



nevada
health link

THE ABBI
AGENCY™

marketing
for
change™

ERICKA AVILES
CONSULTING

BOARD MARKETING REPORT

JUNE 2021

Your Team

2

SECTION 1



NEVADA KNOW-HOW + NATIONAL EXPERTISE



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CMO



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CEO



Abbi Whitaker
President



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Brand Manager



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VP of Public Relations



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Director of Digital Experience



Kate Merkley
Project Manager



Meisha Thigpen
Associate Creative Director



Robert Bailey
Co-Director, Research



Peter Mitchell
Principal & CEO



Leiandra Gaskill
Hispanic Outreach Partner



Ericka Aviles
Hispanic Outreach Partner

Political changeover & ongoing COVID-19 pandemic:

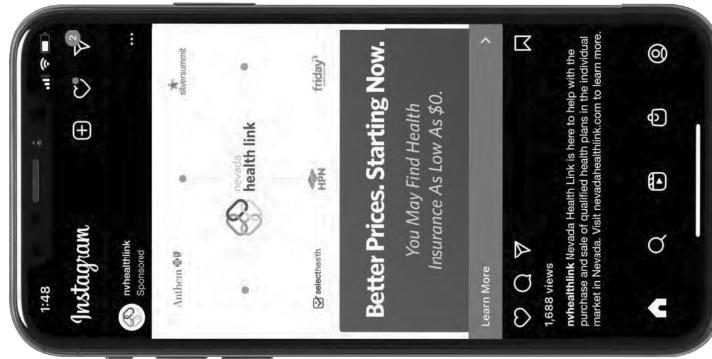
- Expansion of subsidies
- Overcrowded media landscape of news

SEP & THE AMERICAN RESCUE PLAN ACT

Key Campaign Messages

- Nevada Health Link now provides access to subsidies for an unprecedented number of Nevadans who previously were not eligible.
- There are increased subsidies which means reduced monthly premiums for Nevadans. This will hopefully enable Nevadans to allocate their hard-earned money to meet their families' other essential needs such as food and clothing, to name a few.
- Nevadans who have received unemployment insurance may also be able to take advantage of \$0 premium plans.

CREATIVE



SUPPORTIVE COLLATERAL

AMERICAN RESCUE PLAN ACT OVERVIEW

OVERVIEW: The American Rescue Plan Act of 2021 (American Rescue Plan) lowers health insurance premiums. For Nevada residents, the American Rescue Plan reduces premiums for health insurance plans and through the Health Care Law, Nevada Health Link will provide up to \$200 in monthly subsidies to individuals who purchase coverage through Nevada Health Link. Nevada Health Link will also pay for 100% of COBRA premiums for laid-off workers.

WHAT IS ADA COMPLIANT?
Nevada Health Link connects individuals to a variety of insurance plans from different health insurance companies, as well as offers tools and resources to help you choose the plan that's right for you. Nevada Health Link is the only health insurance resource that can provide you with Federal Tax credits and subsidies to help cover the cost of your insurance.

TAGLINE:
Connecting You to Health Insurance

*TIAA of premium paid online April 2021 - September 2021 only

GRAPHIC OVERLAY

OVERLAY: If you find a graphic overlay you can attach to incoming social media posts. The graphic is a PNG, so you need to do is add it over your images in your post. To do this, click on the image you want to use, then click on the "Edit" button. Then click on "Add Overlays". Then click on "Graphic Overlay". Then click on "Upload" and select the file you want to use. Then click on "OK". Finally, click on "Post". Just make sure the images you're sharing at 1:1 (i.e. 1080 x 1080) in other pages.



SAMPLE POSTS

SAMPLE POST 1: Posts from Nevada Health Link should use the enclosed template to represent the organization. This ensures that you stay in compliance and accurately represent the organization. This template is provided by Nevada Health Link.

The American Rescue Plan recently passed by Congress and signed into law by President Biden. This legislation provides billions of dollars in relief to individuals and families across the country. Nevada Health Link is here to help you navigate the new changes and ensure you have access to the care you need. We are committed to providing accessible, affordable, and high-quality health insurance options to all Nevadans. The American Rescue Plan provides over \$100 billion in relief to individuals and families across the country. Nevada Health Link is here to help you navigate the new changes and ensure you have access to the care you need. We are committed to providing accessible, affordable, and high-quality health insurance options to all Nevadans.

