



Marketing and Outreach Update

September 19, 2019

Off-Season Advertising and Marketing Summary (June – August)

Objectives:

- Keep Nevada Health Link top-of-mind as the health insurance portal for Nevada consumers to go to (combatting short-term limited duration plans and others by touting the 10 Essential Benefits covered in every Nevada Health Link QHP.
- Promote the Special Enrollment Period to Nevadans.

Online Advertising Performance Highlights

- Paid Online Search ~ both organic and paid search traffic are up over last year: 3.7% and 34.8% respectively; Visits to the SEP page of NevadaHealthLink.com are up 470% over last year.
- Paid Social Media ~ Facebook Always-On: 3,370,248 impressions made, 698,105 Nevadans reached, 6,111 clicks to NevadaHealthLink.com resulted.
- Native Articles ~ 6,858,776 impressions made with 27,582 Nevadans viewing the articles.
 - Facebook ~ 1,499,350 impressions made; 6,089 clicks to NevadaHealth.Link.com resulted.
 - Snapchat (started in July) ~ 1,134,914 impressions made; 14,724 “swipe ups” resulted.
 - YouTube (started in July) ~ 311,137 impressions made; 296,792 views resulted.
 - Reddit ~ 2,389,410 impressions made; 3,549 clicks to NevadaHealthLink.com resulted.

Off-Season Marketing and Advertising Summary (June – August)

New Advertising Formats Introduced:

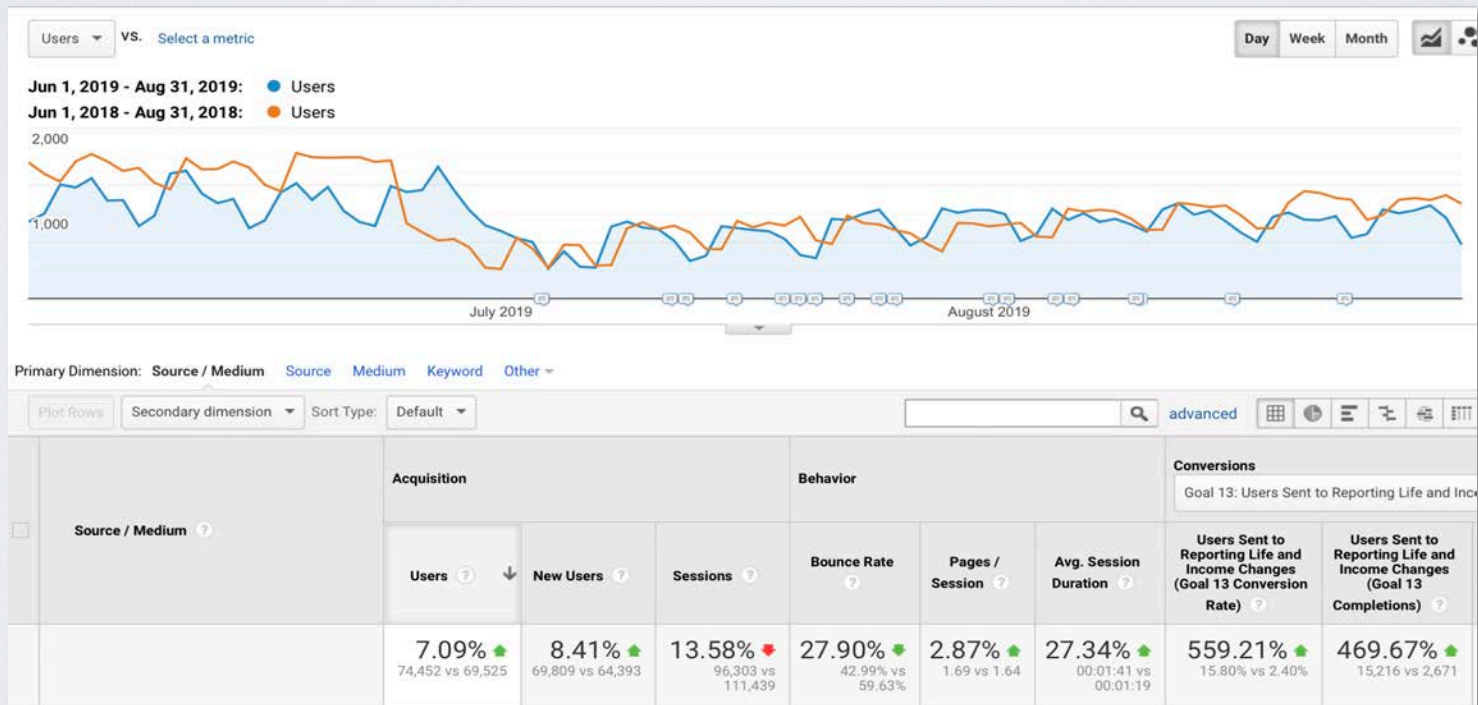
- 10-second video/GIFS to cover various SEP and related topics ~ format is attention grabbing
- Endorsement video from Governor Sisolak



