



Marketing Update

June 8, 2017

2017 Off-Season Advertising Campaign

- July – mid-October
- Message: *You Can't Afford Not to Have Health Insurance*
- Concept:
 - Show common but unexpected health scenarios with high uninsured price tags
 - Represent various target audiences
 - Realistic with a gentler perspective
 - Create an additional spot that promotes the new enrollment dates
- Call to Action:

If you've got questions about health insurance, use hashtag "HealthLinkHelp" and we'll get you answers. Visit NevadaHealthLink.com or call 855-7-NVLINK (855-768-5465)

2017 Off-Season Advertising Campaign

“Twins” – a couple finding out they’re having twins.
Uninsured cost for delivery \$17,802*

*Source: <http://transform.childbirthconnection.org/resources/datacenter/chargeschart/statecharges/>



2017 Off-Season Advertising Campaign

“Broken Nose” – a soccer-playing child who breaks his nose.

Uninsured broken nose \$7,651*

*Source: <http://health.costhelper.com/broken-nose.html>



2017 Off-Season Advertising Campaign

“Slip and Fall” – a 50ish woman who needs back surgery resulting from a slip by the pool.

Uninsured back surgery \$23,724*

*Source: <http://www.toyourhealth.com/mpacms/tyh/article.php?id=1447>



2017 Off-Season Advertising Campaign

“New Enrollment Dates”

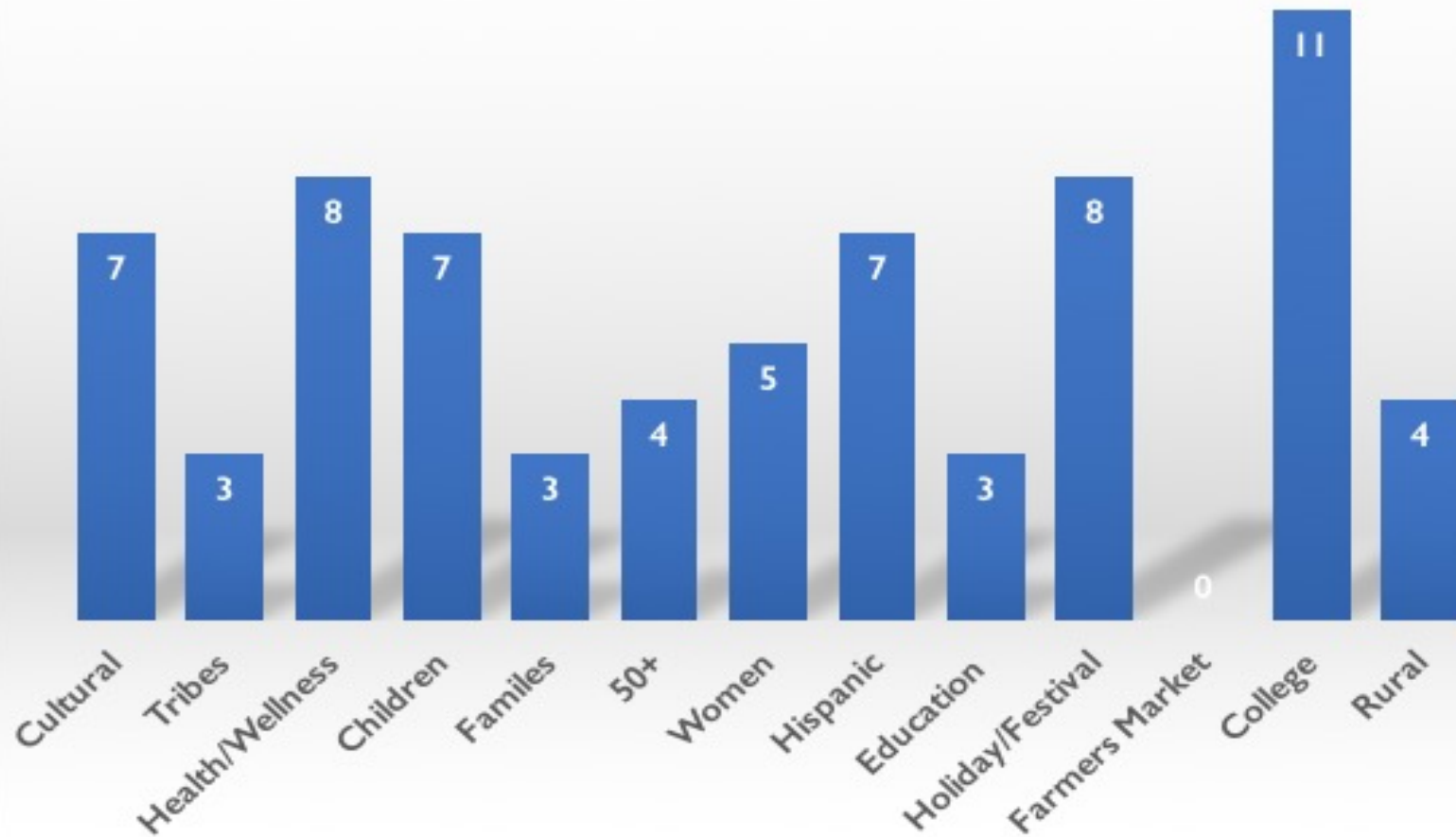


2017 Advertising Media Plan

[illegible]

