



Board Marketing Report

JUNE 2022

General Comments: Marketing & Advertising

The period after open enrollment has been a time for the Exchange, The Abbi Agency (TAA), the Exchange's marketing and outreach vendor, and Marketing for Change (M4C), a subcontractor to The Abbi Agency and research team for the Exchange, to dive deeper into the Nevada Health Link (NVHL) audience and better understand the customer journey and the customer's level of understanding, needs and wants when it comes to health insurance coverage.





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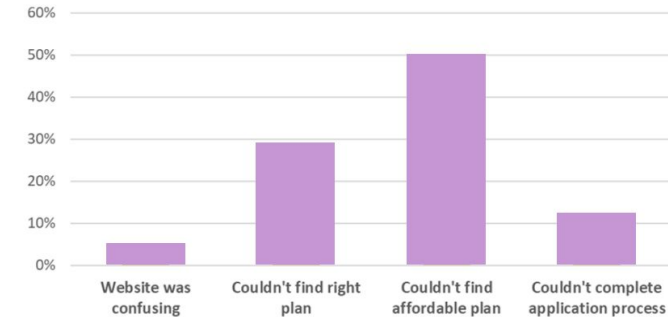
General Research & Insights

Marketing for Change conducted several research studies in the off-season to drive this better understanding of the Nevada consumer.

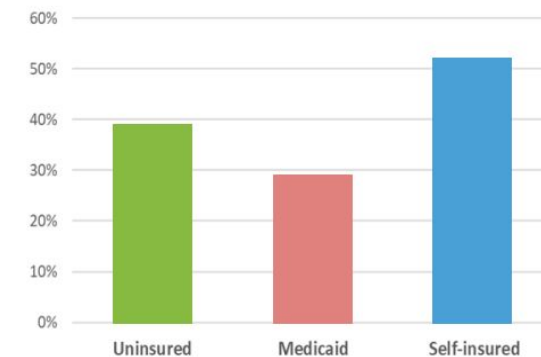
Research Project #1: Targeted Market Survey

- **Audience(s):** Uninsured, self-insured, current Medicaid recipients
- **Goal:** Understanding profiles of potential customers, assessing awareness, understanding and interactions with Nevada Health Link, identifying motivators and obstacles for purchasing health insurance and evaluating the Open Enrollment advertising campaign.
- **Key Findings:**
 - Uninsured Nevadans are mostly formerly insured (i.e. I had insurance through my employer but lost my job)
 - Health Insurance can seem out of reach, the key issue is money (1/3 of uninsured are waiting until they are financially stable)
 - 4/10 uninsured Nevadans want insurance this year
 - Price remains major reason for not buying

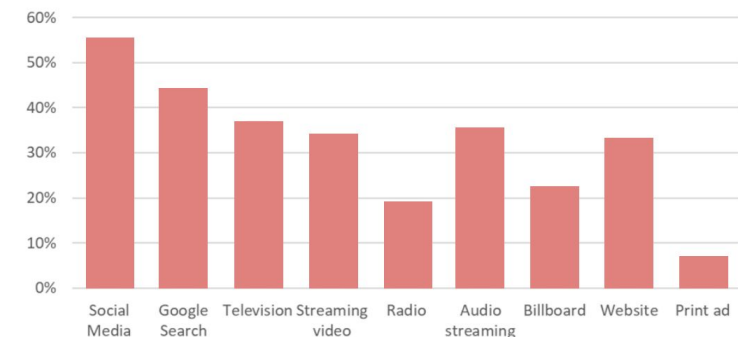
Why didn't you buy an insurance plan after your visit to NVHL.com?



Have you heard anything about NevadaHealthLink.com in the past 3 months?



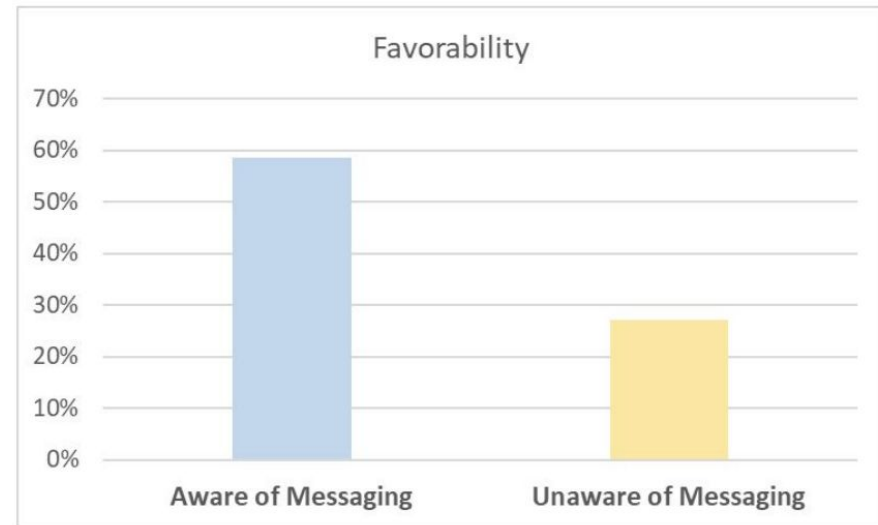
Where did you see advertising about Nevada Health Link?