Off-Season Marketing and Advertising Summary (June – August)

Ad Campaign Website Performance

- Overall usage at NevadaHealthLink.com is up by 7% over last year (June-Aug)
- Average website session duration is up 27%
- Increased page visits to SEP page (437%), STLD page (3,728%), and 10 essential health benefits page (4,463%)



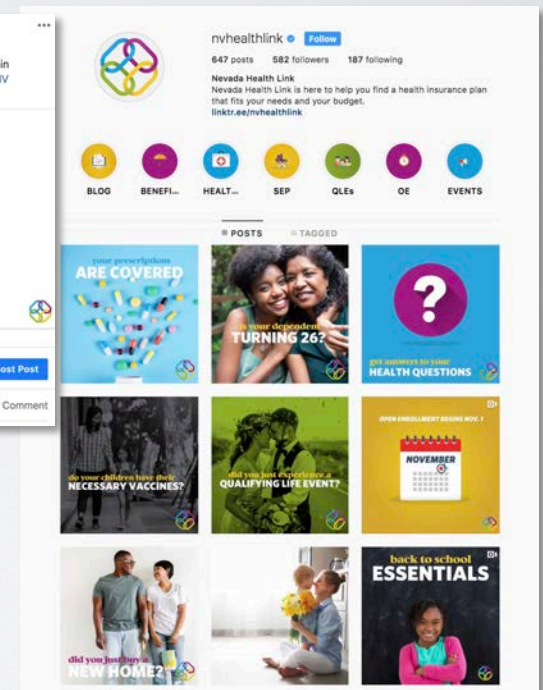
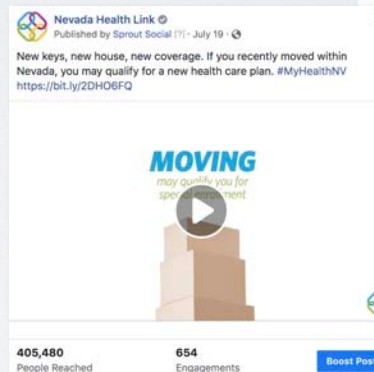
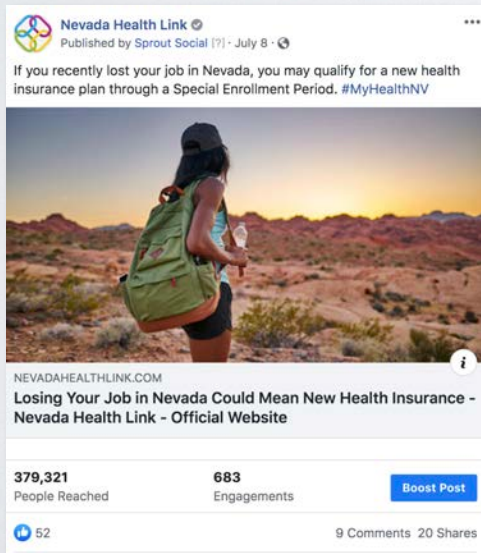
Off-Season Marketing and Advertising Summary (June – August)

Email and Blog

- Seven blog posts
- 24 email campaigns sent over the course of three months
- Topic highlights: *Minority Mental Health, Loss of Coverage, Health Insurance 101*

