



## Marketing Update

January 12, 2017

# November/December Marketing Summary ~ Traditional Media

Impressions = *number of times an individual within the target audience sees our advertising.*

- TV - 15,243,928 impressions
- Radio - 14,676,241 impressions
- Outdoor - 48,033,339 impressions
- Print - 477,000 impressions



# November/December Marketing Summary ~ Online Content

Component 1) Native Content - the strategic placement of original subject-related articles on various sites sponsored by Nevada Health Link containing links to NevadaHealthLink.com

- 4,029,391 impressions
- 13,762 clicks on article
- 1,046 clicks to NevadaHealthLink.com

Component 2) Placement of “sponsored” articles – strategic articles sponsored or recommended by Nevada Health Link which also contain links to NevadaHealthLink.com

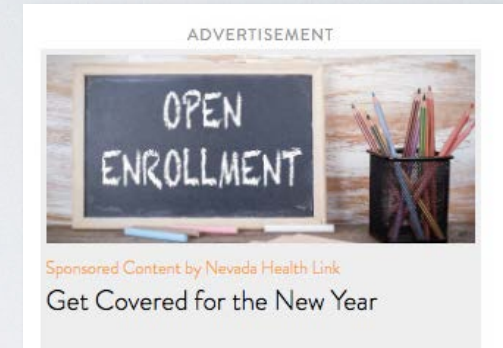
- 3.6 M impressions
- 2,600 clicks to article
- 2.85% clicks to NevadaHealthLink.com

Component 3) BuzzFeed

- 2,436,739 impressions
- 40,700 views
- 370 clicked to NevadaHealthLink.com

Component 4) Email Campaign

- 1,952,449 impressions
- 865 clicks
- 117 clicks to NevadaHealthLink.com



Component 5) Facebook

- 3,171,586 impressions
- 2,182 conversions
- 552,151 Nevadans reached
- 327,352 Reactions, Shares and Link Clicks

# November/December Marketing Summary ~ Online Content

## Component 6) Digital Banners and Videos

- 15,903,678 impressions
- 6,031 clicks to NevadaHealthLink.com



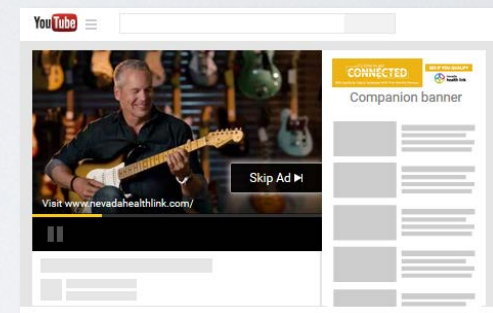
## Component 9) YouTube

- 173,296 video views
- 1,695 clicks
- 25.03% Video Completion Rate



## Component 7) Twitter

- 741,664 impressions
- 40 clicks to NevadaHealthLink.com



## Component 8) Paid Search

- 168,057 impressions
- 1,250 clicks to NevadaHealthLink.com

nevadahealthlink.com - Nevada Health

Ad [www.nevadahealthlink.com/](http://www.nevadahealthlink.com/) (888) 781-8623

Purchased State-Certified Health Insurance Based on Income.

Nevada Official Site · Most Insurance Providers · Income-Based Insurance · In-Person Assistance

### Enrollment

Open enrollment for a limited time.  
Easy online application.

### In-Person Assistance

Talk with a licensed agent at a location & time that works for you

### Subsidy Calculator

Enter age, income & family size to see if you qualify for a subsidy.

### Navigator Organizations

List of private entities that can walk you through enrollment process

## 2016 Year-long Social Media Performance

- Accounted for 17% of all traffic to NevadaHealthLink.com
- Over 1 million engagements
- Over 17 million impressions
- Reached 1.3 million Nevadans

# December Marketing Summary ~ PR/Media Relations



## Nevada health exchange sign-ups appear to outpace last year

Associated Press

Wed, Dec 21, 2016 (3:30 p.m.)

Health exchange sign ups in Nevada's open enrollment period this year appear to be outpacing last year.

