



Silver State Health Insurance Exchange

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AGENDA ITEM

For Possible Action

Information Only

Date: February 9, 2017
Item Number: V
Title: Marketing and Outreach Report

PURPOSE

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

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GENERAL COMMENTS

Amidst the politically sensitive environment and uncertain rhetoric over the last month we have experienced within the health insurance marketplace, the Nevada Exchange has survived its fourth Open Enrollment season—and done so with maintaining and exceeding our consumer base. We operated with great poise and a ‘business as usual’ mentality. We encouraged Nevada residents to seek in person assistance and offered our local support to navigate through the enrollment process.

The Nevada Exchange enrolled about 900 more consumers with a total of 89,061 enrollees for plan year 2017 which compares to 88,145 previously. Since we began operations in 2013, each year enrollment has increased and while there continues to be discussions about the new

administration's goals for the Affordable Care Act (ACA), our year to year increase shows that there are many Nevadans who continue to recognize the importance of getting health insurance coverage for themselves and for their family.

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 and that Nevada Health Link is here to help. 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, public relations media, digital advertising, and traditional marketing to educate our target audience about the importance for coverage.

Throughout the campaign, we maintained awareness through a multitude of messaging and advertising as well as shifted our message from a general "get connected" to more focused content such as "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 found that consumers would rather speak to a professional than go through the process online alone.

Our outreach team was especially busy this past season due to an increase in events statewide. We attended 220 events in total which is a huge increase compared to our 63 events in total last year. We were able to collaborate outreach efforts while also taking a more strategic approach to not only attend more events but analyze and research each event to ensure we attended events that reached our target demographics. Moreover, you will notice that our stakeholder and membership accomplishments were a success.

Patty Halabuk with Penna Powers will review the details of our campaign based on impressions, media coverage, outreach events, and stakeholder involvement. I believe that this was our best year yet. We were able to make tremendous inroads in regard to outreach and stakeholder relationships. Joining Chambers and becoming members of community organizations helped institutionalize our brand and develop relationships with stakeholders as well as expand our outreach efforts. We will continue this process in the off season and look forward to new opportunities and will strive to continue to offer affordable health plans for Nevada consumers during the off season as well as into our fifth Open Enrollment.