



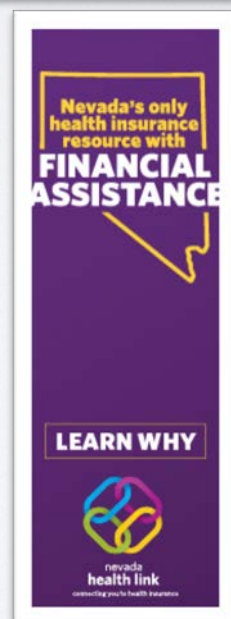
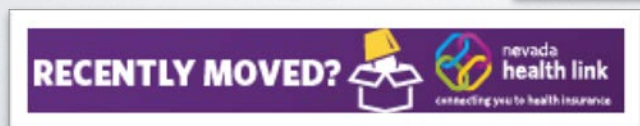
Marketing and Outreach Update

October 8, 2020

Off-Season: Marketing Wrap-Up

Advertising Campaign Components

- TV (ECSEP campaign)
- Radio (ECSEP campaign)
- Bus Shelters
- In-Store Posters
- Paid Social Media
- Digital Video
- Digital Display
- Search
- Native Articles



Off-Season: Paid Advertising Highlights (July – October)

OVERVIEW BY IMPRESSIONS

CHANNEL	IMPRESSIONS	CLICKS	CTR
Paid Social	5,966,306	18,644	0.31%
Display	2,852,712	7,905	0.28%
Paid Search	49,147	9,688	19.71%
Video	N/A	N/A	N/A
Native	N/A	N/A	N/A

8,868,165

IMPRESSIONS



SOCIAL PLATFORM COMPARISON

PLATFORM	IMPRESSIONS	CLICKS
Facebook	4,274,312	8,566
Facebook Video	893,843	4,483
Facebook - Spanish	443,497	3,451
Facebook Video - Spanish	354,654	2,144
Snapchat	0	0



Snapchat

Off-Season: Paid Advertising Highlights (July – October)



DISPLAY CREATIVES COMPARISON		
CREATIVE_CATEGORIES	IMPRESSIONS	CLICKS
Job	797,750	2,141
Baby	697,964	1,874
New Baby	218,413	594
Subsidy	5,612	13

TOP SEARCH KEYWORDS	
KEYWORD	
nevada health link	
+nevada +health +insurance	
health insurance nevada	
nevada health insurance	
nevada obamacare	
+nevada +health +link	
medical insurance nevada	
nevadahealthlink	
+nv +healthlink	
+nevadahealthlink	
nevada healthcare marketplace	
nevada healthcare	
nv healthlink	
lost +health +insurance	
nevada health care	

