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October 1, 2022 - January 15, 2023

# OPEN ENROLLMENT BOARD REPORT

**THE ABBI  
AGENCY**

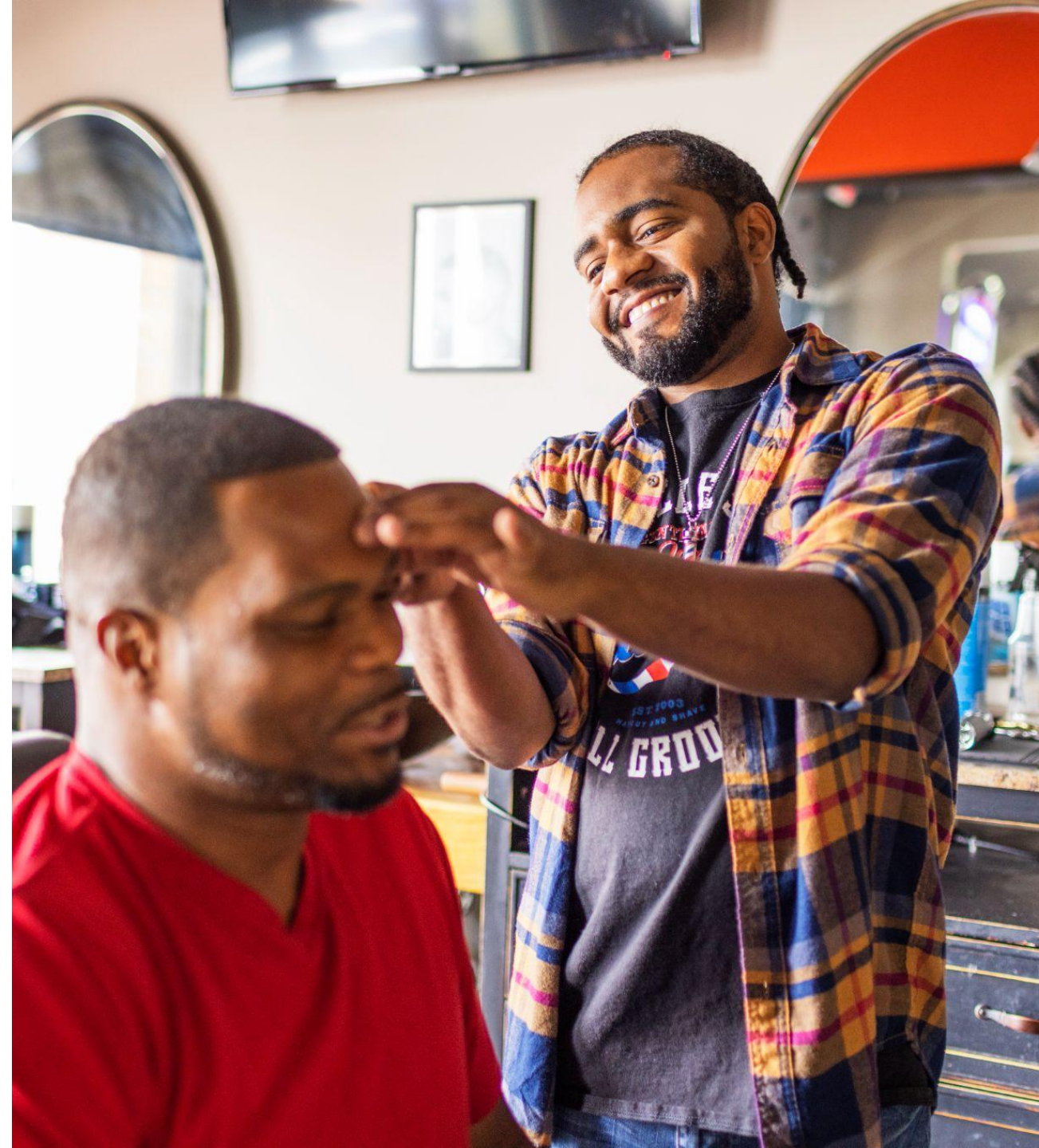
marketing  
for **change**

ERICKA VILES  
CONSULTING



## Strategy Overview

The Abbi Agency worked in lockstep with The Silver State Health Insurance Exchange (Exchange), the state agency connecting Nevadans to affordable Qualified Health Plans, to prepare Nevadans to sign up for health insurance coverage during PY23 Open Enrollment Period. The creative campaign was an evolution of the PY22 campaign focused on connecting health insurance to the individual lives of Nevadans and repeating the key messages of Motivation, Help, Value, Authentic and Flexible. Campaign assets were created with real Nevadans to ensure that authenticity was central to all campaign outreach.





