



Marketing and Outreach Update

October 12, 2017

“You Can’t Afford Not to Be Insured” - Off-Season Advertising Summary (through October 1st)

TV

- Southern Nevada
 - Reached approximately 55% of the viewing audience with an 8x frequency and delivering 6,031,370 media impressions (total number of views)
- Northern Nevada
 - Reached approximately 58% of the viewing audience with a 5x frequency and delivering 1,145,607 impressions (total number of views)

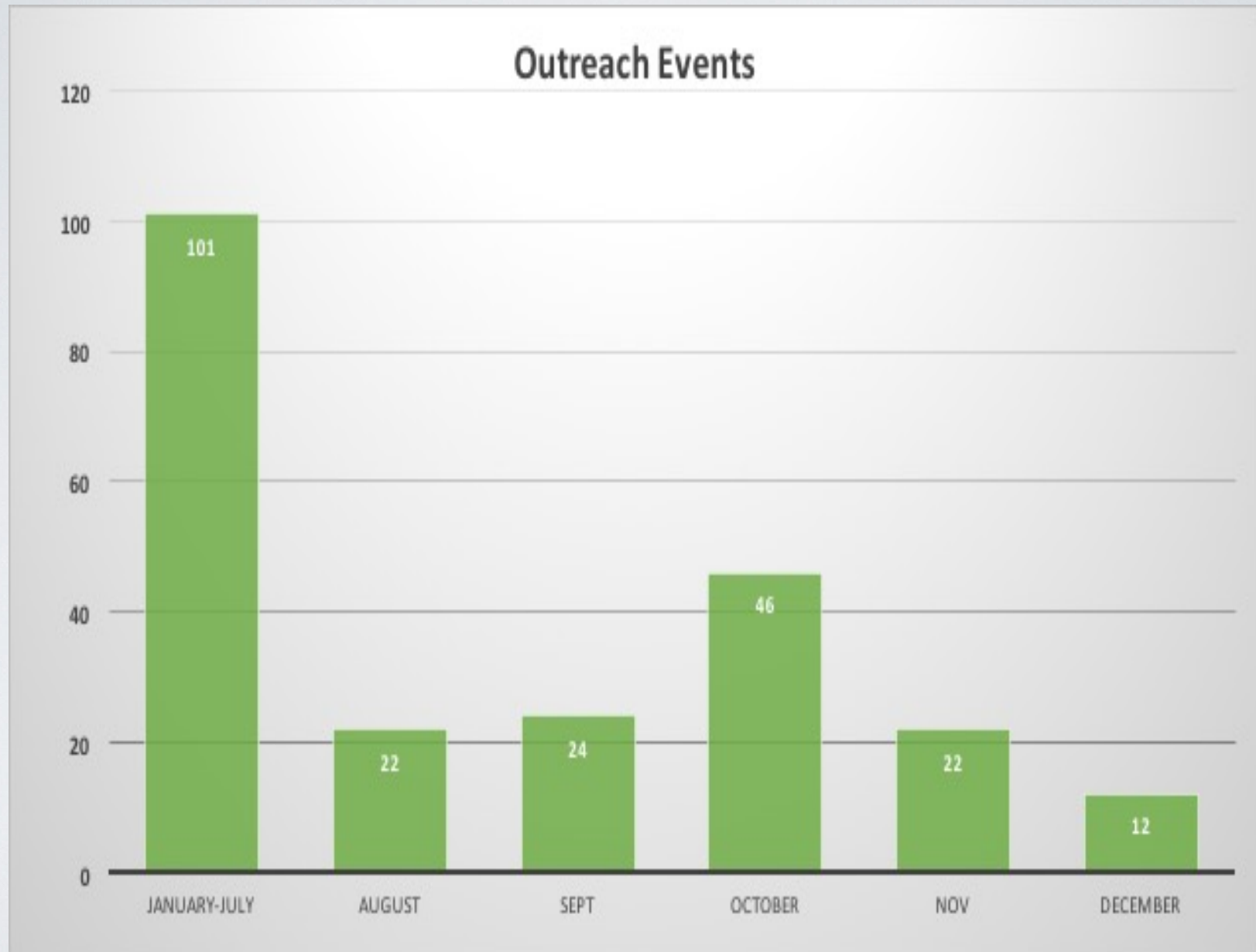
Outdoor

- Southern Nevada
 - 36,888,804 impressions (total number of views)
- Northern Nevada
 - 13,821,756 impressions (total number of views)

