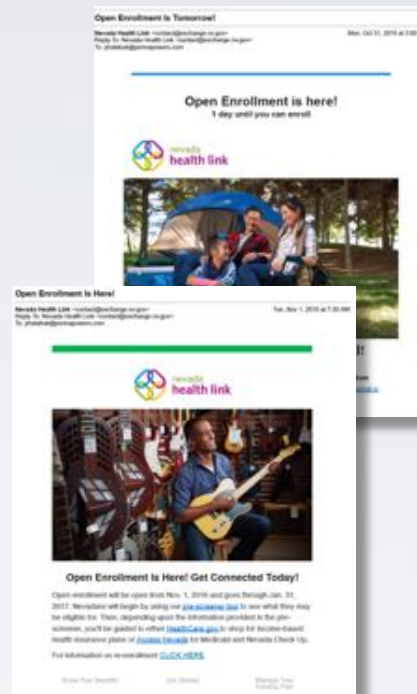
- ✓ 50 attendees
- ✓ 33 prescreened

## Reno

- ✓ 21 attendees
- ✓ 1 QHP Eligible re enroll
- ✓ 9 QHP Eligible new/need follow up

## Advertising

- ✓ Social Media
- ✓ Radio
- ✓ Print
- ✓ Email Blasts
- ✓ Stakeholder partner database distribution
- ✓ Flier distribution 4-5 weeks prior at all outreach and navigator events
- ✓ Distribution at 61 locations in the North
- ✓ Distribution at 216 locations in the South
- ✓ Distribution throughout China Town





# Open Enrollment Outreach, Sponsorships, Website

- ✓ 30 outreach events attended in October
- ✓ 20 outreach events planned for November
  - 128 events attended through today
  - 162 currently planned through Jan. 31
- ✓ Nevada Hispanic Business Group
- ✓ Las Vegas Metro Chamber of Commerce
- ✓ Latin Chamber of Commerce