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# Post Open Enrollment Quantitative Studies: Annual Public Insights Survey

Marketing for Change administered online surveys to Nevadan residents immediately after both the 2022 and 2023 Open Enrollment Periods

- **Goals:** Assess statewide awareness/favorability of NVHL, exposure to OEP messaging campaign, and estimates of uninsured and self-insured in the state post OEP
- **2022 audience:** General sample of adult Nevadans (n = 1,006)
- **2022 Key findings:**
  - Awareness and favorability of NVHL were high and stable compared to previous year.
  - Awareness of the OEP messaging campaign was higher among uninsured and self-insured Nevadans and also higher for families with children
  - Exposure to the messaging campaign was associated with higher favorability ratings of NVHL
- **2023 Survey is currently in the field (findings coming soon):**
  - **Key Features of new annual Nevada Healthcare Insurance Survey**
    - A sample of 2,000 Nevadans recruited through advanced sampling methods will allow for a more accurate assessment of the number of Nevadans with different healthcare insurance situations including the % of uninsured and self-insured in the state after OEP
    - An oversample of 600 additional uninsured and self-insured individuals in the state will allow for greater analysis of potential NVHL customers
    - Inclusion of coded open-end response questions will allow for deeper exploration of participant insurance purchasing motivations and obstacles.

## Post Open Enrollment Quantitative Studies: Current NVHL Customers Survey

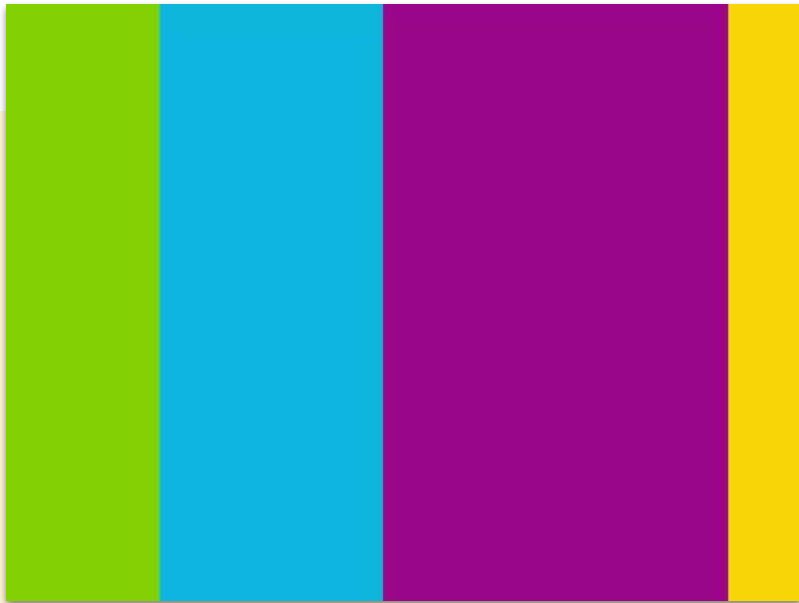
Marketing for Change administered online surveys to current customers immediately after both the 2022 and 2023 Open Enrollment Periods

- **Goals:** Survey current enrollees to gauge overall customer satisfaction with NVHL, views of the purchasing experiences and of NevadaHealthLink.com, and customer feedback and pain points
- **2022 audience:** Current Nevada Health Link enrollees (n = 1, 064)
- **2022 Key findings:**
  - The majority of respondents gave an overall positive evaluation of NVHL
  - Exposure to the 2022 OEP messaging campaign predicted purchasing health insurance during the 2022 OEP
  - 4 out of 5 participants rated their shopping experience as “easy” or “fairly easy”
  - Participants who rated their shopping experience as more difficult cited issues with comparing multiple plans and lack of clear instructions or explanation of coverage
  - Positive reactions to their premium was highly predictive of overall positive views of NVHL
- **2023 Survey is currently in the field (findings coming soon):**
  - **Key Features of 2023 Current Customer survey**
    - Measures of participant experience with specific features of the website and elements of the purchasing experience
    - Inclusion of questions related to interaction with NevadaHealthLink.com on mobile devices
    - Intentional targeting of enrollees who were first time, new consumers during the 2023 OEP

