



Silver State Health Insurance Exchange

2310 South Carson Street, Suite 2

Carson City, NV 89701

T: 775-687-9939

F: 775-687-9932

www.nevadahealthlink.com/sshix

AGENDA ITEM

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PURPOSE

The purpose of this report is to provide the Board and the public with an overview of the Plan Year 2022 Marketing & Outreach Campaign for Nevada Health Link. This includes a deep dive into the marketing campaign concepts, the paid media strategy and media tactics for the Open Enrollment Period.

CONTENTS

PURPOSE	1
CONTENTS	1
MARKETING CAMPAIGN CONCEPTS & MEDIA TACTICS	1

MARKETING CAMPAIGN CONCEPTS, PAID MEDIA STRATEGY & MEDIA TACTICS

Over the past several months, Nevada Health Link’s communications team and marketing partner, The Abbi Agency (TAA), have been hard at work in developing and strategizing a new open enrollment creative advertising campaign for Plan Year 2022’s Open Enrollment Period (OEP).

This OEP, Nevadans can explore 126 qualified health plans offered by a total of seven insurance carriers on the online State Based Exchange, known as NevadaHealthLink.com. The approach is to message consumers from October 1 - 31 and encourage them to “window shop” for health insurance plans, in preparation of OEP which runs from Nov. 1, 2021 through Jan. 15, 2022. Starting November 1st, the creative campaign and messaging will switch to the larger “Price Compete” campaign that evokes feelings of pride, motivates Nevadans to invest in themselves and their families, and clearly states the value of being covered and how to enroll in coverage.

Below are the key messages of the advertising campaign. The goal is to build a campaign that unites three reasons to act under a single campaign:

- Motivation – Nevada Health Link must drive Nevadans to understand the reason to invest in the health of themselves and their families, leaning in on self-standards and norms.
- Nevada Health Link is here to help! The Exchange needs to communicate that the perceived investment is smaller. The Exchange will accomplish this by educating Nevadans about lower and affordable premium prices.
- Frame Nevada Health Link as valuable. The Exchange will accomplish this by including a strong logo presence of all seven carriers to drive brand equity of Nevada Health Link and to showcase to Nevadans the notable insurers they have to choose their coverage and plans from.

The Exchange serves a wide range of age groups and demographics; the target audiences Nevada Health Link is marketing to includes (but is not limited to): those who are currently enrolled (existing enrollees) and need to re-enroll and those who are not yet enrolled; uninsured Nevadans, rural Nevadans, individuals/families statewide, 50+ age group, 26-45 age group, the young invincibles, members of Nevada Tribes, Hispanic/Latinx, Asian Americans and Asian Pacific Islanders, African Americans, and multicultural populations.

The Abbi Agency and Marketing for Change developed and tested [through research and surveys] a variety of campaign creative concepts after presenting the concepts to the Exchange. Each creative concept varied in tone, design styles, possible talent (models/actors) and messaging. All creative concepts/storyboards will be produced in a traditional ad campaign, meaning video and stills in both English & Spanish. After completion of online focus groups and surveys with key stakeholders the following storylines were developed:

- Traditions – This concept depicts a Hispanic/Latino family engaging in several family traditions, the last of which is having healthcare.
- Being There – This concept takes the viewer through a journey with a father and son as they grow up together. The son has an accident at soccer practice, but the father is there to care for the son by making sure he's covered with health insurance.
- Healing Knee - A couple in the age group 50+ but pre-Medicare age (65 or over) is seeing a physical therapist and are pleasantly surprised that all their recovery is covered through Nevada Health Link.
- Gender Reveal - A couple is in the final moments of having their baby, finally the baby is born and the father runs out into the waiting room to announce if it's a boy or girl, but is so excited that they are fully covered, he announces that instead.
- Super Saver - A middle-aged man is shocked that he's both fit as a fiddle and totally covered by his Nevada Health Link plan.
- Weight Lifted - A doctor is weighing a patient and the scale is getting more and more heavy, the patient removes their wallet stuffed with cash, and a huge weight is lifted, thanks to savings with Nevada Health Link.