The U.S. Department of Health and Human Services says almost 61,000 Nevadans had selected an insurance plan on HealthCare.gov from Nov. 1 to Dec. 19, which was the deadline to enroll for coverage that kicks in on Jan. 1.

## One View: What will happen to the Affordable Care Act?

Heather Korbolic 9:33 a.m. PST December 22, 2016

**Marketplace sign-ups running ahead of pace for same period last year**

## Hispanic Coverage

- Radio Lazer
- Super Estrella radio
- Despierta Las Vegas Entraviso Community Outreach
- Univision Radio
- Telemundo
- La Buena Radio
- El Tiempo Newspaper

Total Earned PR Value \$950,656

If Purchased, Total Paid Value \$316,885

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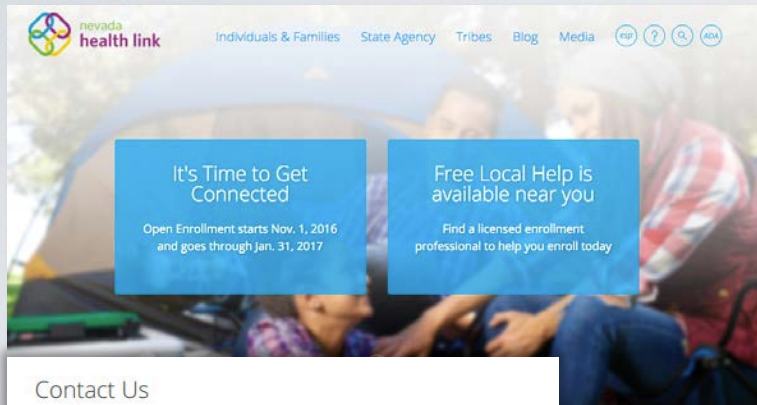
# December Media Coverage

<b>Silver State Health Exchange</b>		
<b>12/1/2016 Media Hits</b>		
Outlet/Publication	Date	Headline
Reno Gazette-Journal (AP)	12/22/16	<a href="#">One View: What will happen to the Affordable Care Act?</a>
KTVN Channel 2	12/22/16	<a href="#">Nevada Health Exchange Sign-Ups Appear to Outpace Last Year</a>
CBS Las Vegas	12/21/16	<a href="#">Nevada Health Exchange Sign-Ups Appear to Outpace Last Year</a>
KDWN	12/22/16	<a href="#">Health Exchange Sign-Ups, Up In Nevada</a>
KTNV ABC Channel 13	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
Nevada Appeal	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
FOX5Vegas.com	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
KTVN Channel 2	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
The Washington Times	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
Las Vegas Sun	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
My News 4	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
Foxreno.com	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
Elko Daily Free Press	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
Chron.com	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
SFGate	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
StamfordAdvocate.com	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
Seattlepi.com	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
970 AM KNUU Radio	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
The Eagle	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
Clay Center Dispatch	12/21/16	<a href="#">Nevada health exchange sign-ups appear to outpace last year</a>
Las Vegas Review-Journal	12/21/16	<a href="#">Nevada shows uptick in enrollments for Affordable Care Act</a>
One News Page	12/20/16	<a href="#">Protect Your Family W/Nevada Health Link 12/20/16</a>
KTNV ABC Channel 13	12/20/16	<a href="#">Protect Your Family W/Nevada Health Link 12/20/16</a>
True Viral News	12/19/16	<a href="#">Enrollment deadline for healthcare.gov extended through Monday</a>
Las Vegas Review-Journal	12/15/16	<a href="#">Enrollment deadline for healthcare.gov extended through Monday</a>
Nevada NV AmericanTowns.com	12/15/16	<a href="#">Enrollment deadline for healthcare.gov extended through Monday</a>
KTVN Channel 2	12/16/16	<a href="#">January 1 Health Insurance Coverage Deadline Extended</a>
My News 4	12/15/16	<a href="#">Nevada Health Link extends deadline for Jan. 1 coverage</a>
Foxreno.com	12/15/16	<a href="#">Nevada Health Link extends deadline for Jan. 1 coverage</a>
El Tiempo	12/14/16	<a href="#">Ofrecen ayuda para registro al seguro de salud, jueves 15 en el Cashman</a>
KOLO	12/14/16	<a href="#">Thursday is deadline to enroll for health insurance</a>
KTNV ABC Channel 13	12/14/16	<a href="#">Nevada Health Link open enrollment event at Cashman Center</a>
Nevada Appeal	12/12/16	<a href="#">First Affordable Care Act deadline is Dec. 15</a>
Mesquite Local News	12/11/16	<a href="#">Nevada Health Link Information</a>
KTNV ABC Channel 13	12/6/16	<a href="#">Health Care Options 12/6/16</a>
One News Page	12/6/16	<a href="#">Health Care Options 12/6/16</a>
News 3 KSNV	12/6/16	<a href="#">Nevada Health Link enrollment for 2017 health plans now open</a>
Nevada Appeal	12/5/16	<a href="#">Ron Bliss: Medical insurance deadlines loom; some businesses dropping group plans</a>

