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AGENDA ITEM

☐ For Possible Action

☒ Information Only

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Title: 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

Nevada Health Link has embarked on a targeted off season marketing campaign from March to August of this year with the objective to reach the Millennial and 25-45 year old populations while continuing to create brand recognition and build awareness of Nevada Health Link overall. The off season campaign has utilized social media, on-going email communications, online digital advertising, print, and radio. Penna Powers, Nevada Health Link's marketing agency, has repurposed some of the open enrollment creative campaign elements to reach the target 25-45 year old age range with the goal of engaging that audience to educate them more about affordable health insurance options and subsidies that Nevada Health Link can offer. Patty Halabuk will review the details of how the off season campaign is performing as well as review the specific relationships the Exchange has made with statewide community partners.

The Exchange has continued to build on the message of explaining the benefits inherent in purchasing a qualified health plan (QHP) while also communicating to Nevada residents that Nevada Health Link is the state's trusted resource when it comes to health insurance. A robust consumer education campaign has also been underway emphasizing short term limited duration (STLD) plan comparisons to QHPs. An educational infographic piece was produced displaying a side-by-side comparison of what is included in a STLD versus a QHP. This comparison will be promoted in Nevada Health Link's blog, website, social channels, and converted to email communications for our stakeholder listserv to educate consumers. The same idea and education strategy will be included for Association Health Plans (AHPs) since the rule has been finalized by the federal government. Now more than ever it is a critical time for the Exchange to educate Nevadans on how to make informed decisions when it comes to choosing a health insurance option that is right for themselves and their family.

Nevada Health Link has been in close communications with stakeholder groups and continues to expand and sharpen mechanisms to identify key influencers and community partnerships statewide in order to pursue cross promotional opportunities. The generated interest in Nevada Health Link and the response from community partners who wish to participate in getting our message out to their constituents has been an overwhelmingly positive response. Since we began the stakeholder initiative, Nevada Health Link's community partner list has grown to well over 200 confirmed partners who now have educational literature as a resource for potential consumers.

To further enhance our public interactions, the Exchange and Penna Powers have done some retooling with the outreach strategy. Changes include incorporating a detailed event report to both assess and measure the effectiveness of each event we attend, as well as receiving feedback from our Navigators to gauge future attendance and what kind of questions they are hearing from consumers. We will use this data and the data we receive from our consumer assistance call center to ensure components of our marketing are as effective as possible going into this next open enrollment period.

For the past several months, the Exchange has been in the planning stages and strategizing for its sixth open enrollment creative marketing and advertising campaign. The Exchange will build off our previous messaging of "You Can't Afford Not to Be Insured" and create new medical scenarios with a cost comparison showing the cost of medical care without health insurance. This campaign will continue to emphasize the benefits of having a qualified health plan on the Exchange. A full comprehensive media strategy and plan with a heavy focus on digital and online presence as well as TV broadcast and traditional media will go into place around the beginning of October to align with the Exchange's prep rallies in preparation of open enrollment beginning on November 1.

Nevada Health Link will host a second year of statewide "prep rally" events to kick off the open enrollment season and gather all stakeholders (brokers, navigators, law makers, community partners) in one room to ramp up for another successful open enrollment. Sharing Nevada Health Link's message with organizers, influencers, and stakeholders who are out in the community adds a deep value to prep rallies. This year's events will be held on October 11th and 17th and will provide another opportunity to build public support and enrollment education.

Stakeholder support will carry through to brokers and navigators after the “prep rallies” as the Exchange is developing specific techniques and material to cross promote and highlight in-person assistance to those brokers and navigators recently awarded grants through the competitive Request from Application (RFA) process from the Exchange. Receiving in-person assistance from a licensed enrollment professional has always been a key element of our communication plan for consumers, and cross promotional materials highlighting broker and navigator locations will be available at the prep rallies and advertised throughout open enrollment.

In the executive director’s report, Heather laid out exactly where the Exchange is with the technology transition away from HealthCare.gov and the transition back to a State Based Marketplace (SBM). Along with the extremely complex processes of selecting a vendor after a Request for Proposal (RFP), Project Management Office (PMO) vetting and interviews, and the Design, Development, and Implementation of the private technology platform—comes communicating that complex process to stakeholders and consumers.

The Nevada Exchange, along with Penna Powers and subcontracted PR firm, Faiss Foley Warren (FFW), has been working in collaboration with the PR/Marketing Firm called: GMMB, also known as the State Health & Value Strategies team, to develop a comprehensive transition communication plan. As we all move forward with the communication strategy, we will need to: 1) be mindful of the complex political environment and heated health care rhetoric surrounding the transition, 2) maintain and grow Nevada Health Link’s reputation as the trusted resource for quality, affordable health coverage in Nevada, and 3) ensure a thoughtful rollout with consumers and all stakeholders. Achieving these three objectives will help to prevent confusion in Nevada’s marketplace, lead to increased enrollment during plan year 2018, and lay the groundwork for a successful OEP 2019.

Within the comprehensive communication plan are campaign phases, audiences, and strategic goals. The timing of specific communication to specific stakeholders are key given that we are going into an enrollment season still utilizing HealthCare.gov. The first phase is titled “Building Buy-in and Supporting Enrollment.” This phase is designed to engage with key stakeholders to ensure transparency and build buy-in. Additionally, this phase will keep stakeholders informed of the process, invite input, and get ahead of criticism.

Next, from January to May of 2019 and ongoing, the Exchange will need to engage in a phase titled “Maintaining on Transparency and Build.” This is where we will continue to communicate with stakeholders, being clear about milestones leading up to a November launch on our technology platform.

In the summer of 2019, we will embark on a phase titled “Prepping the Assister Network” meant to ensure a successful rollout with consumers. The Exchange will be training navigators, brokers, and call center employees in and part of which we will be equipping the assisters with communications tools to handle inquiries from consumers and media.

After “Prepping the Assister Network,” the next phase includes prepping for the Exchange to operate as a standalone State Based Marketplace (SBM). This phase, titled “Prepping

Consumers” will include a deliberate media strategy detailing for consumers how to enroll on the new enrollment platform starting Nov. 1, 2019.

The last phase, still under development and to be completed with the whole team, will be titled “Enroll at Nevada Health Link.” All the communications leading up to this point should have been transparent and detailed enough to have educated consumers on how to enroll on the new Nevada Health Link enrollment platform. The current Nevada Health Link website is not intended to change—but will include an area for consumers to sign in and begin the enrollment process with Nevada Health Link instead of HealthCare.gov.

Overall, the Exchange has been working diligently to prepare for its sixth open enrollment period and on the optics, logistics, and messaging of the marketing and outreach campaign. Furthermore, the Exchange has been preparing to communicate a very complex transition process to all stakeholders and potential consumers. The transition communication plan is extremely detailed with specific timelines and comprehensive goals for each audience identified. The Exchange is confident with the strategy that is in place and anticipates a successful open enrollment period. We are also enthusiastic to work with new vendor partners over the course of this year and into next with the ultimate goal of reducing the number of uninsured throughout the state of Nevada.