



## Marketing and Outreach Update

April 13, 2017

# Focus Group Research Findings

- Focus Groups conducted in both Las Vegas and Reno
- Target Audiences:
  - 50+
  - Parents 30-40 with minor children
  - Hispanic residents of Nevada
  - Millennials 18-29
- There were 58 total participants
  
- **Key Findings:**
  - Nearly 80% had an awareness of the Affordable Care Act or Obamacare
  - Most agreed that understanding the ACA is confusing and frustrating at times
  - More than half had some awareness of Nevada Health Link
  - Most who accessed NevadaHealthLink.com found it easy to use

➤ Awareness must continue to build

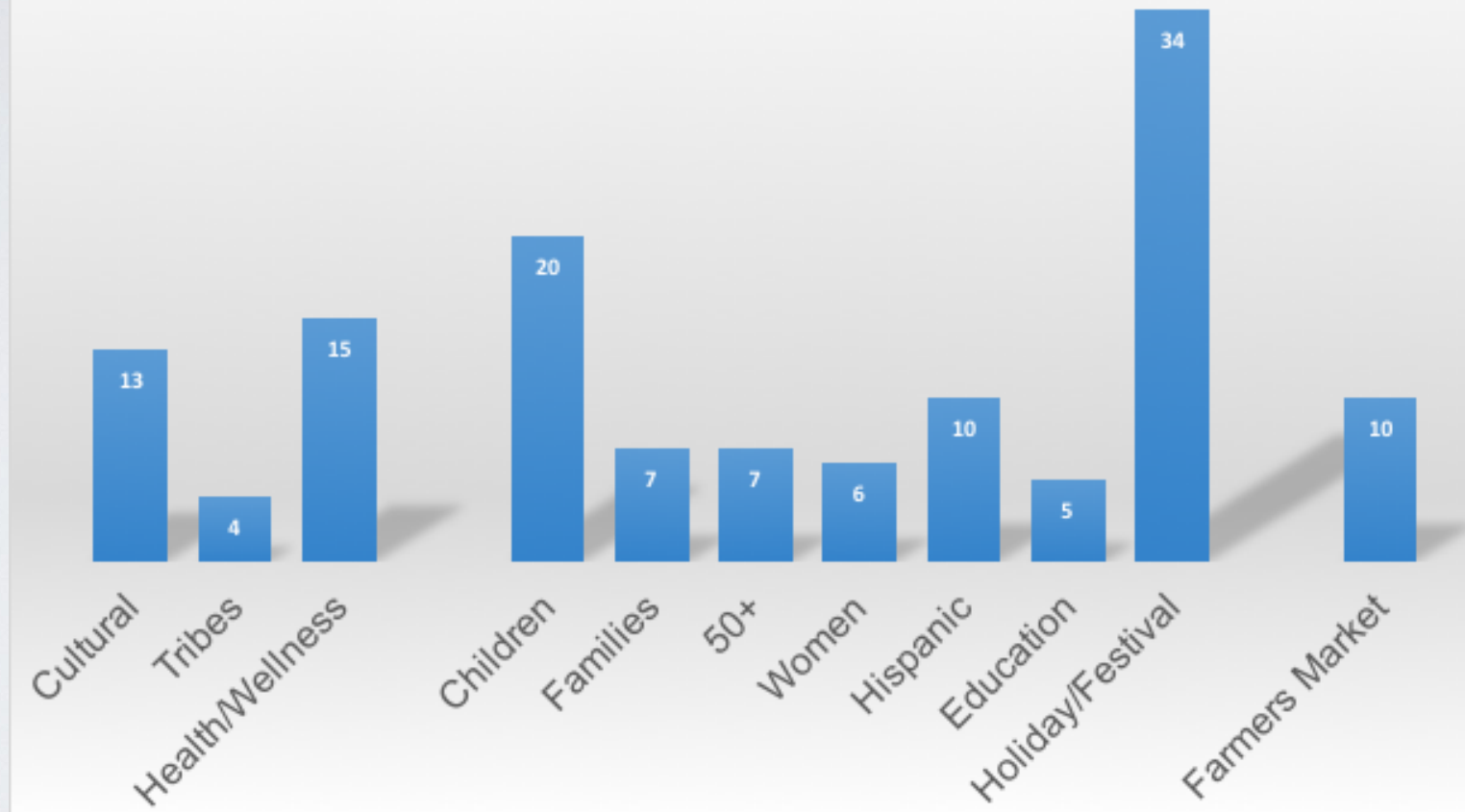
# 2017 Marketing Strategy

- Educate, alleviate confusion and shape favorable perceptions through targeted, community-centered outreach
- Grow stakeholder partnerships and build new mutual alliances
- Use marketing sponsorships to develop equitable affiliations and further Nevada Health Link awareness
- Implement an advertising campaign that directly addresses consumer confusion and builds top of mind awareness for Nevada Health Link. Consumer testimonials will also be incorporated.

# Outreach Tactics

- 1) Utilize navigators as primary event staff
- 2) Attend community-based events where there is a better likelihood to engage consumers “on their own turf”
  - ✓ Farmers Markets
  - ✓ Church Events (i.e, bazars, children’s events, etc.)
  - ✓ Community Centers
  - ✓ Non-profit and Community Coalitions
- 3) Create an interactive booth to attract and engage more consumers:
  - ✓ Attract more attention with tailored giveaways, activities and messaging that relates to the event audience
  - ✓ Integrate games and prize giveaways that allow event staff to initiate conversations with consumers
- 4) Align with partners who can bring additional tactics that reach further into communities (i.e., street teams, iPad surveys, etc.) and provide measureable results
- 5) Enhance the level of consumer data capture and follow-up event reporting

## Outreach Events Booked To Date



# Stakeholder Partnerships/Alliances Tactics

- 1) Grow established stakeholder partners through face-to-face interaction