**CHANGE IN
JOB STATUS?**

you may qualify for
**SPECIAL
ENROLLMENT**

GET STARTED

nevada
health link
connecting you to health insurance

Nevada's only
health insurance
resource with

**FINANCIAL
ASSISTANCE**

nevada
health link
connecting you to health insurance

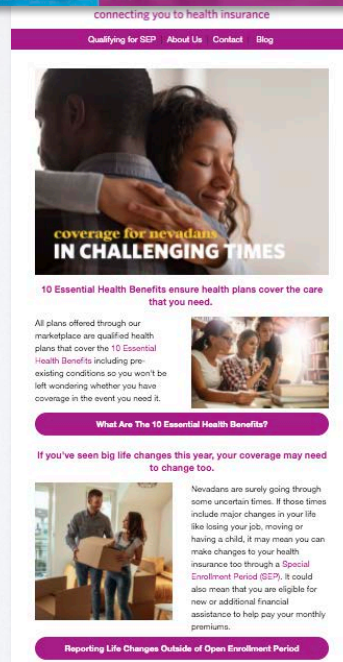
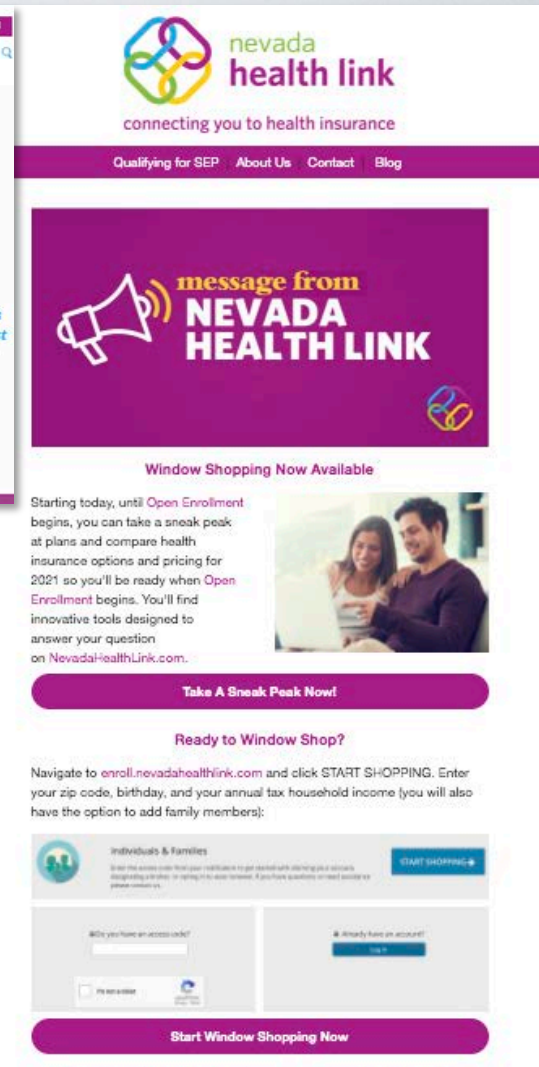
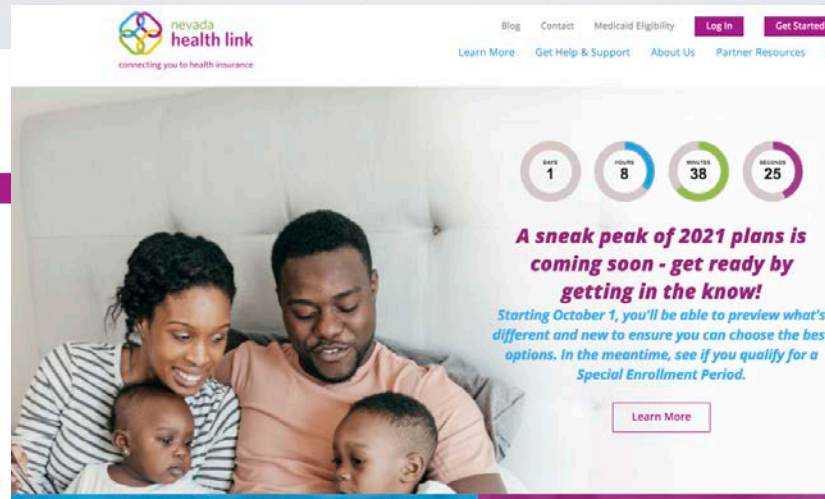
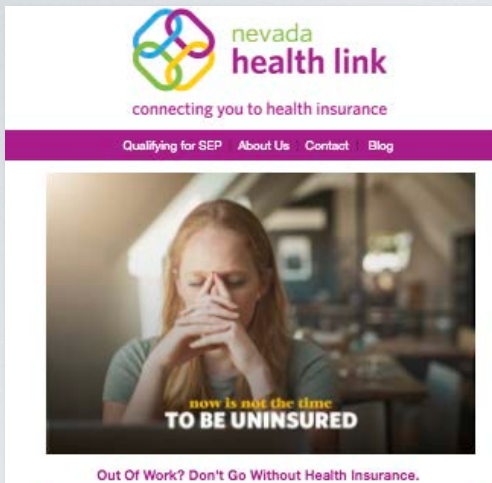
LEARN WHY

**RECENTLY HAVE
A BABY?**

nevada
health link
connecting you to health insurance

Off-Season: Keeping the Conversation Going (July – October)

Email & Website



Off-Season: Keeping The Conversation Going (July – October)

Social Media and Blog



Ask the Expert: Uninsured? Don't Risk It.