SAMPLE POST 2: Every year, millions of Americans lose their health insurance coverage due to job loss or other life events. Nevada Health Link, you will be there for them. We are here to help you navigate the new changes and ensure you have access to the care you need. We are committed to providing accessible, affordable, and high-quality health insurance options to all Nevadans.



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- Consumer Fact Sheet (English, Spanish, ADA Compliant)
- Talking Points (English, Spanish, ADA Compliant)
- FAQ (English, Spanish, ADA Compliant)
- User Reference Guide (English, Spanish, ADA Compliant)
- Broker/Navigator Talking Points (English)
- Social Media Toolkit



The American Rescue Plan Act of 2021

LOWERS HEALTH INSURANCE PREMIUMS FOR NEVADA RESIDENTS

**How long will
be paid for?**
by your COBRA premiums.

**Do I qualify
to pay
reimbursement?**
your quality for the federal
or COBRA premiums.

**Is through my
for the federal
COBRA premiums
payable to other
individuals?**

**I've laid off. How does the
American Rescue Plan help
pay for my COBRA premiums?**

Frequently Asked Questions

NEVADA HEALTH LINE | AMERICAN RESCUE PLAN ACT OF 2021 | 1-800-331-1552

© 2021 Nevada Health Line. All rights reserved. This document is not intended as legal advice. It is provided for informational purposes only. Please consult with your attorney or legal advisor for specific legal advice. The American Rescue Plan pays for 100% of your COBRA premiums.

106



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The federal
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Reported law prevents individuals
from Health Link available April 2011
through August 15, 2011.

Phase 1
April 20, 2011. Nevadans can log back time their
Health Link account and apply their subsidy
to other insurance premiums. This also
helps those received unemployment insurance
benefits during 2011.

Phase 2
In June 2011, Nevada Health Link will begin to
automatically assess the financial eligibility for
existing enrollees who experience salary increases
or other application previously and were eligible.
For more about Nevada Health Link, please see
nevadahelathlink.com/insurancenew/.

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The American Rescue Plan Health Insurance: SAVINGS FOR NEVADANS

Consumer Fact Sheet

TARGET AUDIENCE(S)

Uninsured Nevadans, rural Nevadans, individuals/families statewide, 50+ age group, 26-45 age group, the young invincibles, members of Nevada Tribes, Hispanic/Latino, Asian Americans and Asian Pacific Islanders, African Americans, multicultural populations. Those that qualify financially for the additional subsidies offered in the ARPA, including those that received unemployment insurance in 2021. Current enrollees that previously did not qualify for additional subsidies that may now be eligible for more savings.

Launch Timeline

April 2021 - Launch Press Releases, Collateral & Toolkits, Email Marketing, Blog Posts, Organic Social Media

May 2021 - August 15, 2021 - Google Search Engine Marketing, Radio, Boosted Social Media, Social Media Paid Ads - A/B concept testing, continued media relations and press opportunities

June 2021 - August 15, 2021 - Landing Page, Google Display, YouTube, Connected TV/OTT, Out of Home

TRADITIONAL MEDIA

Outdoor Boards

- Product: Digital billboards
- Audience(s) reached: Nevadans in the Las Vegas and Reno Metro areas
- Strategy: Expanded reach in the metro areas via traditional billboards

Connected TV/OTT

- Platforms include Hulu and Sling
- Region: Nevada
- Audience(s) reached: Targeting Nevadans with household income under \$75k, including those who are recently unemployed.
- Strategy: Reaching English and Spanish speaking Nevadans in both the metro and rural areas

Radio Ads (English & Spanish Versions)

- Product: A mix of local stations in English and Spanish
- Audience(s) reached: Las Vegas and Reno metro areas and surrounding rural regions.
- Strategy: Reaching English and Spanish speaking Nevadans in both the metro and rural areas

DIGITAL MEDIA

Paid Social Media Advertising

- Platform: Facebook
- Audience(s): State influencer targeting
- Strategy: Statics of both creative concepts for testing in late May/early June
- Video content featuring: An education on commonly searched questions and a tutorial on how to enroll.