# December Media Coverage

<b>Silver State Health Exchange</b>		
<b>12/1/2016 TV Hits</b>		
Outlet/Publication	Date	Headline
KVVU-TV Fox 5 More Show	12/26/16	<a href="#">Tell us about Nevada Health Link</a>
KTNV-TV Morning Blend	12/20/16	<a href="#">Nevada Health Link is the states online marketplace for budget appropriate health ins..</a>
KVVU-TV Fox 5 News this Morning 8am	12/19/16	<a href="#">More than 250 people went to Nevada Health Link's enrollment event</a>
KVVU-TV Fox 5 News this Morning 7am	12/19/16	<a href="#">More than 250 people went to Nevada Health Link's enrollment event</a>
KTNV-TV Good Morning Las Vegas 6am	12/16/16	<a href="#">You have until midnight on December 19th to enroll</a>
KTNV-TV Good Morning Las Vegas 4:30am	12/16/16	<a href="#">You have until midnight on December 19th to enroll</a>
KOLO-TV 8 News Now	12/16/16	<a href="#">Nevada Health Link has extended the deadline to enroll</a>
KOLO-TV 8 Midday	12/16/16	<a href="#">Nevada Health Link has extended the deadline to enroll</a>
KOLO-TV Good Morning Reno 6am	12/16/16	<a href="#">Nevada Health Link has extended the deadline to enroll</a>
KOLO-TV Good Morning Reno 5am	12/16/16	<a href="#">Nevada Health Link has extended the deadline to enroll</a>
KOLO-TV Good Morning Reno 4am	12/16/16	<a href="#">Nevada Health Link has extended the deadline to enroll</a>
KTNV-TV Good Morning Las Vegas 6am	12/15/16	<a href="#">Today is the last day to sign up for health insurance through Nevada Health Link</a>
KTNV-TV Good Morning Las Vegas 5am	12/15/16	<a href="#">Today is the last day to sign up for health insurance through Nevada Health Link</a>
KVVU-TV Fox 5 News this Morning 8am	12/15/16	<a href="#">Nevada Health Link is hosting a midseason open enrollment event today at Cashman Center</a>
KVVU-TV Fox 5 News this Morning 7am	12/15/16	<a href="#">Nevada Health Link is hosting a midseason open enrollment event today at Cashman Center</a>
KOLO-TV Good Morning Reno 6am	12/15/16	<a href="#">Today is the last day to sign up for health insurance through Nevada Health Link</a>
KOLO-TV Good Morning Reno 5am	12/15/16	<a href="#">Today is the last day to sign up for health insurance through Nevada Health Link</a>
KTNV-TV Action News at 11pm	12/14/16	<a href="#">Sign up deadline through Nevada Health Link is tomorrow</a>
KTNV-TV Action News at 6pm	12/14/16	<a href="#">Sign up deadline through Nevada Health Link is tomorrow</a>
KTNV-TV Good Morning Las Vegas	12/13/16	<a href="#">Sign up deadline through Nevada Health Link is tomorrow</a>
KVVU-TV Fox 5 News this Morning 8am	12/13/16	<a href="#">Nevada Health Link is giving people another chance to sign up for coverage</a>
KVVU-TV Fox 5 News this Morning 4am	12/13/16	<a href="#">Nevada Health Link is giving people another chance to sign up for coverage</a>
KVVU-TV Fox 5 News at 10pm	12/12/16	<a href="#">Nevada Health Link is giving people another chance to sign up for coverage</a>
KSNV-TV News 3 Today	12/6/16	<a href="#">Visit Nevadahealthlink.com</a>
KTNV-TV Morning Blend	12/6/16	<a href="#">Go online and sign up to nevadahealthlink.com</a>
KVVU-TV Fox 5 More Show	12/5/16	<a href="#">Sign p for coverage through Nevada Health Link</a>
KINC-TV Noticias	12/1/16	<a href="#">Nevada Health Link</a>
<b>Silver State Health Exchange</b>		
<b>12/1/2016 Print Hits</b>		
Outlet/Publication	Date	Headline
Associated Press	12/21/16	<a href="#">Nevada Health Exchange sign-ups appear to outpace last year</a>
Las Vegas Review Journal	12/18/16	<a href="#">Deadline extended through Monday for coverage through healthcare.gov</a>