You're uninsured. But, hey, you're young, you're healthy, you're in the peak of life – so it's ok, right? You may feel that ...

SEPTEMBER 25, 2020



Health Insurance: Why, When, and What

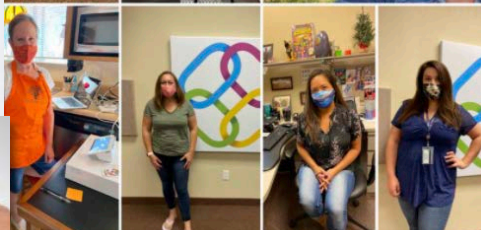
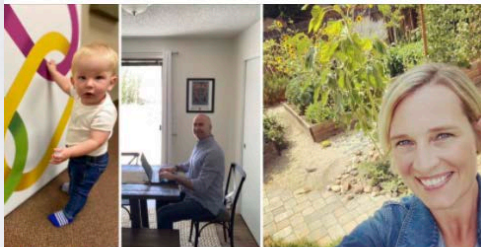
Why do I need health insurance? When you're covered by health insurance, you have peace of mind. Having a qualified health plan...

JULY 29, 2020



Nevada Health Link
August 28 · 🌐

August is National Immunization Awareness Month. Nevada Health Link staff and family is showing our support for Immunize Nevada by wearing Jeans to show our love for vaccines! [#jeans4vaccines2020](#)



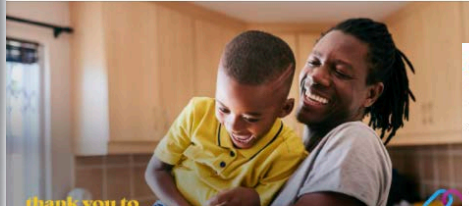
Nevada Health Link
3d · 🌐

There are special provisions for Native Americans with a plan through [#NVHealthLink](#). You may get services from the Indian Health Service, a tribal program or an urban Indian health program, but by enrolling in health coverage through Nevada Health Link, you have better access to services that the Indian Health Service, tribal programs or urban Indian programs (known as IHS/US) may not provide. Learn more about special provisions for Native Americans on our website: [https://www.nvhealthlink.com/familyscenarios/](#) See More



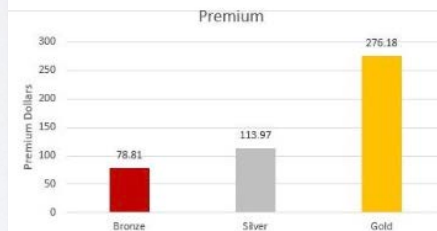
Nevada Health Link
July 26 · 🌐

Happy [#NationalParentsDay](#) to all of our incredible support systems. Lately, parents may be wearing a lot more hats in the household than usual - from homeschool teacher, remote worker, caretaker, maybe even tech support! You are all doing amazing, and we appreciate you (even if you might be kicking us 26-year-olds off health insurance soon - we aren't worried because you told us Nevada Health Link has our backs! 😊). [#MyHealthNV](#)



Nevada Health Link
September 21 at 7:38 AM · 🌐

"I can't afford health insurance" is reason #1 why people opt out of enrolling in health insurance. [#NVHealthLink](#) can help. Get a coverage plan that works for YOUR income level. Visit our site to learn about those options and the subsidies available. [https://www.nvhealthlink.com/familyscenarios/](#)



Nevada Health Link
2h · 🌐

We are the #1 fans of healthcare 🏡, which is why we want to remind our followers about this blog post from [@hazelhealthinc](#). With [#BackToSchool](#) in full swing, there's no better time to reevaluate the healthcare needs of your kids. [https://hazel.ca/2020/06/25/healthcare-for-all-students/](#)



HAZEL.CO
Healthcare for All Students - Hazel
At Hazel, we're working to reshape the pediatric landscape by offering students ac...