Display Banners

- Platform: Google Display Banners
- Targeting: News Sites Statewide - LVRI, RGJ, KLAS, KTNN, KOLO, etc.
- Strategy: Increased exposure with news authorities

YouTube

- Platform: YouTube :15 non-skippable and :30 skippable
- Target Audience(s): Placements vs Health Insurance, Health, News, Sports, Entertainment, Nevada State Influencers & Competitor Channels
- Strategy: Health care related video content and increase exposure with state influencers
- Creative: Long Form SEO vs Health Insurance Questions, Competitor Placements.
- Strategy: Expanded reach for those searching for health care in Nevada and relative terms.

PUBLIC RELATIONS

Media Relations/Publicity

- **April** - Distribution of statewide press release (English/Spanish) highlighting ARPA implementation
- **May** - Statewide Google search data pitch, healthcare scams pitch, and SEP enrollment success numbers press release
- **June** - Expert positioning of Board Members, Broker Grantees and Executive Director, ARPA cost breakdown pitch, and human-interest stories (consumer testimonials/profiles of consumer savings)

Consumer Testimonial Gathering

- **May/June** - Email ask to ARPA/SEP enrollees for testimonials

APRIL/MAY PLACEMENTS



PUBLIC RELATIONS

Media Relations/Publicity

- Statewide release announcing Agency of Record
(6 media placements)

Relationship Building

- Broker Grantee one-on-one meeting introductions
- Email introduction and survey to Navigators and Brokers

Award Submissions

- Nevada Business Magazine: Healthcare Heroes
- PBS Reno Spotlight
- Nevada Business Magazine: Women to Watch
- NCET Tech Awards



Outreach Strategy

Three-tiered engagement strategy:

1. Government Agencies & Elected Officials,
2. Strategic Partnerships with Community Organizations,

3. Broad Information Sharing and Amplification

Sponsorships and Community Events

- As the state reopens, we expect the number of community events and sponsorship opportunities to increase.
- In April and May, we finalized two sponsorship agreements and participated in two community events.

- Community Events:
- Reno River Festival (June)
 - Great Reno Balloon Race (Sept.)

- Sponsorships:
- City of North Las Vegas Pop Up event
 - Throwback Sizzling Jam



HISPANIC & MULTICULTURAL

COMMUNICATIONS OUTREACH



- Identified community outreach events targeted to reach Hispanic and multicultural audiences
 - Pursued sponsorship with Está en Tus Manos, NAACP, and Latino Bar Association
 - Attended Las Vegas Asian Chamber of Commerce meeting and discussed ways to reach API community
 - Secured and facilitated four media interviews with Hispanic/Multicultural media outlets

SOCIAL MEDIA

Over 100 social media posts that support and amplify the following content:

- General Awareness
- Blog Content: Health Care Scams & Testimonial Content
- Event Coverage (*i.e. Reno Balloon Fest*)
- Earned Media Amplification & Press Release Support (*LinkedIn & Twitter*)
- Related Holidays/Health Care Awareness/Health Partnerships

Combined data for all social media platforms (Facebook, Instagram, Twitter and LinkedIn) for the time period of April 1, 2021 through June 4, 2021:

163,484 IMPRESSIONS	2,080 ENGAGEMENTS	149 NEW FANS & FOLLOWERS
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Increased Impressions across every platform

- + **60.3%** Facebook
- + **75.9%** LinkedIn
- + **6.4%** Twitter
- + **7.2%** Instagram

WEB

Comparison of website traffic

Website data for April 1 - May 31, 2021 compared to the previous two months, featuring users, sessions, average session duration and the bounce rate along with the traffic source for the sessions:



- Average session duration increased by **3%**
- Sessions remained nearly the same with a **1%** decrease.
- Direct saw an increase in sessions of **9%**
- Email increased by **162%**
- Referral traffic increased by **3%**

NEWSLETTER

21 unique emails sent to Nevada Health Link's database. In April, The Abbi Agency audited the database, removed outdated and unqualified subscribers, and are now sending to more

qualified audiences; 50,000 enrollees, 11,000 non-enrollees and close to 650 brokers. This

This has proven to increase the click through and open rates and decrease the bounce rates.