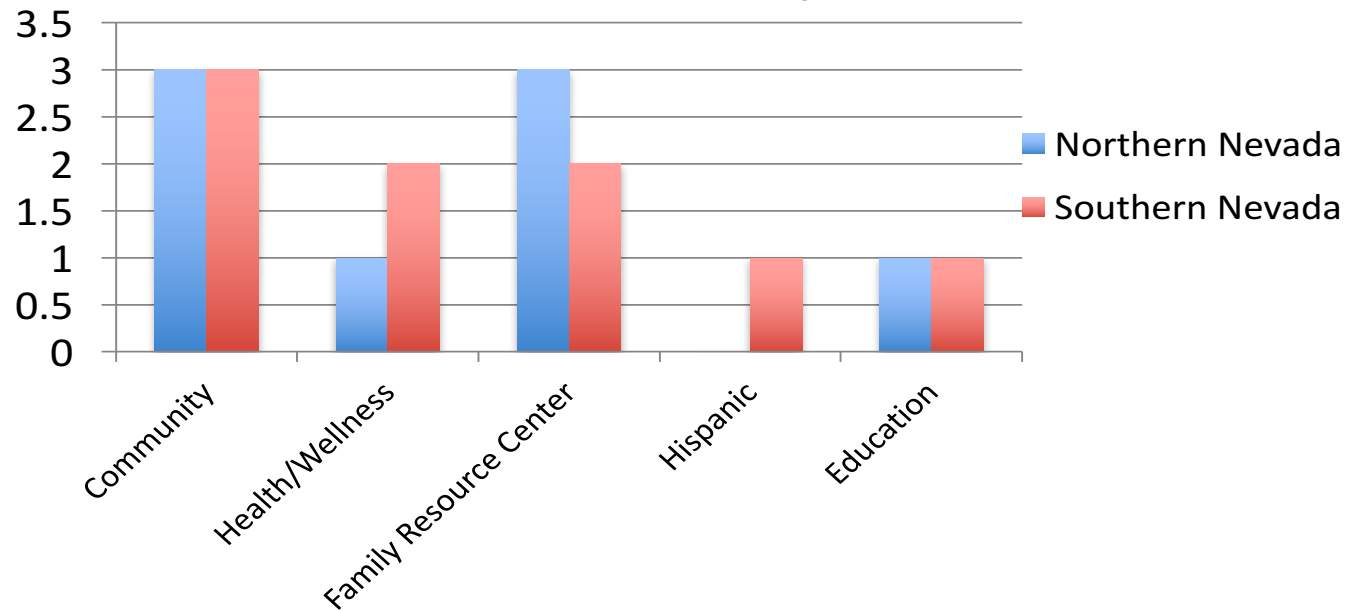
Digital/Online

- Facebook
 - English: 398,447 views ~ reaching 198,954 individuals
 - Spanish: 200,089 views ~ reaching 134,001 individuals
- YouTube
 - English: 140,588 views ~ 30.87% completion rate (18% is industry benchmark)
 - Spanish: 10,148 views ~36.55% completion rate (= watched the entire video)
- Overall increase in number of sessions on the site 10.90% compared to same time period last year with 10.25% of those being new users.

