



Marketing and Outreach Update

January 28, 2021

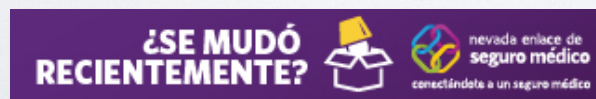
NHL Off-Season Marketing Recap (July – October, 2020)

Nearly 82,000 enrolled!

In the wake of Covid-19, we focused advertising online where Nevadans were spending a lot of time:

- ✓ Paid Social Advertising
- ✓ Display Advertising
- ✓ Search Engine Optimization (SEO)

Job Loss messaging remained front and center with additional messaging to round everything out.



Off-Season Marketing Campaign Analytics (July – October 2020)

2020 Off-Season

NEVADA HEALTH LINK

JUL 01, 2020 - OCT 18, 2020

12,535,926

IMPRESSIONS

48,125

CLICKS

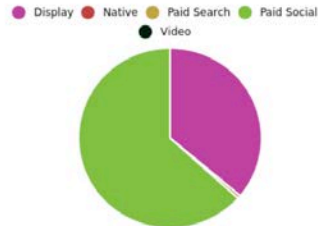
0.38%

CTR

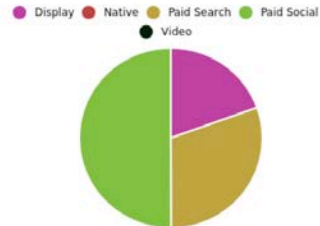
OVERVIEW BY IMPRESSIONS

CHANNEL	IMPRESSIONS	CLICKS	CTR
Paid Social	7,939,379	24,080	0.30%
Display	4,523,292	9,397	0.21%
Paid Search	73,255	14,648	20.00%
Video	N/A	N/A	N/A
Native	N/A	N/A	N/A

IMPRESSIONS BY CHANNEL



CLICKS BY CHANNEL



CLICKS BY DEVICE



TOP SEARCH KEYWORDS

KEYWORD	CLICKS	CTR	CPC
nevada health link	3,528	39.04%	\$1.36
+nevada +health +insurance	1,528	9.29%	\$11.24
health insurance nevada	872	20.20%	\$11.63
nevada health insurance	500	20.41%	\$7.58
nevada abamacare	442	28.10%	\$8.50
+nevada +health +link	388	27.00%	\$3.54
nevadahealthlink	320	33.33%	\$2.31
medical insurance nevada	308	22.13%	\$10.77
+nv +healthlink	283	29.79%	\$3.21
+nevadahealthlink	264	23.89%	\$3.76
nevada healthcare	233	10.25%	\$7.60
nevada healthcare marketplace	226	33.04%	\$5.79
nv healthlink	201	32.74%	\$1.87
healthlink nevada	198	45.52%	\$1.38
nvhealthlink	193	42.14%	\$0.94

Open Enrollment 8 Campaign

Campaign Strategy

- ✓ Respond to the effects of Covid-19 on Nevadans: Job Loss, Financial Assistance Eligibility, QHP's Covering the 10 Essential Health Benefits (including coverage for Covid-19)
- ✓ Reflect Nevada's "new normal"
- ✓ Do so in a realistic but thoughtful way

"Reasons" Advertising Campaign – (6) TV/Video Spots:

- ✓ Single mom
- ✓ Injury
- ✓ Driver
- ✓ Check-up
- ✓ Anthem

GET READY TO ENROLL
NOV 1

INSCRÍBASE DEL
1 de nov al 15 de enero

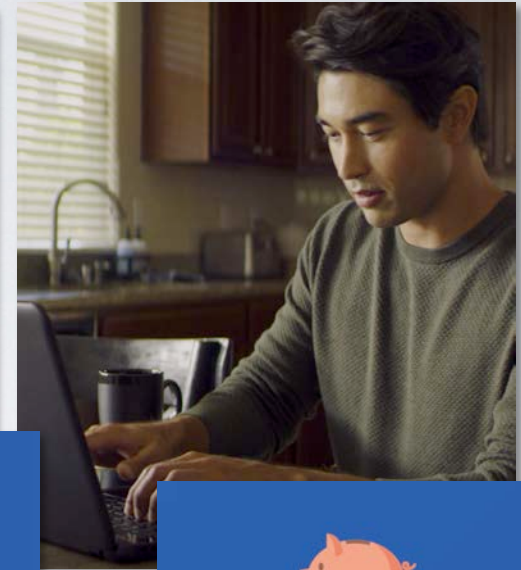
ENROLL
NOV 1 thru JAN 15

ENROLLMENT ENDS
JAN 15

Open Enrollment 8 Campaign

Creative

- ✓ TV
- ✓ Video
- ✓ OTT
- ✓ Pre-Recorded



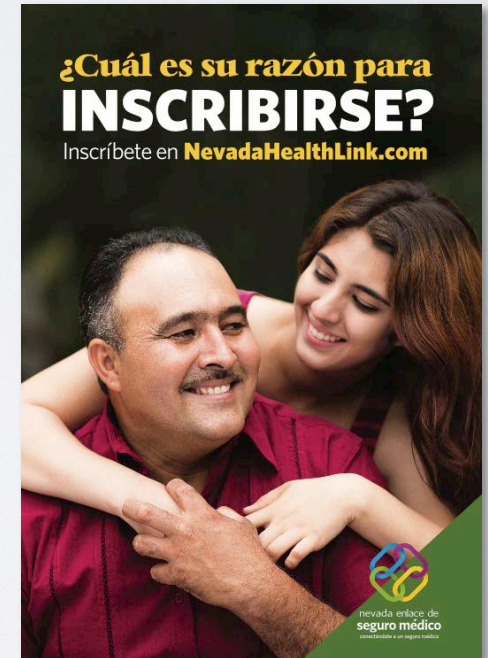
More **plan options**
& **carriers**
to **choose** from

 **nevada
health link**
connecting you to health insurance
NevadaHealthLink.com | 1.800.547.2927

Open Enrollment 8 Campaign

Creative

- ✓ Billboards and Posters
- ✓ Bus sides and Bus Shelters
- ✓ Radio/Audio



Open Enrollment 8 Campaign

Creative

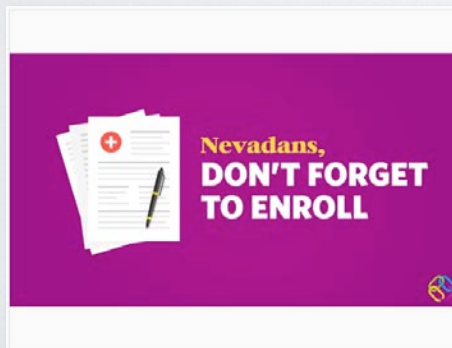
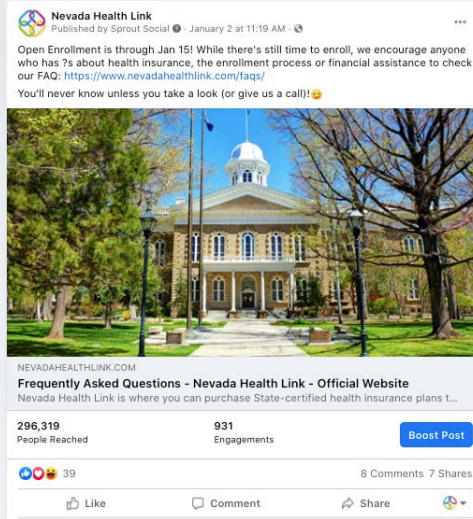
- ✓ Print Publications



Open Enrollment 8 Campaign

Creative

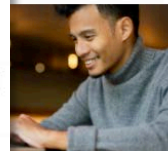
- ✓ Digital/Online
- ✓ Display
- ✓ Native Content



Food Fun & News

10 Seafood Facts That Will Change How You Eat Fish Forever

Yes, some fish contain mercury and yes, some of the rumors about farmed fish are true, but we got the facts on seafood so you can eat this superfood worry-free.



Sponsored by Nevada Health Link

Which Health Insurance Plan is Best For You?

Shopping for health insurance can feel overwhelming. There are a lot of options there - learn more before you buy.



SPONSORED CONTENT

Which Health Insurance Plan is Best For You?

Shopping for health insurance can feel overwhelming. There are a lot of options out there. Learn more before you buy.

Open Enrollment 8 Campaign

Advertising Campaign Results – Digital (Online)