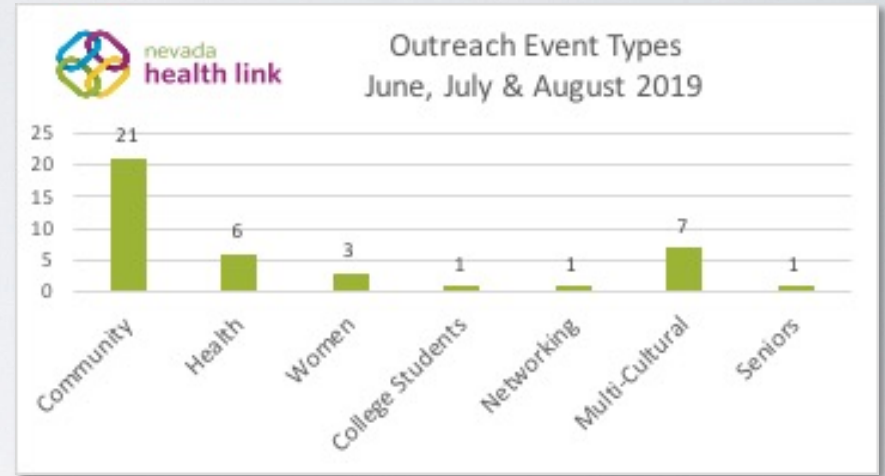
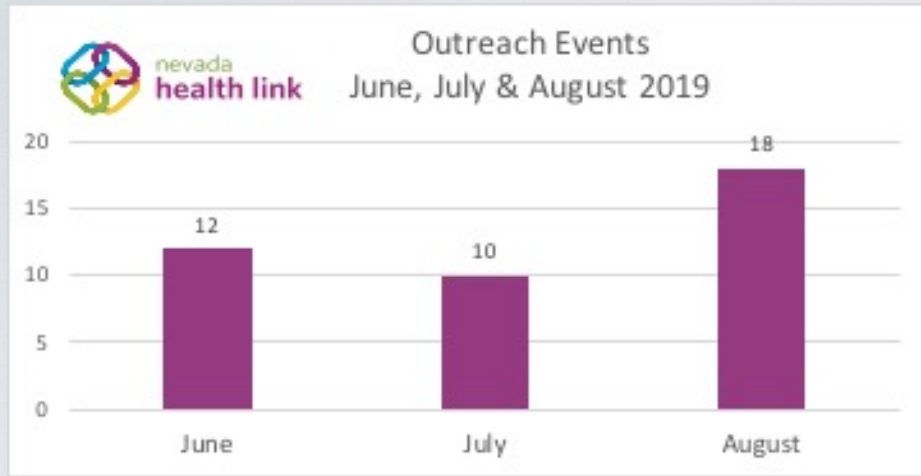
Organic and Paid Social Media

- 8.3 million impressions made
- 40,400 engagements
- 17,200 clicks on NevadaHealthLink.com



Off-Season Marketing and Advertising Summary (June – August)

Outreach and Community Relations Highlights



Nevada Health Link SBE Transition Support Marketing Highlights

nevada health link
connecting you to health insurance

Blog Contact Medicaid Eligibility **Claim Account**
Learn More Get Help About Us Partner Resources

WELCOME TO NEVADA'S STATE BASED EXCHANGE. ENROLLMENT BEGINS NOVEMBER 1, 2019.

ENROLLMENT COUNTDOWN:
DAYS 50 HOURS 6 MINUTES 42 SECONDS 31

Welcome to Nevada's State Based Exchange. Enrollment begins November 1, 2019.

[Prepare for Enrollment](#)
[Read More](#)
[Find Assistance](#)

How much will it cost?

Nevada Health Link is the only place where you can get financial assistance (subsidies) to help pay your monthly premium. You can compare plans and prices starting October 3, 2019.

Claim Your Account

As an existing consumer, you should have received an email with an access code. Claim your account now to prepare for Open Enrollment. Also, designate a broker and sign up for auto renewal.

Welcome to the new Nevada Health Link, a message from the Executive Director, Heather Korbolic

For plan year 2020, you will need to use NevadaHealthLink.com instead of HealthCare.gov to shop for and enroll in health insurance that begins January 1st, 2020.

Who We Are and What We Do

Nevada Health Link's State-Based Exchange...