Outreach



Confirmed Stakeholders/Partners



Southern Nevada

REACH- Mexican Consulate
 Aids Healthcare Foundation
 Eye Care 4 Kids Nevada
 Salvation Army in Mesquite
 Nevada Outreach Training Organization, No To Abuse, INC.
 Faces CCSD
 Catholic Charities of Southern Nevada
 Communities in School of Southern Nevada
 Boys and Girls Clubs

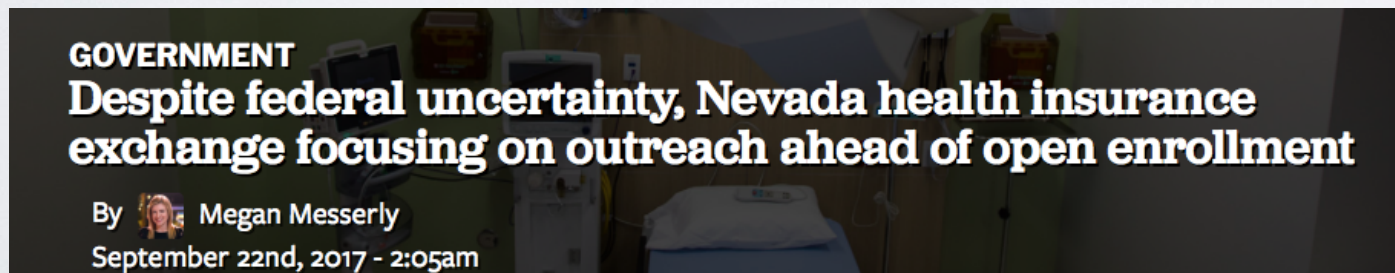
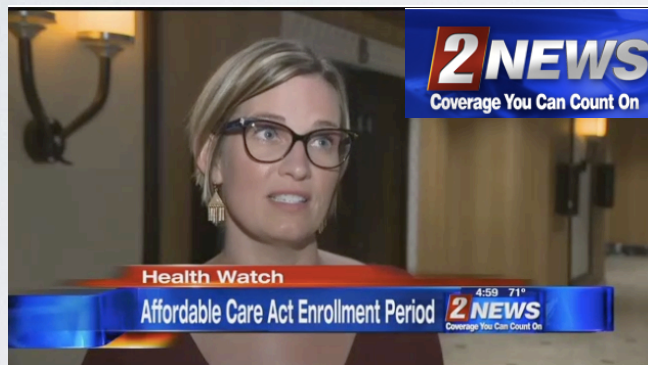
Northern Nevada

Saint Mary's Health
 UNR Speech Pathology and Audiology
 Catholic Charities of Northern Nevada
 Donor Network West
 Big Brothers Big Sisters
 Ron Wood FRC
 Churchill County Social Services
 Family Support Council of Douglas County

PR/Media Relations September Highlights

- Earned PR Value \$778,247; If Purchased, Total Paid Value \$259,416
- YTD Off-Season Earned PR Value \$17,807,675; Paid Value: \$5,935,890

Nevada Health Link Hosting Open Enrollment Prep Rally



September Media Coverage Featured on Website

September 26, 2017: [Podcast: What's The Latest On Affordable Healthcare in Nevada?](#) (ThisIsReno)

September 26, 2017: [Open Enrollment for Health Insurance Exchange Begins Nov. 1](#) (KOLO 2 News)

September 22, 2017: [Nevada Health Link Pep Rally](#) (Las Vegas Sun)

September 22, 2017: [Despite Federal Uncertainty, Nevada Health Link Exchange Focusing On Outreach Ahead Of Open Enrollment](#) (The Nevada Independent)

September 21, 2017: [Future Uncertain For Nevada Health Insurance Exchange Due To Obamacare Threat](#) (Las Vegas Review-Journal)

September 20, 2017: [Nevada Health Link Hosting Open Enrollment Prep Rally](#) (KXNT Radio)

September 16, 2017: [Face the State: Nevada health Insurance](#) (KTVN 2)

September 11, 2017: [Forget Implosion, 'Obamacare' could wither on vine from politics, uncertainty](#) (RGJ)

September 1, 2017: [Trump Administration Slashes Obamacare Exchange Marketing Funds, But Effect In Nevada Will Be Muted](#) (The Nevada Independent)

Open Enrollment Prep Rallies

- **Las Vegas ~ Thursday, September 21**
 - 99 guests (not including staff)
- **Reno ~ Tuesday, September 26**
 - 58 guests (not including staff)



nevada
health link
connecting you to health insurance

Open Enrollment Prep Rally

Tuesday, September 26th

Hosted By

Janel Davis
Communications Officer
Silver State Health Insurance Exchange/Nevada Health Link

Ms. Davis has held the role of Communications Officer for Nevada Exchange since June 2015. Serving as the primary spokesperson for Nevada Health Link, Ms. Davis consistently strives to inform and educate community stakeholders of Nevadans. Ms. Davis also oversees all marketing, culture, and media activities. She received her Bachelor of Arts in Communications from the University of NV Reno in 2011.

