



Silver State Health Insurance Exchange

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AGENDA ITEM

For Possible Action

Information Only

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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 of our upcoming plan for the Off Season Marketing & Outreach Campaign for Nevada Health Link.

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GENERAL COMMENTS

Penna Powers and the Exchange have been working diligently on our upcoming off season marketing and outreach campaign which should be ready to kick off by the end of May 2017. For this off season, we are focused on finding testimonial stories and experiences from consumers who have benefited from Nevada Health Link and the resources we connect our consumers to. We want to know and learn from consumers how Nevada Health Link helped connect them to an affordable qualified health plan and what impact that connection has had on their life. The goal is to develop new creative concepts that will trickle into the next open enrollment season—to tie together both the off season and open enrollment five.

Moreover, we believe it is time to put emphasis on the consumer—who they are and what resources they’re using, along with educating our audience on the benefits of having health insurance as well as demonstrating the impacts of going through life without having health

insurance. Each year we see an increase in our enrollment numbers, but we still have work to do to obtain our goals of reaching and enrolling Nevada's uninsured and underinsured population.

In late February, Penna Powers and the Exchange conducted focus group research through the company, Consumer Opinion Services in both Las Vegas and Reno. The primary objective was to help the Exchange better understand our consumers' level of understating of the local health insurance market. There was a specific focus on the Affordable Care Act, Nevada Health Link, and marketing tools and usage. After participating in the focus group research, it became clear that most participants had difficulty differentiating the ACA/Obamacare and Medicaid versus Nevada Health Link/Exchange or the individual marketplace. Overall, this was a great tool to guide us in what direction to go for our Spring and Fall Marketing Campaigns and made us realize that awareness must continue to build around Nevada Health Link.

In regard to the marketing and outreach strategy, we are focusing our efforts on digging deeper into our target demographics and leveraging our current partnerships and future partnerships with stakeholders on how to reach those demographics. We want to alleviate confusion and educate our consumers through community engaged outreach and partnerships. Penna Powers has hired two new staff specific to the Nevada Health Link account; a Program Coordinator for Nevada Health Link to collaborate on our outreach event strategy process as well as managing all the event research, booking, and coordination of details with the team. In addition, a new Community Relations Manager position was designed and entails not only getting out into the community as to not lose momentum with our current stakeholder partners, but will also have a boots on the ground presence within the community to build new relationships and create ideas for marketing and institutionalizing Nevada Health Link.

In regard to outreach specifically, our tactic is to utilize our current and new Navigators as primary event staff. Not only are the Navigators certified to enroll new consumers, they are out in the community with the ability to connect consumers to the resources they need and have been trained to assist in this unique environment. Our goal is to attend community-based events while enhancing the consumer experience with interactive activities at our booth and providing educational literature in this time of uncertainty.

Our objective to institutionalize the Exchange remains; we are doing this by identifying and targeting the uninsured populations throughout Nevada, while leveraging our social content media, public relations media, digital advertising, and traditional marketing to educate our target audience about the importance for coverage. The marketing team will also be supporting the broker pilot program and strategizing ways in which we can support the initiative from an advertising perspective.

Patty Halabuk with Penna Powers will review the details of our marketing and outreach strategy as well as introduce the two new Penna employees who are working with our team. We have made tremendous inroads in regard to outreach and stakeholder relationships; joining Chambers and becoming members of community organizations has helped institutionalize our brand and develop relationships with stakeholders as well as expand our outreach efforts. We will continue working on these endeavors as they prove to be beneficial.