



Silver State Health Insurance Exchange

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AGENDA ITEM

For Possible Action

Information Only

Date: February 14, 2019
Item Number: V
Title: Marketing and Outreach Report

PURPOSE

The purpose of this report is to provide the Board and the public with an overview of the plan year 2019 Open Enrollment Marketing & Outreach Campaign for Nevada Health Link.

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GENERAL COMMENTS

The Silver State Health Insurance Exchange (Exchange) concluded its sixth open enrollment period, and unfortunately this year the Exchange is not able to report growth. This open enrollment period presented new challenges that prevented the Exchange from reaching above the 91,000 enrollment mark. Nevada Health Link was in defense mode over the course of open enrollment due to competing marketplace plans and federal rule changes. Despite each challenge, the Exchange staff, vendor partners and stakeholders worked diligently to make sure Nevadans heard the message that affordable health plans exist and made it clear the importance of getting help from a licensed enrollment professional to enroll in a comprehensive benefit package.

The Exchange and marketing partner, Penna Powers, launched a comprehensive open enrollment advertising campaign starting with pre-open enrollment messaging in late September of 2018 and

launched the full ad campaign mid-October of 2018. The campaign continued to utilize the established messaging of “You Can’t Afford Not to Be Insured.” Each advertising spot illustrated a cost analysis of how much the highlighted accident or injury scenario would cost without having the benefit of health insurance; and played up the corresponding essential health benefit associated with a qualified health plan. In conjunction with the integrated advertising campaign (online, digital, TV, print, radio, outdoor, etc.), the communications team implemented a robust marketing and outreach strategy and an aggressive public relations campaign. In addition to the affordability message, the Exchange focused on educating consumers about working with licensed enrollment professionals to navigate the confusion of competing health insurance products, such as short term limited duration plans (STLD) and association health plans (AHP).

Looking back at the 2018 enrollment campaign the Exchange saw momentum continue to build after the election through the end of enrollment on December 15th. While the data indicated a week to week increase in website traffic, overall traffic to Nevada Health Link.com was down 12% compared to last year. That being said, the “funnel” strategy incorporated into this year’s ad campaign ensured that our advertising was driving a more specific target audience to the website which resulted in the number of clicks from NevadaHealthLink.com to HealthCare.gov up by 42%. This demonstrated that more qualified individuals were responding to the advertising campaign. Waiting to run advertising in large mediums such as television and radio until after the election ensured that the Exchange made the most of our advertising dollars and stood above the election noise.

In anticipation of the political window, the \$1.5 million advertising budget strategy took a two-pronged approach with first launching a campaign of specific digital, online and transit advertising beginning in late September with the message, *learn more*; and the second segueing into the fully integrated campaign kicking off November 1st with the message: *it’s time to enroll*.

The Exchange included new tactics within the video platform advertising approach utilizing Over-the-Top (OTT) Internet TV. OTT is a term used for streaming movies and TV content over the internet through a device (such as a Roku or PlayStation) without requiring subscription to cable or satellite TV. In addition, content marketing (social media advertising) continues as the robust, measureable medium for the campaign reaching each target audience at different times during the enrollment period (Nov.1 – Dec. 15).

Below are total impressions by the traditional media elements (*impressions can be defined as how many times the advertisement was viewed by a visitor or number of times the particular page/ad is located or loaded*):

- Total television impressions: 17, 281,408
- Total cinema impressions: 1,740,387
- Total OTT impressions: 1,629,833
- Total radio impressions: 24,802,360
- Total transit impressions: 44,877,300
- Total outdoor impressions: 75,678,261

Each year, outreach and marketing prove to be more and more critical components in the Exchange's communication strategy. Outreach in particular continues to be a tangible element in Nevada Health Link's marketing strategy. The grassroots effort our in-person assisters and educators participate in proves to be impactful with community partners and the public statewide. Moreover, the generated interest from various community partners is ever-increasing and proves our work is impactful and is a trusted resource to Nevadans.