Program Speakers

Heather Korbolic
Executive Director
Silver State Health Insurance Exchange/Nevada Health Link

Ms. Korbolic joined the Silver State Health Insurance Exchange as the Chief Operations Officer in August of 2015. Her specific expertise with interpretation and application of State and Federal regulation has served her well since being named Executive Director last September.

Prior to joining the Exchange, Ms. Korbolic spent eight years as the State of Nevada's Long-Term Care Ombudsman within the Aging and Disability Services Division. She holds a Bachelor of Science from the University of Oregon and is a Certified Public Manager.

Senator Yvanna Cancela
Nevada State Legislator

Ms. Cancela began her career in Las Vegas as a field organizer for Senator Harry Reid's re-election campaign in 2010. In 2014, she was named a White House Champion of Change for her work in the fight for comprehensive immigration reform. Ms. Cancela has dedicated herself to ensuring workers have a strong voice on the job and in their communities.

Simon Keith
Heart Transplant Recipient, Award-Winning Inspirational Speaker

Mr. Keith holds the distinction of being the first athlete in the world to return to a professional sport after undergoing a heart transplant at just 21. Mr. Keith made his return to professional soccer playing at the University of Nevada, Las Vegas (UNLV).

In 2011, he founded The Simon Keith Foundation, dedicated to increasing organ donor awareness and educating transplant recipients. Keith has recently published his biography, *Heart for the Game*, detailing this most unique journey.

from the University of Oregon and is a Certified Public Manager.

Mike Willden
Chief of Staff, Office of Governor Brian Sandoval

Prior to his appointment, Mr. Willden served as Director of the Nevada Department of Health and Human Services since 2001, first appointed by Governor Kenny Guinn, reappointed by Governor Jim Gibbons, and appointed again by Governor Brian Sandoval. Mr. Willden is a native Nevadan and earned his degree in Business Administration from Southern Utah University.

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Open Enrollment - New Creative



**Don't
Miss
Your
Chance
to Enroll**



**Don't Miss Your
Chance to Enroll**

Nov 1st **New Enrollment Dates** **Dec 15th**



Open Enrollment – Advertising Media Plan



Open Enrollment Media Plan

WEEKS BEGIN MONDAY	OCT					NOV				DEC		
	2	9	16	23	30	6	13	20	27	4	11	
TV/Video Placement												
Las Vegas General Market TV												
Las Vegas Spanish Language TV												
Reno General Market TV												
Reno Spanish Language TV												
Las Vegas Cinema												
Reno Cinema												
Radio Placement												
Las Vegas General Market Radio												
Las Vegas Spanish Language Radio												
Reno General Market Radio												
Reno Spanish Language Radio												
Out-of-Home												
Las Vegas Bulletins												
Las Vegas Posters												
Las Vegas Bus Shelters												
Las Vegas Transit												
Las Vegas Mobile Trucks												
Las Vegas Mobile Trucks												
Reno Bulletins												
Reno Posters												
Reno Transit												
Print												
Southern Nevada Hispanic												
Northern Nevada Hispanic												
Southern Nevada African American												
LV Weekly												
Reno News & Review												
Senior Spectrum												
Vegas Voice												
First Nations Focus												
Content Marketing (Statewide)												
Always On Promoted Content												
Social Website Click Ads												
Retargeting												
Display (Desktop/Mobile)												
Search												
Video												
Native Articles												
Buzzfeed												
Streaming Radio												

