



Marketing and Outreach Update

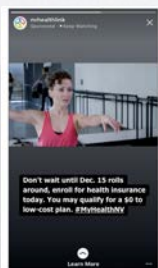
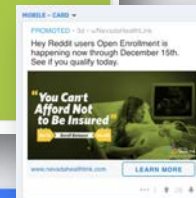
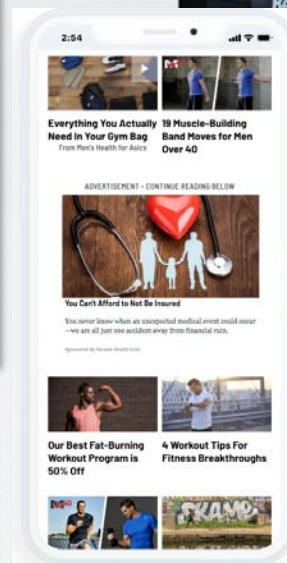
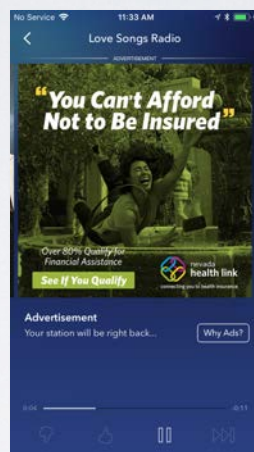
February 14, 2019

Open Enrollment 6 Marketing Summary

Nevada Health Link was seen and heard...

- Advertising

Channel	Media Spend
Television/OTT	\$533,570
Radio	\$181,500
Out-of-Home	\$152,438
Print	\$32,678
Content Marketing (Social + Digital)	\$629,768



Open Enrollment 6 Marketing Summary

- Outreach, Community Relations and Sponsorships



Open Enrollment 6 Marketing Summary

- PR and Media Relations

- 62,048,117 earned media impressions
- \$2,688,439 earned PR value
- Nearly 300 hits

Press Conferences

- Thursday, November 1 (Southern and Northern Nevada)
- Friday, December 14 (with Governor-elect Steve Sisolak)

Earned Media Highlights

- *Nevada Business Magazine*, October Issue
- Las Vegas Review-Journal, October 18
- KRXI Fox 11 Reno, November 1 and December 5
- *Las Vegas Business Press*, November 6
- KTVN Channel 2 New Reno, November 17
- *Vegas, Inc.*, November 18
- Vegas PBS (Dec. 4, 5, 9, 11)
- Vegas PBS (Dec. 14, 16, 18, 19)
- Hispanic Media: *El Tiempo*, *El Mundo*, *Entravision*

2019 Marketing Strategy

- Where do we go from here?
 - ❖ Leverage Nevada Health Link's brand equity to take the market position as Nevada's Health Insurance and Resource Connection
 - Continue online/digital/social media presence
 - Maintain a strong statewide presence through ongoing community outreach
 - Build partnerships and sponsorships with key community influencers with high consumer credibility and awareness
 - Incorporate year-round consumer support resources on NevadaHealthLink.com to strengthen the brand in the eyes of Nevada consumers including:
 - Consumer benefits of Nevada's state based exchange (versus FFE)
 - Healthcare/Health Insurance policy
 - How to use and get the most from health insurance benefits
 - Showcasing Nevada Health Link's connection to Nevada communities (through partnerships, sponsorships and other initiatives)
 - Analyze competitor (STLDs, AHPs, Health-sharing ministries) data and determine appropriate reactionary tactics
 - Examine year over year target audience enrollment data, habits and trends to develop successful campaign messaging and marketing strategy
- Capitalize on the Exchange's transition as an SBE; use newly available drilled-down data to target niche audiences with specific, customized marketing campaigns to educate, motivate and ultimately, encourage enrollment.