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AGENDA ITEM

For Possible Action

Information Only

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PURPOSE

The purpose of this report is to provide the Board and the public with an overview of our Off-Season Marketing & Outreach Campaign for Nevada Health Link.

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GENERAL COMMENTS

General Comments: Marketing & Advertising

Open Enrollment for Plan Year (PY) 2023 concluded on January 15, 2023, with an extension for consumers who completed their application by the January 15th deadline. Enrollees who met this deadline had an additional five days to shop for and select a plan until midnight on January 20, 2023. The Silver State Health Insurance Exchange (Exchange), the state agency that oversees the online health insurance marketplace known as Nevada Health Link, enrolled 96,379 Nevadans. Of the over 96,000 Nevadans who enrolled in health insurance plans through NevadaHealthLink.com, 18,117 were new enrollees, meaning they were not previously enrolled in a plan on the marketplace.

A fully developed marketing plan for the Open Enrollment Period (OEP) was completed and approved in September 2022 and production of the newly vetted messaging and creative concepts began. Campaign production included a full week across a variety of locations in Las Vegas and featured a diversity of locally owned businesses and Nevada locals as models. The Abbi Agency (TAA) produced eight different broadcast quality videos and eight different print advertisements in two different languages (English and Spanish).

In late October 2022, the paid media campaign segued into the Open Enrollment campaign. The call to action (CTA) was set up in three phases to help elicit the strongest responses: 1) *Get Ready to Enroll/Learn More*; 2) *Find a Plan/ Enroll Now*; 3) *Only XX Days Left to Enroll*.

November 1, 2022, window shopping messaging and marketing assets were pulled from the traditional ad market and the NevadaHealthLink.com website and the Open Enrollment main campaign assets were implemented. The Open Enrollment press conference took place at the Southern NV Health District (SNHD) in Las Vegas. Ryan High, Executive Director, kicked off the presser with multiple speakers including Congresswoman Susie Lee, SNHD Director, Dr. Florence Jameson, Exchange Board Chair, Alberto Ochoa, NVHL broker, and shared testimonials which encouraged Nevadans to seek free assistance and to enroll in health coverage. A public health fair with NV on-Exchange insurance carriers followed the press conference. On Friday, November 4th, the Exchange also held a Community Health Fair in Reno, NV at the Downtown Reno library with some of Nevada's on-Exchange carriers, NVHL staff, and Community Health Alliance, a navigator organization who partners with the Exchange. The purpose of this event was to educate and inform Nevadans about the health insurance options through Nevada Health Link.

Through December 2022, TAA worked on a creative campaign evolution that focused on the urgency of the enrollment deadline. The countdown assets were launched January 1, 2023 and ran through January 15, 2023.

Advertising Strategy Highlights for the Open Enrollment Campaign:

The overarching goal was to build a campaign that united three reasons to act under a single message:

- Motivation – Nevada Health Link strives to drive Nevadans to understand the reason to invest in themselves and their families. Leaning in on self-standards and norms.
- Nevada Health Link is here to help – The Exchange needed to communicate that the perceived investment is smaller. This was done by messaging the lower premium prices to Nevada consumers.
- Frame as valuable - Strong logo presence of all seven carriers to drive brand equity of Nevada Health Link and to showcase to Nevadans the notable carriers they must choose from for coverage and plans.

The target audiences identified for this campaign were as follows: Those who were currently enrolled and needed to re-enroll and those 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/Latino, Asian Americans and Asian Pacific Islanders, African Americans, and multicultural populations.

The Abbi Agency and Marketing for Change, research company who is subcontracted to TAA, developed and tested a variety of creative campaign evolutions from the Open Enrollment Period PY23 campaign. These evolutions were meant to test the messaging, and best way to deliver the message. Based upon this the following storylines were developed, all hinging on using locals and businesses to represent real Nevadans:

- Own Boss: This depicts a barbershop owner, food truck, realtor, housekeeper, and a landscaper being experts in the respective fields with a voiceover “Our plans are made for your plans.”
 - Video & Stills
 - English & Spanish Versions
- Driver: This depicts a food delivery and ride-share driver, illustrating that Nevada Health Link connects independent contractors and gig workers to comprehensive health insurance.
 - Video
- Taco Truck: This depicts the owners of a popular taco truck in Las Vegas, showcasing how owners of unique businesses and entrepreneurs can find health coverage at Nevada Health Link.
 - Video & Stills
 - English & Spanish Versions
- Barber Shop: This depicts a barber in his shop who takes pride in his work and receives news that he is adding to his family.
 - Video & Stills
- Part-time Worker: This depicts a server/barista who excels at food service and finds the health insurance that fits her needs at Nevada Health Link.
 - Video & Stills
- Being There - Takes you through a journey with a father and son and as they grow up together, the son has an accident at a soccer practice, but the father is there to care for the son by making sure he’s covered with health insurance.
 - Video & Stills
 - English & Spanish Versions