Open Enrollment - PR/Media Relations Plan

STRATEGIES & TACTICS	October - Prep				November				December				
	2	9	16	23	1	6	13	20	27	4	11	18	25
Update foundational messaging points													
Contact Senator Cortez Masto about Op-Ed													
Confirm navigator to participate with Janel on Enterprising People													
Confirm testimonial candidate to participate with Janel on Enterprising People radio show													
Draft OE kick off advisory and have Gladys translate for Spanish outlets													
Draft OE news release and have Gladys translate for Spanish outlets													
Schedule sponsored and value-add segments with outlets													
Objectives:													
Increase awareness of the truncated 45-day enrollment													
Maintain enrollment totals from last enrollment for 2018													
Distribute advisory for OE kickoff event													
Distribute news release for OE kickoff event and multiple OE locations open through enrollment													
Distribute advisory for enrollment closeout event													
Distribute news release for enrollment closeout event													
Las Vegas -- KVVU Fox - More Show - <i>sponsored segment, date TBD</i>													
Las Vegas -- KTNV ABC - Morning Blend - <i>sponsored segment, date TBD</i>													
Reno -- KOLO ABC - Mom's Everyday - <i>sponsored segments (3), date TBD</i>													
Black Image magazine 1/4 pg. Nov. article													
Enterprising People Radio Show (Nov. 7 & Dec. 12)													
SPANISH OUTLETS - Gladys as spokesperson													
Univision sponsored segment - Topics: Subsidies and Tax penalty for undocumented parents													
Telemundo sponsored segment - Topics: Subsidies and Tax penalty for undocumented parents													
Earned media pitch - Legal children of undocumented parents qualify for enrollment													
Earned media pitch - Onsite interview with a Navigator (Gladys and Spanish-speaking navigator)													
Earned media pitch - With carrier changes, opportunity to review plan level													
Objective: Reinforce confidence and support for Nevada Health Link													
Las Vegas Chamber "Like Nobody's Business" Social Media Show													
Senator Cortez-Masto Op-Ed, Importance of local Exchange for Nevada													
Reno Sparks Chamber Raymond Smith Civic Leader Award - submit Heather for consideration. Honoree will be announced March/April 2018													
Objective: Increase positive and accurate coverage for the Exchange and Nevada Health Link													
Distribute news release on mid-enrollment status													
Pitch Heather/Janel as industry experts when appropriate													
Pitch human interest stories of testimonial individuals													
Distribute news release - enrollment wrap up													
Distribute media advisory for any large events navigators are attending, offer access to Janel/Heather for comment (Need to determine opportunities with outreach team)													

Open Enrollment – Outreach

Navigator, Broker and Enrollment Assistance Locations

Las Vegas

Asian Community Resource Center
1820 E. Sahara Ave., Ste. 210
Las Vegas, NV 89104
(702) 984-0015
www.lvacrc.org

Carolers Insurance Agency, Inc.
Christopher Carolers
3161 E. Warm Springs Road, #300,
Bldg. 17
Las Vegas, NV 89120
(702) 385-3684
ccarolers@carolersins.com
Hours: M-F 8:30am - 5pm

Consumer Assistance & Resource Enterprise (CARE)
3230 S. Buffalo Drive, Ste. 107
Las Vegas, NV 89117
(702) 836-9033
carenv.org

FirstMed Health and Wellness Center
400 Shadow Lane, Ste. 106
Las Vegas, NV 89106
(702) 731-0909

FirstMed Health and Wellness Center
3343 S. Eastern Ave
Las Vegas, NV 89169
(702) 731-0909

Hope Christian Health Center
4357 Corporate Center Dr.
Suite 450
North Las Vegas, NV 89030
(702) 644-4673
hopehealthvegas.org

Kamo Insurance Agency
Nathan Kamo
1368 Paseo Verde Parkway, #200B
Henderson, NV 89012
(702) 425-5663
kamo@kamoinsuranceagency.com
Hours: M-F 9am - 5pm,
weekends by appointment

Las Vegas Urban League
3975 W. Cheyenne Ave., Ste. 101
North Las Vegas, NV 89032
(702) 636-3949
November 7 - 9am - 12pm
November 14 - 9am - 12pm
November 22 - 9am - 12pm
November 28 - 9am - 12pm
December 4 - 9am - 11am
December 7 - 9am - 12pm
December 12 - 9am - 12pm

Nevada Health Centers
1799 Mt. Mariah Dr.
Las Vegas, NV 89106
(800) 787-2568
www.nvhealthcenters.org

