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AGENDA ITEM

☐ For Possible Action

☒ Information Only

Date: June 8, 2017

Item Number: VI

Title: Off-Season Marketing and Outreach Report

PURPOSE

The purpose of this report is to provide the Board and the public with an overview of our Off-Season Marketing & Outreach Campaign for Nevada Health Link.

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GENERAL COMMENTS

The Nevada Exchange has been planning the 2017 off-season marketing campaign which will launch at the end of June/early July and run through the latter half of October 2017 when we will transition to open enrollment messaging to support the fifth open enrollment campaign for plan year 2018. The campaign's theme is "You can't afford not to have health insurance." The campaign objectives are to emphasize the need for health insurance and promote Nevada Health Link as *the* resource for Nevadans (i.e., institutionalize Nevada Health Link). Moreover, the Exchange believes it is time to put emphasis on the consumer—who are they? What resources are they using? We see that families and individuals are discovering the value of having health insurance and analyzing the cost comparisons without it.

The marketing/advertising campaign will continue to target the uninsured and underinsured populations throughout Nevada, and will use social media, digital advertising, traditional and outdoor advertising tactics to educate target audiences about the need and value for health insurance. The Exchange's strategy is to alleviate confusion and shape favorable perceptions through targeted, community-centered outreach while also growing stakeholder partnerships throughout the state. In addition to an advertising campaign that will build awareness for Nevada Health Link, the Exchange will incorporate consumer testimonials.

The Exchange will maintain awareness through an outdoor advertising campaign as well as a strong digital and television, video, and social content advertising presence. The Exchange will continue to build on email campaigns to nearly 3,000 consumers who opted-in to receive health insurance information and health tips related to blog posts on NevadaHealthLink.com. Emails will be sent to this list of consumers referencing important dates and deadlines related to open enrollment on a bi-weekly basis. Planned enhancements for NevadaHealthLink.com include a complete modification of the homepage to be more consumer-facing and allow easier access to information related to the ACA, subsidies, health-related tips, consumer testimonials, and their new health insurance plans.

Nevada Health Link is expanding its outreach presence by not only attending more community events than in years past, but incorporating events at a community-based level to build awareness. The Exchange and Penna team researched multiple events with targeted demographics; which consist of, but are not limited to: Tribes, rural Nevada, Hispanics, Millennials, 50+ community, Self-employed, and Multi-cultural ethnicities. As of May 2017 the Exchange has attended 67 events and has 91 additional events planned through September of 2017. New outreach educational materials, and literature have been printed to engage audiences and provide a clear understanding of how to enroll in a health insurance plan and receive in-person assistance with an emphasis on why it is important to be covered.

The Exchange's outreach strategy includes using Navigators as primary event staff, attending community-based events where there is a better likelihood to engage consumers, create interactive outreach booth activities to attract and engage more consumers, and collaborate with our outreach vendor, Sumnu Marketing, to develop new measureable stakeholder and event strategies and tactics that will reach further into targeted communities.

In regard to the marketing and outreach strategy, we are focusing our efforts on digging deeper into our target demographics by leveraging our current and future stakeholder partnerships. We want to alleviate confusion and educate our consumers through community engaged outreach and partnerships. Penna Powers and the Exchange would like to utilize Sumnu Marketing's outreach and marketing expertise to develop additional outreach strategies to complement existing event outreach and stakeholder engagement activities while implementing and conducting determined strategies on behalf of Nevada Health Link and provide measureable results. The Sumnu team will also provide Nevada Health Link with back-up staffing at outreach events, working with Navigators as primary event staff to make sure we are covering new ground.

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.

The Exchange's media mix between off-season and open enrollment will vary, with a heavier emphasis allocated in the fall months geared toward driving enrollment. However, due to the shorter enrollment period, the off-season message is intentionally planned to be more intrusive, to not only keep Nevada Health Link top-of-mind, but to drive engagement and educate. Messages will be tagged to include mention of the shortened enrollment timeframe and specific messages focused on the new open enrollment dates will be incorporated during open enrollment.

Patty Halabuk with Penna Powers will review the details of our marketing and outreach strategy for our upcoming off season campaign that will kick off this June with television advertisements beginning July 1. She will also introduce the Sumnu Marketing team who will be working with us and continuing to build on our outreach momentum.