During the window-shopping period (October 1-31, 2021), TAA and the Exchange sent out a press release announcement explaining the benefits of window shopping, announcing the on average rate increase, and the addition of two new carriers selling on the Exchange. The Exchange is currently planning a virtual press conference which will kick off the start of open enrollment on November 1st. The press conference will feature Governor Sisolak, Executive Director, Heather Korbolic, and other distinguished guests. The Exchange also continues to participate in statewide community events, has advertising in the market for window shopping including radio and programmable radio, digital billboards, Google search engine marketing (SEM, previously

referred to as SEO), display banners, paid social media advertisements, broadcast television and Connected TV, email marketing, blog posts, and organic social media.

For the Open Enrollment ad campaign, TAA and the Exchange will launch press releases, participate in statewide community events, and the traditional media plan will include advertising in radio and programmable radio, static and digital billboards, Google Search Engine Marketing (SEM/SEO), online display banners, paid social media advertisements, broadcast television and Connected TV (streaming), print advertisements, email marketing, blog posts on NevadaHealthLink.com, and organic social media content on all social channels.

Prior to choosing the creative concepts for the open enrollment campaign, the research team with subcontractor, Marketing for Change conducted an online focus group with 20 uninsured Nevadans (four English speaking groups and two Spanish speaking groups). The goal was to assess the consumer response to potential marketing concepts for the Open Enrollment Period. The collected data included an emotional response to the creative concepts, general discussion, and reactions to the concepts, as well as recall task tested which concept was remembered most clearly at the end of discussion. The key findings were:

- Concepts that highlighted low pricing were received positively and remembered most clearly.
- Concepts that highlighted the importance of family and protecting loved ones engendered positive emotional responses.
- Latinx/Hispanic participants were particularly responsive to concepts with explicitly Latinx cues and characters.
- Younger participants (26 - 30 years old) responded more positively to concepts that linked health insurance to life milestones such as graduation from college or getting a first job.

In addition to testing consumer responses and after completion of the online focus group and refinement of the concepts, Marketing for Change surveyed the Exchange's certified Agent/Broker and Navigator population (651 total). The goal was to gain insights from brokers and navigators regarding customer needs and potential advertising language during OEP. The total number of responses was 63 (a higher than average response rate from this audience) and resulted in the following key findings:

- Customers primary concerns when purchasing health insurance are financials.
- Coverage concerns: extensiveness of network and inclusion of specific doctors in network.
- Common misconceptions customers have about the Nevada Health Exchange according to brokers/navigators:
 - Consumers believe that Nevada Health Link is an insurance company.
 - Conflate with other government social welfare programs or believe coverage through Nevada Health Link is free.
- Brokers/navigators were concerned that customers may lack the skills and knowledge to navigate the insurance purchasing process on their own.
- Brokers/navigators supported advertising that emphasized cost and support for loved ones.

MEDIA STRATEGY

The Exchange and the Abbi Agency are committed to reaching Nevadans from all backgrounds and communities. More diverse than ever, Nevada has robust Asian American Pacific Islander, African American, Native American, and Latinx communities. The 2021 Open Enrollment Media Plan integrates highly effective tactics to reach these historically underserved communities, as well as the remaining communities throughout the state of Nevada.

Overall, TAA has allocated the spend broadly across a diverse range of media channels to ensure we reach Nevadans on the platforms that they frequent. The spend for this paid media plan are slightly higher since more spend is focused on the traditional paid media tactics, like billboards, radio and tv, versus the digital channels, paid social media ads, display banners, etc., with a ratio of approximately 2 to 1. The largest channel in reach is TV & Connected TV, followed by Google (SEM, Display & YouTube), Billboards, Radio, Print, Social Media and Streaming Audio (Pandora, Spotify and iHeartRadio).