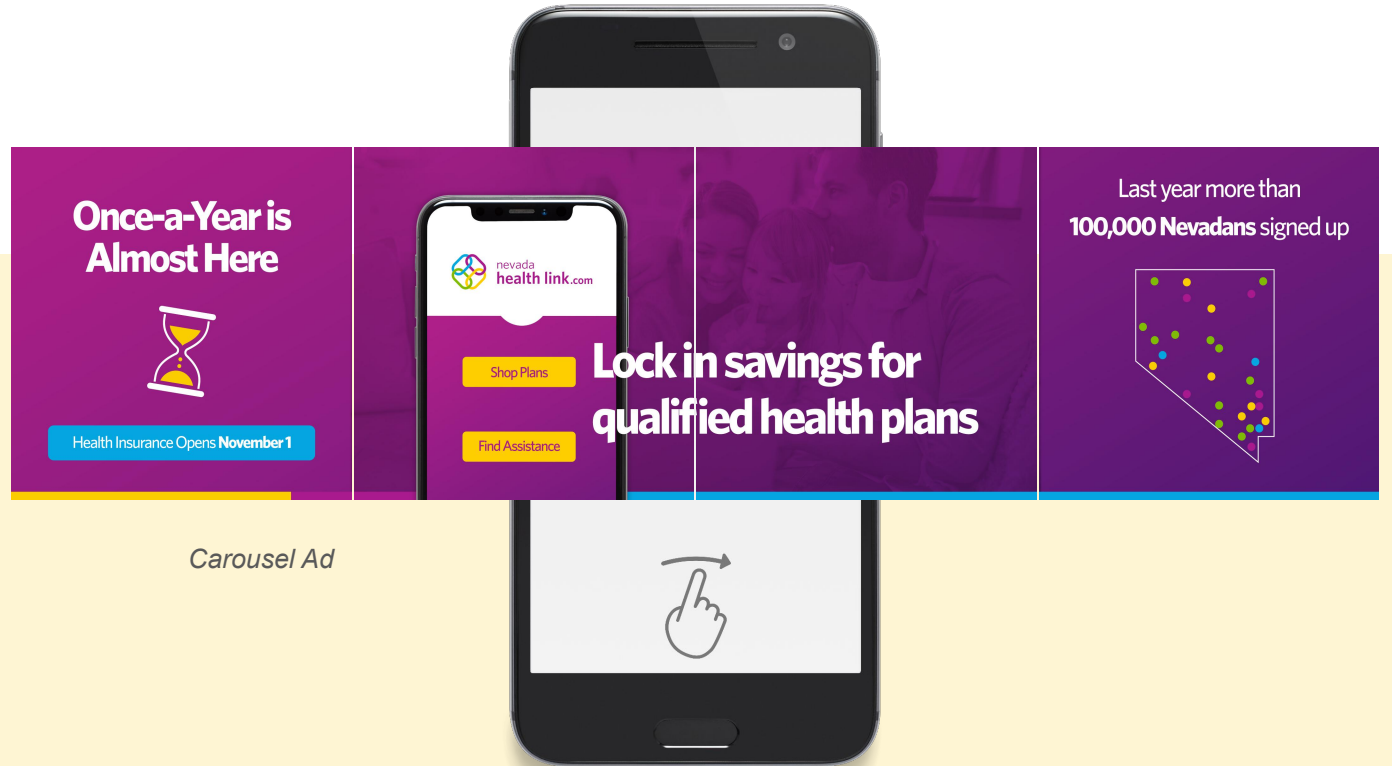


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# WINDOW SHOPPING PERIOD

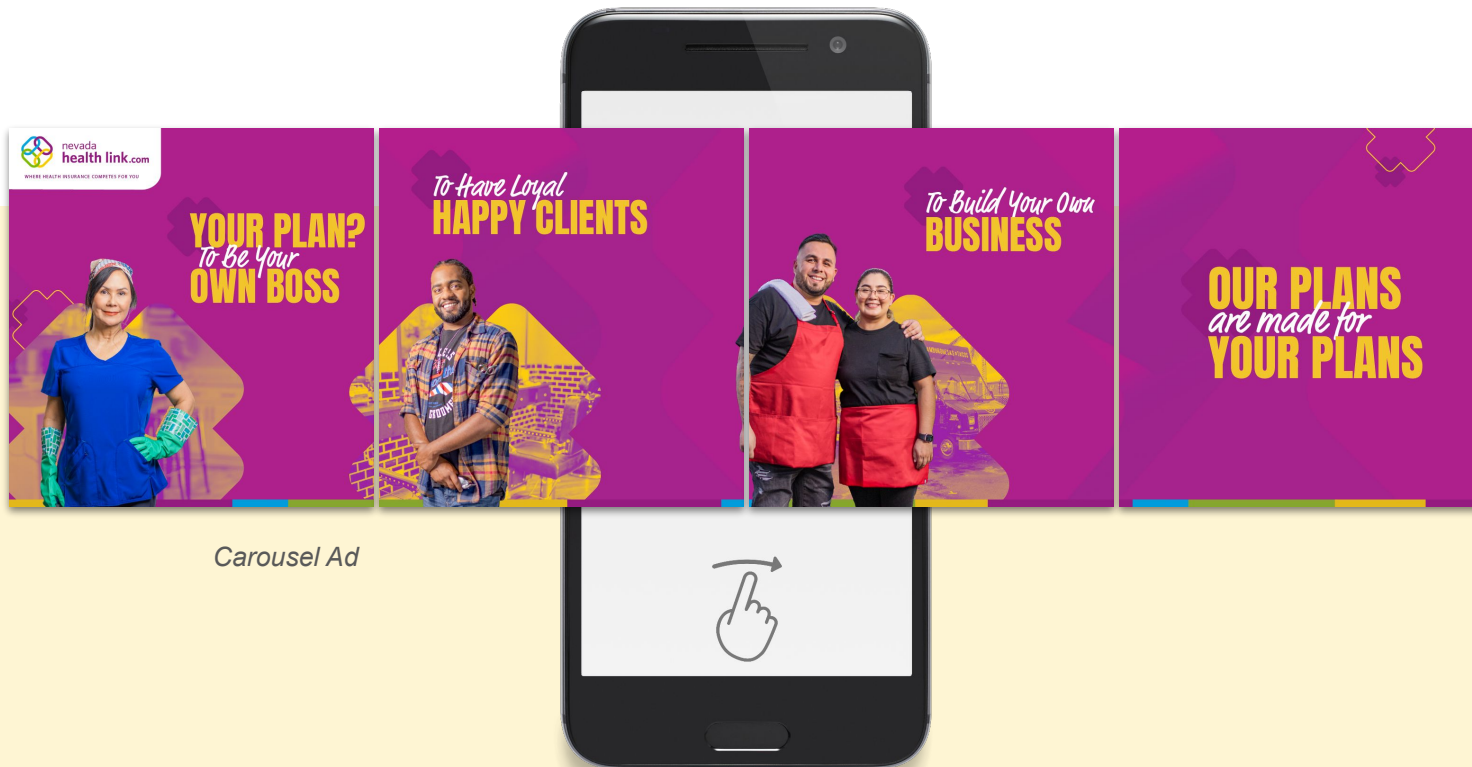


*Click to Play Video*



*Carousel Ad*

# OPEN ENROLLMENT PERIOD



Carousel Ad



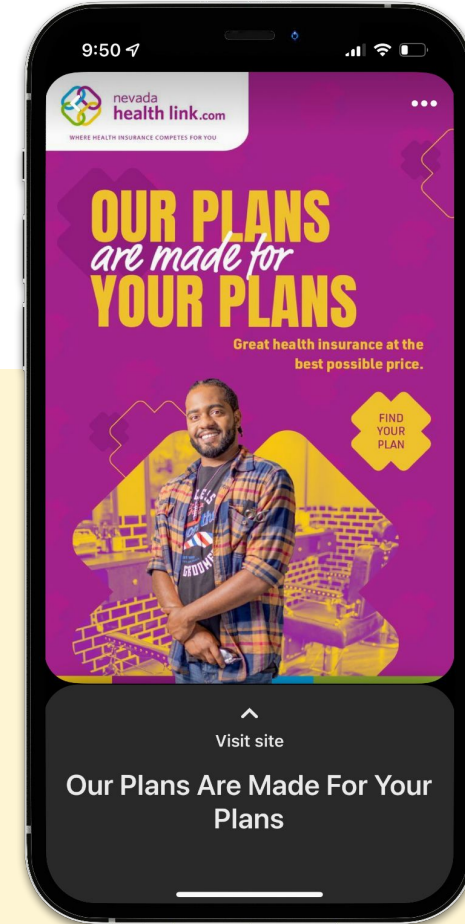
Print Ad



# OPEN ENROLLMENT PERIOD



*Click to Play Video*

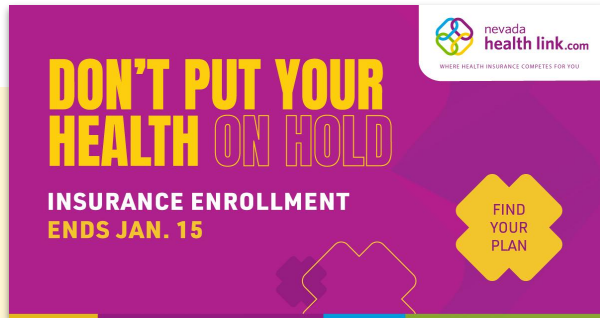


*Pinterest Ad*

# DEADLINE PERIOD

Billboard

Social Ad



Print Ad





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## STRATEGY

The Abbi Agency integrated highly effective tactics to target hard to reach communities and the general target audiences. In addition, we leveraged data provider partnerships and census data to reach diverse communities across the state and rural areas.

### Highlights

**Overall Impressions:** Traditional media garnered over 113 million impressions, while digital media reached audiences at an average frequency of 3-7 times per person.

**Rural Nevada:** Traditional print partners and digital channels that geofenced specific secluded communities

**Diverse Communities (Latinx, African American, AAPI):** Spanish specific assets on digital & traditional. All other communities consisted of SEM, Paid Social, YouTube, Connected TV, Broadcast & Cable Television, Streaming Audio, high impact mobile Out-of-home placements across diverse communities

## PAID MEDIA - TRADITIONAL

10/01/2022-01/15/2023



