



# Silver State Health Insurance Exchange

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## AGENDA ITEM

For Possible Action

Information Only

**Date:** October 12, 2017  
**Item Number:** V  
**Title:** Marketing and Outreach Report

## PURPOSE

The purpose of this report is to provide the Board and the public with a detailed overview of our Off-Season Marketing & Outreach Campaign & Open Enrollment Campaign for Nevada Health Link. We will also review the success of our annual Prep Rallies.

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## GENERAL COMMENTS

Despite political rhetoric in Washington D.C. and the continued analysis of countless bills to repeal or replace the Affordable Care Act, the Nevada Exchange is driven and focused on making our fifth open enrollment a success. The staff at the Exchange along with our community stakeholders and partners are working collaboratively as consumer advocates to ensure that Nevadans understand that Nevada Health Link not only still exists, but is the only resource with access to subsidies in the health insurance marketplace. Our message to Nevadans is that we are here to navigate them through marketplace changes and are available to connect them to subsidies and qualified health plans.

Since we last met in August, the Nevada Health Link has been nothing short of busy. The off season marketing and outreach campaign ran through mid-July and will continue through the end of this October as we transition and focus on open enrollment (Nov. 1 – Dec. 15). Our theme for the campaign and messaging remains: “You Can’t Afford Not to Be Insured.” The goal of this campaign was to create an added shock value for the consumer, helping to inform them how important and necessary it is to have health insurance coverage. At the Exchange, we don’t believe that Nevadans are incentivized to get health insurance coverage because of a tax penalty, rather we believe consumers are enrolling because they understand the need to safeguard themselves and their family against the costs of being uninsured.

The open enrollment campaign will kick off at the tail end of October with the same theme mentioned above which outlines the costs of medical care for an individual without insurance. We have included two new cost scenarios to the open enrollment campaign mix: a hiker who ends up having to go to the emergency room and a biker who falls and needs shoulder surgery. I’m also excited to announce that we are adding the element of testimonials to the upcoming enrollment campaign. We were able to find two locals in Las Vegas willing to share their stories with us, both have benefited from plans they obtained through the Exchange. Testimonials have proven to be effective in all elements of the campaign and we are on the hunt to incorporate more Nevadan’s stories.

This 2018 plan year has proven to be the most critical yet. The Exchange has recognized our strengths and what we need to improve on in regard to marketing & advertising, and consumer outreach & education and because this is our fifth time around, we have been able to hone in on where we need to most concentrate our time and efforts. Due to recent changes and challenges the Exchange faces both at a state and federal level, we have taken measures to deepen our relationships with community stakeholders and partners in order to get the message out of a shortened enrollment period.

To help facilitate these goals and conversations, the Exchange recently hosted its first annual “Prep Rally” in both Reno and Las Vegas where our navigators, brokers, lawmakers, and community partners came together in one room to hear what our message is to the uninsured and underinsured. Attendees had an opportunity to network and heard from an inspirational speaker about the importance of healthcare. Attendees were enthusiastic and gracious and stated a commitment to continue to participate in Nevada Health Link partnerships.

In addition to a robust media mix including digital, radio, and TV - the Exchange has been focused on grassroots efforts in order to reach consumers through outreach and education. Changes to federal funding for HealthCare.gov marketing and outreach does not directly affect Nevada’s exchange because we use our own revenue to contract for Navigators, outreach, and marketing/advertising. The Exchange is set to spend nearly \$3.2 million on this year’s outreach and marketing campaign. It is more important than ever for the Exchange to provide our enrollment assisters with the resources they need to ensure that Nevadans have the necessary resources to enroll in a health insurance plan suited for their budgetary and health needs.

Continuing in the tradition of previous years the Exchange is organizing a kick off to open enrollment event on November 1st in both Las Vegas (St. Rose Dignity Health San Martin

Campus) and in Reno (Reno-Sparks Convention Center). Both events are intended to kick off the enrollment activities and will provide an opportunity for consumers to get their questions answered and complete the enrollment process with a licensed enrollment professional. The close out event will be on Dec. 15<sup>th</sup> (when OE5 closes) and will also host a variety of vendors with a holiday health fair theme given the time of year. This will give consumers some incentive in attending and will provide activities during wait times for enrollment. Also new this year, the Navigators will be stationed at libraries and will have their offices open for enrollment during all throughout the 45-day window. This information will be advertised on our event flyers and on our website.

Exchange staff and our marketing partner, Penna Powers, 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.