Emails are created to a multitude of audiences:

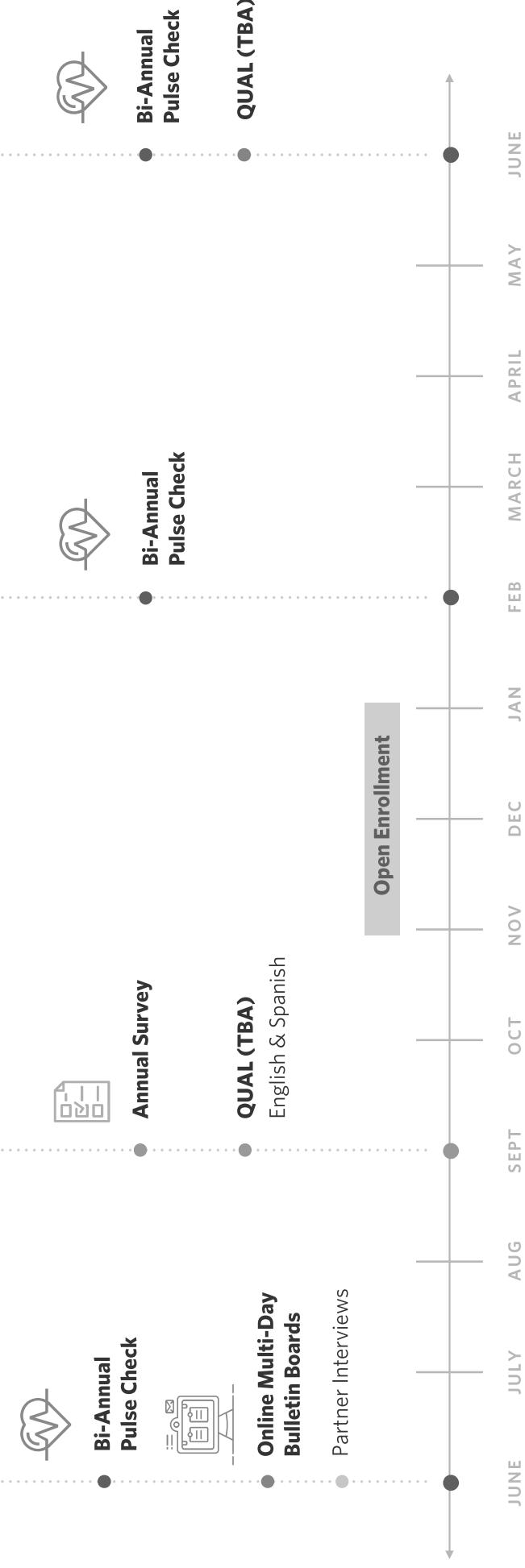
- ✓ Enrollees
- ✓ Non-Enrollees
- ✓ ARPA Enrollees
- ✓ Broker/Navigators

Data on this table is for April 1, 2021 through June 4, 2021.

	Clicks	Campaigns Count	Audience Reached	Click Through Rate	Open Rate
April 2021	7,163	10	124,916	3.78%	26.16%
May 2021	2,755	7	72,778	2.66%	24.83%
June 2021	733	4	48,758	1.14%	20.49%

Email campaign to gather testimonial content for ARPA enrollees receiving savings to be used in future marketing support for the ARPA SEP campaign.