Detailed Launch Timeline

- Open Enrollment Period
 - October 1, 2022 - December 31, 2022: Launch Press Releases, Press Conference, Health Fair, Community Events, Radio, and Programmable Radio, Static and Digital Billboards, Google Search Engine Marketing, Display Banners, Paid Social Media Advertisements, Broadcast Television and Connected TV, Print Advertisements, Email Marketing, Blog Posts, Organic Social Media
- Deadline Messaging Period
 - January 1, 2023 - January 15, 2023 (planned tactics include): Press Releases, Community Events, Radio, and Programmable Radio, Static and Digital Billboards, Google Search Engine Marketing, Display Banners, Paid Social Media Advertisements, Broadcast Television and Connected TV, Print Advertisements, Email Marketing, Blog Posts, Organic Social Media

Public and Media Relations:

The Abbi Agency (TAA) and Nevada Health Link are committed to reaching Nevadans from all backgrounds and help them learn about affordable health insurance options. More diverse than ever, Nevada has robust Asian American Pacific Islander, African American, Native American, and Hispanic communities. Our PY23 Open Enrollment Media Plan integrated highly effective tactics to reach these historically underserved communities, as well as the remaining communities in Nevada.

Overall, TAA and the Exchange allocated the spend broadly across a diverse range of media channels to ensure Nevadans were reached on the platforms that they frequent. Rates had increased significantly in traditional channels (television) due to the current economic climate and experienced even higher costs in October and early November due to the election. As a result, traditional channels were absorbing a significant portion of the Open Enrollment paid media budget. Broadly, funds were allocated in line with channel engagement figures provided by 3rd-party data firms. The largest channel was TV & Connected TV, followed by Google (SEM, Display & YouTube), out of home, radio, print, social media, and streaming audio.

Many of the traditional channels (billboards, radio, etc.) built awareness of Nevada Health Link and Open Enrollment Period through exposure to its “Our Plans are made for Your Plans” campaign. The blended traditional and digital placements, from partners like Las Vegas Review Journal and the Reno Gazette Journal moved individuals from awareness to consideration. Paid social media placements similarly moved individuals from initial exposure to consideration. As users landed on NevadaHealthLink.com, the digital ad experience was able to retarget them in the future. Each of the digital platforms had retargeting ad sets and creatives, ensuring that individuals who had shown interest in Nevada Health Link enrollment were nudged again. Lastly, for individuals showing intent to enroll, the Exchange and TAA leveraged Search Engine Marketing (SEM) marketing to push them to enroll. This combination of channels and tactics generated strong enrollment figures for 2023’s Open Enrollment Period.

Open Enrollment Period: Public Relations Performance

A timeline of media distribution items between 11/1/22 and 1/23/23 are as follows:

- November 1: Public Health Fair in Southern Nevada at SNHD
- November 1: Press Release announcing the start of Open Enrollment
- November 4: Public Health Fair in Northern Nevada at Downtown Reno Library
- November 4: Ryan High’s visit with US Secretary of HHS, Xavier Becerra
- November 16: Health Insurance “How to avoid scams” during Open Enrollment pitch
- December 1: 30 Days Success Press Release
- January 9: Last Chance to enroll Press Release
- January 23: Press Release announcing final enrollment numbers for Plan Year 2023

Earned Media Metrics between 11/1/2022 and 1/23/2023:

- Press Releases (6); Media Alerts (2); Press Conferences (1); Total individual media outreach of releases and pitches (750)
- 184 pieces of coverage
- 2.74 million est. coverage views
- 95.3K print distribution

- 25 backlinks
- Average domain rank authority: 62
- Distributed six (6) press releases to Hispanic media
- Multiple media interviews and placements in Hispanic media outlets

Outreach & Community Relations Highlights:

To kick off the Open Enrollment Period in November, the TAA community relations teams helped NVHL plan and host two separate community health fairs in Southern Nevada at the Southern Nevada Health District and in Northern Nevada at the Reno Downtown Public Library. These health fairs allowed members of the community an opportunity to talk to local organizations and on-Exchange private health insurance carriers and ask any questions they might have had ahead of signing up for health coverage through the Exchange.

Additionally, there continued to be ongoing community event participation including attendance at Senior Expos, UNR Home games, Vegas Chamber State of Chamber Installation luncheon, and various community events.

Ericka Aviles Consulting researched and provided Hispanic | Latino collaborations with organizations serving underserved communities by facilitating and securing tabling events and sponsorships targeting those communities.

Sponsorships:

- The Great Las Vegas Taco Festival “Fiesta Radio” (11/4, 11/5, 11/6)
- Festival of lights (11/12)
- NMHEC Impact Summit (11/18)
- Water Lantern Festival (11/19)
- UNR Wolf Pack Home Games

Event Participation:

- 11/4 - Senior Expo - Green Valley Ranch
- 11/4 - NHVL Community Kickoff
- 11/4 - 6 - The Great Las Vegas Taco Festival Fiesta Radio
- 11/4 - 6 - Springs Preserve Día De Muertos
- 11/11 - Senior Expo - Boulder Station
- 11/12 - Festival of Lights
- 11/13 - Fiesta 98.1 FM Radio Added Value Outreach
- 11/17 - 2022 B2B Expo
- 11/18 - Senior Expo - Aliante Casino
- 11/19 - Water Lantern Festival
- 11/20 - Fiesta 98.1 FM Radio Added Value Outreach
- 11/21 - PacksGiving Health Fair – UNR
- 11/22 - Nevada Homeless Alliance 2022 Fall Project Homeless Connect
- 11/22 - Thanksgiving Turkey Dinner Giveaway | 250 Families
- 12/1 - The Center World Aids Day Vendor Fair
- 12/2 - Senior Expo - Pahrump Nugget
- 12/6 - College 101 Night & Resource Fair
- 12/9 - Vegas Chamber State of Chamber Installation Luncheon

- 12/12 - RTC 30th Anniversary Customer Appreciation Event
- 12/17 - Ward 3 Winter Wonderland / Posada Navidena
- 1/8 - Hello, 89512
- 1/12 - UNR Wolf Pack Home Game
- 1/18 - Vegas Chamber Preview 2023
- 1/21 - UNR Wolf Pack Home Game
- 1/29 - UNR Wolf Pack Home Game

Community Partner Collaborations:

- Food Bank of Northern Nevada
- City of Las Vegas
- City of Reno

Consumer Resources Developed:

- Resource Guide in English and Spanish
- PHE Posters?

Open Enrollment Period: Social Media Strategy & Overview:

Open Enrollment content encouraged non-enrollees to find an insurance plan that suited their needs. This content highlighted the seven carriers, the over a hundred healthcare plans available, and the free assistance of a licensed enrollment professional to select an insurance plan. Nevada Health Link made use of messaging across all social channels focusing on Instagram, Facebook, Twitter, and LinkedIn. Additionally, TikTok was incorporated into the regularly scheduled posts on the primary platforms. Each platform had updated imagery to encourage Open Enrollment and to maintain campaign consistency for the consumer via their cover photos.

The content corresponded with the themes outlined in the broader Open Enrollment plan including being your own boss and that our plans are made for your plans. This theme is bolstered through the wide range of age demographics shown through imagery that perpetuates healthcare is not a one-size-fits-all solution and relates to Nevadans of all walks of life. Spanish content was also developed for a variety of social posts.

The main call to action was to drive individuals to the Nevada Health Link website to explore resources and ultimately enroll in coverage. All content linked back to the Nevada Health Link’s main landing page for Open Enrollment, with links to Navigators/Brokers resources when appropriate. Urgency was increased corresponding to the deadline.

Open Enrollment Period: Social Media Performance

- 5 Live Social Events: The LGBTQ’s Center of Southern Nevada, Mona Lisa Paulo, Nevada Health Link Press Conference for 2023 Plan Year Open Enrollment, Food Bank of Northern Nevada, Nicole Lamboley, Nevada Health Link’s quality assurance manager, Shae Herbert, and City of Reno, Councilman Martinez
- Strong Presence of Hispanic Posts
- Partner Support
- Campaign Video Incorporation

- Social Posts to Promote Open Enrollment Personality Quiz
- Strong Presence of Open Enrollment Content (Sharing links to landing page, promoting events, ways to connect with brokers and navigators, extended call center hours, OEP Resources)
- Sharing news stories at every opportunity to boast success of OEP
- Impressive Rise in Social Media impressions & engagement from Oct 1, 2022 – Jan 15, 2023
 - 2,734,422 impressions
 - 188,987 engagements
 - 39,069 post link clicks

Open Enrollment Period: Email Performance

- Emails were created to speak to each critical audience:
 - Current Enrollees
 - Application Started
 - Medicaid Ineligible
 - Broker/Navigators
 - Application Completed, but no plan selected
- The email campaign had a 19% reduction in emails sent due to a reduction of newsletters targeting enrollees, but a 7% increase in open rate.
- The non-enrollee list of contacts had a slightly lower click through rate (CTR) compared to the enrollee emails. This is expected as enrollees are aware and engaged with the brand.
- The two (2) most successful emails in regards to CTR that were sent to non-enrollees came at the start of the OEP period during Window Shopping and then at the end of OEP. This is an indication of consumer engagement increasing due to procrastinating until the last minute.

Open Enrollment Period: Paid Media Performance

- Paid media efforts targeted rural and diverse communities across the state, avoiding tourists' areas like the Strip to ensure messaging reached Nevada residents.
- Traditional media garnered over 113 million impressions with an added value of \$144k.
- Digital media accumulated more than 33 million impressions, reaching audiences at an average frequency of 3-7 times per person. Spanish speaking audiences generated an even higher frequency, at 7-10 times per person.

Open Enrollment Period: Website Performance

- There was a decrease to the average session duration by 4% and is now over 10 minutes. This indicates that the audience is locating relevant information faster than the previous year.
- Session's volume dipped down during this period compared to last year, but the number of users was up 13%, This is a key factor. This indicates that we are reaching a wider audience, and they may be completing their enrollment earlier, so they do not need to come back for more sessions.

- Organic Search, direct and referral were the two highest performing channels driving web traffic. Indicating a strong awareness presence in the marketplace driving consumers to act of their own accord and our partners were a key factor in driving website traffic.