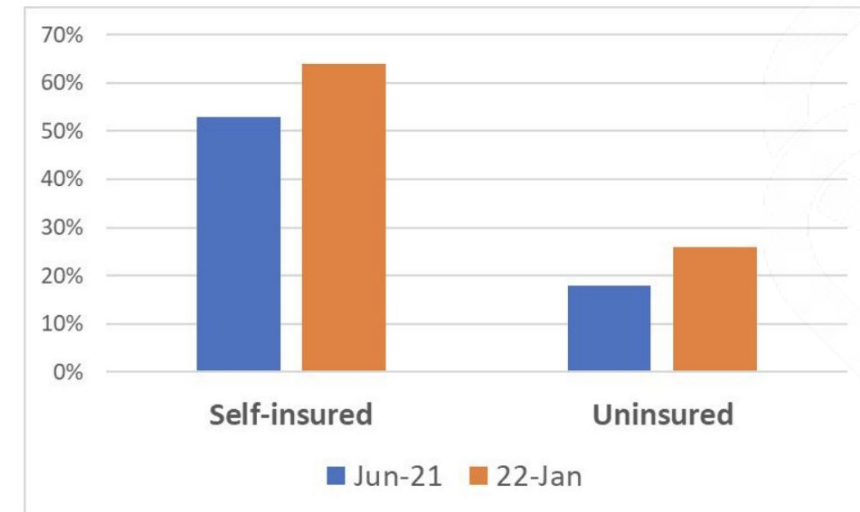
General Research & Insights

Research Project #2: Bi-annual Pulse Check Survey

- **Audience(s):** General population of Nevada
- **Goal:** Understand if views on Nevada Health Link had changed since the last Pulse Check survey in June 2021 based on the Open Enrollment campaign.
- **Key Findings:**
 - Awareness and favorability of Nevada Health Link brand among general public is stable
 - Awareness of Open Enrollment campaign grew among self-insured and uninsured Nevadans
 - Both brand favorability and campaign awareness were higher among families with children
 - Linked to exposure to advertising messaging to higher favorability rankings

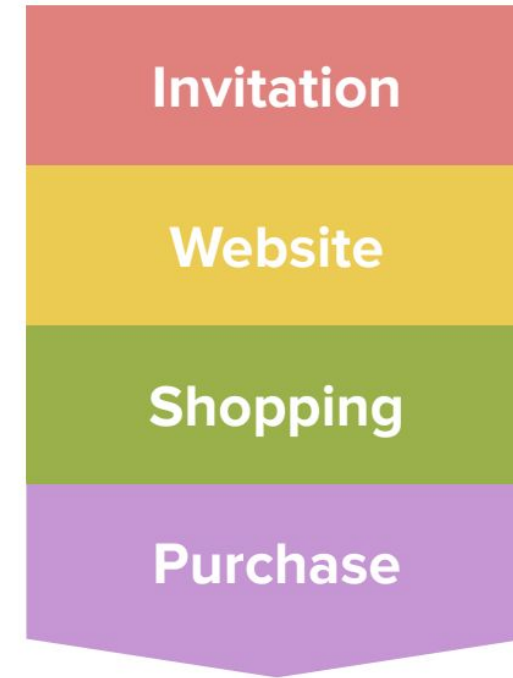


Awareness of campaign grew among self-insured and uninsured Nevadans



Research Project #3: User Survey

- **Audience(s):** Current Nevada Health Link customers
- **Goal:** Assess current customer satisfaction, their website shopping and purchasing experience and the Open Enrollment campaign.
- **Key Findings:**
 - 47% reported that they were “extremely likely” to recommend, 72% 8/10 on the likely to recommend
 - Website organization and technical language was not intuitive for some
 - Shopping experience was a particular pain point:
 - Not easy to make comparisons
 - Unclear directions
 - Not as easy as other shopping experiences