  - ✓ Create a mutually beneficial relationship that includes access to partner members for education and advocacy
  - ✓ Brainstorm and implement marketing opportunities such as health fairs, expos and presentations
  - ✓ Network with stakeholder partner affiliates to establish peripheral relationships
  
- 2) Develop and foster new partnerships through community involvement and networking
  - ✓ Chambers and other associations

# New Partnerships in Development

Winchester Cultural  
Center

Clark County Parks  
and Recreation

CHISPA NV Climate

San Cristobal  
Catholic Church

Healthy Kids  
Festival 2017

Northern Nevada  
Senior Coalition

Academy of Human  
Development

JDRF

Nye Community  
Coalition

# Confirmed Sponsorships

Taste & Sounds of Soul

Nathan Adelson 13th  
Annual MultiCultural  
Luncheon

Pre-Professional  
Healthcare Workforce  
Conference (High  
Sierra AHEC)

Artown:

- 1) NHL Co-Presents "A Tribe Called Red" Traditional Native American PowWow Music & Dancing
- 2) Dia de Los Muertos Event
- 3) Family Interactive Children's Program

UNR Wolfpack Football &  
Basketball

- 1) Interactive Concourse Outreach
- 2) Stadium Signage

UNLV Runnin' Rebels Football  
& Basketball:

- 1) Interactive Concourse Outreach
- 2) Stadium Signage
- 3) College Network Radio
- 4) Reb Kids sports program sponsorship

KLUC Toy Drive

Older Americans  
Awareness Month

- 1) No. NV Senior Coalition "Stuff A Bus" (in partnership with RTC)



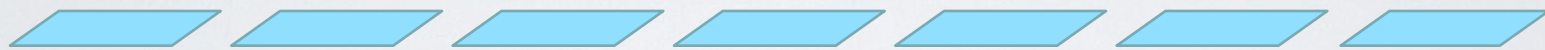
# NevadaHealthLink.com

## ➤ Planned Enhancements for 2017

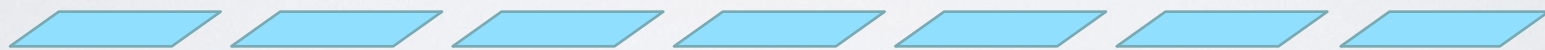
- ✓ Modify home page to be more consumer friendly (i.e., easier access to information related to the ACA, Subsidies, Health-related, tips and articles and consumer testimonials)
- ✓ Incorporate pre-screener on home page for increased visibility and access
- ✓ Add a testimonial page
- ✓ Ensure the website looks reflects the current marketing for consistency of the brand

# Launching in May...

New advertising campaign



New outreach partnership and tactics



Website enhancements