HEATHER KORBOLIC
executive director

NEVADA **READYING RETURN TO STATE-RUN HEALTH INSURANCE WEBSITE**

HEALTH CARE | NOV 15, 2019

HEALTH CARE | NOV 15, 2019

Nevada's health exchange migrates from federal to state-based web platform; consumers need to claim accounts

By **Shannon Miller**
September 16, 2019 - 2:00pm

FOR IMMEDIATE RELEASE
September 4, 2019

Media Contacts:
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Nevada Health Link's New Call Center, Website is Now Live
Current enrollees are asked to claim their user accounts in advance of Open Enrollment;
New Call Center Number: 1-800-547-2927

Carson City, Nev. – The Silver State Health Insurance Exchange (Exchange), Nevada's state agency that helps individuals obtain budget-appropriate health coverage through the online marketplace, **Nevada Health Link**, announces that starting today, consumers who previously purchased qualified health plans on HealthCare.gov can claim their migrated accounts on Nevada's new state-based website, **Nevada Health Link**. This is the first step enrollees should take to ensure their account is ready for open enrollment beginning on November 1, 2019.

Previously enrolled Nevada consumers can expect to receive an email inviting them to claim their account; once the account is claimed enrollees will have the opportunity to update their preferences to be automatically renewed in a plan or to designate a broker to assist with enrollment. Consumers should know that they can also preview plans and prices starting October 3, 2019. The opportunity to actually enroll in a qualified health plan will not begin until November 1, 2019. Enrollment closes at midnight on December 15, 2019.

Call the call center directly at Nevada Health Link's new customer service line: 1-800-547-2927 or email address or indicated their preference to receive printed notifications and information via postal mail.

Previously enrolled Nevada consumers who purchased health plans on HealthCare.gov can claim their migrated accounts on Nevada's new state-based website, **Nevada Health Link**. This is the first step enrollees should take to ensure their account is ready for open enrollment beginning on November 1, 2019.

it's time to renew your PEACE OF MIND

Nevada Health Link is all new!
Here's what you need to know.

Get Started by Claiming Your User Account

- 1 Visit enroll.nvhealthlink.com.
- 2 Enter your unique access code – you should have received this access code via email. If you did not receive an email, please contact the call center for assistance: 1-800-547-2927.
- 3 Answer the security questions to confirm your identity.
- 4 Set up your unique username and password for your account.

Once You've Claimed Your User Account, You Can Also Do the Following:

- 1 Designate an agent/broker or certified enrollment counselor who can provide you with free enrollment assistance for plan year 2020. Use the Find Free Local Assistance link under Get Help.
- 2 Choose the Auto-Renewal feature in the portal to be automatically re-enrolled in coverage year to year. This greatly simplifies the health insurance renewal process.

Through our new portal, Nevada Health Link will provide you with new tools and options better designed to answer your questions, make choices and enroll in the best health and/or dental plans that suit your specific needs.

Our new call center number is 1-800-547-2927.

enroll between NOV 1 & DEC 15

nevada health link
connecting you to health insurance

A New and Improved Nevada Health Link

User-Friendly Experience
Nevada Health Link is on its way to make enrolling in health insurance a simpler process by creating a more streamlined, user-friendly experience for Nevadans as they shop for and enroll in health insurance.

Learn More

Claim Your Account
If you were previously enrolled through Nevada Health Link, your account will be transferred from HealthCare.gov to NevadaHealthLink.com and you are invited to claim your account starting in early September.

Learn More

Designate a Broker
Once you claim your migrated user account, you can also sign up for auto-renewal (if you haven't already) and designate a licensed agent/broker or certified enrollment counselor to help assist you when the enrollment period for 2020 begins on Nov. 1.

Learn More

Nevada Health Link 2019 O/E 7 Prep Sessions

- Tuesday, September 17 ~
Las Vegas City Hall
- Tuesday, September 24 ~
Reno Innevation Center

You're Invited
Tuesday, Sept. 17, 2019

3rd Annual Open Enrollment
PREP SESSIONS



Event Location
Las Vegas City Hall
Training Rooms 3 & 4
495 S. Main Street
Las Vegas, NV 89101

Park in the City of Las Vegas parking garage on Main Street, across from City Hall. Nevada Health Link will validate your parking at the event, please bring your ticket.

