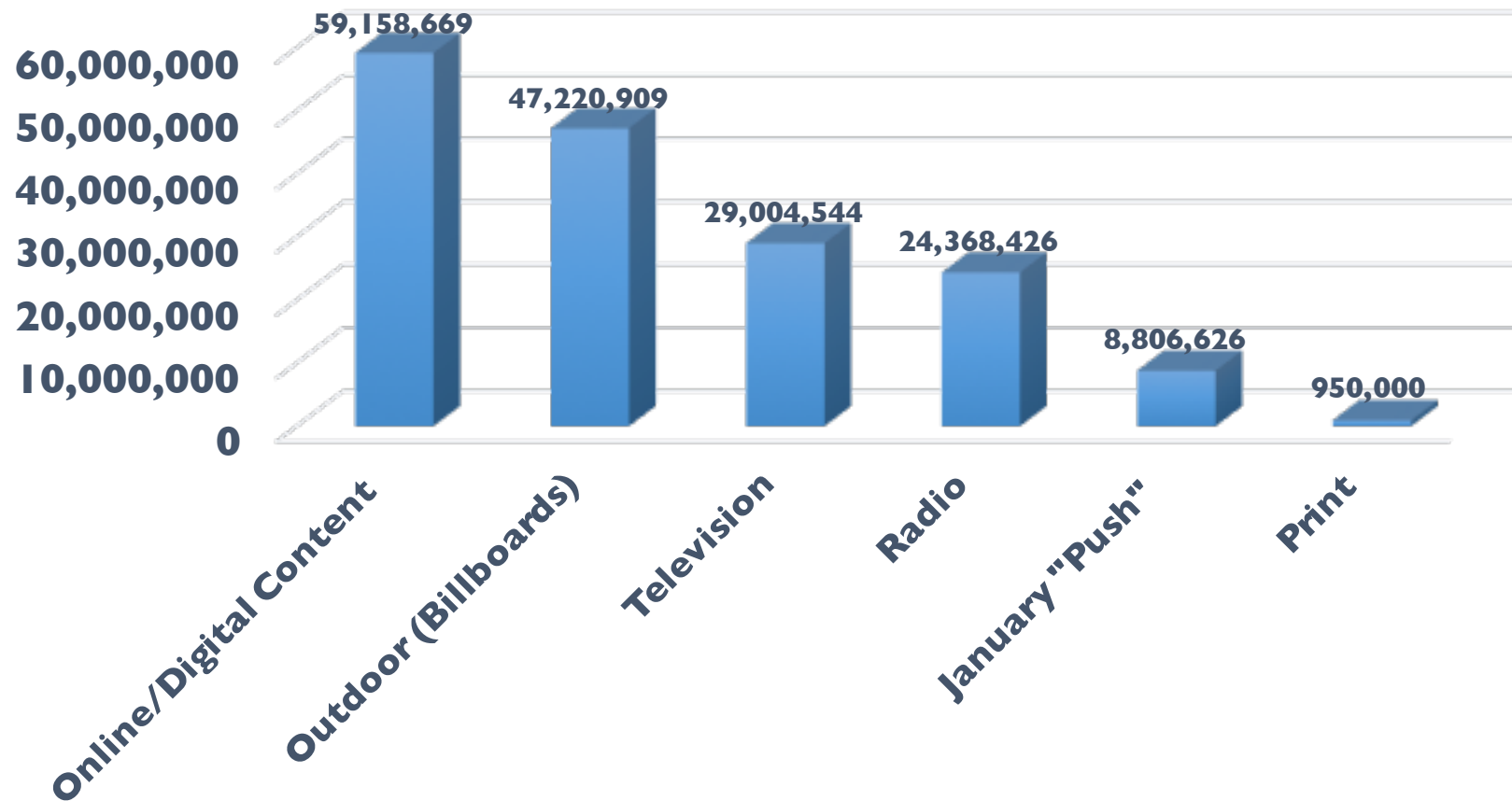




Marketing Update

February 9, 2017

