



# Marketing and Outreach Update

July 12, 2018

# Off-Season Advertising Campaign – March thru August, 2018

## March – June, 2018 Summary

**Strategy:** Reach the 25 – 45ish age group (i.e., those who will likely think they don't need health insurance once the mandate goes away) by targeting three main areas: lifestyle, jobs and education.

### Online/Digital Tactics:

- Website traffic
  - 10,321 visitors and 182,810 page sessions.
  - Sixty percent of website traffic is directly attributed to the off-season campaign
- Native Content (online stories and articles containing relevant subjects with links to NevadaHealthLink.com):
  - 22,085,435 impressions (number of times an individual within the target audiences sees the content)
  - 96,078 clicks to NevadaHealthLink.com
  - New headlines, images and articles were rotated into the campaign. As a result, we saw a slight 0.03% increase in click-thru (to NevadaHealthLink.com)
  - Males delivered slightly more clicks (to NevadaHealthLink.com) however females spent more time reading the articles
- Reddit
  - 4,900,000 impressions ~ 7,900 clicks to NevadaHealthLink.com
  - Top performing sub reddit (subjects): personal finance, health and fitness along with food and beverage.

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- LinkedIn:
  - 263,090 impressions ~ 2,917 clicks to NevadaHealthLink.com
  - Content was targeted to 25 – 45ish aged audience in entry level jobs statewide. Top three companies where these employees work are: Tesla, UNLV and UNR
- Display:


Used to identify individuals experiencing new life stages (i.e., parenting/pregnancy, family planning, job hunting, major home improvements and real estate), resulting in reaching audience segments via the following: *Realtor.com, Simply Us, WebMD-Baby, Wayfair, Ikea, Sears, LinkedIn, Evernote* and more.

  - 1,626,717 impressions ~ 2,186 clicks to NevadaHealthLink.com
- Video: (Facebook/Instagram)
  - Added to continue to reach our target audience via social media. Content was targeted with different messaging specifically to men and women. The female audience was the top performer.
  - 107,296 10-second video views
  - 223,153 people reached ~ 1,003 clicks to NevadaHealthLink.com
- TubeMogul (programmatic pre-roll)
  - 813,363 impressions ~ 8,400 clicks to NevadaHealthLink.com

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- YouTube (used March – May then switched out for Facebook video)
  - 20,800 completed video views ~ 39.61% view rate
- Search
  - 125,137 impressions ~ 9,319 clicks to NevadaHealthLink.com

Traditional Tactics include Radio (April – June) and Print (April, July and August)



PENNA POWERS

Nevada Health Link
2018 Off-Season Media Plan



WEEKS BEGIN MONDAY	NOTES	MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER							
		26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	
	Primary Political Window									April 28 - June 12																							
Radio Placement																																	
Las Vegas General Market Radio																																	
Reno General Market Radio																																	
Print																																	
Nevada Business Magazine	FP4C - April Insurance Editorial																																
Nevada Business Magazine	FP4C - July Healthcare Check Up																																
Reno News & Review	1/2P - May 10 Family Issue																																
Desert Companion	FP4C - Top Docs Issue																																
TRADITIONAL MEDIA TOTAL																																	
WEEKS BEGIN MONDAY	NOTES																																
Content Marketing (Statewide - Similar Market Ratio)																																	
Search	Google, Bing and Yahoo																																
Video	Programatic partner, Retargeting																																
Native Articles	StackAdaptr																																
Display ads	Contextual targeting; lifestyle																																
LinkedIn/Indeed	Job seekers in need of health insurance																																
Reddit ads	Target sub reddit for education on healthcare																																
Optimization Budget	Based on channel performance																																



# New marketing elements developed for the Off-Season

## Get the facts. Get Connected.

A proposed federal rule change may extend the timeframe for short term limited durations health plans. These plans, however, should not be substituted for long term health plans due to their lack of coverage when compared to qualified health plans. What exactly do these plans cover? Only the bare-bones minimum.