Join us as Executive Director, Heather Korbulo, discusses Nevada Health Link's transition to a state-based exchange and what it means for the upcoming 2020 Open Enrollment Period. Learn about marketing efforts and how you can help us ensure every Nevadan has access to qualified health coverage. Snacks and beverages will be provided.

RSVP
by Sept. 10

Use the button below or contact dhalabuk@pennapowers.com; (702) 901-7233 and include your **session** time.


Session Times:
• 9 a.m. – 10:30 a.m.
• 3 p.m. – 4:30 p.m.
• 5:30 p.m. – 7 p.m.
(Please choose one)

[RSVP Here](#)

NevadaHealthLink.com  nevada health link

You're Invited
Tuesday, Sept. 24, 2019

3rd Annual Open Enrollment
PREP SESSIONS



Event Location
The Innovation Center
inside the Concept Café
450 Sinclair Street
Reno, NV 89501


Join us as Executive Director, Heather Korbulo, discusses Nevada Health Link's transition to a state-based exchange and what it means for the upcoming 2020 Open Enrollment Period. Learn about marketing efforts and how you can help us ensure every Nevadan has access to qualified health coverage. Snacks and beverages will be provided.

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[RSVP Here](#)


NevadaHealthLink.com  nevada health link

Nevada Health Link Open Enrollment 7 Campaign “PEACE OF MIND”


This campaign conveys what it feels like to have a QHP health plan through Nevada Health Link. From qualifying for financial assistance, through coverage of the 10 Essential Health Benefits, Nevada Health Link’s QHPs help eliminate the worry about health insurance coverage and bring *Peace of Mind*.


Scenario #1 – “Anthem” – depicting a cross-section of our Nevada Target Audiences

Another  nevada health link testimonial

 **compare PLANS & PRICING NOW**


ENROLLMENT BEGINS NOV 1


 nevada health link

 PENNA POWERS


Nevada Health Link Open Enrollment 7 Campaign “PEACE OF MIND”

Scenario #2 – “Confetti” – featuring a twenty-something female who is celebrating being covered by a QHP from Nevada Health Link.

Another  nevada health link testimonial



A woman with long brown hair is sitting at a desk in a home office, celebrating with her mouth wide open and holding a small bottle of confetti. Confetti is falling around her. On the desk is a laptop, a desk lamp, and some papers. In the background, there are shelves with books, a clock, and a vase of flowers.