# NevadaHealthLink.com ~ Website and Email Campaign



**Contact Us**

Find important numbers to the call centers that will help you enroll in health insurance. You will also find important contact numbers for Medicaid, Nevada Division of Insurance and the Secretary of State's Office.

For immediate assistance, Call us at: 855-7NVLINK (768-5465) or email us at: [CustomerServiceNHL@exchange.nv.gov](mailto:CustomerServiceNHL@exchange.nv.gov)

## Find In-Person Assistance

Use your zip code or a keyword to [find in-person help](#) from a local organization, certified enrollment assister or licensee.

## Calendar of Events

Review the days and times we are having an enrollment event on our [calendar](#).

## Certified Navigator Organization and Person Assisters

See a list of certified navigator organizations and in-person assistance information and websites.

## Frequently Asked Questions

Find important answers to frequently asked questions.

2017 Enrollment

**Get Help Enrolling**

Find the answers you're looking for and start your enrollment.

**Enrollment Process with Nevada Health Link for 2017**

Nevadans will begin by using our [pre-screener tool](#) to see what they may be eligible for. Then, depending upon the information provided in the pre-screener, you'll be guided to either [HealthCare.gov](#) to shop for income-based health insurance plans or [Access Nevada](#) for Medicaid and Nevada Check Up.

For information on re-enrollment [CLICK HERE](#)

**How can I enroll?**

- Start the process to see if you're eligible for a qualified health plan (QHP) by [answering a few short questions](#) about yourself, your family, and income.
- Find a licensed broker or agent near you by using our [in-person assistance look up tool](#) and make an appointment.
- Visit [healthcare.gov](#).
- Visit [carrier-specific websites](#).

**Resources**

- View our [Outreach and Events Calendar](#)
- Checklist of what documents to bring with you to [enroll](#)
- Find a local broker or agent in your neighborhood by searching your zip code

**Less than 24 hours to enroll for coverage beginning Jan. 1!**

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

Mon, Dec 16, 2016 at 6:45 AM

Have you enrolled in a qualified health plan?

Today is the final day to enroll in a qualified health plan to have coverage beginning Jan. 1, 2017.

**it's time to get CONNECTED**

**DEADLINE EXTENDED through DEC 19TH for coverage starting Jan 1.**

Due to extraordinary demand for coverage, the deadline to enroll in a plan for coverage beginning Jan. 1, 2017 has been extended until Dec. 19, 2016.

[Click here to finish enrolling in a qualified health plan.](#)

[Get Help Enrolling](#) [Find FREE Local Help](#)

**If You're A Small Business Owner You'll Want To See This!**

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

Fri, Dec 16, 2016 at 2:44 PM

**You Could Qualify**

If your small business qualifies for the Small Business Health Care Tax Credit, you may be eligible to receive up to 50% of the costs you pay on your employees' premiums!