Nevada Health Link
September 8 at 9:54 AM · 🌐

We want to make sure those in need of health insurance know the terms before browsing plans. So, what are subsidies? Simply put, subsidies = financial assistance. Subsidies are discounts in the form of premium tax credits. They can be used to lower your monthly insurance payments. Subsidies are calculated using the income estimate and household information that you provide on your enrollment application! [https://www.nvhealthlink.com/health-insurance-101-knowing-the-basics... See More](#)



Nevada Health Link
September 14 at 10:51 AM · 🌐

September is [#HungerActionMonth](#). According to Feeding America, 1 in every 8 Nevadans struggles with hunger, and some families are experiencing hunger for the first time due to the current pandemic. What can you do about it? Click the link below to find out how you can participate in Hunger Action Month. [https://www.feedingamerica.org/take.../hunger-action-month](#)



Off-Season: Public Relations Highlights (July – October)



Dear Fellow Nevadan,

Health coverage is essential, now more than ever. As a member of the Senate Committee on Health, Education, Labor and Pensions (HELP), I'm fighting to defend the health of all Nevadans because no issue is more important to families than protecting their access to health care.

Did you know that with a **Qualifying Life Event (QLE)** you may be eligible for a **Special Enrollment Period (SEP)** to sign up for a health plan throughout the year?

Some examples of a QLE are:

- Loss of employer-based coverage;
- Birth or adoption of a child;
- Gaining U.S. citizenship;
- Denial from Medicaid;
- Turning 26 years old;
- Marriage or divorce;
- Change in residence;

You usually have 60 days to enroll in a health or dental plan following a QLE. To find out if you are eligible for a SEP, please visit the Nevada Health Link website: www.nevadahealthlink.com/sep/.

Those interested in enrolling in a health plan can do so by visiting the **Nevada Health Link website** or by contacting the Customer Assistance Call Center at 1-800-547-2927 between 9:00 a.m.-5:00 p.m. Monday-Friday to speak with a licensed enrollment professional.

reno gazette journal

VOICES | Opinion *This piece expresses the views of the author(s), separate from those of this publication.*

Health insurance a no-brainer for Nevadans, thanks to Nevada Health Link | Korbolic

Heather Korbolic

Published 2:18 p.m. PT Sep. 29, 2020

View Comments

This opinion column was submitted by Heather Korbolic, executive director of Silver State Health Exchange.

Say the words "health insurance," and eyes glaze over. Let's face it: The health care insurance landscape is complex and confusing, even to seasoned insiders like me. That's why the Silver State Health Insurance Exchange, Nevada's state agency that offers plans that cover the 10 essential health benefits, works hard to make it easy for Nevadans to get budget-appropriate health coverage through the online marketplace, Nevada



FOR IMMEDIATE RELEASE
September 28, 2020

Media Contacts:
Janet Davis, Silver State Health Insurance Exchange, 775-434-9008, j.davis@exchange.nv.gov
Cheryl Kaopua, The Warren Group, 702-408-8334, cheryl@warren.com
Marissa Schwartz, The Warren Group, 925-595-8363, marissa@warren.com

**Silver State Health Insurance Exchange
Announces Approved Health Insurance Rates and Carriers for Plan Year 2021
Two New Carriers Bring Total Number of Plans to 50**

connecting you to health insurance

FOR IMMEDIATE RELEASE
September 1, 2020

Media Contacts:
Janet Davis, Silver State Health Insurance Exchange, 775-434-9008, j.davis@exchange.nv.gov
Cheryl Kaopua, Falsco Foley Warren, 702-408-8334, cheryl@ffw.com

**Nevadans who experience job loss, change in income, or loss of insurance should look to Nevada Health Link to enroll in coverage
Learn about the Special Enrollment Period**