Nevada Health Link is fortunate to have had the opportunity to meet with, present, and distribute educational literature to various stakeholder locations. Some examples include: the Carson Valley Chamber, UNR Student Outreach Clinic, Reno Sparks Chamber, Immunize Nevada, Boys & Girls Club, Raleys, and the Minority Health Coalition. The communications team has weekly meetings regarding community relations in order to keep focus on the inroads the Exchange has made as well as stay on track for future communications and planning. The Exchange and Penna Powers will continue to refine the processes within outreach as it relates to marketing Nevada Health Link as a resource for Nevadans.

As for the public relations campaign, the Exchange was nothing short of busy. In 2018, the Exchange saw 62,048,117 impressions for earned media. That is a PR value of \$2,688,439 and nearly 300 hits. If we compare these media hits to 2017, they are less by about 200. This could be in part due to major national hits (Yahoo Finance, ABC News, and Associated Press). The Exchange's executive director and communications officer were everywhere! Our PR representatives secured and coordinated TV and editorial meetings with KTNV 13, KLAS 8, the LV Review Journal, and the Las Vegas Sun, as well as the Reno Gazette Journal. There was also an elevated awareness in Hispanic media this past enrollment cycle and the Exchange's navigator program manager was interviewed in Spanish to reach the Hispanic/Latino audience throughout the state.

Since open enrollment concluded, the Nevada Exchange has been working diligently on strategizing new concepts and ideas for the marketing and advertising campaign for the next open enrollment period as well as developing strategic messaging for this off season cycle (February – August). Capitalizing on the progress with stakeholders and community partners, it's important for the public and other agencies to know that Nevada Health Link does not go dark in the off season, or outside the open enrollment period. If consumers missed the deadline to enroll in a qualified health plan, they may work with a professional to determine their eligibility if one experiences a qualifying life event such as losing health insurance, change in family size such as a birth or adoption of a child, or becoming a U.S. citizen.

The off season cycle is also an opportunity to continue to build relationships throughout the state and educate other agencies about special enrollment periods, provide an update on the Exchange, be a technical advisor on what is going on in healthcare both at a federal and state level, as well as continue to remain an online and digital presence for consumers. Visiting NevadaHealthLink.com is still the main call to action and a resource for all Nevadans to get their questions answered, no matter the time of year.

Nevada Health Link will also continue to develop content for email marketing to consumers and stakeholders. We will also monitor the social media channels as well as update content

throughout NevadaHealthLink.com. The Exchange works closely with Penna Powers to identify and develop content for each month that contributes to social media posts and writing new blog content for the website and email communications.

Marketing partner, Penna Powers, and public relations subcontractor, FFW met in January of this year to review and discuss data and appropriate strategic retooling in answer to growing competition from STLDs, AHPs and an ongoing challenging landscape. Emerging from this brainstorm was a plan to capitalize on Nevada Health Link's substantial credibility and equity that has been carefully curated over the last several years by positioning the soon to be state based exchange as a year-round resource for Nevada consumers, not only in the area of health insurance enrollment, but in regard to health insurance state policy, how to use and get the most from health insurance benefits, and clearing the general confusion around health insurance in general.

Meanwhile, it's also Nevada's 80th Legislative Session. The Exchange is monitoring bills closely as they pertain to healthcare or any bill that involves the Exchange. This legislative session is expected to be healthcare heavy and we know legislators are already drafting bills focused on market stabilization as well as consumer protections.

Most importantly, now that open enrollment has concluded, the Exchange's communication team is fully committed to focusing energy on the transition to a State Based Exchange (SBE). Exchange staff and partners have begun having conversations to organize timelines as it relates to their specific programmatic specialty to develop content and training materials for consumers as well as stakeholders as it pertains the transition. Within the communications transition plan document, we are currently engaged in the "Maintaining Transparency and Build" section which is outlined to run January through May of 2019. This portion of our strategy is designed to continue communications with stakeholders while being transparent about milestones leading up to the launch of the technology platform.

During this off season, the Exchange will continue to maintain an online, digital and social media presence and maintain a strong statewide presence through ongoing community outreach. With the focus as the trusted resource connection, Nevada Health Link would like to provide more consumer education and incorporate year-round consumer support on NevadaHealthLink.com. Website updates will reflect highlighting benefits of the SBE transition, benefits of your health insurance policy, and analyzing competing plans in order to better and directly market to Nevada's uninsured and underinsured populated.