**113,679,243**

Total Impressions



**\$425,691**

Total Spend



**\$144,000+**

Total Added Value

## PAID MEDIA - DIGITAL

10/01/2022-01/15/2023 vs. 10/01/2021-01/15/2022

**44,114,046**

**+46%**

Total Impressions

**567,625**

**+266%**

Total Clicks

**1.48%**

**+151%**

Total CTR

**\$0.35**

**-76%**

Total CPC

**\$343,167**

**-11%**

Total Spend

## PAID MEDIA - DIGITAL

### Window Shopping

**3,862,040**  
Total Impressions

**118,282**  
Total Clicks

**3.06%**  
Total CTR

**\$0.41**  
Total CPC

**\$48,169**  
Total Spend

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### Open Enrollment and Deadline

**40,252,006**  
Total Impressions

**449,343**  
Total Clicks

**1.49%**  
Total CTR

**\$0.33**  
Total CPC

**\$294,998**  
Total Spend

## PAID MEDIA - DIGITAL

### English Only

**32,490,902**  
Total Impressions

**428,446**  
Total Clicks

**1.73%**  
Total CTR

**\$0.29**  
Total CPC

**\$229,213**  
Total Spend

### Spanish Only

**11,623,144**  
Total Impressions

**139,179**  
Total Clicks

**1.51%**  
Total CTR

**\$0.53**  
Total CPC

**\$119,060**  
Total Spend





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# STRATEGY

