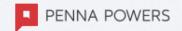


Marketing and Outreach Update

October 25, 2018



Updated Off-Season Advertising Campaign Summary



Nevada Health Link 2018 Off-Season Media Plan



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Updated Off-Season Ad Campaign 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.

July – September Summary

Online

- Website traffic
 - o Off-season campaign accounted for roughly 60% of website traffic (messaging focused on brand awareness and engagement)
- Native Content (online stories and articles containing relevant subjects with links to NevadaHealthLink.com):
 - o 4.2 million impressions (number of times an individual within the target audiences sees the content)
 - o 30,401 clicks to NevadaHealthLink.com
 - o 25-34 year olds were the largest responding audience segment
- Native Content Video
 - o 1,298,214 impressions (number of times an individual within the target audiences sees the content)
 - o 2,809 clicks to NevadaHealthLink.com
 - o Males clicked slightly more than females, but females spent more time engaging



Updated Off-Season Ad Campaign Summary

Online - Continued

- Reddit (Video Beta Test) Nevada Health Link was invited to Beta Test Reddit's new video ad product. Results are
 as follows:
 - o 70,400 impressions ~ 78 clicks to NevadaHealthLink.com
 - o 18,400 video views
- Search
 - o 101,212 impressions
 - o 6,865 clicks to NevadaHealthLink.com
- Blog
 - o 16 posts created and launched
- Email Marketing
 - o 26 emails sent to the CMS and community partner email lists with open rates consistently performing higher than average industry benchmark

Updated Off-Season Advertising Campaign Summary

PR/Media Relations

SEPTEMBER Number of placements: 5
 Total AD Value: \$3,959.99

 Total PR Value: \$11,879.97

AUGUST Number of placements: 146
 Total AD Value: \$1,200,530.26
 Total PR Value: \$3,601,590.78

• JULY Number of placements: 17 Total AD Value: \$25,797.21 Total PR Value: \$77,391.63

Full appendix available upon request

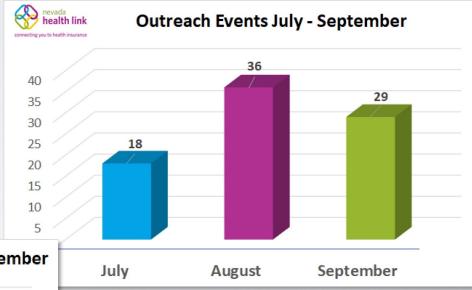


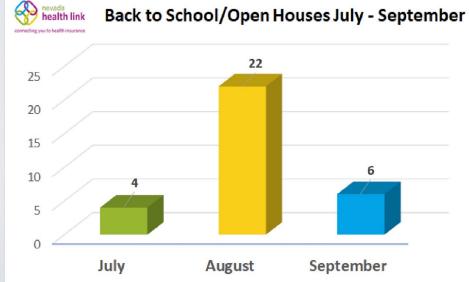
Updated Off-Season Advertising Campaign Summary

Outreach/Community Relations Highlights

Partnership Highlights (July - September)

- Boys & Girls Clubs
- UNR School of Medicine Student Outreach
- Northern Nevada Medical Center
- Las Vegas Lights
- Immunize Nevada







Prep Rallies Kicked It All Off!

- Thursday, October 11 Reno, NV
- 44 guests

Wednesday, October 17 – Las Vegas, NV

69 guests





Page 6

PENNA POWERS



Nevada Health Link Open Enrollment 6 Media Plan

WEEKS BEGIN MONDAY	NOTES	SE	PT	OCT				NOV				DEC		
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TV/Video Placement							-1119			227			4	
Las Vegas General Mkt	ABC, NBC, CBS, Fox, CW, cable													
Las Vegas General Mkt				Ca	able o	nly								
Las Vegas Spanish Lang	Telemundo, Univision, Galavision, etc.													
Reno General Mkt	ABC, NBC, CBS, Fox, CW, cable													
Reno General Mkt				Ca	able o	าly								
Reno Spanish Lang	Telemundo, Univision, Galavision, etc.	172.0												
OTT (Over The Top)	Internet TV													
Las Vegas Cinema	General Market, 12 Theaters													
Reno Cinema	General Market , 3 Theaters													
Radio Placement														
Las Vegas General Mkt	Rock, Classic Rock, Country, AC, CHR, News/Talk													
	Spanish Mex Regional, Hip Hop, Sports		10.50											
Reno General Mkt	Rock, Classic Rock, Country, AC, CHR, News/Talk													
Reno Spanish Lang	Spanish Mex Regional, Hip Hop, Sports													
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Out-of-Home														
Las Vegas Bulletins	Freeway Bulletins (33 boards, 5 rotating networks)													
Las Vegas Posters	Traditional poster (30), 7 digital posters													
Las Vegas Bus Shelters	Shelters (25) + 25 Bonus													
Las Vegas Bus Shellers Las Vegas Transit	cards													
Reno Bulletins	Freeway Bulletins (3)													
Reno Posters	High traffic surface streets (9)													
Reno Transit	Rapid Super Kings(2), Super Queens (3), Tails (10)													
Print														
Southen Nevada Hisp	El Mundo, El Tiempo													
Northern Nevada Hisp	Ahora, La Voz													
LV Weekly														
Reno News & Review				4										
Senior Spectrum	Oct, Nov, Dec													
Vegas Voice	Oct, Nov, Dec													
First Nations Focus	Oct, Nov													
Nevada Business Mag	Sept. Healthcare Heroes												-	
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Social Website Click Ads														
Social Website Click Ads														
Retargeting	Visitors to specific NHL website pages													
	Targeted to under/uninsured													
Search	Google													
Video	Programatic partners, StackAdapt, YouTube and Sna	nchat												
Native Articles	Stackadapt	Jonat												
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Streaming Radio	Pandora, Spotify													
Optimization Budget	Based on channel performance													
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You Can't Afford Not To Have Health Insurance