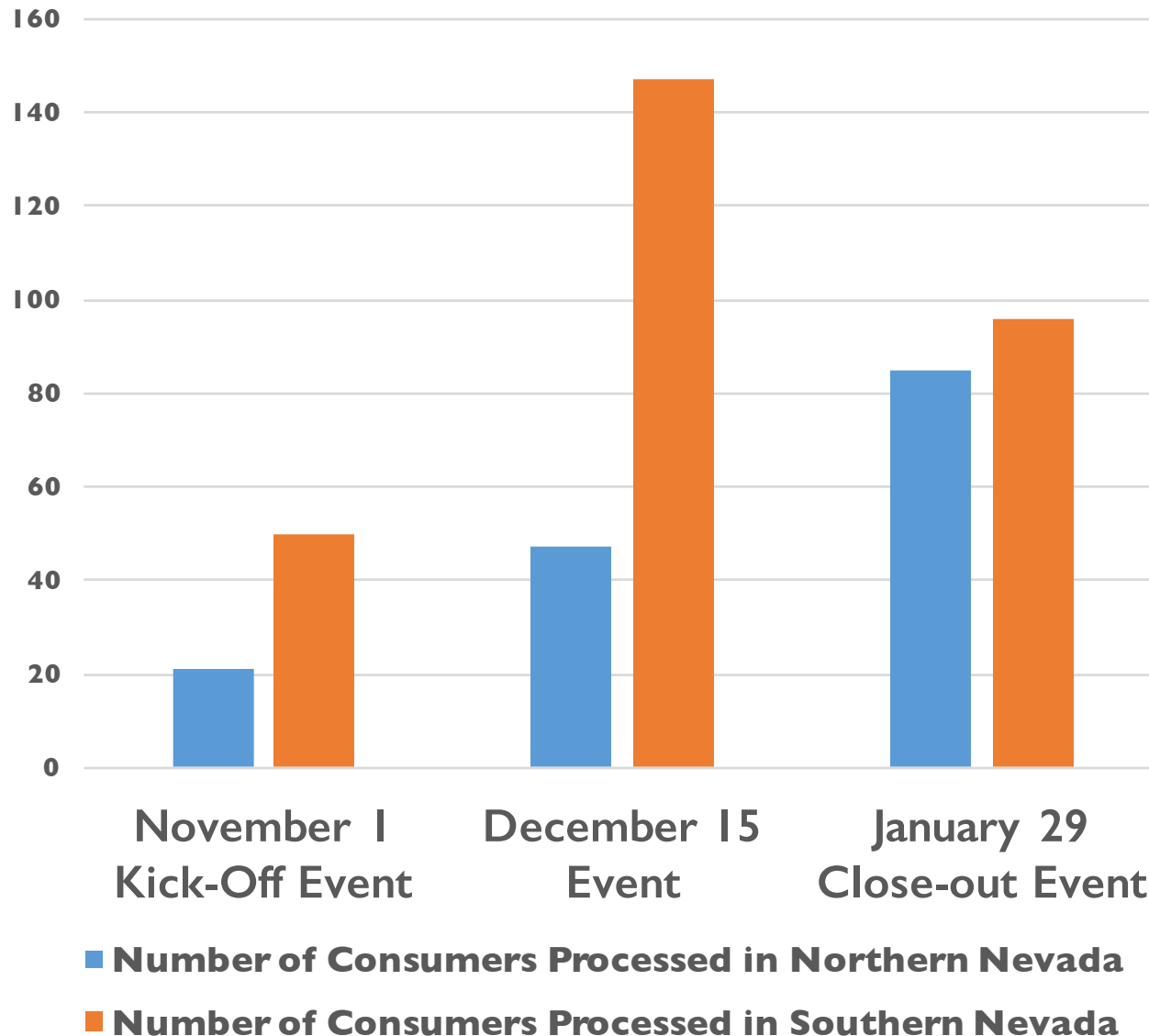
Open Enrollment 4 Advertising Campaign Media Impressions