The Abbi Agency administered several updates to improve the customer’s journey on NevadaHealthLink.com. Our Digital Experience team implemented a consumer-focused engagement strategy for the campaign, with landing pages in both English and Spanish.

## Highlights

### User Engagement

- The landing page with the greatest number of users was the homepage, at 36%.
- Created a unique and interactive experience on the English and Spanish landing pages through the OEP Quiz. This piqued their interest and empowered users with information to tackle OEP.

### Users

- 13% increase in total users

### General Web Updates

- Created Spanish & English OEP Landing Pages
- Created OEP Quiz
- Updated UX/UI Stylekit
- Updated Navigation UI
- Updated Meta Descriptions
- Launch Countdown Timer
- Updated Content on Open Enrollment Specific Pages
- Create Additional Tracking for Enrollment Form



## WEB ANALYTICS

10/01/2022-01/15/2023 vs. 10/01/2021-01/15/2022

**350,375**

**+13%**  
Total Users

**738,127**

**+4%**  
Total Sessions

**16,632,225**

**-8%**  
Total Pageviews

**22.54**

**-12%**  
Total Pages/Session

**00:10:26**

**-4%**  
Avg. Session Duration

**33.39%**

**+116%**  
Total Bounce Rate

## Enrollment Campaign

# Website & Landing Page

## Website & Landing Page

### Traffic by Channel

- Paid Media efforts accounted for 33.4% of the 738,127 sessions
- The top 3 performing Paid Media efforts are Twitter, Google SEM, and Facebook