"You Can't Afford
Not to Be Insured"

Affordable Health Plans for Every Budget

See If You Qualify



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



Enroll Between



Page 8 PENNA POWERS

You Can't Afford Not To Have Health Insurance



You Can't Afford Not To Have Health Insurance



Target Zip Codes for Outdoor and Cinema 89014, 89015, 89030, 89031, 89074, 89081, 89101, 89102, 89103, 89104, 89106, 89701, 89108, 89110, 89115, 89117, 89119, 89120, 89121, 89122, 89123, 89219, 89139, 89142, 89147, 89148, 89155, 89169, 89183





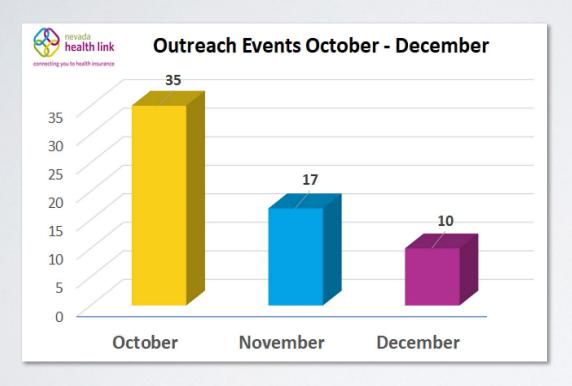


PR/Media Relations Plan

OE6 PUBLIC RELATIONS COMMUNICATION PLAN 1. Secure media coverage to encourage Nevadans to participate in OE6 to maintain enrollment totals from OE5 2. Reinforce confidence and support for Nevada Health Link 3. Increase positive and accurate coverage for the Exchange and Nevada Health Link Primary Target Audiences: 35 - 64 year-old self-employed or underemployed making \$30K or less for an individual and \$61K or less for a family of four 26 - 34 year-old millennials STRATEGIES & TACTICS October - Prep November December 8 15 22 29 12 19 26 10 15 17 24 Objective: Secure media coverage to encourage Nevadans to participate in OE6 to maintain enrollment totals from OE5 Update foundational messaging points Prep Rallies (Oct 15, Reno and Oct. 17, Las Vegas) EARNED MEDIA Media Advisory for SNV and NNV OE6 kickoff press events Distribute news release for Nov. 1 OE6 opening Nov. 1 OE6 Kickoff Press Events - 11 a.m. held simultaneously in Las Vegas and Reno - Spokespeople to include Heather/Janel, broker (SNV) and navigator (NNV), potentially a consumer (Marissa reaching out to Ray Tuscany, Melissa reaching out to Make-A-Wish and Candlelighters) Reno -- Fox11 - Mornings on Fox11 - Nov. 1, live. Time TBD (Janel) Christmas Week SPONSORED SEGMENTS ĕ Las Vegas -- KTNV ABC, - Morning Blend - Nov. 1, 9:00 a.m. - live (Heather) Thanksgiving Las Vegas -- KVVU Fox, More Show - Nov. 2, 9:00 a.m. - live Nov. 28 (Janel) Dec. 10 - recorded Nov. 28 (Janel) Las Vegas -- KLAS CBS, Las Vegas Now - Nov. 2, 3:00 p.m. - live Nov. 28 (Janel) Dec. 10 - recorded Nov. 28 (Janel) Reno -- KOLO ABC - Mom's Everyday - Record Oct. 9, air Nov. 1 (Heather) Record Nov. 6 to air week of Nov. 26 (Janel) Record Nov. 20 to air week of Dec. 10 (Janel) SPANISH OUTLETS - Spokesperson Rosa Univision Despierta America - date TBD Telemundo Minuto 2 - date TBD Objectives: Reinforce confidence and support for Nevada Health Link Increase positive and accurate coverage for the Exchange and Nevada Health Link Distribute last week to enroll reminder release Respond to media inquires Distribute news release - enrollment wrap up - CMS information dependent, may push to after the holiday. Recommend re-distributing again after the New Year as it may get set aside with competing holiday clutter.



Outreach/Community Relations



Partnership Highlights:

- CCSD Family and Community Engagement
- Roseman University
- Touro University
- Teach for America
- Nevada Day Parade
- UNIV Wellness Center
- Spring Valley Hospital

Literature Distribution to over 225 partners/locations statewide.