Total Impressions: 169,509,174

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

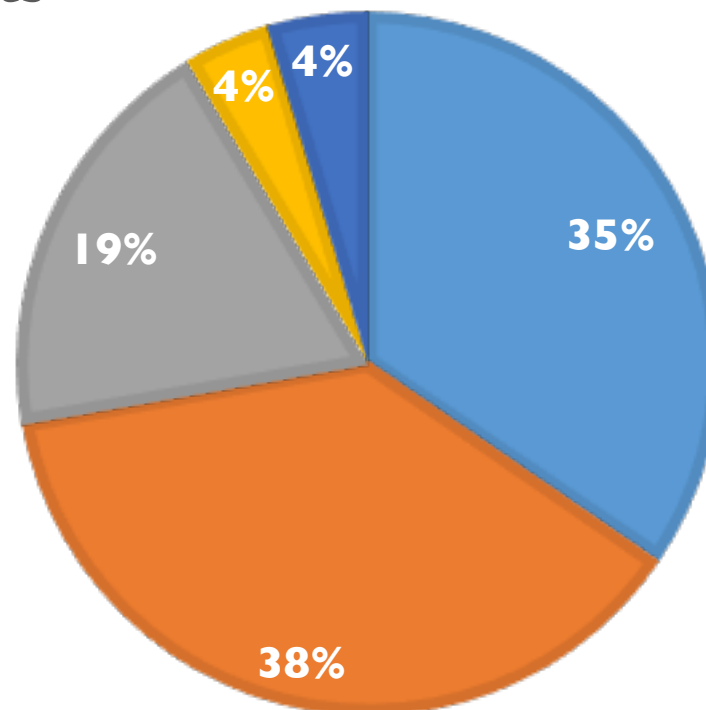
Kick off, Dec. 15 and Close-out Events



OUTREACH EVENT SUMMARY

JAN. 2016 - JAN. 2017

- Northern Nevada Events
- Southern Nevada Events
- Hispanic Events
- Culturally Diverse Events
- Rural Events