NHL 2020 Open Enrollment – Metrics Overview

NEVADA HEALTH LINK

OCT 19, 2020 – JAN 15, 2021

Overview

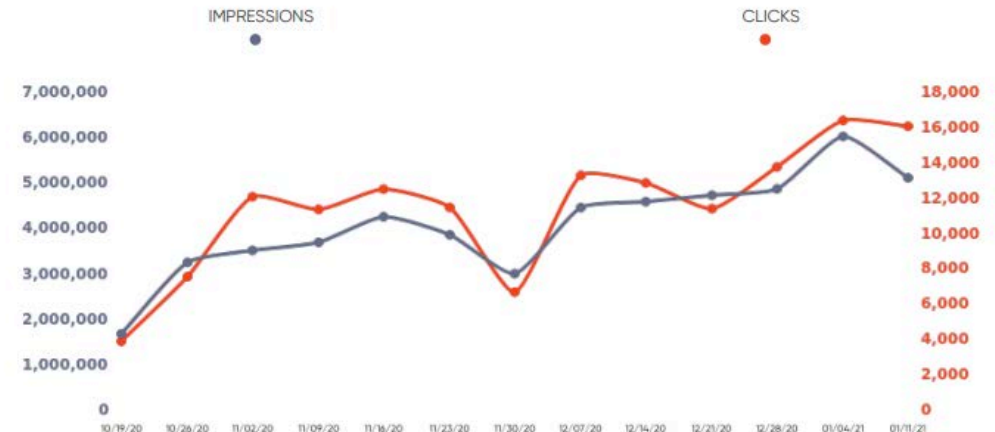
53,002,314	149,221	0.28%
IMPRESSIONS	CLICKS	CTR
\$11.75	\$4.17	\$0.15
CPM	CPC	COST PER COMPLETED VIEW
		based on 100%

CHANNEL PERFORMANCE BY IMPRESSIONS

CHANNEL	IMPRESSIONS	CLICKS	CTR	EVENTS ENROLL
Display	19,934,615	32,306	0.16%	269
Paid Social	15,513,264	67,318	0.43%	2,522
Video	10,974,669	10,248	0.09%	1,000
Audio	4,310,855	1,808	0.04%	1,000
Native	2,111,168	6,635	0.31%	1,000
Paid Search	157,743	30,906	19.59%	1,000

IMPRESSIONS/CLICKS BY WEEK

NHL OE8



Open Enrollment 8 Campaign

Advertising Campaign Results – Traditional (Offline)

NHL 2020 Open Enrollment - Metrics Overview

NEVADA HEALTH LINK

OCT 19, 2020 - JAN 15, 2021

Offline Data

325,597,927

OFFLINE IMPRESSIONS

\$725,190

OFFLINE SPEND

29,880

COMBINED UNITS

TELEVISION

PLACEMENT	COST	UNITS	IMPRESSIONS	GRPS	REACH	FREQUENCY
LV Gen Mkt	\$167,712	5,942	21,680,475	1,943	77.40%	25.5x
LV Spanish	\$94,930	2,610	3,221,741	317.17	20.50%	14.3x
Reno Gen Mkt	\$77,743	3,850	4,562,412	1,415	71.40%	19.8x
Reno Spanish	\$22,794	2,769	759,384	234	11.90%	19.7x

11/2 - 1/15 - Estimate, Reconciliation Underway

RADIO

PLACEMENT	COST	UNITS	IMPRESSIONS	GRPS	REACH	FREQUENCY
LV Gen Mkt	\$109,414	6,459	14,998,286	1,260.7	92.00%	13.4x
LV Spanish	\$23,668	2,128	3,346,672	975.2	73.70%	13.3x
Reno Gen Mkt	\$42,023	4,686	6,559,534	1,513.9	75.80%	19.7x
Reno Spanish	\$10,215	1,224	310,289	N/A	N/A	N/A

10/19 - 1/15 - Estimate, Reconciliation Underway

OUTDOOR CHANNELS

PLACEMENT	COST	BLIPS/UNITS	IMPRESSIONS
Digital Outdoor Las Vegas	\$58,035	55	133,995,012
Transit Las Vegas	\$37,268	100	108,809,400
Digital Outdoor Reno	\$30,023	3	7,414,560
Outdoor Posters Reno	\$13,040	9	10,573,716
Transit Reno	\$16,594	30	8,736,000

10/26 - 12/20

PRINT CHANNELS

PLACEMENT	COST	UNITS	IMPRESSIONS
Hispanic Print LV	\$5,244	2	340,446
Asian Print LV	\$10,497	2	92,000
Senior Print LV	\$1,304	2	126,000
Hispanic Print Reno	\$2,386	2	30,000
Senior Print Reno	\$2,301	2	42,000

10/1 - 12/31

Public Relations Highlights (July – December, 2020)

Press Releases and Articles

FOR IMMEDIATE RELEASE
July 21, 2020

Media Contacts:
Janel Davis, Silver State Health Insurance Exchange, 775-434-9008, j.davis@exchange.nv.gov
Cheryl Kaopua, Faisa Foley Warren, 702-628-8334, cheryl@nv.gov

Silver State Health Insurance Exchange Announces Extended Open Enrollment Period for Plan Year 2021

Open Enrollment, November 1 through January 15, 2021, will give Nevadans 30 additional days to purchase a Qualified Health Plan

Carson City, Nev. – The Silver State Health Insurance Exchange (Exchange), the state agency that connects Nevadans to Qualified Health Plans through the online State Based Exchange (SBE), known as Nevada Health Link, announces the Open Enrollment Period (OEP) for Plan Year 2021 will run from November 1 through January 15, 2021 – extending the traditional OEP by an additional 30 days and giving consumers a total of 75 days to enroll in a comprehensive health care plan. Nevada Health Link is the only place Nevadans can access subsidies to help offset the costs of insurance, and over 80 percent of consumers who purchase a plan through the Exchange are eligible for financial assistance.