Some requirements to meet:

- You have fewer than 25 full time employees.
- Your average employee salary is \$50,000 per year or less.
- You pay at least 50% of your full time employees' premium costs.
- You offer coverage to your full time employees through the SHOP Marketplace.

**Have questions?** Contact the SHOP Call Center at 1-800-706-7893 (TTY: 711) weekdays from 9 a.m. to 7 p.m. ET, or use the [Find Local Help tool](#) to find an Agent or Broker in your area.

[What is SHOP](#) [See If Your Business Qualifies](#)

**Happy Holidays**

Your Friends at Nevada Health Link Want to Wish you a Happy Holiday Season!

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

**Things You Need to Enroll:**

- Valid Nevada driver license or picture ID; student ID for dependent children
- Permanent Resident/Alien 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

Nevada Health Link  
2310 S. Carson St. Suite 2  
Carson City, NV 89701  
775-687-9039  
View Online • Unsubscribe

Nevada Health Link <contact@exchange.nv.gov>  
Nevada Health Link <contact@exchange.nv.gov>  
phatbuck@pennapowers.com

Thu, Dec 15, 2016 at 6:45 AM

Have you enrolled in a qualified health plan? Today is the final day to enroll for coverage beginning Jan. 1, 2017. You don't want to miss out!

**it's time to get CONNECTED**

**Open Enrollment Event**

Thursday, December 15, 2016  
Hours: 12pm - 7pm

Join us at our FREE event and get FREE in person assistance.

Walgreens will also be offering FREE flu shots during the event! We look forward to seeing you and helping you get connected to a qualified health plan today!

**Northern Nevada:**

Peppermill Hotel & Casino - Sorrento Ballroom  
2707 S. Virginia Street  
Reno, NV  
[Link to Google Maps](#)