Nevada Health Centers
2225 Civic Center Drive, #224
North Las Vegas, NV 89030
(702) 214-5948

Smart Buy Insurance, Inc.
3680 S. Maryland Parkway, #110
(Inside Boulevard Mall)
Las Vegas, NV 89169
(702) 242-3200
albertosmartbuyagency.com
Hours: M-F 10am - 5pm

State of Nevada Office for Consumer Health Assistance (OCHA)
535 E. Washington Ave., Ste. 4800
Las Vegas, NV 89101
(702) 486-3587
Toll Free: (888) 333-1597

Three Square
4190 N. Pecos Rd.
Las Vegas, NV 89115
(702) 644-3663 ext. 377
or (702) 765-4030
www.threesquare.org

“You Can't Afford Not to Be Insured”



Open Enrollment Event
Wednesday, November 1st
Hours: Noon - 7 pm

St. Rose Dominican Hospital - San Martin Campus
8280 W. Warm Springs Road
Las Vegas

Nov 1st **Enroll Between** **Dec 15th**

855-7-NVLINK (855-768-5465)
NevadaHealthLink.com



Tu Recurso Para un Seguro Médico Económico

Deje que Nevada Health Link le ayude a usted y a su familia a conectarse con un seguro de salud asequible para asegurarse de que obtenga la atención que necesita para mantenerse saludable y evitar grandes facturas médicas o deudas.

Nevada Health Link es el mercado en línea del estado donde usted puede comprar los planes de seguro de salud certificados por el estado que se basan en sus ingresos.

Visita NevadaHealthLink.com para aprender más acerca de cuál plan es el correcto para ti. Usa la calculadora del seguro médico y averigua si calificas para recibir ayuda del gobierno federal para pagar por tu cobertura. Y nuestra herramienta de asistencia personal te ayudará a encontrar expertos de matriculación licenciados y a buscar eventos en tu área.

NOV 1 **Inscríbete** **DIC 15**

nevada enlace de seguro médico | conectándose a un seguro médico

NevadaHealthLink.com | 855-7-NVLINK (855-768-5465)

Your Resource for Affordable Health Insurance

Let Nevada Health Link help you and your family connect to affordable health insurance to ensure you get the care you need to stay healthy and avoid large medical bills and debt.

Nevada Health Link is the state's online marketplace where you can purchase state certified health insurance plans that are based on your income. Plans are high quality regardless of the amount you pay, and you won't be denied because of a pre-existing health condition.

Visit NevadaHealthLink.com to learn more about which plan is right for you. Use the health insurance marketplace calculator to find out if you qualify to receive help from the federal government to pay for your coverage. The in-person assistance tool will help you find free licensed enrollment professionals in your area and you can view the calendar to find local events.

NOV 1 **Enrollment Dates** **DIC 15**

nevada health link | connecting you to health insurance

NevadaHealthLink.com | 855-7-NVLINK (855-768-5465)

Navigator, Broker and Enrollment Assistance Locations

Reno

Community Health Alliance (CHA)
680 S. Rock Blvd.
Reno, NV 89502
(775) 329-6300
www.chanevada.org

Community Health Alliance (CHA)
2244 Oddie Blvd.
Sparks, NV 89431
(775) 432-3616
www.chanevada.org

Community Health Alliance (CHA)
3915 Neil Road
Reno, NV 89502

Carson City

Nevada Health Centers
3325 Research Way
Carson City, NV 89706
(800) 787-2568
www.nvhealthcenters.org

Elko

Nevada Health Centers
762 14th Street
Elko, NV 89801
(800) 787-2568
www.nvhealthcenters.org

State of Nevada Office for

“No puedes darte el lujo de no estar asegurado”



