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AGENDA ITEM

For Possible Action

Information Only

Date: January 12, 2017
Item Number: V
Title: Open Enrollment Marketing & Outreach Update

PURPOSE

The purpose of this report is to provide the Board and the public with an overview and progress of our fourth Open Enrollment Marketing, Advertising, and Outreach Campaign in the health insurance marketplace.

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SUMMARY

With less than a month left of our fourth Open Enrollment Period, the Exchange—along with Penna Powers, our marketing and outreach vendor—have been working diligently to ensure Nevada consumers have the correct information on how to enroll and where to get local, in person assistance. The Exchange has provided messaging in a variety of media outlets including, but not limited to: social or content media, digital media, in-house email blasts, several diverse outreach events, website, on-camera interviews, public service announcements, radio, print, chamber memberships, sponsorships, and billboard/outdoor advertisements. Our campaign continues to receive positive press and we are focused on our goal to influence hard to reach target populations for the remainder of Open Enrollment.

Nevada Health Link will host its final enrollment event in Reno and Las Vegas where Nevada consumers can attend and sit face-to-face with a licensed enrollment professional to learn the process and find a health insurance plan best suited to fit their health and budgetary needs. The close out enrollment event is planned for Sunday, January 29 from 10 AM to 6 PM, just two days before the deadline of January 31, 2017 when open enrollment closes.

Our enrollment numbers reflect our efforts in getting the message out to Nevada consumers; people are aware that having health insurance is something they need to protect themselves and their family. Although we are dealing with media inquiries and concerns from consumers about the potential repeal of the ACA, our enrollment numbers and increased attendance at our events is increasing.

This open enrollment, we kicked off the campaign with the theme of: “It’s time to get connected.” Our objectives remain to institutionalize the Exchange, identify and target the uninsured populations throughout Nevada, and leverage our content, media, digital advertising, and traditional marketing to educate our target audience about the need for health insurance.

We maintained awareness through the multitude of messaging and advertising previously mentioned and shifted our message from a general “get connected” to “avoid the fine, find peace of mind” and “plans that fit your budget.” We also continued to enforce the importance of getting in person assistance and find that consumers still need assistance through the enrollment process even if they are enrolling online—they want to talk to a professional to guide them through the process.

Penna Powers will review the details on the decision to increase our media buys and the December and January push, as well as, the countdown methods for January advertising nearing the close of open enrollment. The increase in attendance at our enrollment events has demonstrated that our decision to increase media and advertising was effective. The email capture campaign continues to gain subscribers: 3,204 consumers have opted-in to receive health insurance information and health tips related to our blog through our Nevada Health Link webpage.

The outreach team with Nevada Health Link has been very busy and present at a multitude of diverse statewide events. We researched multiple events with our target demographics; which consists of, but is not limited to: the tribes, rural Nevada, the Hispanic/Latino population, millennials, the 50+ community, self-employed, and multicultural ethnicities. We have attended 207 events this year, and 20 events are scheduled for the month of January. This is a massive increase from 63 events in total last year. Our Navigators and outreach team have been busy distributing educational materials and health literature to our target audiences. A direct mailer was also sent out during this open enrollment from a distribution list of Nevada’s self-employed consumers.

The Exchange has also been actively working on stakeholder initiatives and Chamber memberships as well as sponsorship opportunities with community stakeholders. It is important to leverage our relationships within the healthcare community and provide stakeholders with

resources in order to collaborate and synthesize our mutual efforts to reach our target populations. We have made outreach efforts to several new partners—all of which have been responsive and willing to collaborate. We have become members of The LV Metro Chamber, the Hispanic Business Chamber, the Latin Chamber, the Carson City Chamber, the Reno/Sparks Chamber, the Women's Chamber, the LGBT Chamber of Southern NV, and the Pahrump Chamber. We also have joined the organization: Northern NV Black Cultural Awareness Society and have a partnership with the Las Vegas Black Professionals Facebook page. We continue to research and welcome future opportunities.