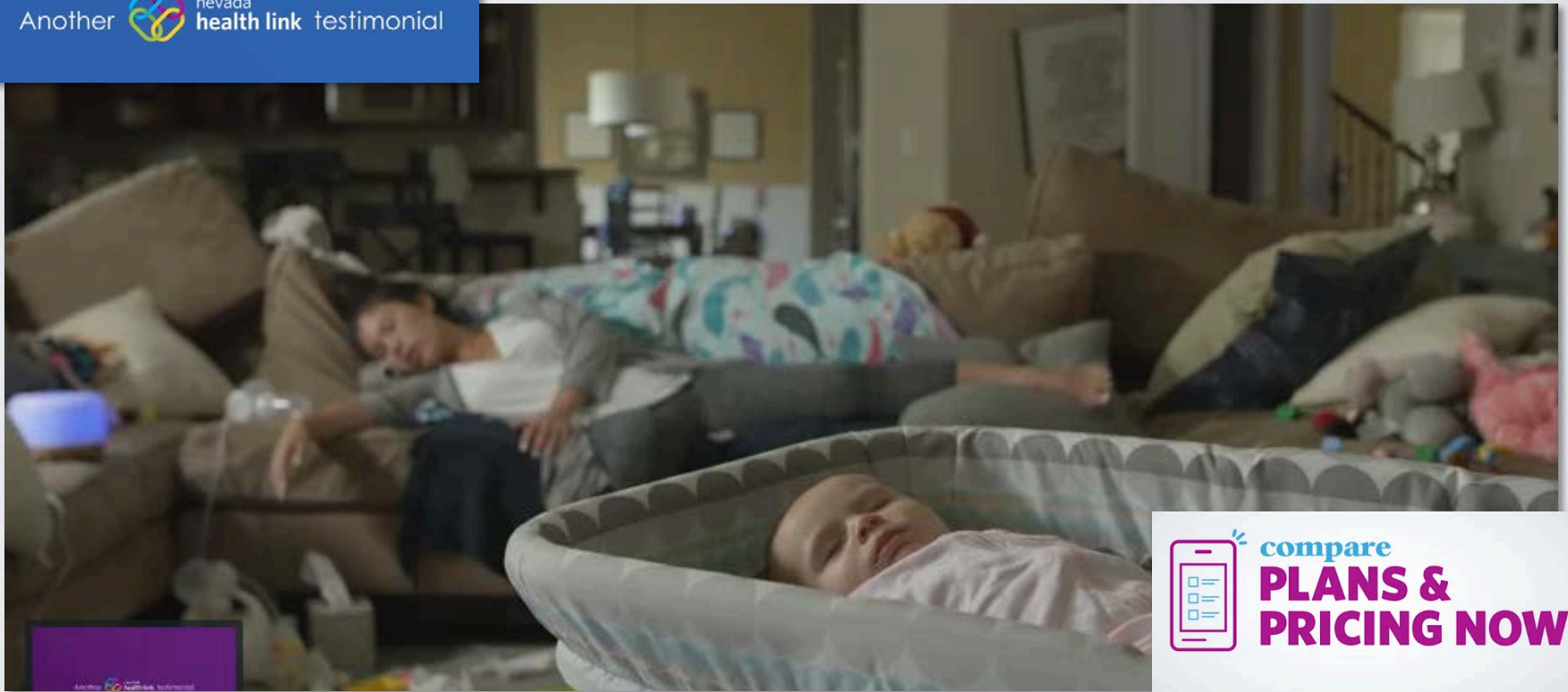
 **compare
PLANS &
PRICING NOW**

ENROLLMENT BEGINS NOV 1

Nevada Health Link Open Enrollment 7 Campaign “PEACE OF MIND”

Scenario #3 – “Sick Child” – featuring a new mom resting easier knowing her newborn is covered through Nevada Health Link.

Another  nevada health link testimonial



 **compare
PLANS &
PRICING NOW**

ENROLLMENT BEGINS NOV 1

Nevada Health Link Open Enrollment 7 Campaign “PEACE OF MIND”

Scenario #4 – “Pharmacy”– featuring a 30-40ish male celebrating his affordable prescription cost due to his QHP through Nevada Health Link.