	Exchange Plans	Short-Term Plans
Can't decline coverage for pre-existing conditions	✓	✗
Can't be charged more for pre-existing conditions	✓	✗
Can apply federal premium assistance toward monthly cost	✓	✗
Required by law to cover doctor visits	✓	✗
Required by law to cover ER visits	✓	✗
Required by law to cover Rx drugs	✓	✗
Required by law to cover laboratory work	✓	✗
Required by law to cover pre-natal services	✓	✗
Required by law to cover physical therapy	✓	✗
Required by law to cover preventive services	✓	✗
Required by law to cover maternity care	✓	✗
Required by law to cover mental health and addiction treatment	✓	✗
No limitation on yearly or lifetime insurance coverage	✓	✗
No limits on out-of-pocket costs	✓	✗
Must clearly explain benefits to consumers	✓	✗

When choosing health insurance, always consult with a licensed broker through Nevada HealthLink. A bad choice could lead to your needs. If you have any questions, call 1-855-7NVLINK (855-768-5465).

**"Life is full of changes. We'll keep you connected."**

Getting Married or Divorced | Moving | Change in Income or Job Change | Birth or Adoption | Loss of Health Insurance (Divorce, Death, Medical Bankruptcy) | Turning 26 | Gaining U.S. Legal Status

neveda health link NevadaHealthLink.com A recent life change may qualify you for a special enrollment period for health insurance. See if there's a plan for you.

**"La vida esta llena de cambios. Nosotros te mantendremos conectado."**

Cambio o divorcio | Mudanza | Cambio en ingresos o empleo | Un nacimiento o adopción | Pérdida de seguro de salud (Divorcio, Muerte, Bancarrota Médica) | Cumplir 26 años | Obtener estatus legal en EUA

neveda enlace de seguro médico conectándose a un seguro médico NevadaHealthLink.com 1-855-7NVLINK (855-768-5465) Un cambio de vida reciente le puede hacer calificar para un periodo de inscripción especial para obtener seguro de salud. Si ha pasado por uno de estos cambios, puede haber un plan que funcione para usted en NevadaHealthLink.com

## "You Can't Afford Not to Be Insured"

No matter what happens in life, health insurance should always be a priority. Nevada HealthLink is the state's resource for connecting eligible residents to quality, affordable health insurance options. Plans are certified, include preventative care and you won't be denied for pre-existing conditions. Over 85 percent of Nevadans qualify for federal assistance, so see if you qualify at [NevadaHealthLink.com](http://NevadaHealthLink.com)

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

## Your Resource for Affordable Health Insurance

Nevada HealthLink is the online exchange sponsored by Nevada's Silver State Health Insurance Exchange (Exchange). Through your Nevada HealthLink, you can successfully connect Nevada consumers to affordable health insurance despite significant challenges.

### Benefitting Nevadans—the Proof is in the Numbers

Nevada HealthLink has succeeded in reducing the underinsured and uninsured gap by setting and offering qualified health plans (QHPs) through the Affordable Care Act (ACA).

Over 82% of the Exchange's 76,000 enrollees receive federal assistance to help pay their monthly premiums, but many Nevadans who qualify for subsidy assistance don't use it. Using innovative and strategic marketing plans, the Exchange aimed to educate consumers' Nevadans about their need and new premium plans available. In fact, subsidy-eligible Nevadans pay an average of \$10 per month for their premium after subsidies are applied.

Annual growth in enrollment demonstrates the success of the Nevada HealthLink's efforts.

Plans that rely on the federal government to operate their exchange can no longer afford to operate at a loss. The Exchange has therefore begun to add private technology and consumer assistance platforms which will offer a cost-cutting to Nevada's current use of HealthCare.gov's platform. "The Exchange is seeking proven and demonstrated products that will not only offer budget savings, but will also provide an improved user experience for consumers, insurance carriers, brokers and non-profit partners," said Karbach.

Despite on-going federal budget cuts in the healthcare landscape, the Exchange remains diligently focused. Exchange staff will closely work with state partners and other state-based exchanges to partner, strategize, share best practices, and find efficiencies in an effort to continually stabilize health insurance premiums for Nevada HealthLink enrollees.

