



Silver State Health Insurance Exchange

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AGENDA ITEM

For Possible Action

Information Only

Date: August 10, 2017
Item Number: V.
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

Although the last several months have been uncertain in regard to healthcare both at a federal and state level, the Nevada Exchange and our marketing partners have been working hard on the Off-Season Marketing Campaign and operating from a “business as usual” mindset in order to gear up for our fifth open enrollment season for Nevada’s Exchange consumers. Nevada Health Link (NHL) launched its Off-Season Marketing Campaign in mid-July 2017 with a week off, week on approach for television advertising. Nevada Health Link also kicked off a full outdoor and digital/online presence throughout the month of July and on-going through October with a seamless transition into November 1 Open Enrollment.

The theme of the NHL campaign is “You Can’t Afford Not to Be Insured.” The Off-Season messaging is focused on cost comparisons of accidents and the medical cost associated for

consumers without health insurance. Our media mix remains focused on the importance of having health insurance to protect consumers and their families. In our public relations (PR) messaging, we continue to encourage consumers to get free in-person enrollment assistance to shop the marketplace. Now, more than ever, it is important for our consumers to shop the individual market as plans and networks are changing. Nevada Health Link remains committed as *the resource* assisting Nevadans during this confusing and difficult time.

Also included in our marketing campaign is a boots-on-the-ground effort to leverage stakeholder relationships for the purpose of in-depth outreach. We have made vast inroads in this endeavor by meeting with various statewide stakeholders and community partners, who wish to continue to champion the NHL message through outreach to our target audience. We are in the stages of planning for the open enrollment kick off (Nov 1) and close out (Dec 15) events which will be a holiday health fair themed event in both Reno and Las Vegas. As always, these are enrollment events, but are designed to drive media attention to open enrollment, as well as invite community partners to participate in an incentivized holiday health fair.

Nevada Health Link is also gearing up for open enrollment by planning a “Prep Rally” during the week of September 18th. We are in the final stages of securing speakers and locations which all will be announced very soon. This is an opportunity to gather all of our partners, Navigators, Brokers, lawmakers, Exchange staff, Executive Board, etc. to talk about the state and federal landscape to separate myth from fact; while also energizing our stakeholder’s participation and buy-in so that we have consistent messaging throughout the state. A Save the Date will be sent to all board members once we finalize details in the next few weeks.

Our objective remains steady - to educate Nevada consumers and be a resource to connecting eligible state residents to affordable health insurance. Recently, the Exchange has received quite a bit of national and local press with a total of 82 print and broadcast stories including topics regarding the Senate bills and their effect on Nevada, the bare county issue, and changes to Plan Year 2018 for the marketplace. The silver state has been in the limelight for national reporters given our unique relationship with healthcare.gov and the ongoing instability concerns for our consumers and carriers in the marketplace. Our executive director and communications officer have been busy with messaging and educating consumers on the lay of the land. Note the updated media and PR report to see all of Nevada Health Link’s mentions.

Our Off-Season campaign will trickle into the Open Enrollment campaign with the same theme, just adding in a few different accident and medical cost scenarios, as well as incorporating local testimonials to feature throughout the marketing campaign. The Open Enrollment campaign will kick off at the end of October 2017 and will clearly promote the new enrollment period deadlines. Exchange staff and our marketing partner remain focused on our objectives and look forward to getting our message to consumers. Patty Halabuk will review analytics of how the Off-Season campaign is performing and talk about open enrollment moving forward.