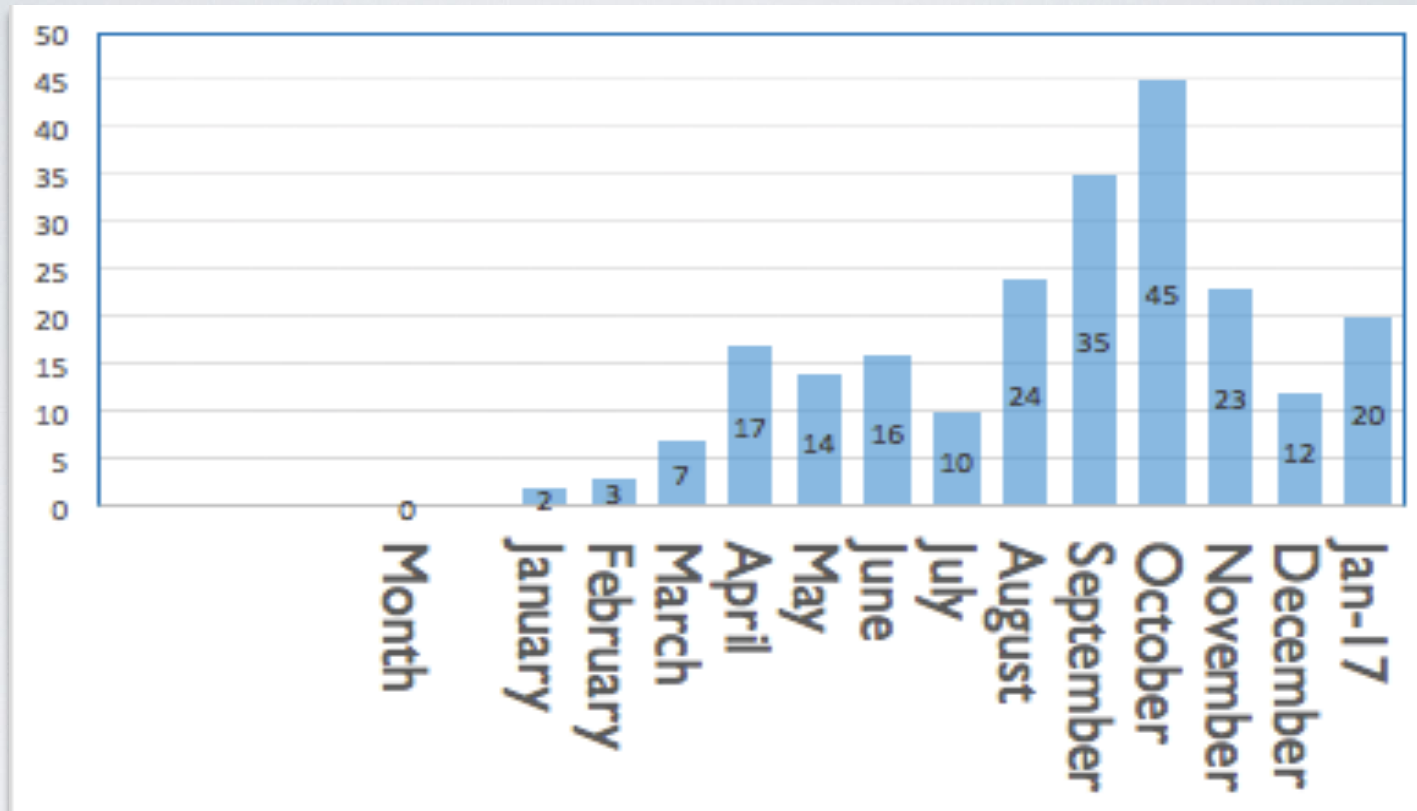
**Southern Nevada:**

Cashman Center  
850 Las Vegas Blvd.  
Las Vegas, NV  
[Link to Google Maps](#)

# 2016 Outreach Events



# 2016 Outreach Summary



- 207 total events attended for 2016
- 20 events booked for January, 2017

# November/December Marketing Summary ~ Memberships/Alliances

## Memberships:

- Las Vegas Metro Chamber of Commerce
- Latin Chamber of Commerce
- Carson City Chamber of Commerce
- Reno-Sparks Chamber of Commerce
- LGBT Chamber of Commerce LV
- Women's Chamber of Commerce NV
- Pahrump Chamber of Commerce
- Nevada Community Health Worker Association
- Northern Nevada Black Cultural Awareness Society
- Las Vegas Black Professional

## Alliances:

- CSN Latin Alliance
- Carson City School District
- Washoe County School District
- Desert Meadows AHEC
- Human Services Network (HSN)
- UNLV Student Health Center
- UNR Joe Crowley Student Union
- High Sierra Area Health Education Center (AHEC)



## Sponsorships:

- Opportunity Village Magical Forest
- 98.5 KLUC Toy Drive
- Barton Health Festival of Trees and Lights