Another  nevada health link testimonial



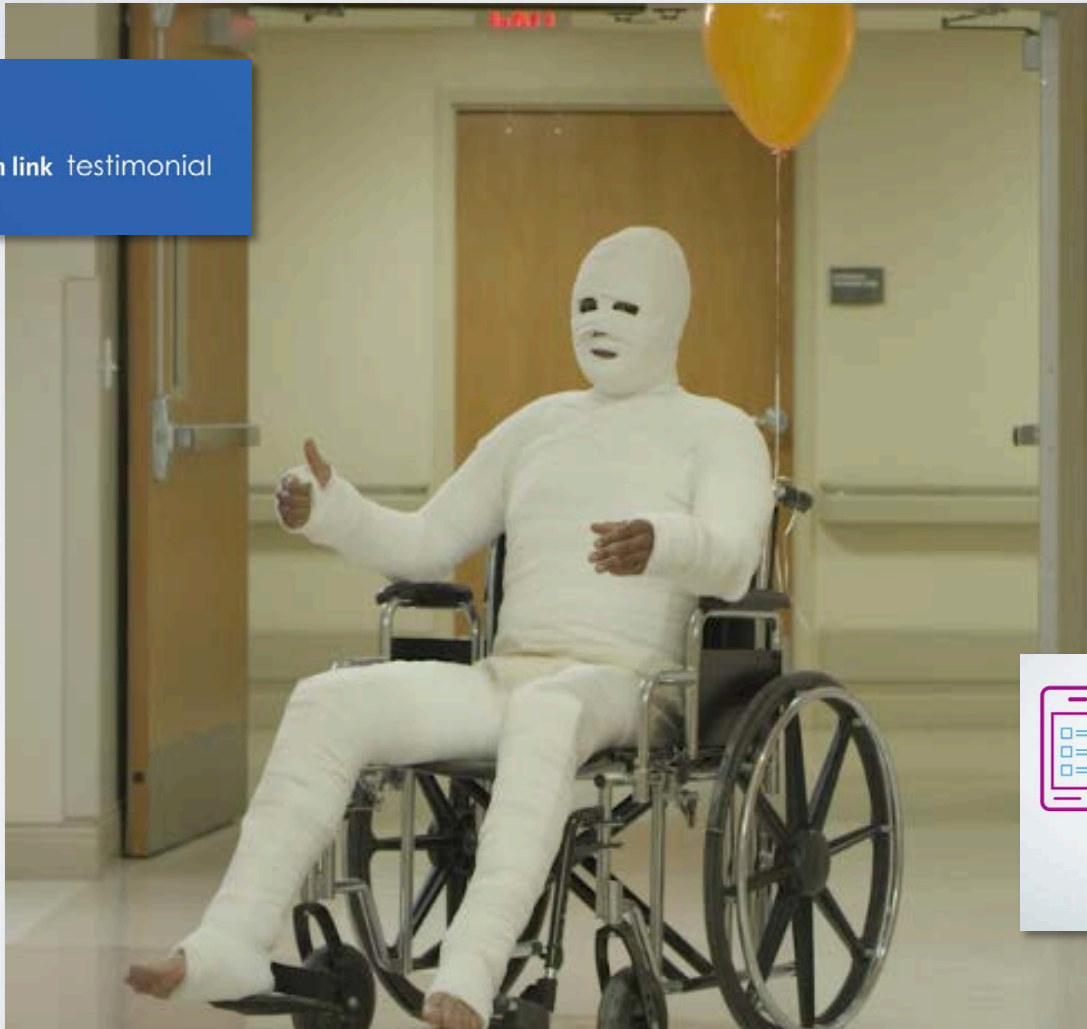
 **compare
PLANS &
PRICING NOW**

ENROLLMENT BEGINS NOV 1

Nevada Health Link Open Enrollment 7 Campaign “PEACE OF MIND”

Scenario #5 – “Body Cast”– Playful representation of a male in a full body cast highlighting that his recovery will be smoother because he has peace of mind knowing he’s covered through a Nevada Health Link QHP.

Another  nevada health link testimonial



 **compare
PLANS &
PRICING NOW**

ENROLLMENT BEGINS NOV 1

Nevada Health Link Open Enrollment 7 Campaign “PEACE OF MIND”

Outdoor and Busses



**always get free
EXPERT
HELP**

enroll between
NOV 1 & DEC 15
NevadaHealthLink.com



nevada
health link
connecting you to health insurance



**many qualify for
FINANCIAL
ASSISTANCE**

enroll between
NOV 1 & DEC 15
NevadaHealthLink.com



nevada
health link
connecting you to health insurance

enrollment begins
NOV 1

Enroll at NevadaHealthLink.com



nevada
health link
connecting you to health insurance



**our plans cover
MENTAL
HEALTH**

enroll between
NOV 1 & DEC 15
NevadaHealthLink.com



nevada
health link
connecting you to health insurance

it's time to
ENROLL

Enroll at NevadaHealthLink.com



nevada
health link
connecting you to health insurance

**comprehensive health plans for
PEACE OF MIND**


enroll between
NOV 1 & DEC 15
NevadaHealthLink.com



nevada
health link
connecting you to health insurance

enrollment ends
DEC 15

Enroll at NevadaHealthLink.com



nevada
health link
connecting you to health insurance

Nevada Health Link Open Enrollment 7 Campaign

“PEACE OF MIND”