Many of the campaign's traditional channels will build awareness through exposure to Nevada Health Link and the Open Enrollment Period. Our blended traditional placements and digital placements, from partners like Las Vegas Review Journal and the Reno Gazette-Journal will begin to move individuals from awareness to consideration [of enrollment]. Paid social media placements will similarly move individuals from initial exposure to consideration. As users land on Nevada Health Link's website, the Abbi Agency will be able to retarget them in the future via digital paid media tactics. More detailed messaging will be used, like 'started shopping plans, complete your application today' to help drive consumers through the enrollment process. Moreover, each of the digital platforms will have retargeting ad sets and creatives, ensuring that individuals who have shown interest in Nevada Health Link enrollment are nudged again. Lastly, for Nevadans who are most likely to enroll, SEM marketing will be leveraged, and the consumer will be inserted deeper into the conversion funnel. The Exchange expects this combination of channels and tactics will generate strong enrollment figures for 2021's Open Enrollment Period.

MEDIA TACTICS

Throughout the month of October, the campaign will broadcast the window shopping creative in 15 second ads via Connected TV/Over the Top (OTT), or streaming television. During the Open Enrollment Period, November through January 15, the Exchange will broadcast multiple 15s and 30s creatives via a traditional advertising campaign. As we move towards January 15, the close of OEP, the frequency of the advertisement plays will increase, helping move individuals realize the deadline of enrollment. Additionally, the Exchange has targeted TV channel and show placements that will be high impact. These include morning and evening news, as well as live events with high viewership such as sporting events. The Abbi Agency is working with broadcast networks, cable providers and connected tv vendors to reach Nevadans through their televisions. We're leveraging Charter Spectrum's Connected TV offering to reach the audience that uses smart tv apps like Hulu instead of traditional cable. TAA was able to leverage this audience was able to negotiate for the lowest cost-per-1,000 impressions rate of the proposed Connected TV vendors. The strategy was to bundle together the Northern Nevada cable buy with the Connected TV buy.

For Out-of-Home paid media, the tactic includes multiple exciting vendors & placements that will help reach Nevada residents when they are neither on their streaming devices nor intending to consume media. The Abbi Agency and the Exchange is using multiple Out-of-Home vendors for static billboards, which will serve Reno, Carson, and Elko, Las Vegas, and rural areas such as Battle Mountain, Ely, and Winnemucca. The billboard vendors have provided inventory that avoids tourist areas and has high visibility by individuals in the Exchange's target demographic. The Abbi Agency is also introducing two new Out of Home vendors to further reach Nevada Health Link's target audience. These digital Out of Home providers specialize in unique screen placements; locations include convenience and grocery stores, gyms, college campuses, as well as gas stations.

During the Special Enrollment, American Rescue Plan Act (ARPA) campaign, the Exchange targeted areas of the Las Vegas Valley that are difficult to reach with traditional billboards, such as Chinatown, Northeast and East Las Vegas. The plan within our media strategy is to target these areas again in the final three weeks of the Open Enrollment Period.

Included in the media plan is search engine marketing (SEM) which is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertisements. Google is obviously an expansive network and is the second largest media channel, due to their reach. The Google SEM campaigns that TAA has contracted with will run on Google's search engine as well as their extended reach network. As of June 2021, Google accounted for 92% of global search traffic. TAA is geotargeting the Nevada Health Link campaigns to Nevada, however, the agency expects this market share in Nevada to hold true. Additionally, the Exchange plans to leverage Google's display network to reach individuals across the internet, on sites such as news, shopping, sports, weather and more. Finally, the Exchange plans to use the YouTube network to reach Nevadans with engaging video content. Nevada Health Link's ads will run on the YouTube platform, as well as their streaming services YouTube TV/Movies, and their extended video network. YouTube's extended video network reaches viewers across the web, on sites like Fox News, AccuWeather, and ESPN.