RESEARCH

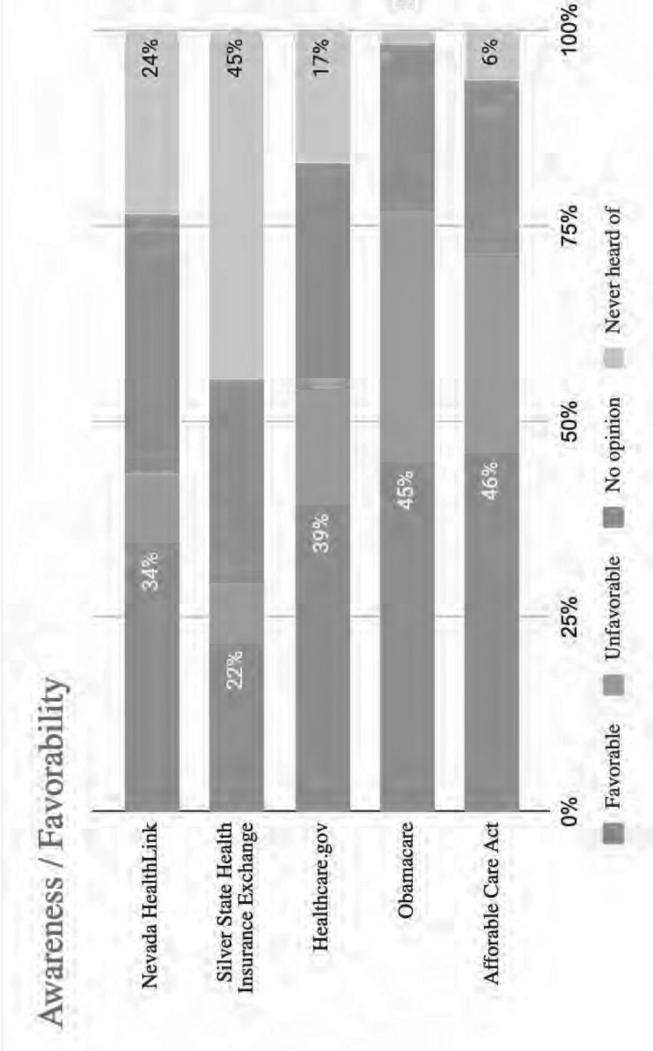




RESEARCH

- **June 2021 Bi-Annual
Consumer Pulse Check**

Survey using Geo CARAVAN panel of 1,001
Nevada adults conducted May 27 - June 3

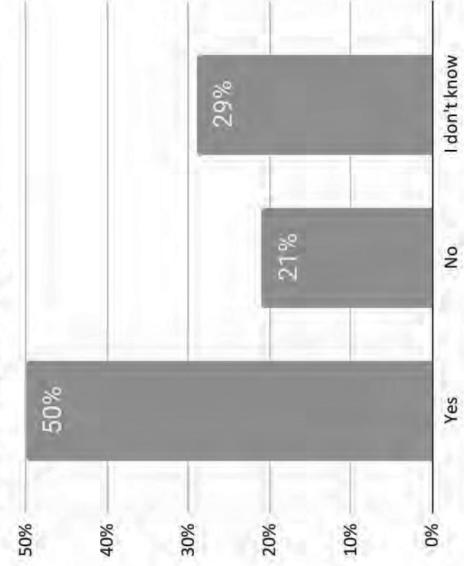


Less than half of Nevadans know enough to have an opinion about Nevada HealthLink.

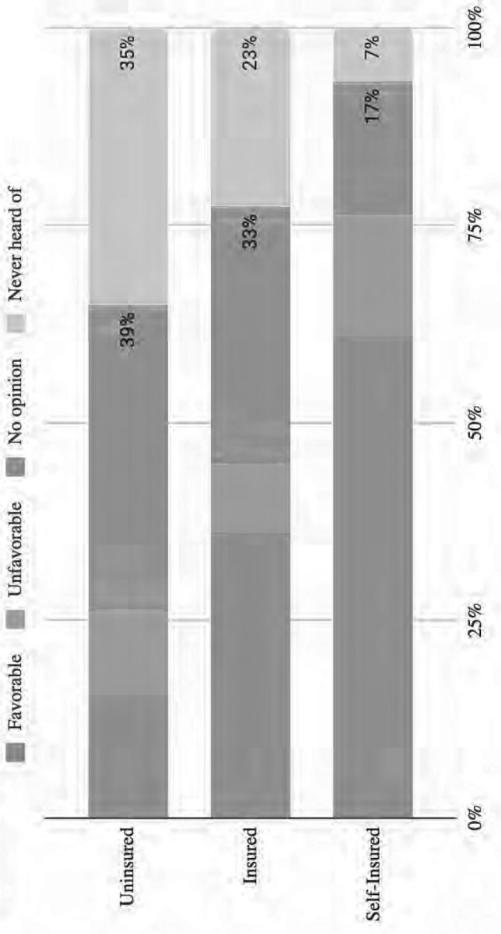
Awareness and favorability is lower than Healthcare.gov, ACA and Obamacare.

- **Bi-Annual Pulse Check**
- Uninsured interested in health insurance, but unaware of NVHL

Uninsured: Do you plan to get health insurance in the next year?