Paid Advertising Strategy – Page 1

WEEKS BEGIN MONDAY	NOTES	SEPT				OCT				NOV				DEC				RATIONALE	
		2	9	16	23	30	7	14	21	28	4	11	18	25	2	9			
SBE Transition Messaging														Final Week					
Claim Your Account/Assign a Licensed Enrollment Professional	Targeted ongoing email campaign to existing enrollees																		
Window Shop/Compare Plans	Targeted email and social and potential direct mail campaigns to both existing enrollees and Nevada consumers																		
O/E 7 Peace of Mind Campaign					PRE-ENROLLMENT				OPEN ENROLLMENT										
	(L)ight (H)heavy (O)ff				L	L	L	L	L	H	H	L	L	O	H	H			
TV/Video Placement	CHANNEL PURPOSE: Broad awareness, credibility, urgency																		
Las Vegas General Market TV	ABC, NBC, CBS, Fox, CW, cable																Mass media channel for A35-64 (over 50% watched last 7 days)		
Las Vegas Spanish Language TV	Telemundo, Univision, Galavision, etc.																		
Reno General Market TV	ABC, NBC, CBS, Fox, CW, cable																		
Reno Spanish Language TV	Telemundo, Univision, Galavision, etc.																		
Las Vegas Cinema	General Market, 12 Theaters																Over 50% A21-64 attend 1x/month		
Reno Cinema	General Market , 3 Theaters																		
Radio Placement	CHANNEL PURPOSE: Messaage frequency; targeting demos by format																		
Las Vegas General Market Radio	Rock, Classic Rock, Country, AC, Urban, CHR, News/Talk, Streaming																76% of A25-34 are heavy radio listeners		
Las Vegas Spanish Language Radio	Spanish Mex Regional, Hip Hop, Sports, Streaming																		
Reno General Market Radio	Streaming																		
Reno Spanish Language Radio	Spanish Mex Regional, Hip Hop, Sports, Streaming																		
Out-of-Home	CHANNEL PURPOSE: Safety net for unreachable; fast, mass awareness																		
Las Vegas Bulletins	Freeway Bulletins (40 in rotation per month)																Mass media channel - fastest path to awareness; Safety net medium - unavoidable		
Las Vegas Posters	Digital posters (7 in rotation per month)																		
Las Vegas Bus Shelters	Shelters (40 per month)																		
Las Vegas Transit	Jr. King Kongs (10), ParaTransit Kings(30) , Interior Cards (100)																		
Reno Bulletins	Freeway Bulletins (3 per month)																		
Reno Posters	High traffic surface streets (9 per month)																		
Reno Transit	Kings (5), Queens (10) Tails (10)																		
Print	CHANNEL PURPOSE: Target niche, ethnic audiences																		
Southen Nevada Hispanic	El Mundo, El Tiempo																Ability to target niche cultural audiences; health-specific content adjacencies		
Northern Nevada Hispanic	Ahora, La Voz																		
Asian Print	Chinese, Japanese, Phillipine, Korean																		
LV Weekly	Las Vegas Alternative																		
Reno News & Review	Reno Alternative																		
Senior Spectrum	Oct, Nov, Dec																		
Vegas Voice	Oct, Nov, Dec, plus bonus ad for Jan or Feb																		
First Nations Focus	Oct, Nov																		
Nevada Business Magazine	November																		
Media Events	Ralston Reports																		

Nevada Health Link Open Enrollment 7 Campaign

“PEACE OF MIND”

Paid Advertising Strategy – Page 2

WEEKS BEGIN MONDAY	NOTES	SEPT	OCT	NOV	DEC	RATIONALE
Native Content/Video	CHANNEL PURPOSE: Integrate NHL content with user behavior					
Always On Promoted Content	Facebook/Instagram					
Social Video	Facebook/Instagram					81% on FB; 50% on IG
Native Articles	Stackadapt					Overindex on Blogs
Audio	CHANNEL PURPOSE: Targeting capabilities; longer messages					
Podcasts	iHeart Radio w/o streaming					144 Index on Podcast listening
Streaming Audio	Pandora					targeting
	Spotify					Works across demos; format targeting
Video	CHANNEL PURPOSE: Awareness + Targeting + User Action					
OTT (Over the Top)	StrategUS					Overindex on Streaming Video
	Hulu					Overindex on Streaming Video
	OTT Contingency					Overindex on Streaming Video
Programmatic/Platform-Specific	YouTube					Heavy Digital Video Users
	VEVO					Heavy Digital Video Users
	Snapchat					Heavy Digital Video Users
Twitch Video	Twenty/Thirtysomething Male gamers					Millennial Males
Down Funnel/Conversion	CHANNEL PURPOSE: Convert awareness into action; Conversions					
Display + Retargeting	Quantcast					
Search	Google/Bing: Vendor TBD					