# December 15 Enrollment Event

**Open Enrollment Event**  
Thursday,  
December 15, 2016  
Hours: 12pm - 7pm

**Cashman Center**  
850 Las Vegas Blvd.



**nevada health link**

**ENROLLMENT EVENT**

**TODAY!**

**NOON - 7 pm**

**PEPPERMILL/ SORRENTO BALLROOM**

**Open Enrollment Event**  
Thursday, December 15  
12pm - 7pm

**Peppermill Hotel & Casino**



Es hora de  
**CONECTARTE**

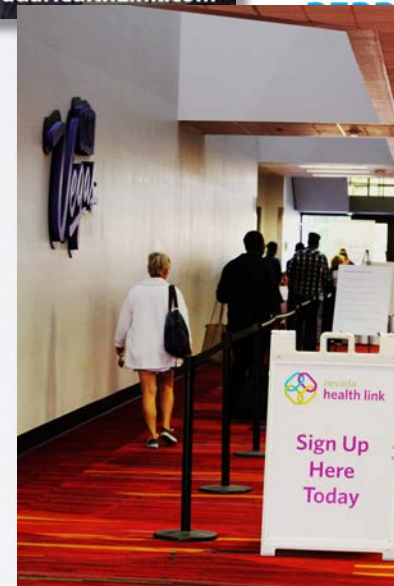


**Evento de Inscripción**  
Jueves, Diciembre 15, 2016  
Hora: 12pm - 7pm

**Peppermill Hotel & Casino - Sorrento Ballroom**  
2707 S. Virginia Street, Reno, NV

 nevada enlace de seguro médico

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



Total of 194 people prescreened  
by the Ramirez Group

# January Marketing “Push” ~ Additional Marketing

**Lower premiums for your wallet.**  
88% qualify for federal assistance\*

**Final Enrollment Event**  
Cashman Center  
Sunday, January 29, 2017  
Hours: 10am - 6pm  
NevadaHealthLink.com  
855-744-NHLINK (855-748-5465)

**Protect your health, your wallet.**  
88% qualify for federal assistance\*

**Final Enrollment Event**  
Center  
January 29, 2017  
10am - 6pm  
NevadaHealthLink.com  
855-744-NHLINK (855-748-5465)

**SKIP THE FINE**  
**GET PEACE OF MIND**

nevada health link  
connecting you to health insurance

**LAST MONTH TO ENROLL**  
NevadaHealthLink.com

**PROTECT YOUR HEALTH AND YOUR WALLET**

nevada health link  
connecting you to health insurance

**LAST MONTH TO ENROLL**  
NevadaHealthLink.com

Sign Spinners in Reno

- Mobile Billboards in Las Vegas
- Additional TV and Radio
- Additional Print: *LV Weekly, Reno News & Review, Senior Spectrum, Vegas Voice*
- Direct Mail Postcards to Self Employed

18 Bus Shelters in Las Vegas

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# January 29 Final Enrollment Event ~ Marketing

Es hora de  
**CONECTARTE**



**Evento de Inscripción Final**  
Domingo, Enero 29, 2017  
Hora: 10am - 6pm

**Peppermill Hotel & Casino - Sorrento Ballroom**  
2707 S. Virginia Street  
Reno, NV

Nov 1st ← inscribirse → Ene 31st

 Vacunas contra la gripe gratis disponibles en el evento cortesía de Walgreens

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

 nevada enlace de seguro médico  
conectándose a un seguro médico

**Open Enrollment Event**  
Thursday, December 15, 2016  
Hours: 12pm - 7pm

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

Nov 1st ← enroll between → Jan 31st

 Free flu shots available at the event courtesy of Walgreens

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

 nevada health link  
connecting you to health insurance

**Final Enrollment Event**  
Sunday, January 29, 2017  
Hours: 10am - 6pm

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

11月1日 ← 申请时期 → 1月31日

请上网浏览  
**NevadaHealthLink.com**  
855-7-NVLINK (855-768-5465)

 nevada health link

it's time to get  
**CONNECTED**

Open Enrollment Ends January 31st

**Final Enrollment Event**  
Sunday, January 29, 2017  
Hours: 10am - 6pm

**Cashman Center**  
850 N. Las Vegas Blvd.

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

 nevada health link

it's time to get  
**CONNECTED**

**Last Chance to Enroll**

Visit online at  
**NevadaHealthLink.com**

 nevada health link

**Skip the fine. Choose peace of mind.**

Getting covered through Nevada Health Link makes good business sense.

Did you know that opting out of health coverage could cost you up to \$495 or 2.5% of your income in tax fines? Now's the time to take advantage of affordable health coverage options through Nevada Health Link. In 2016, 87% of Nevadans who signed up were eligible for a federal subsidy.\*

 nevada health link  
connecting you to health insurance

See if you qualify at  
**NevadaHealthLink.com**  
855-7-NVLINK (855-768-5465)

 nevada health link  
Blue Cross Health Insurance Exchange  
2016 Calendar Year  
\*Source: U.S. Census Bureau

 nevada health link  
PEPPER  
U.S. Foreign  
Auto  
SOL. UT  
Penny 1988