Considered a Special Enrollment Period (SEP), Nevada Health Link's flexibility to extend OEP by 30 days is one of the many advantages of operating as a SBE, independent of the federal government. The upcoming OEP will be Nevada Health Link's second OEP since it completed the transition away from HealthCare.gov in 2019. Nevada Health Link has since benefited from full autonomy and provided access to all its full-time, dedicated staff for its consumers.

"We have endured the world's worst pandemic," said Heather Korbolic, executive director, Silver State Health Insurance Exchange. "We are still more than to ensure consummation Link. Today, more than ever, it's that Special Enrollment residents statewide best practices to in Nevada Health Link select brokers/agents operational costs."

FOR IMMEDIATE RELEASE
October 28, 2020

Media Contacts:
Janel Davis, Silver State Health Insurance Exchange, 775-434-9008, j.davis@exchange.nv.gov
Cheryl Kaopua, Faisa Foley Warren, 702-628-8334, cheryl@nv.gov
Marissa Schwartz, The Warren Group, 925-595-8363, mschwartz@warngroup.com

Nevada Health Link connects consumers to VSP Individual Vision Plan for Open Enrollment 2021

Carson City, Nev. – The Silver State Health Insurance Exchange (Exchange), the state agency that connects Nevadans to Qualified Health Plans through the online State Based Exchange (SBE), known as Nevada Health Link, announces the Open Enrollment Period (OEP) for Plan Year 2021 will run from November 1 through January 15, 2021 – extending the traditional OEP by an additional 30 days and giving consumers a total of 75 days to enroll in a comprehensive health care plan. Nevada Health Link is the only place Nevadans can access subsidies to help offset the costs of insurance, and over 80 percent of consumers who purchase a plan through the Exchange are eligible for financial assistance.

The Open Enrollment Period for 2021 insurance plans runs from Nov. 1, 2020 through Jan. 15, 2021. Nevada Health Link is ideal for Nevadans who don't qualify for Medicare or Medicaid, those who don't have employer-sponsored health insurance, including independent workers, and anyone seeking comprehensive, quality and affordable plans.

"We are excited to partner with VSP to offer vision coverage to Nevadans, diversifying our portfolio of health plans and enabling consumers to widen their insurance safety net," said Heather Korbolic, executive director, Silver State Health Insurance Exchange. "Having healthy vision and getting regular comprehensive eye exams is critical since eye doctors are often the first to detect signs of chronic conditions like diabetes. With two VSP Individual Vision Plan options available on Nevada Health Link, I encourage everyone to see if a plan is right for them."

Through VSP Individual Vision Plans, consumers can buy their own coverage for glasses and eye exams and can start using their vision coverage the same day they enroll. Savings are typically more than \$200 a year on eye care and eyewear.¹

Consumers should know that purchasing a regular health plan is not required to purchase a vision plan. Visit Nevada Health Link's online marketplace in early November to review the vision plans available.

Nevada Health Link always recommends consumers to reach out to a certified agent, broker or certified enrollment counselor to navigate the application and eligibility process. Available in various languages, [help](https://www.healthlink.nv.gov) is available virtually or in person in select locations, for those who prefer it. Advance Premium Tax Credit (APTC), or subsidies, and Cost-Sharing Reductions (CSR) cannot be applied to vision coverage.

About VSP Global

VSP Global[®] is a doctor-governed company that exists to create value for members and opportunities for VSP network doctors. Their industry-leading businesses include VSP[®] Vision Care, the only national not-for-profit vision benefits company, which provides access to eye care for nearly 90 million members through a network of over 40,000 doctors worldwide; Masscare[®] Eyewear Inc., one of the world's largest designers, manufacturers and distributors of high-quality eyewear and accessories; VSP Optics, industry leaders in ophthalmic technology and lab services, providing custom lens solutions for the vision and lifestyle needs of patients; [vsp.com](https://www.vsp.com), the industry leader in practice management and electronic health record software; VSP Retail, which focuses on increasing access to eye care and eyewear through multiple channels; and VSP Ventures, which offers care-focused, customized choices for doctors looking to transition their practice.