CENTER FOR
DIGITAL
GOVERNMENT
VIRTUAL EVENT
SEPTEMBER 24

2020 GOVERNMENT EXPERIENCE AWARD WINNERS

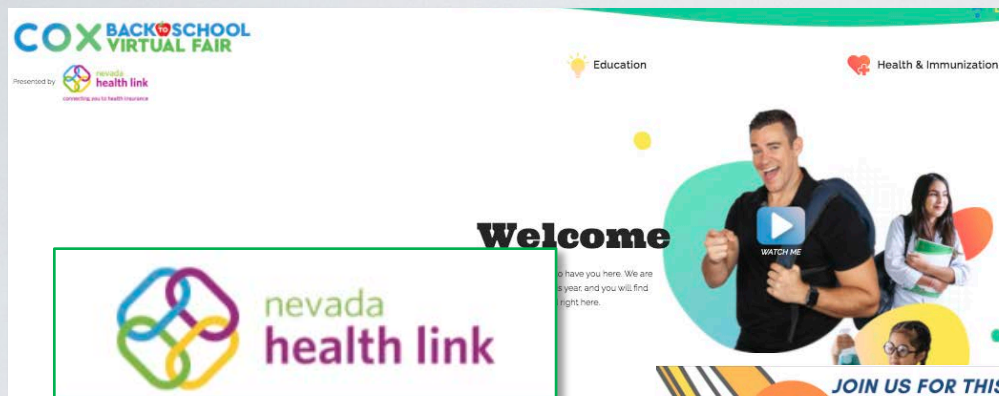
PROJECT EXPERIENCE WINNERS

State Government Experience

- Arkansas Department of Transportation - IDrive Arkansas
- California State Library - Grants Portal
- Colorado - myColorado Mobile App and Digital ID
- Georgia Child Support Mobile App
- Department of Wildlife, Fisheries and Parks - Hunting-Fishing Citizen Platform
- Iouri - MoCareers Centralized Application Tracking System
- Nevada Health Link
- Utah Wildlife Migration Initiative
- Virginia - eVA eProcurement Program



Off Season: Staying Connected With The Community (July – October)



You're Invited!
4th Annual Open Enrollment Virtual Prep Sessions
(via Zoom)

Wednesday, October 7, 2020
Session #1: 10:00 AM - 11:00 AM
Session #2: 2:00 PM - 3:00 PM

Join Executive Director, Heather Korbolic, as she discusses Nevada Health Link's upcoming 2021 Open Enrollment. Learn about new plan year changes, carriers and marketing efforts and how you can help us ensure every Nevadan has access to qualified health coverage.

RSVP by October 2nd
Please choose one session and click to RSVP

RSVP - 10:00 AM Session **RSVP - 2:00 PM Session**

For questions, contact **Dave Halabuk** at 702-773-2089 or email dhalabuk@pennapowers.com

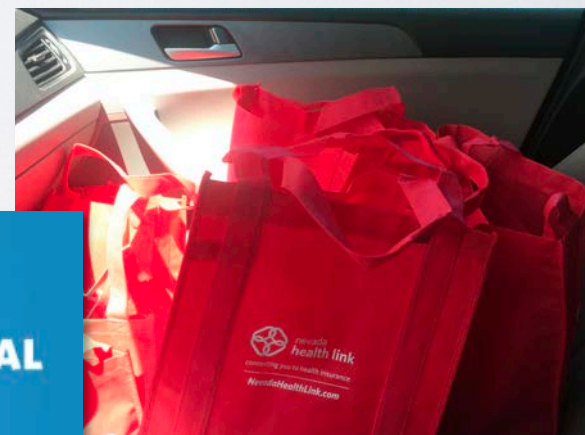
JOIN US FOR THIS YEAR'S DRIVE-THRU BACK TO SCHOOL FAIR 2020