Radio & streaming radio rates have remained consistent throughout 2021, unlike Television. As a result, TAA was able to negotiate some added value, in the form of free plays, on many of the TV stations within the state. There are 16 radio partners in the media plan, all which reach both Spanish and English audiences. Streaming audio has seen a listener resurgence during the global pandemic. We attribute this to screen fatigue, in which individuals now spend up to a dozen hours, daily, engaged with computer and mobile device screens. For this reason, we are also leveraging Spotify streaming and iHeartRadio podcast streaming ads. Much like Charter Spectrum for TV/CTV, TAA made the decision to combine the streaming buy with our traditional over-air radio buy to secure significant discounts for Nevada Health Link.

For the paid media ads, TAA is using a strong mix of social media platforms to reach Nevadans where they are, so to speak. The Exchange expects to leverage messaging on each platform that is appropriate for the demographic present, for example:

- Facebook is one of the broadest awareness platforms, as nearly 70% of US adults use Facebook daily, spending an average of 38 minutes on the platform each day. Both Spanish and English language audiences will be reached on the Facebook platform.
- Instagram tends to skew slightly younger than Facebook. Also, demographically, the Spanish language audiences are more active on Instagram in comparison to Facebook.
- Twitter's demographic skews younger, is more diverse than Facebook and Instagram, and has a more even user distribution between males and females. There are expectation that Twitter will reach minority communities including African American, Latinx and the LGBTQ+ community.
- LinkedIn will allow Nevada Health Link to reach Nevada's self-employed, gig and contractor populations.
- SnapChat's platform popularity is increasing with strong growth in the millennial and Gen Z audiences. Snapchat is also popular with Spanish language audiences and it's expected to see strong returns from this platform in accessing younger, hard-to-reach groups.
- TikTok is currently reaching a younger audience and is highly popular with the Gen Z audience, but is growing in other audiences too. There are over 700k TikTok users in Nevada, with 70% of them over the age of 20.
- Pinterest: The Pinterest audience demographic skews heavily female. We plan to leverage this by reaching family decision makers that are the mom/wife role.

The Abbi Agency and the Exchange has partnered with a broad range of print outlets that are providing both physical print placements as well as digital placements, for both the Spanish and English language audiences.

Some print partners are helping the Exchange reach additional demographics in Nevada since the digital demand is so impactful. Black Image Magazine, distributed throughout the African American community, will help us reach a historically underserved community. Las Vegas Review Journal's El Tiempo Spanish language newspaper will help us reach the Latinx community's print readers. Readers in Northern and Eastern Nevada with the Reno Gazette Journal, Nevada Appeal and Elko Daily Free Press will also be reached.

PUBLIC RELATIONS STRATEGY

The Abbi Agency is aligned with Nevada Health Link's goal of getting more Nevadans enrolled in health insurance and is using the Open Enrollment Period to garner attention through earned media placements. Ahead of Open Enrollment starting on November 1, public relations efforts will focus on securing stories in statewide media outlets that share how Nevadans can prepare for the Open Enrollment Period, including eligibility, how to sign up and where to get help throughout the enrollment process. Pitch efforts will emphasize key messaging that reiterate that all Nevadans can find a plan within their budget and health needs, no matter of income, class or job status. Public Relations efforts will also focus on reaching Nevada's AAPI, African American, Native American, and Latinx communities by targeting media outlets that specifically aim to reach these demographics.

Throughout Open Enrollment, public relations efforts will continue with an announcement release highlighting the start of Open Enrollment and ongoing pitches to follow throughout the OEP to remind Nevadans of upcoming deadlines and how to enroll in plans.