FOR IMMEDIATE RELEASE
September 28, 2020

Media Contacts:
Janel Davis, Silver State Health Insurance Exchange, 775-434-9008, j.davis@exchange.nv.gov
Cheryl Kaopua, The Warren Group, 702-628-8334, cheryl@nv.gov
Marissa Schwartz, The Warren Group, 925-595-8363, mschwartz@warngroup.com

Silver State Health Insurance Exchange Announces Approved Health Insurance Rates and Carriers for 2021

Two New Carriers Bring Total Number of Plans to 50

Carson City, Nev. – The Silver State Health Insurance Exchange (Exchange), the state agency that connects Nevadans to Qualified Health Plans through the online State Based Exchange (SBE), known as Nevada Health Link, announces the Open Enrollment Period (OEP) for Plan Year 2021 will run from November 1 through January 15, 2021 – extending the traditional OEP by an additional 30 days and giving consumers a total of 75 days to enroll in a comprehensive health care plan. Nevada Health Link is the only place Nevadans can access subsidies to help offset the costs of insurance, and over 80 percent of consumers who purchase a plan through the Exchange are eligible for financial assistance.

Open Enrollment Period (OEP) for Plan Year 2021 will run from November 1, 2020 through January 15, 2021, giving consumers an additional 30 days to enroll in a comprehensive health plan. Those who enroll by 11:59 p.m. on December 31, 2020 will have health insurance coverage effective January 1, 2021; those who enroll between January 1 and January 15 will have coverage effective February 1, 2021.

Nevada Health Link will offer up to 50 individual OEPs through five insurance carriers, including Health Care of Nevada (HCN), SilverSummit (Lombard) and Anthem HMO Co., returning carriers who offered plans on the Exchange last year. Two new carriers joining Nevada Health Link this year include Fidelity Health Plans and SelectHealth. The addition of new carriers increases the number of Qualified Health Plans to 50 this year, nearly double the number of plans available in 2019.

All 50 plans are available to Nevada residents in Clark County and New County. 45 plans are available in Washoe County from HCN, SilverSummit, Anthem HMO Co., Fidelity Health Plans and SelectHealth. 5 plans are available in Carson City and rural counties Churchill, Douglas, Elko, Lincoln, Lyon, Mineral, Pershing, Storey and White Pine from Silver Health Plans. Six carriers will offer 21 Qualified Dental Plans to Nevada residents statewide: Liberty, Best and Roddy Mountain.

"This year, we are excited to offer Nevadans more choices – 50 additional health plans," said Heather Korbolic, executive director, Silver State Health Insurance Exchange. "We are excited to offer Nevadans more choices – 50 additional health plans, while rates have slightly increased, so do the subsidies which help pay for monthly premiums to be the only place consumers can access subsidies, so I encourage both online starting in October to 'window shop' for a comprehensive health plan in advance start date. Nevada Health Link will offer an additional 30 days to enroll and purchase insurance to get without health insurance. Today, more than ever, access to healthcare regardless of age, income or health status."

LOCAL NEWS

Enrollment open now for Nevada's Silver State Health Insurance Exchange



By KATY BUELL

LAS VEGAS (KTNV) — A lot of people are looking for especially if they lost their job and access to their employer health plan. But it doesn't have to be expensive.

Open enrollment for Silver State Health Insurance Exchange is happening now through Jan. 15. To get insurance on J be signed up by Dec. 31.

Click here for more information.

Commentary: Health insurance: the ultimate 2020 holiday gift

HEATHER KORBOLIC, Dec. 14, 2020



HEATHER KORBOLIC

2020 and the COVID-19 pandemic has taught us anything, it's that health is the new wealth. So as Nevadans contemplate what to buy their loved ones for the holidays, I urge everyone to consider health insurance.

While it may not be sexy, health insurance is essential to protect you and your family from financial ruin while increasing your access to quality care. And a better gift for you and your family than a comprehensive, quality, and affordable health plan that covers all the ten essential health benefits mandated by the Affordable Care Act (ACA)? It's literally a gift that lasts an entire year, and if all, you may qualify for subsidies to offset the costs.

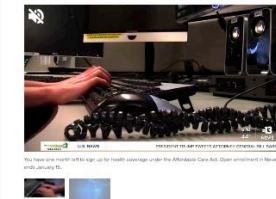
Here are six things you may not know about health insurance plans offered through Nevada Health Link, the online health insurance marketplace operated by the state agency, the Silver State Health Insurance Exchange (Exchange).