**What's Ahead**  
Nevada HealthLink currently operates as a state-based marketplace utilizing HealthCare.gov for eligibility, enrollment, and some consumer assistance services. The plan to use HealthCare.gov will be in place by the end of 2015.

neveda health link  
connecting you to healthy resources

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

NEVADA BUSINESS MAGAZINE ADVERTORIAL



# PR/Media Coverage, April – June, 2018

Huron Daily Tribune	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	9,715	\$89.86
StamfordAdvocate.com	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	52,800	\$488.40
New Canaan News	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	4,857	\$44.93
DariennewsOnline	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	5,189	\$48.00
Fairfield Citizen Online	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	9,692	\$89.65
Ledger-Enquirer	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	76,496	\$707.59
The Modesto Bee	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	110,743	\$1,024.37
The News Tribune	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	301,496	\$2,788.84
MyrtleBeachOnline.com	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	95,708	\$885.30
The Fresno Bee	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	210,355	\$1,945.78
Miami Herald	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	5,984,690	\$55,358.38
Herald Online	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	41,409	\$383.03
The Bellingham Herald	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	90,124	\$833.65
The Charlotte Observer	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	1,631,716	\$15,093.37
The Tribune	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	170,840	\$1,580.27
Macon Telegraph	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	100,703	\$931.50
TheState.com	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	341,472	\$3,158.62
AP News	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	3,184,762	\$29,459.05
The Eagle	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	66,395	\$614.15
Nevada Appeal	10-Apr-18	Nevada insurance exchange premiums up 45.6 percent	18,919	\$175.00
The Olympian	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	88,036	\$814.33
The Seattle Times	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	2,803,572	\$25,933.04
Digital Commerce 360	9-Apr-18	Nevada wants to wean its exchange off Healthcare.gov	4,333	\$40.08
Lake Tahoe News	8-Apr-18	Nev. looks to learn from past mistakes in health platform switch	7,323	\$67.74
AP (hosted)	11-Apr-18	Study: Nevada insurance exchange premiums see cost increase	833,307	\$7,708.09
US News & World Report	11-Apr-18	Study: Nevada Insurance Exchange Premiums See Cost Increase	13,904,952	\$128,620.81
News 88.9 KNPR	3-Apr-18	Silver State Health Insurance Exchange Plans To Run Own Online Portal	18,947	\$175.26
Las Vegas Sun	8-Apr-18	Nevada looks to learn from past mistakes in health platform switch	246,774	\$2,282.66
Nevada Business Magazine	1-Apr-18	The Insured State: Health Insurance in Nevada	4,735	\$43.80
KVVU Fox News This Morning	12-Apr-18	Nevada Health insurance on the rise	6,543	\$395.00
			<b>Total Impressions</b>	<b>Total AD Value</b>
			38,700,143	\$368,873.25
				<b>Total PR Value</b>



# Off-Season Outreach Event Update

- 76 events attended/planned – May – August

- ✓ Community

- Boys and Girls Club of Truckee Meadows
- Immunize Nevada
- Family Learning Resource Academy (FLRA, CCSD)
- Chambers: Latin Chamber of Commerce, Carson Valley Chamber
- New Journey Church
- Catholic Charities



- ✓ Higher Education

- UNR School of Medicine
- Truckee Meadows Community College
- Touro University
- Roseman University
- University of Nevada Cooperative Extension
- Pima Medical Institute



- ✓ Healthcare

- Southwest Medical/Health Plan of Nevada – Medicine on the Move
- Nevada Public Health Foundation
- Northern Nevada Medical Center
- Desert View Hospital - Pahrump



# Off-Season Outreach Event Update

## ✓ Back to School

- Cox Back to School Fairs (3 locations)
- Legends Outlets Back 2 School Fair
- Immunize Nevada Give Kids a Boost
- KLUC Backpacks for Class Acts
- Happy Face Foundation Back to School Fair
- Dula Back to School Fair



## ✓ Cultural/Diversity

- Las Oportunidad Expo presented by the Latin Chamber of Commerce
- Dia del Nino
- El Tiempo Cinco de Mayo
- Washoe Tribe Earth Day
- 29<sup>th</sup> Annual Juneteenth Celebration – Reno
- 18<sup>th</sup> Annual Las Vegas Juneteenth Celebration
- Sassabration, celebrating diversity and equity
- Northern Nevada Pride Festival



## ✓ 55+

- Washoe County Senior Coalition Older Americans Awareness
- S.A.L.T. Senior Safety Fair
- Young @ Heart Senior Expos
- Sun City/Anthem, Henderson Senior Fairs