**220 Events
Attended**

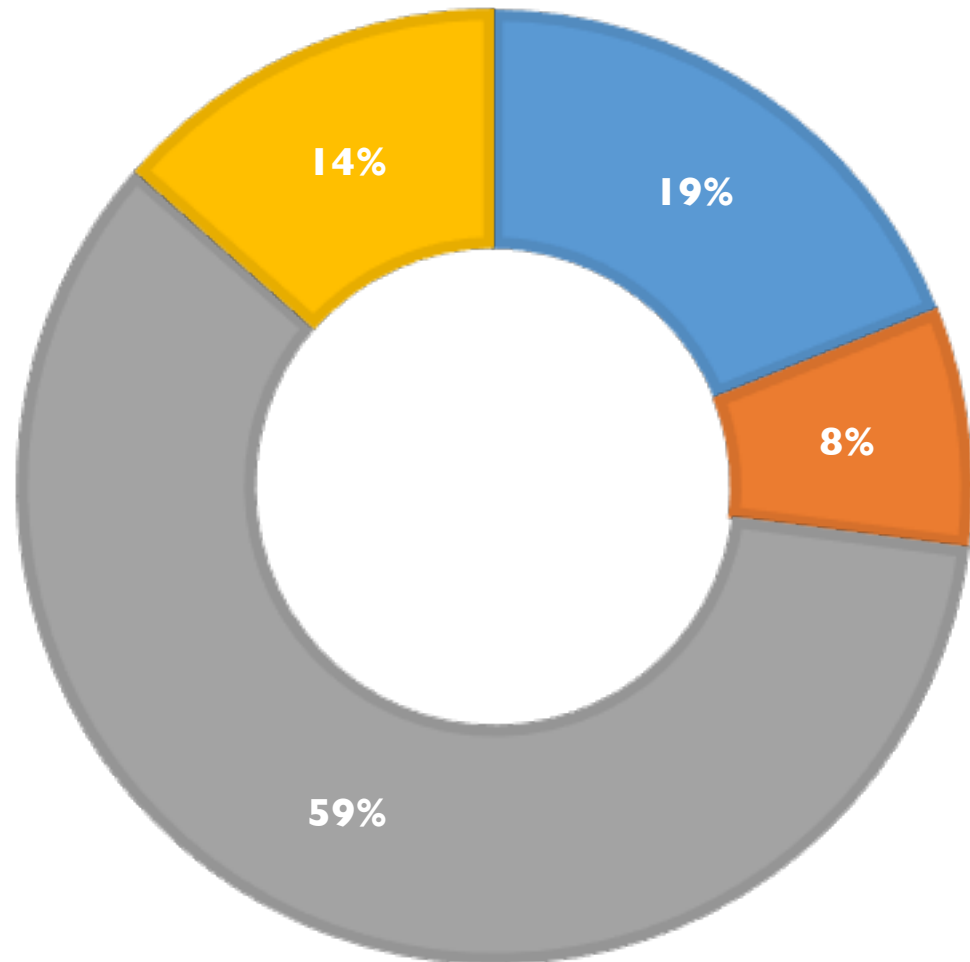
MEMBERSHIP/STAKEHOLDER ACCOMPLISHMENTS

■ Chambers Of Commerce Memberships

■ Associations

■ Stakeholders/Alliances

■ Marketing Sponsorships

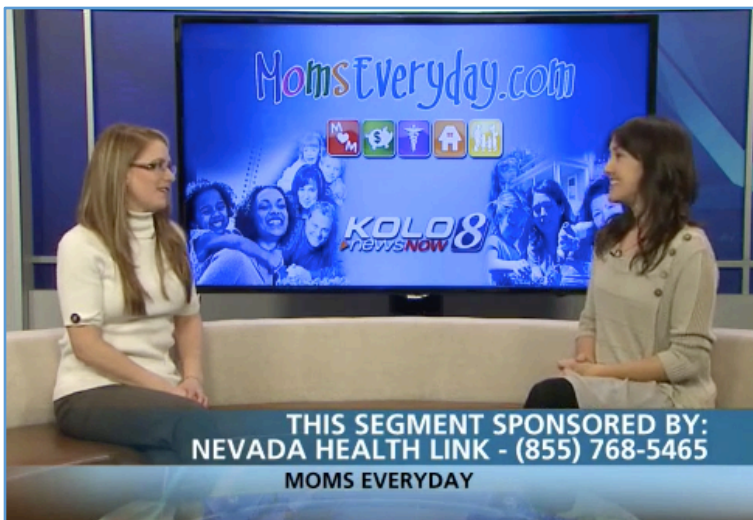


PR/Media Relations



Health Insurance Enrollment Through Nevada Health Link Ends Tuesday

Posted: Jan 29, 2017 7:12 PM MST
Updated: Jan 29, 2017 9:28 PM MST



Jan. 29 Close-Out Event Coverage

- Media Advisory
- (10) English TV, Radio & Print Interviews
- (2) Spanish TV and Radio Interviews
- Radio Remotes at events

Total Open Enrollment Earned PR Value \$2,100,921
If Purchased, Total Paid Value \$722,669