Evento de Inscripción
Miércoles, Noviembre 1st
Hora: 12 pm - 7 pm

Reno - Sparks Convention Center
4590 S. Virginia Street
Reno

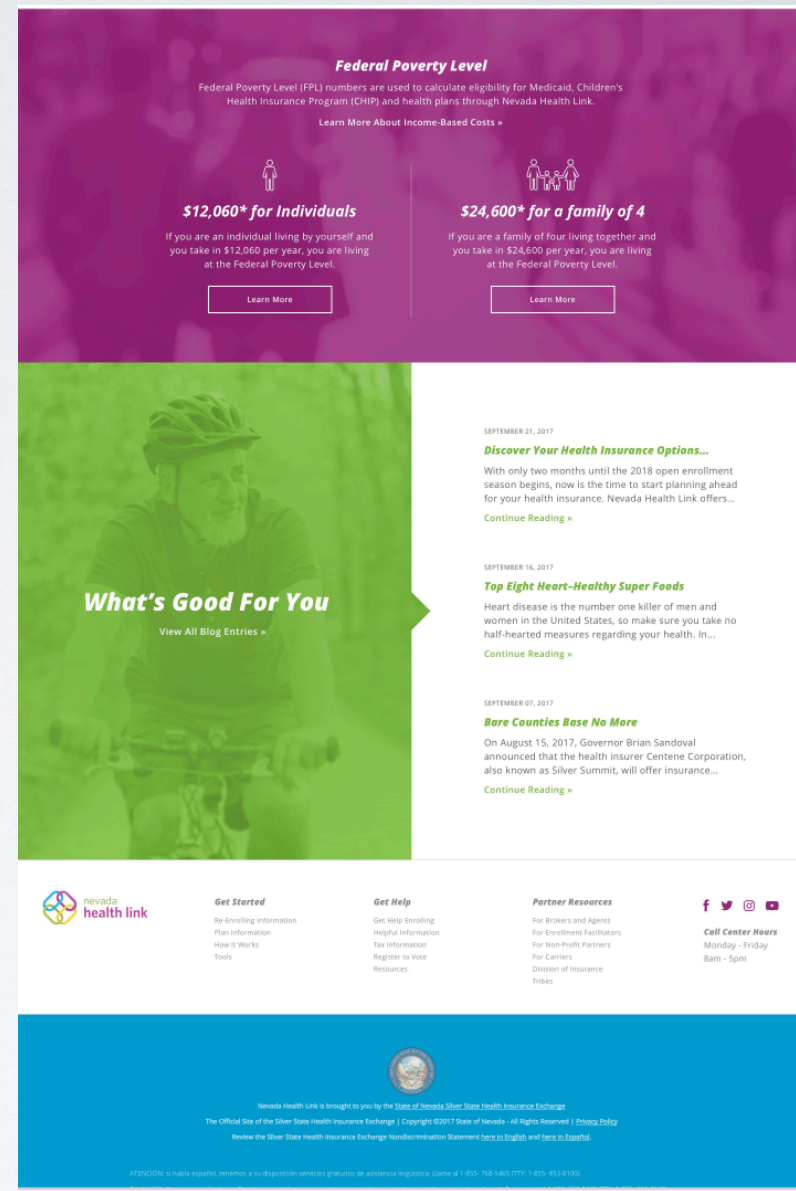
Nov 1 **Inscríbete Entre** **Dic 15**

855-7-NVLINK (855-768-5465)
NevadaHealthLink.com

nevada enlace de seguro médico



Open Enrollment – NevadaHealthLink.com Redesign



Open Enrollment – Strategy and Planning

- **Advertising Campaign**

- Maintain “You Can’t Afford Not to Be Insured” message and creative. Produce two additional video spots featuring: Millennials and 35-40+
- Update call to action to “It’s Time to Enroll”
- Promote new enrollment dates: November 1st – December 15
- Incorporate a new testimonial campaign featuring testimonials from Nevadans who have been helped by the ACA and Nevada Health Link

- **Public Relations**

- September “Prep Rally”
 - Bring together community stakeholders, partners, navigators, brokers, constituents and community influencers to “rally” on behalf of Nevada Health Link and the upcoming open enrollment period.

- **Outreach**

- Host a Nov. 1st kick-off and Dec. 15 close-out event themed as a “Enrollment/Holiday Health Fair”
 - Events will take place simultaneously in the South and North
 - Events will feature multiple health and community related partners and activities

- **Website**

- Updated home page and features that are more consumer-friendly and resourceful.