First, insurance through Nevada Health Link is affordable. Nevada Health Link is the ONLY place consumers can qualify for subsidies to help offset the cost monthly premiums, to be fair, not out of five Nevadans who purchase a plan through Nevada Health Link qualify for financial assistance (tax credits).

Second, insurance through Nevada Health Link is comprehensive. All plans cover the ten essential health benefits mandated by the ACA, including pre-existing conditions, all COVID-19 diagnosis and treatment, emergency services, maternity and newborn care and hospitalizations, to name a few. Not all health insurance plans are created equal, so it's a "buyer beware" model. But when you secure a health plan on the Exchange, you can rest assured that all plans comprehensive is the coverage they provide.

LOCAL NEWS

Nevada Health Link remains open through the new year to purchase 2021 coverage



CURRENT CLIENT SATISFACTION RATING

4.4/5 Stars | 775 Reviews

RICHARD HANSEN
444.4444

13 NEWS
STREAMING NOW
Roku

easyMedicare

their open enrollment in additional 30 days to enroll in a comprehensive health plan. Those who enroll by 11:59 p.m. on December 31, 2020 will have health insurance coverage effective January 1, 2021; those who enroll between January 1 and January 15 will have coverage effective February 1, 2021.

the online health insurance marketplace operated by the state agency, the Silver State Health Insurance Exchange (Exchange).

Today, Jan. 15, is the Last Day for Nevadans to enroll for 2021 health insurance

Submitted by Kelley Penrose on Fri, 01/15/2021 - 9:05am

Like 1



Nevada Health Link

Nevada Health Link, the online health insurance marketplace operated by the state agency, the Silver State Health Insurance Exchange (Exchange), reminds Nevadans that Open Enrollment for a comprehensive, Affordable Care Act (ACA) compliant health plan for 2021 ends at 11:59 p.m. today, Jan. 15, 2021.

Consumers who enroll by the deadline will have coverage effective February 1, 2021.

All plans offered through the Exchange cover the ten essential health benefits, such as pre-existing conditions and all COVID-19-related diagnosis and treatment, including COVID-19 vaccines when they become available.

Public Relations Highlights (July – December, 2020)

Impressions, Ad and PR values

Total Impressions, Ad Value and PR Value:

	Aggregate Coverage*	Total Impressions	Total Ad Value	Total PR Value
July 2020	14	5,311,461	\$ 50,726.22	\$ 17,178.66
August 2020	31	24,828,544	\$ 252,755.28	\$ 758,265.84
September 2020	86	14,137,185	\$ 144,229.44	\$ 432,668.32
October 2020	47	30,649,750	\$ 174,633.05	\$ 523,899.15
November 2020	182	202,030,928	\$ 1,911,813.36	\$ 5,735,440.08
December 2020	113	92,889,514	\$ 876,751.55	\$ 2,630,254.65

* Aggregate coverage references the number of times a Nevada Health Link was specifically referenced, named or mentioned in a story, article, press release, media advisory, etc., across all online, broadcast and printer platforms for the given month.

Keeping The Conversation Going (July – December, 2020)

Outreach and Community Relations Highlights



Nevada Health Link reminds Nevadans that less than two weeks remain to get covered and purchase health insurance for 2021

Nevadans have less than two weeks to get covered

WHAT: Nevada Health Link, the online health insurance marketplace operated by the Silver State Health Insurance Exchange (Exchange), reminds Nevadans that Open Enrollment for a comprehensive, Affordable Care Act (ACA) compliant health plan for 2021 ends on Jan. 15, 2021.

As of the 3rd of January, 77,900 Nevadans have enrolled to date. That exceeds last year's enrollment total by nearly 500, and the number is expected to increase with a typical surge prior to the end of Open Enrollment on Jan. 15.

Nevada Health Link is the only place consumers can qualify for subsidies to help offset the cost of monthly premiums, and four out of five Nevada residents who purchase a plan on Nevada Health Link qualify for financial assistance (tax credits).

All plans offered through the Exchange cover the **ten essential health benefits** including pre-existing conditions and all COVID-19-related diagnosis and treatment. Consumers who enroll on or before Jan. 15 will have coverage effective on Feb. 1, 2021.

Exchange plans are ideal for those who don't qualify for Medicare or Medicaid but still need financial assistance. Those who don't have employer-sponsored health insurance, including independent contractors and gig workers, and anyone seeking comprehensive, quality and affordable plans.