January Media Coverage

Date	Headline
1/31/17	'Obamacare' enrollment closed, some could face penalties
1/31/17	POLL OF THE DAY: Should the Affordable Care Act be repealed?
1/31/17	Last chance to get health insurance through NHL
1/31/17	Last chance to get health insurance through NHL
1/31/17	Sign up for health insurance through NHL
1/31/17	Get your health insurance through NHL
1/31/17	The deadline to enroll for health insurance through NHL is today
1/31/17	The deadline to enroll for health insurance through NHL is today
1/31/17	The deadline to enroll for health insurance through NHL is today
1/31/17	You can go to NHL to make changes to existing plans
1/31/17	You can go to NHL to make changes to existing plans
1/31/17	For more info on the SSHE you can head to our website
1/31/17	If you still need to sign up for health insurance through the SSHE
1/31/17	Officials with the SSHE have been given a possible timeline
1/31/17	For more info on the SSHE you can head to our website
1/31/17	Today and tomorrow are the busiest days for the folks at NHL
1/31/17	Hundreds flooding in to ask questions and enroll at the NHL
1/30/17	Time is running out if you are hoping to sign up for health insurance through NHL
1/30/17	NHL is giving folks in Southern Nevada one more chance
1/30/17	NHL wants to remind community members the enrollment
1/30/17	NHL enrollment
1/30/17	NHL enrollment
1/30/17	Go to our website to find out more about NHL
1/30/17	NHL is offering free in person assistance to the public
1/30/17	NHL is offering free in person assistance to the public
1/30/17	NHL hosted a Closeout event
1/30/17	NHL hosted a Closeout event
1/29/17	Open enrollment for health care ends January 31
1/29/17	Open enrollment for health care ends January 31
1/29/17	Health Insurance Enrollment Through Nevada Health Link Ends Tuesday
1/29/17	Lyon and Storey Coalition Hosts Speakers from Foster Care Recruitment and Mobile Crisis Response Team
1/29/17	NHL help their final open enrollment event
1/29/17	For easy access to NHL just go to KTNV
1/29/17	NHL is hosting their final open enrollment event
1/29/17	NHL is hosting their final open enrollment event
1/29/17	NHL is hosting their final open enrollment event
1/29/17	Time is running out to sign up for insurance with NHL
1/29/17	NHL will increase those numbers this time as well
1/29/17	NHL hosted a Closeout event
1/29/17	NHL hosted a Closeout event
1/29/17	NHL hosted a Closeout event
1/27/17	Última oportunidad para adquirir seguro médico a bajo costo
1/27/17	NHL is offering a special event Sunday to help people pick the plans that are best for them

January Media Coverage

1/26/17	Nevada Health Link Holds Open Enrollment Closeout Event
1/26/17	The future of the Affordable Care Act for Nevadans
1/26/17	The future of the Affordable Care Act for Nevadans
1/26/17	Affordable Health Insurance with NHL attend the enrollment event Sunday
1/26/17	NHL is offering a special event Sunday to help people pick the plans that are best for them
1/26/17	Final enrollment for the year this Sunday for NHL
1/26/17	NHL is setting up a Final Yearly Report
1/26/17	NHL is hosting Final Enrollment event this Sunday
1/26/17	NHL is hosting Final Enrollment event this Sunday
1/26/17	NHL is hosting Final Enrollment event this Sunday
1/26/17	NHL is hosting Final Enrollment event this Sunday
1/25/17	Healthcare and resources fair offers help, more
1/25/17	NHL is hosting Final Enrollment event this Sunday
1/25/17	NHL is inviting residents to get connected during their final enrollment event this Sunday
1/24/17	Community Health care workers fill crucial gap
1/24/17	Nevada Health Link
1/24/17	Nevada Health Link
1/23/17	Open Enrollment Is Ending Soon! 1/23/17
1/23/17	NHL is the State's online marketplace for budget appropriate health insurance plans
1/23/17	NHL Holding open enrollment event
1/23/17	Get connected with NHL
1/22/17	2017 Legislature: Six days of budget hearings begin Monday
1/21/17	2017 Legislature: Six days of budget hearings begin Monday
1/21/17	UNLV's community health worker program aims to bridge barriers to quality care
1/21/17	Trump says GOP health plan will take care of everybody
1/19/17	Making exchange less foreign
1/17/17	UNLV joins final push to get young adults to sign up for Obamacare insurance
1/17/17	NHL wants to help you find the best insurance plans for you and your family
1/17/17	NHL to enroll in health insurance
1/11/17	Manatt on Health Reform: Weekly Highlights - January 2017
1/10/17	Aetna, Centene units join Nevada Health Exchange
1/5/17	2 more providers agree to participate on Nevada's health insurance exchange
1/1/17	What is Your New Year's Resolution?

Closeout Event Media Coverage

1/29/17	NHL help their final open enrollment event
1/29/17	For easy access to NHL just go to KTNV
1/29/17	NHL is hosting their final open enrollment event
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Next Steps for Marketing...



Focus Group Research

- End of February
- Reno and Las Vegas
- Key Target Audiences



Ongoing Outreach Events



Social Media

Consumer Testimonials



Ongoing stakeholder and partnership development