General Research & Insights

Research Project #4: Latino Audience Research

- **Audience(s):** Latino Nevadans of all ages, backgrounds, family sizes, etc.
- **Goal:** To further breakdown the Hispanic audience and better understand all cohorts within, rather than thinking of them as one audience.
- **Key Findings:**
 - Family drives much of the health insurance discussion
 - When it comes to finances, 'others' are more important than self (personal financial ruin is not a top driver)
 - Younger adults focus on getting ahead now and in the near future
 - Middle age adults spoke of caring for their parents, retiring and watching their (adult) children grow
 - Some self-employed respondents deprived themselves of insurance as it was seen as cost-prohibitive
 - Uninsured respondents felt that healthcare was out of reach, especially for Latinos
 - Respondents showed appreciation for any attempts to reach the Latino community
 - The fact that this research was being done and that ads were being created was positively perceived



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The American Rescue Plan: Marketing & Outreach

Over a hundred thousand Nevadans currently benefit from access to affordable health insurance options through Nevada Health Link, thanks to two policies: the COVID-19 Public Health Emergency (PHE) and the American Rescue Plan Act of 2021 (ARPA). These policies ensure that consumers have the security of affordable, comprehensive health coverage when consumers lose their jobs or income during the pandemic, assuring access to health care when they needed it the most. The Abbi Agency and Nevada Health Link together built a fact sheet familiarizing key stakeholders with the work that Nevada Health Link does, the number of Nevadans that are enrolled, the recent successes of the last Open Enrollment Period and the affects the ARPA expiration could potentially have on Nevadans. This fact sheet was a tool for Nevada Health Link to share in attended conferences in Spring of 2022 in Washington D.C. and Philadelphia.

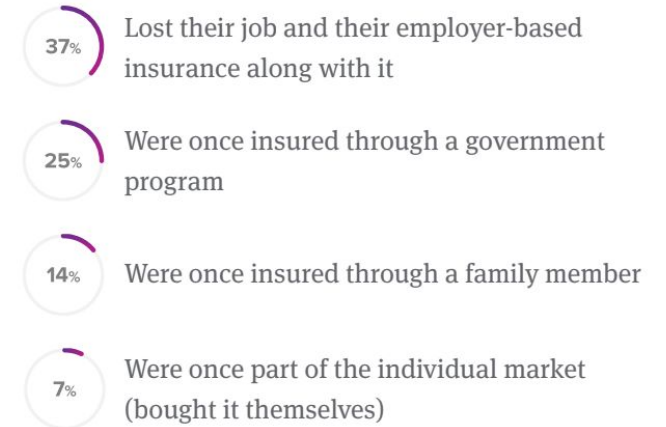
Pre vs Post ARPA Monthly Premiums

- 61-year-old in Incline Village (89451) went from \$704.19 (no subsidies) to \$254.71 monthly premium
- Family of 5 (ages 58, 53, 19, 16, 18) in Elko County (89815) went from \$3,617.50 (no subsidies) to \$483.64 monthly premium
- Family of 3 (ages 67, 52 & 15) in Las Vegas (89130) went from \$404.09 to \$0 monthly premium
- Family of 2 (76 & 78) in Las Vegas (89145) went from \$316.78 to \$12.88
- 29-year-old in Las Vegas (89141) went from \$320.34 to \$39.40
- Family of 4 (ages 47, 31, 8 & 6) in Las Vegas (89141) went from \$348.71 to a \$0 monthly premium
- 45-year-old in Las Vegas (89123) went from \$120.92 to \$13.70 monthly premium

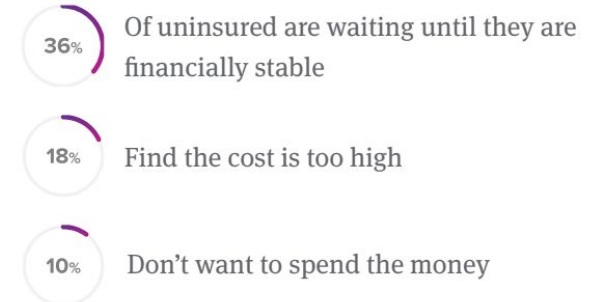
A profile of Nevada's Uninsured Population Cont.



Why have Nevadans Lost Their Coverage?



Why Can't Some Nevadans Find Health Coverage?





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The Unwinding of the Public Health Emergency: Marketing & Outreach

The Abbi Agency worked together with Nevada Health Link and the Nevada State Medicaid office to put together a marketing and outreach plan that targets first the general public and then will focus on those Nevadans potentially losing their Medicaid benefits. The goal is to support their partners at the Medicaid office by amplifying the message to update all personal information so that their consumers are reachable and don't experience a lapse in coverage. The next phase of this program is to provide those that are losing their coverage with easy enrollment information through Nevada Health Link to prevent a gap in coverage. The total number of individuals is estimated to reach the hundreds of thousands.