HOW TO ENROLL: www.NevadaHealthLink.com or call 1-800-547-2927

Nevada Health Link is working with qualified brokers and navigators to ensure there is a variety of support options and methods to enroll in health insurance, including in-person, online, or by phone. For those who prefer it, follows:

7 days a week, through January 15
9am – 11:30pm PST – January 14 and 15

Insurance marketplace operated by the Silver State Health Exchange, which was established per Nevada Revised Statute 693A.010 and began operations in 2013 on the belief is to health insurance. In 2019, the Exchange transferred to HealthCare.gov and became a fully operational State for its seventh Open Enrollment Period. Nevada Health Link is a budget-appropriate health, dental and vision plan. Qualifying consumers can receive federal tax credits. Please visit www.NevadaHealthLink.com for more information or to see if you're eligible for a Special At. Subscribe to Nevada Health Link on Facebook or follow Open Enrollment campaign video, resource guides and special assets page. Nevada Health Link always has the assistance of a licensed enrollment professional by the Nevada Health Link.



NMHEC
Nevada Minority Health and Equity Coalition

Nevada Health Link has you covered!

Did you know you don't need additional insurance for COVID-19 testing? All Nevada Health Link plans are ACA compliant and cover pre-existing conditions and the 10 Essential Health Benefits, including COVID-19 diagnosis and treatment. Enrollment is now through January 15. If you're in need of health insurance and are not offered insurance through your employer and you're not on Medicare or Medicaid, Nevada Health Link is your resource.

See if you qualify and find FREE local assistance from a Licensed Broker/Agent or Certified Enrollment Counselor. Visit www.nvhealthlink.com or call us today: 1-800-547-2927. We are open 7 days a week 9 AM to 5 PM!

ENROLL BY DEC 31, 2020
and coverage starts Jan 1, 2021
www.nvhealthlink.com



COX BACK to SCHOOL FAIR

Presented by **nevada health link**

The 12th annual Cox Back to School Fairs are **GOING VIRTUAL** for 2020!

We are making necessary adjustments due to the pandemic to continue to deliver an over-the-top event-like experience for our partners and our Southern Nevada community:

- Interactive website to replicate event experience!
- Promotion across 30 major cable networks, plus radio, print and social media!
- Enter to win a "Back to School" prize package including a 60" TV and MacBook Pro!

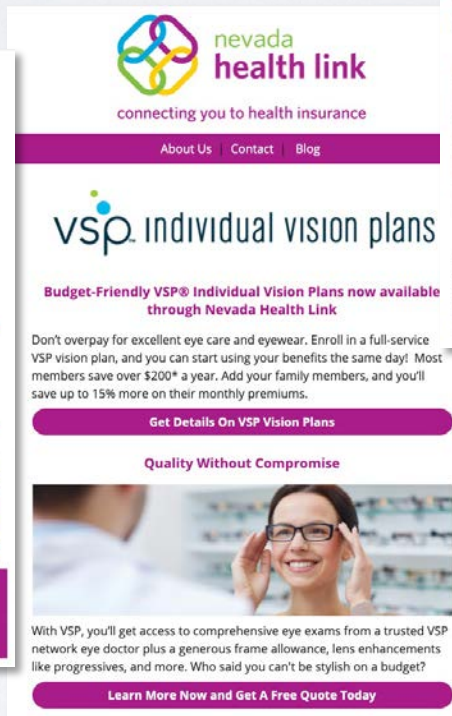
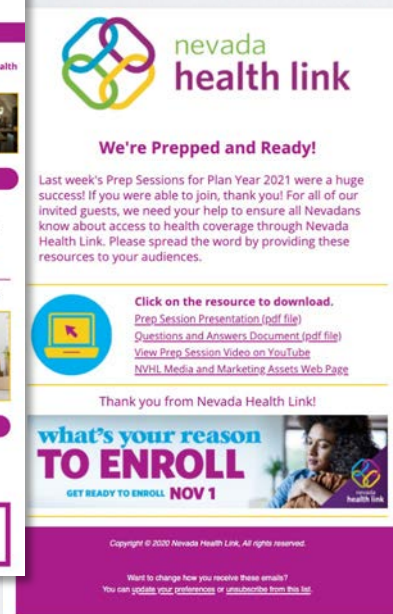
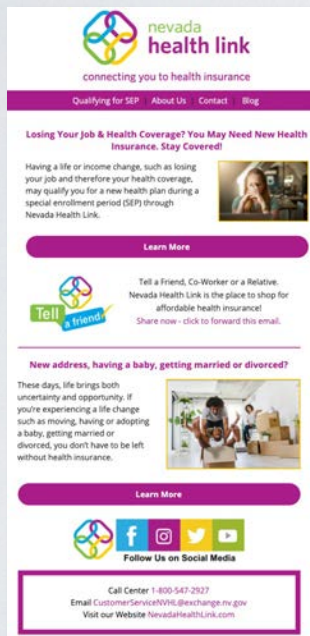
COX MEDIA