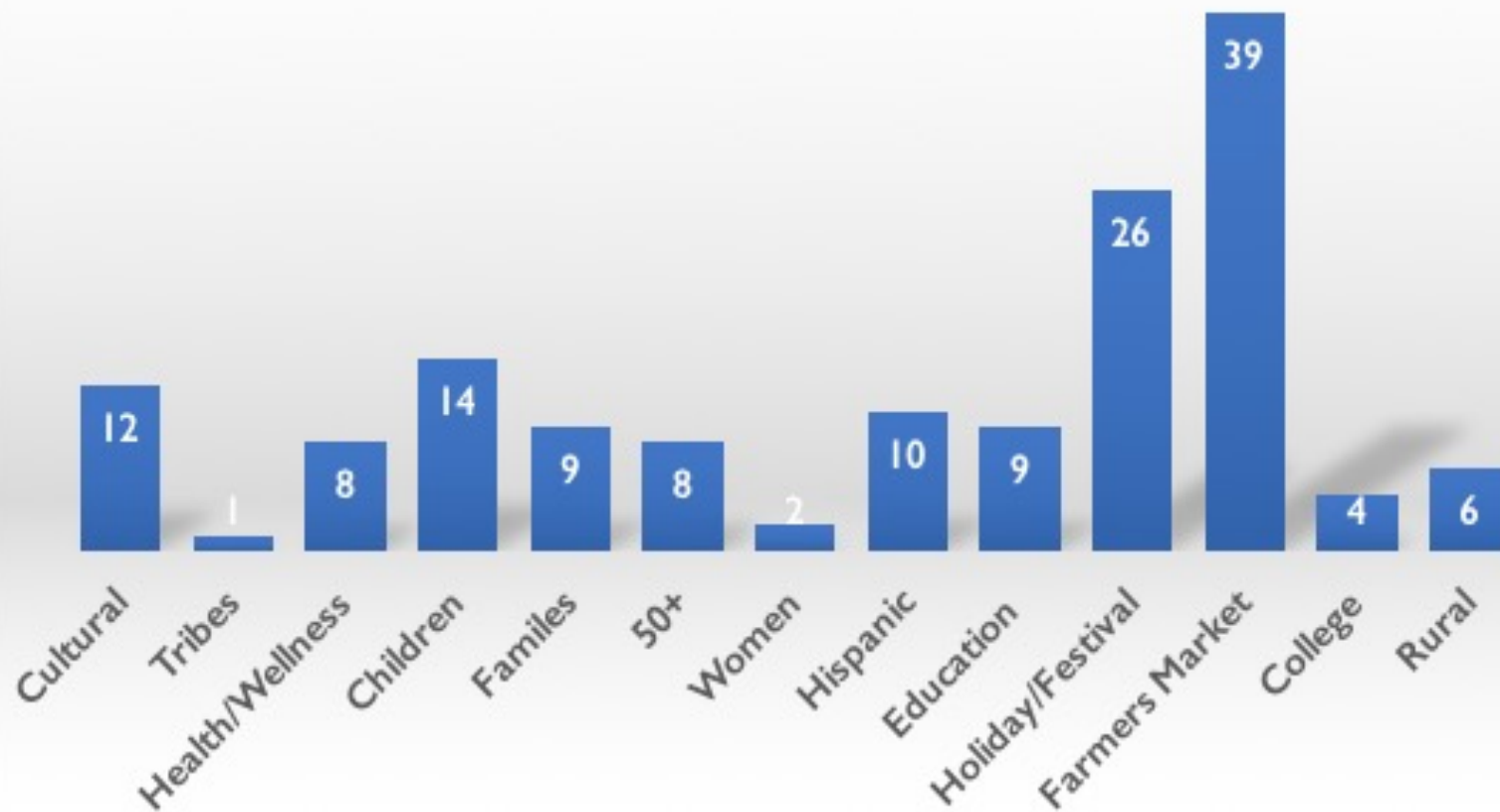
Outreach

Events Attended January- May, 2017



Outreach

Proposed Events June- December, 2017



New Stakeholder/Partnerships

South:

Opportunity Village

JDRF (One Walk)

El Tiempo Newspaper
(5 de Mayo Event)

CareNow Centers

Sunrise Hospitals



North:

N. Nevada Senior
Coalition

39 N. Marketplace

University of Nevada
Cooperative Extension
(Healthy Kids Festival)

Stakeholder/Partnerships Currently in Development

South:

UMC Hospitals
Nevada Donor Network
American Cancer Society
Narsi Academy for Gifted Children
Department of Family Services
Cure 4 Kids Foundation
Foundation for an Independent Tomorrow
The Boulevard Mall
Consulate of Mexico in Las Vegas
Peruvian Chamber in Las Vegas
Nevada State College



North and South:

El Marketon Supermarkets
Indoor Swap Meets/Flea Markets
Roman Catholic Dioceses of Nevada

New Outreach and Engagement Partner – Sumnu Marketing



Work in collaboration with Penna Powers and the Exchange's ongoing efforts to achieve greater awareness of Nevada Health Link and understanding of the ACA (importance of having affordable health coverage).

Engagement is the cornerstone of Sumnu's mission: To foster and develop true, intimate relationships within our key target audiences.

Plan Execution:

- Strategic Events
- Build on the Stakeholder List
- Partner with Office of Minority Health
- Engage in Stakeholder Monthly Meetings
- Identify "grassroots" media
- Work with Henderson Strong, Choice Neighborhoods, etc.
- College Campus Student Gov't. Outreach
- Increase participation in Health Care Organizations
- Extend Nevada School District networks
- Community Centers & Organizations
- Workforce Partners and DETR
- Literature Distribution