Target Market Research: Nevadans on Medicaid

- 75% have been on Medicaid for at least 2 years
- Only 21% are unsatisfied with their Medicaid coverage
- More than 1 in 3 Medicaid recipients fear losing their coverage
 - 20% would shop for alternate insurance as soon as possible
 - 15% would be limited by financial stability and the cost of plans



The Unwinding of the Public Health Emergency: Marketing & Outreach

Phase I - Education

- **Timing:** March 15, 2022 - Until the Public Health Emergency has officially ended
- **Target Audience:** Current Medicaid Enrollees
- **Goals:**
 - Awareness of ending the Public Health Emergency and the potential loss of Medicaid coverage for an estimated 100,000 Nevadans.
 - Push all current Medicaid enrollees to update their physical address (sign up for newsletter, download the app?) Update contact information with Medicaid (address, phone number and email address)
- **Tactics:**
 - Update NVHL Medicaid specific webpages
 - Blog Post(s)
 - Social Media Posts
 - Public Relations
 - Consumer Facing Flyer/Poster
 - Navigators/Brokers (NVHL)
 - Carriers (NVHL)
 - Paid Media Plan

MEDICAID CHANGES

& Your Insurance Options

The Public Health Emergency declared during the COVID-19 pandemic is ending and Medicaid eligibility is changing as a result. If you or anyone you know is losing Medicaid coverage because of this change, Nevada Health Link may be able to help. Nevada Medicaid and Nevada Health Link are working together to make sure those losing Medicaid have access to the best insurance options available.



3 THINGS TO REMEMBER

TO STAY UP TO DATE ON MEDICAID CHANGES

- 1 Make sure all your contact information is up to date**
on the Nevada Medicaid database
- 2 Losing Medicaid eligibility**
may qualify you for special enrollment through Nevada Health Link
- 3 You have 60 days**
from loss of Medicaid coverage to find coverage that's right for you through Nevada Health Link

4 THINGS TO KNOW

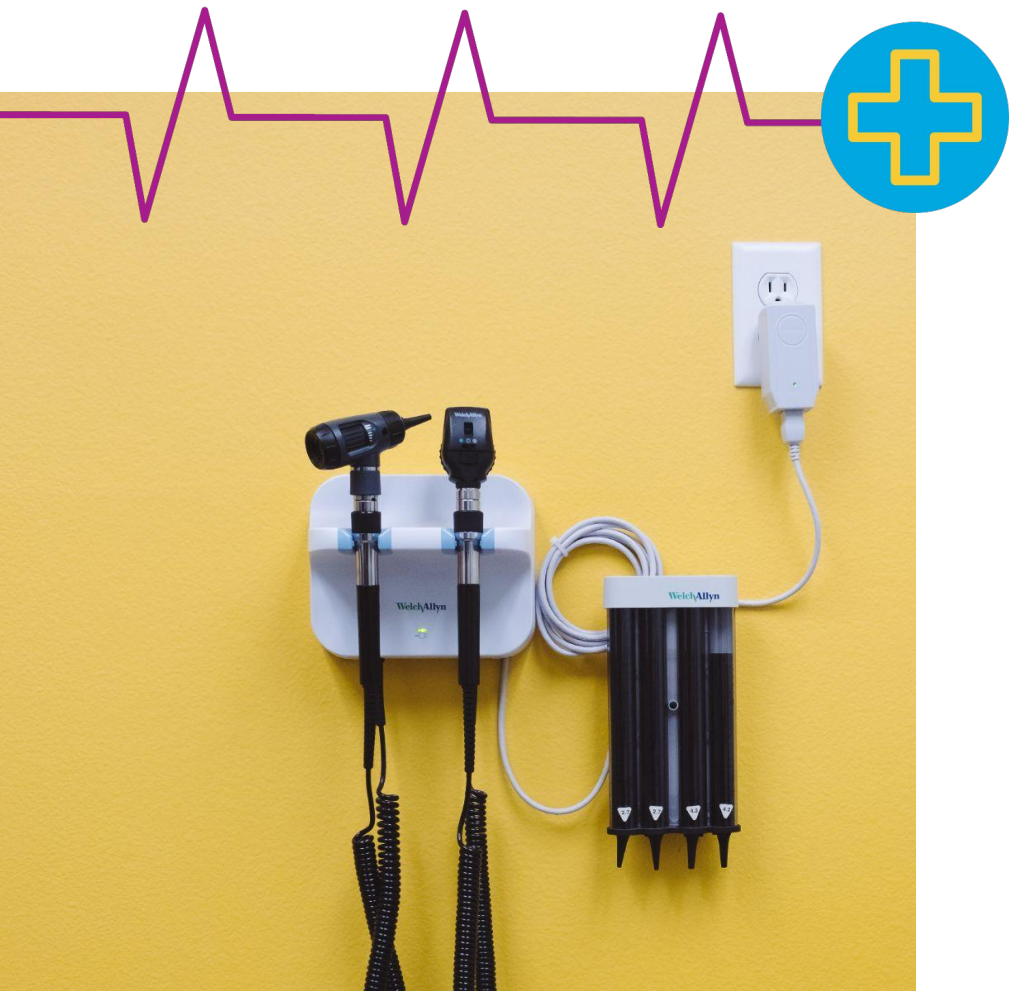
IF YOU ARE CONSIDERING COVERAGE THROUGH NEVADA HEALTH LINK