- Goal: Garner attention surrounding Open Enrollment Period through earned media.
- Key efforts include:
 - October 1 press release announcing the start of "window shopping", new carriers and approved rates for the plans for the upcoming OEP.
 - Secure stories in statewide media outlets that share how Nevadans can prepare for the Open Enrollment Period, including eligibility, how to sign up and where to get help throughout the enrollment process.
 - Pitch efforts will emphasize key messaging that reiterate that all Nevadans can find a plan within their budget and health needs, no matter of income, class or job status.
 - Public Relations efforts will also focus on reaching Nevada's AAPI, African American, Native American, and Latinx communities by targeting media outlets that specifically aim to reach these demographics.

TAA & the Exchange will work together to secure interviews in local print, online, TV broadcast and radio to discuss how Nevadans can enroll in health insurance during OEP. Public Relations tactics will focus on reaching AAPI, African American, Native American and Latinx communities through targeted outreach to local news outlets with a focus in these demographics. Pitch efforts will highlight the broker/navigator programs, sharing how Nevadans can receive assistance during the enrollment process.

As an ongoing effort to reach college students, the Exchange has distributed a pitch to the statewide college/student newspapers and will continue reaching out through Open Enrollment, with efforts to provide college students with resources they need to learn about enrollment through Nevada Health Link.

As a continued community engagement strategy throughout window shopping and open enrollment, the Exchange has established new relationships with organizations such as the Latino Bar Association and the African Chamber of Commerce; Navigators remain the primary event staff representing Nevada Health Link at statewide outreach events and have participated in 17 events thus far.

Some statewide sponsorships include:

- City of Henderson Banners at 10 sports parks
- City of Henderson Sports Expo Basketball Activity (10/2)
- Nevada Primary Care Association (10/5-6)
- Las Vegas Baby Magazine Expo Elite Sponsor (10/9)
- Springs Preserve Haunted Harvest Gold Sponsor (10/22-24 & 10/29-31)
- City of Las Vegas Trunk or Treat Event (10/28)
- STOP Coalition Events (11/17 & 12/18)
- Opportunity Village Magical Forest Signage & Tree (11/26-1/2/22)

As open enrollment approaches, and we integrate the content strategy into the messaging campaign, Nevada Health Link has an opportunity to develop content that answers questions and engages readers at all points of the insurance enrollment journey.

Backed by keyword and search intent research, an open enrollment content strategy can be a key component in boosting Nevada Health Link's organic search ranking and overall domain authority, while answering health consumers questions quickly and efficiently.

There are challenges that come with every enrollment period – Nevada Health Link's audience is busy with day-to-day tasks and is looking for a simple, easy, and efficient way to make the best decision regarding their health insurance. The Nevada Health Link audience is broad, including residents with limited time and ability to digest complex insurance information as well as those to whom English is a second language. Search results that detail insurance enrollment in the simple and most direct terms both benefit the audience directly and are rewarded by search engine algorithms.

The Abbi Agency and the Exchange has proposed a customer journey-focused strategy where content blocks are synced up with the stages of the customer journey, allowing insurance seekers to gain awareness, be educated, and feel comfortable in enrolling through Nevada Health Link. Finally, the strategy would allow enrollees to get the most out of their coverage and become loyal ambassadors for Nevada Health Link.

The main call to action is to drive individuals to the Nevada Health Link website to explore resources and ultimately, enroll. Content will link back to the Nevada Health Link main landing page for Open Enrollment, with links to Navigators/Brokers resources when appropriate. Urgency will be increased corresponding to the deadline, as will be reflected in graphics and visuals, social media copy, and the frequency of posting as the deadline approaches.

The Abbi Agency conducted many general updates for the Open Enrollment Period to improve both the English and Spanish speaking customer's journey on the consumer facing website NevadaHealthLink.com:

- Update UX/UI Stylekit
- Update Navigation UI
- Resolve Broken Website Links
- Update Meta Descriptions
- Launch Countdown Timer
- Update Content on Open Enrollment Specific Pages
- Create Additional Tracking for Enrollment Form
- Create English & Spanish Open Enrollment Landing Pages
- Create Spanish Pre-Enrollment Checklist Page