# Off-Season Community Partner Update

## Community Partner Highlights, April - June

- Boys & Girls Club of Truckee Meadows
  - ✓ Inclusion at 5 family night events, Day for Kids event
  - ✓ NVHL to present at Strengthening Families class
  - ✓ Navigators onsite at facilities during O/E
- Carson Valley Medical Center (9 clinics)
  - ✓ Meetings w/ 7 of 9 clinic directors
  - ✓ Initiated CAC training for on-site staff
  - ✓ Initiated same with Douglas County Social Services and Public Health
- Statewide Rural Coalitions
  - ✓ Presented to 11 executive directors; followed by a Frontier Community Coalition road trip to the rural communities of: Lovelock, Fallon, Winnemucca and Battle Mountain
- S. NV Senior Medicare Patrol and Senior Health Insurance Program presentations
- Social media cross promotion and literature exchange opportunities with: American Cancer Society, Planned Parenthood of the Roby Mountains and Nevada Diabetes Association

## Community Partner Meetings/Presentations, April - June

- Latin Chamber of Commerce Events 5/18, 5/23
- Minority Health Coalition Meeting 4/25, 5/30, 6/27
- Carson Valley Medical Clinics 5/3 & 5/4
- Planned Parenthood Mar Monte 5/11
- Liberty Dental 5/13
- Reno Behavioral Health Hospital 5/17
- Silver Summit Health Plan 5/18
- UNR NMHEC 5/22
- NCET Cannabis Education Lunch 5/23
- United Health Plan 5/23
- Young Prof Network Lunch 5/24
- Renown Meet the CEO Meeting 5/29
- Saint Mary's Reg Med Center 5/31
- Northern Nevada Children's Cancer Foundation 6/5
- WCHD Chronic Disease Coalition Meeting 6/7
- Fallon LDS Church Presentation 6/12
- Boys & Girls Club of the Truckee Meadows 6/12
- UNR Sanford Center for Aging 6/14
- Nevada Care Plan Listening Sessions 6/21 & 22
- Sears Store Closing Employee Presentation 6/26

## Open Enrollment 6 - Strategy and Planning

- Segue from current off-season campaign in late September/early October
- Maintain “You Can’t Afford Not Be Insured” messaging
  - ✓ Add (2) new spots that target 25 – 45ish age group with high deductible accident scenarios
- Introduce an effectual *Nevada Health Link is Your Resource* campaign with built-in flexibility to:
  - ✓ Swiftly and efficiently address alternate plans such as STLDs, AHPs and other issues.
  - ✓ Allow NVHL to address and separate fact from fiction; solidifying and adding equity to their “your resource” position.
  - ✓ Harmonize with the “You Can’t Afford Not to Be Insured” campaign to maintain existing brand recognition and avoid consumer confusion.
- The new *Nevada Health Link is Your Resource* campaign would run in the weeks leading up to Open Enrollment and then allow the “You Can’t Afford Not to Be Insured” campaign to do the heavy lifting during Open Enrollment – November 1 – December 15, then pick up again in January, 2019 to continue running throughout the course of the year until Open Enrollment

# Open Enrollment 6 - Strategy and Planning

- Tactics

- ✓ Fully comprehensive media plan with heavy online/digital presence plus strategic broadcast and other traditional media (paying mind to the Gubernatorial race).
- ✓ Ongoing participation at targeted community events where there are opportunities for navigators to communicate one-on-one with key consumer audience.
- ✓ Ongoing partnership development with key community influencers statewide.
  - NVHL-hosted Prep Rallies
    - ❑ Thursday, October 11, 2018 ~ 8am – 10am, Reno
    - ❑ Wednesday, October 17, 2018 ~ 8am – 10am, Las Vegas
- ✓ Strategic, proactive PR/Media Communications plan which includes multiple print and broadcast interviews and appearance opportunities for Janel and Heather to further Nevada Health Link's "Your Resource" position and credibility.
- ✓ Strategic cooperative broker marketing plan with broker grantees.
- ✓ Ongoing communication via email, social media and blogs.
- ✓ Comparison and infographic illustrations that show side-by-side breakdowns of alternative plans and proposed concepts versus Nevada Health Link
- ✓ Testimonial development
  - Relevant NVHL QHP testimonials.
  - Targeting 25 – 45ish age group.
  - Use in content kits, blogs, navigator hand-outs as relatable to the consumers we're talking to.