- 1 Nevada Health Link is the state-based health exchange**
for the state of Nevada and all health plans offered on the platform are qualified plans
- 2 Nevada Health Link offers a wide range of private insurance plans**
to choose from
- 3 Nevadans can shop and compare plans**
on a single, easy-to-use platform
- 4 Deep discounts on coverage**
means that you can find the best insurance prices in the state



EXPLORE NEVADA HEALTH LINK COVERAGE
Scan to Learn More





The Unwinding of the Public Health Emergency:

Marketing & Outreach

Phase II - Enrollment & Action

- **Timing:** End of Public Health Emergency to 60 days after last notification
- **Goal:**
 - Awareness of the low cost and high quality of Nevada Health Link Plans
 - Awareness of the qualification for subsidies and APTC
 - Drive those that have recently loss coverage with Medicaid to enroll with NVHL
- **Target Audience:** Newly Medicaid Ineligible Nevadans
- **Tactics:**
 - Medicaid Ineligible Email Newsletter Campaign
 - Direct mailer utilizing the Medicaid Office's mailing lists (stuffer)
 - Blog Post(s)
 - Social Media Posts
 - Public Relations
 - More Robust & Targeted Paid Media Plan



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Special Enrollment Period: Campaign Overview

The overarching goal of this Special Enrollment Period was to have a targeted campaign that spoke directly to the identified target audiences that had recently gone through a qualifying life event. The campaign creative is heavy on clear and distinct messaging and uses bold colors from the branded color palette to draw attention.

The target audiences identified for this campaign were as follows: Those that were recently married or divorced, moved to Nevada, experienced a change in income or, change in employment status, birth, loss of health coverage, turning 26, and gaining U.S. legal status.



The image displays two versions of the Special Enrollment Period campaign creative, one in English and one in Spanish. Both versions feature a header with the text '*Special Enrollment PERIOD' (English) or '*Período de Inscripción ESPECIAL' (Spanish) in white text on a purple background. Below the header, the English version reads 'We're Here for You in Life's Biggest Moments' and the Spanish version reads 'Estamos Aquí para los Momentos Más Grandes de su Vida'. Both versions include a purple banner with the text 'Special Times Call for Special Coverage' (English) or 'Los Tiempos Especiales Requieren Cobertura Especial' (Spanish). At the bottom, the Nevada Health Link logo and website address 'nevada health link.com' are displayed.



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Off-Season Strategy

In the post-open enrollment period The Abbi Agency and Nevada Health Link developed a robust content strategy that provided relevancy for NVHL, supported NVHL in being a thought-leader in healthcare, and supported all partner agencies. Backed by keyword and search intent research, this off-season content strategy has been a key component in boosting Nevada Health Link's organic search ranking and overall domain authority, while answering health consumers questions quickly and efficiently.

- Health Themed Days/Months
- Highlighted Partners
- Key Events
- Keyword Research
- Health Information/Authority
- Special Enrollment Period

Example: May

- Ongoing SEP Content
- Brain Cancer, Bladder Cancer and Melanoma & Skin Cancer Awareness month
- Small Business Week
- National Stroke Awareness Month
- ALS Awareness Month
- Women's Health Month
- Asthma Awareness Month
- National Nurses Week (May 6-12)
- Reno River Fest (May 7-8)
- Henderson Art Festival (May 7-8)
- Nevada Health Conference (May 24-25)
- Asian Pacific American Heritage Month
- Digital Mental Health Programs
- Intuitive Movement and Mental Health-Based Exercise Regimens





THANK YOU

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