Awareness of Nevada HealthLink



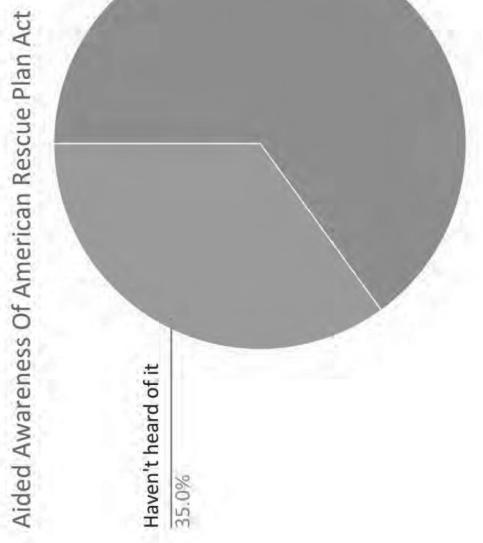
Source: Bi-annual NVHL Pulse Survey by Marketing for Change Co using Geo CARAVAN panel of 1,001 Nevada adults fielded 5/27/21-6/3/21



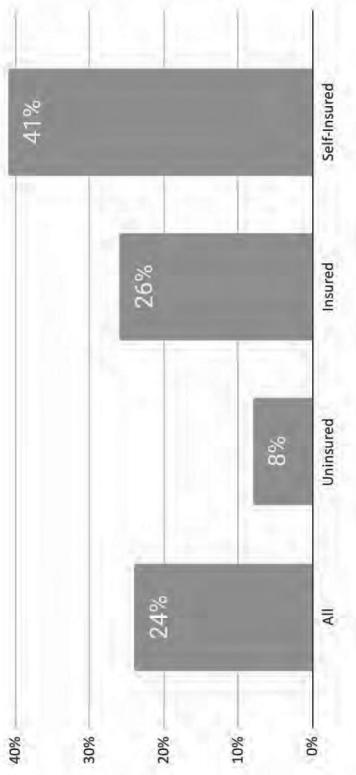
RESEARCH

- **Bi-Annual Pulse Check**

Limited awareness of ARPA financial help



Aided Awareness of financial help under ARPA



Q: Many more Nevadans can now get more financial help or tax credits to help purchase an insurance plan through the Nevada Health Link because of the American Rescue Plan Act. Have you heard about this?

Source: Bi-annual NVHL Pulse Survey by Marketing for Change Co using Geo CARAVAN panel of 1,001 Nevada adults fielded 5/27/21-6/3/21

- **Bi-Annual Pulse Check**
 What premiums do people expect to pay on NVHL

	1 Person (\$57,000/51)	2 People (\$74,000/45)	3 People (\$74,000/45)	4 People (\$74,000/45)	5 People (\$84,000/36)
Expected Average	\$169	\$269	\$537	\$431	\$533
Actual lowest premium in Clark County for average income/age of respondents	\$169	\$304	\$129	\$0	\$0

Source: Bi-annual NVHL Pulse Survey by Marketing for Change Co using Geo CARAVAN panel of 1,001 Nevada adults fielded 5/27/21-6/3/21



RESEARCH

- **Online Multi-Day Bulletin Boards**

Qualitative online discussion group conducted
June 8-10 with 20 uninsured Nevadans.

June 2021: Uninsured Bulletin Board

"I mostly worry about staying healthy while working. I have no health insurance and my job is physically demanding. If I get injured I won't have another way of income and it definitely scares me sometimes."

Preliminary* qualitative insights reinforce and add depth to the Pulsecheck survey findings.

The past year has caused Nevadans to think more about their health and health insurance

"The only way to truly obtain 'Peace of Mind' is with excellent Health Insurance & this haunts me every time I see a health insurance promotion/commercial etc."

"I think about not having insurance because I am a small business owner and to buy a policy for me would be so extremely expensive I couldn't afford to pay my bills and insurance at the same time."



RESEARCH

- **Online Multi-Day Bulletin Boards**

June 2021: Uninsured Bulletin Board

"It seems like the cost of insurance gets higher and the coverage gets lower. Health exchange is where I have been getting my information, but a \$5000 deductible is crazy!"

A common perception is that prices are going up, even among those who have visited Nevada Health Link. Deductibles are mentioned frequently as being too high.

"I have looked into the options but cobra is so expensive. I did look online at the health exchange and they have such a high deductible."

"I could purchase a government subsidized insurance plan, but the price on that has gone up significantly. And you have to claim the discounted part as income. In that event it would cost me more in taxes than it would be worth to have the insurance."