Email Marketing Highlights (July – December 2020)

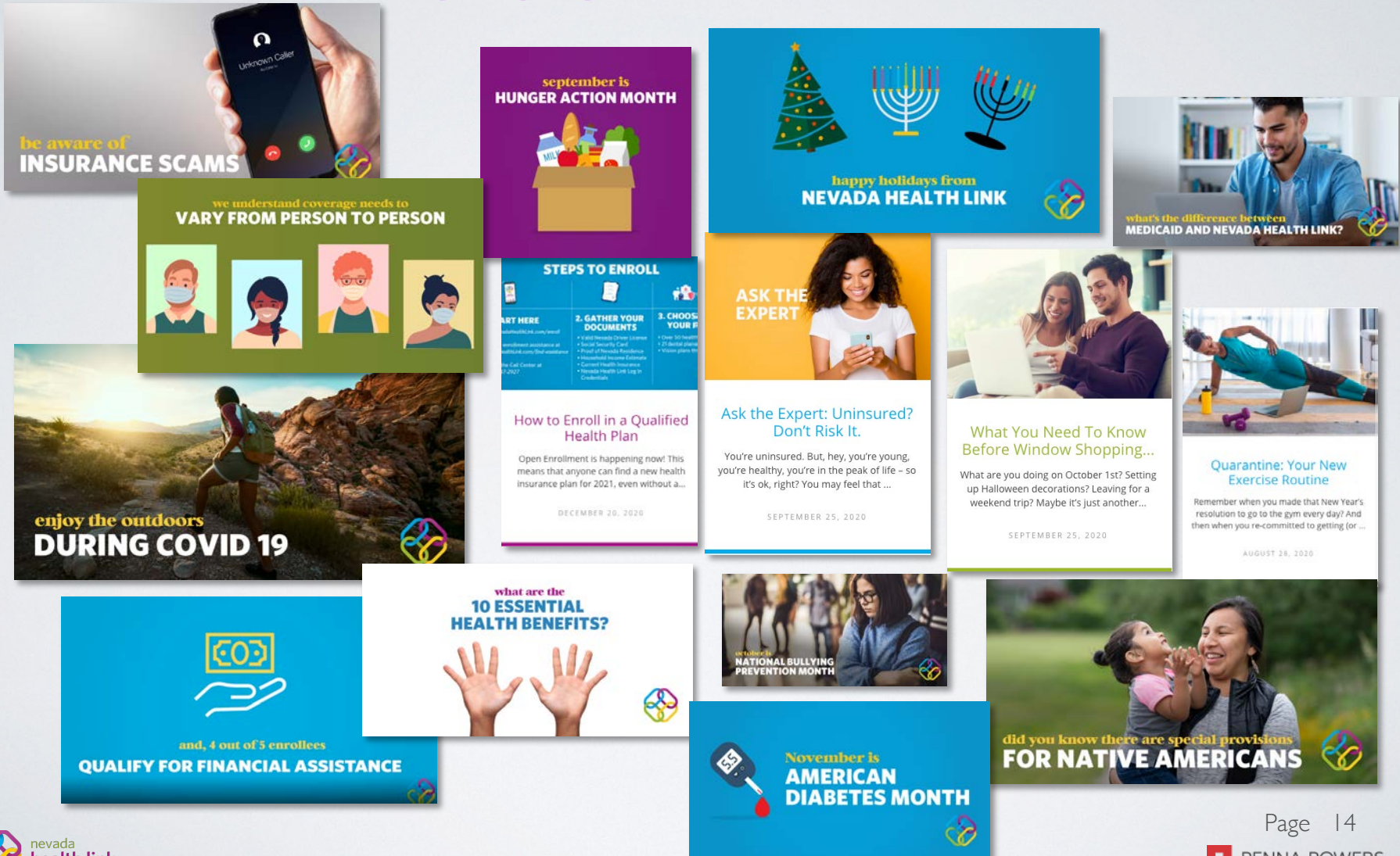
Email Campaigns and Stats

- ✓ 67 unique email campaigns
- ✓ 1,355,471 emails sent
- ✓ 24.7% average email open rate



Reaching out on Social Media (July – December 2020)

Social Media and Blog Highlights



2021 After Open Enrollment

Focus on SEP (Special Enrollment Period)

- ✓ Online (SEO)
- ✓ Hand sanitizing stations
- ✓ Social Media/Blog
- ✓ Email
- ✓ Outreach