STUDENTS MUST BE PRESENT TO RECEIVE BACKPACKS
August 1st, 2020 | 8 AM to 10 AM
Pathways - Innovation Ed.
2000 S. Mt. Charleston Dr. Pahrump

For more information contact:
Sofia Allison: (775)727-9970 ext. 248 or sofia@nyecc.info

Desert View Hospital

donate so others can live
ONE OCTOBER MEMORIAL BLOOD DRIVE
PRESENTED BY NEVADA HEALTH LINK
#VEGASSTRONGER



Open Enrollment 8 “Reasons” Campaign: Creative Preview



coverage that includes
PRE-EXISTING CONDITIONS

Enroll at **NevadaHealthLink.com**

nevada health link



what's your reason
TO ENROLL

Enroll at **NevadaHealthLink.com**

nevada health link



¿Cuál es su razón para
INSCRIBIRSE?

Inscríbete en **NevadaHealthLink.com**

nevada enlace de seguro médico



coverage that includes
FINANCIAL ASSISTANCE

Enroll at **NevadaHealthLink.com**

nevada health link



FULL COVERAGE



what's your reason
TO ENROLL

Enroll at **NevadaHealthLink.com**


nevada health link



WEAK COVERAGE

Hello ☺

Open Enrollment 8: Paid Advertising Plan

		2020 NHL Open Enrollment 8 Paid Media															
WEEKS BEGIN MONDAY	NOTES	OCT				NOV				DEC				JAN			
		5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	
		Political Window 9/4 - 11/3								Thanks				XMas		NYE	
				PRE O/E		OPEN		ENROLLMENT									
				L	L	H	H	L	O	L	L	L	L	O	H	H	
General Campaign Messaging	(L)ight(H)eavy(O)ff																
TV/Video Placement	CHANNEL PURPOSE: Broad awareness, credibility, urgency																
Las Vegas General Market TV	ABC, NBC, CBS, Fox, CW, cable																
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.																
Radio Placement	CHANNEL PURPOSE: Messaaqe frequency; targeting demos by format																
Las Vegas General Market Radio	Rock, Classic Rock, Country, AC, Urban, CHR, News/Talk, Streaming																
Las Vegas Spanish Lang Radio	Spanish Mex Regional, Hip Hop, Sports, Streaming																
Reno General Market Radio	Rock, Classic Rock, Country, AC, Urban, CHR, News/Talk, 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	Digital Bulletins (48) Digital Posters (7), Asian District Vinyl Bulletin (1)																
Las Vegas Transit	Jr. King Kongs (10), Para & Gen Mkt Kings(20 pd / 20 bonus) , Shelters (25 paid/25 bonus)																
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																
Southern Nevada Hispanic	El Mundo, El Tiempo (TBD)																
Northern Nevada Hispanic	La Voz (TBD)																
Asian Print	Chinese, Filipino (2), Japanese, Thai, Vietnamese																
Senior Spectrum	Nov, Dec, Jan																
Vegas Voice	Nov, Dec, Jan																
																BONUS	
Other	Asian TV/Radio Opportunities																
	"Final Push Campaign"																
Native Content/Video	CHANNEL PURPOSE: Integrate NHL content with user behavior																
Always On Promoted Content	Facebook/Instagram																
Social Video	Facebook/Instagram																
Native Articles & Videos	Stackadapt																
Audio	CHANNEL PURPOSE: Targeting capabilities; longer messages																
Podcasts	Vendor TBD																
Streaming Audio	Pandora																
	Spotify																
Video	CHANNEL PURPOSE: Awareness + Targeting + User Action																
OTT (Over the Top)	StrategUS																
	Hulu																
Programmatic/Platform-Specific	YouTube																
	VEVO																
	Snapchat																
	TikTok																
Down Funnel/Conversion	CHANNEL PURPOSE: Convert awareness into action; Conversions																
In-Image, In-Screen, Animated	GumGum																
Standard Display (Possibly HTML)	StackAdapt																
Search	Google: Disruptive																
Ad Serving	Based on impression delivery and type																