RESEARCH

- **Online Multi-Day Bulletin Boards**

June 2021: Uninsured Bulletin Board

Those who hadn't visited Nevada Health Link yet found the site informative and easy to navigate after viewing it

"The site is helpful. There is a lot of background information on health insurance, acts/laws, information on how to enroll with specific enrollment dates stated multiple times. The face of the website is inviting and written in plain language that is useful for anyone who views it. I learned a lot quickly navigating throughout the website."

"The site was very informational and simple to navigate through. It was pretty easy to find my premium. I simply followed the instructions and entered the information they asked for."

However, a number of participants— who were recruited to have incomes eligible for APTC — felt their premiums were too high

"\$289/month is higher than I expected. No, it is still too much (even with the subsidy)"

"As an individual it estimated my premium to be approximately \$200 per month after a credit of \$141. For my family it would cost between \$900-\$1000 per month after a credit of \$380. Both of these costs are much higher than I was expecting, and both options (individual or family) are not reasonable or affordable for my situation."



RESEARCH

- **Online Multi-Day Bulletin Boards**

June 2021: Uninsured Bulletin Board

You do like saving money, Right?

Concept Feedback

- "I see an insurance brand that I know and trust being offered at a much more affordable price. **The use of a familiar brand is positive.**"

"I love the game show aspect...it definitely caught my attention."

*"Why is it so much cheaper? **Some might think it won't be the same coverage** if it's offered for so much cheaper."*

"It gives options without too much of a salesman pitch."

*"The concept itself is good. I do not like the presentation of it. **Too much like a cartoon and insurance is a very serious topic to me.**"*

The results also provide guidance for the open enrollment campaign.



RESEARCH

- **Online Multi-Day Bulletin Boards**

June 2021: Uninsured Bulletin Board

What's Your Number?



nevada
health link

Similar incomes can have very
different health insurance costs
under Nevada Health Link.
Find tailored prices just for you at:
NevadaHealthLink.com

"Very relevant to me. I know that similar situations can have different premiums and should. I like the fact that it would be tailored to each person."

"Seems unfair. It should be put in a different way.
Income based plans are fair. but this graphic makes is seem unfair. I personally would feel guilty making similar incomes with somebody else but paying less."

"It reinforces negative stereotypes by making it seem like the two people are the same, but in reality the black person is receiving a handout or "more help". It should explain the price difference."

"That being younger health insurance is cheaper.
The older we get the more it is."



RESEARCH

- **Online Multi-Day Bulletin Boards**

June 2021: Uninsured Bulletin Board

For me, this is making it.



Your first car keys. Throwing that college cap in the air. There are moments in life that become milestones. You might call it "adulting." We call it "making it."

Getting health coverage is another monumental moment. At Nevada Health Link we're here to make these moments materialize. We're here to make "making it" easier, and more affordable, than ever.

Check your price at
NevadaHealthLink.com

nevada
health link

"Good concept for younger people. Does not really resonate with my age group. Not very relatable for me."

Concept Feedback

"This is really adulthood! No more mom and dad taking care of me with their health insurance. Very important, I think because it shows independence. I found it more positive, making the correct choice for me and my health."



- **Online Multi-Day Bulletin Boards**

June 2021: Uninsured Bulletin Board

**Health insurance costs are
not one-size-fits-all.**

Nevada Health Link knows different people need different things. Find the right health plan at the right price that fits your needs.

Find tailored prices just for you at:
NevadaHealthLink.com

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Concept Feedback

"Makes me think, if I have children I need to pay more and make sure they have the best coverage and doctor. [Makes me scared] Thinking one day I will be a mom and having to take care of someone else and making sure I am making the correct decisions."

"Seeing the image of the child makes me think automatically, family, children, husband."

"I think it would be better if there were a string of pictures in a row from a baby to an older person and every age in between. I would think that that would be more relatable and inclusive."

WHAT THE NEXT QUARTER LOOKS LIKE

- ✓ Use testing and creative now to develop Open Enrollment Campaign
- ✓ Plan for and Execute Listening Tour
- ✓ Broker/Navigator Prep Rally
- ✓ Take advantage of increased opportunity for Sponsorships/Events

THANK YOU!
QUESTIONS?

THE ABBI
AGENCY

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CONSULTING