### Landing Page

- The landing pages with the greatest number of users among all traffic were the homepage (36%), login (8%), and Open Enrollment (7%)
- Of the users who landed on the Open Enrollment page, their first interactions were /hix/preeligibility, /quiz/, /es/inscripcion-abierta/, /hix/, and /get-help/

### Demographic

- Users engaging with the website are primarily using Mobile devices (61%), Desktop (35%), and Tablet (4%)
- The Gender breakdown of total users is primarily Male (55%)
- The Age of sessions engaging with the website is primarily 25-54 (62%) with the lowest sessions originating from 18-24 (16%), 55-64 (13%), and 65+ (9%)

### Geographic

- Nearly half of the sessions originated from Las Vegas, NV (47%)
- The trailing four metro regions are Reno (11%), Carson City, Pahrump, Elko, Mesquite, Ely, Eureka, Fernley
- Ely and Eureka saw the most increase in sessions, with 1,154% and 2,931% respective increases compared to the previous year.

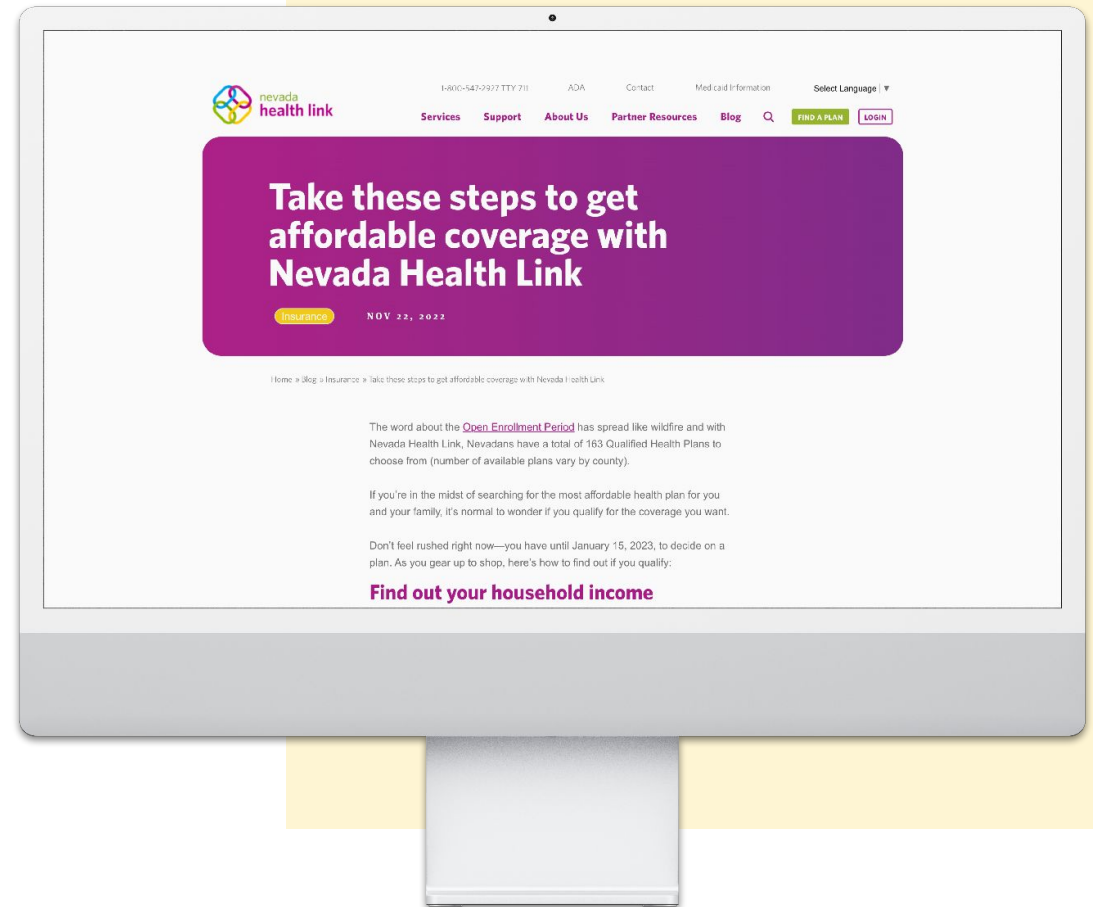
## Enrollment Campaign Blog Performance

**8,706**  
Pageviews

**3:41**  
Avg Time on Page

**26%**  
Bounce Rate

**2,072**  
Sessions



## Enrollment Campaign Newsletter Performance

19.11%

+7%  
Open Rate

738,127

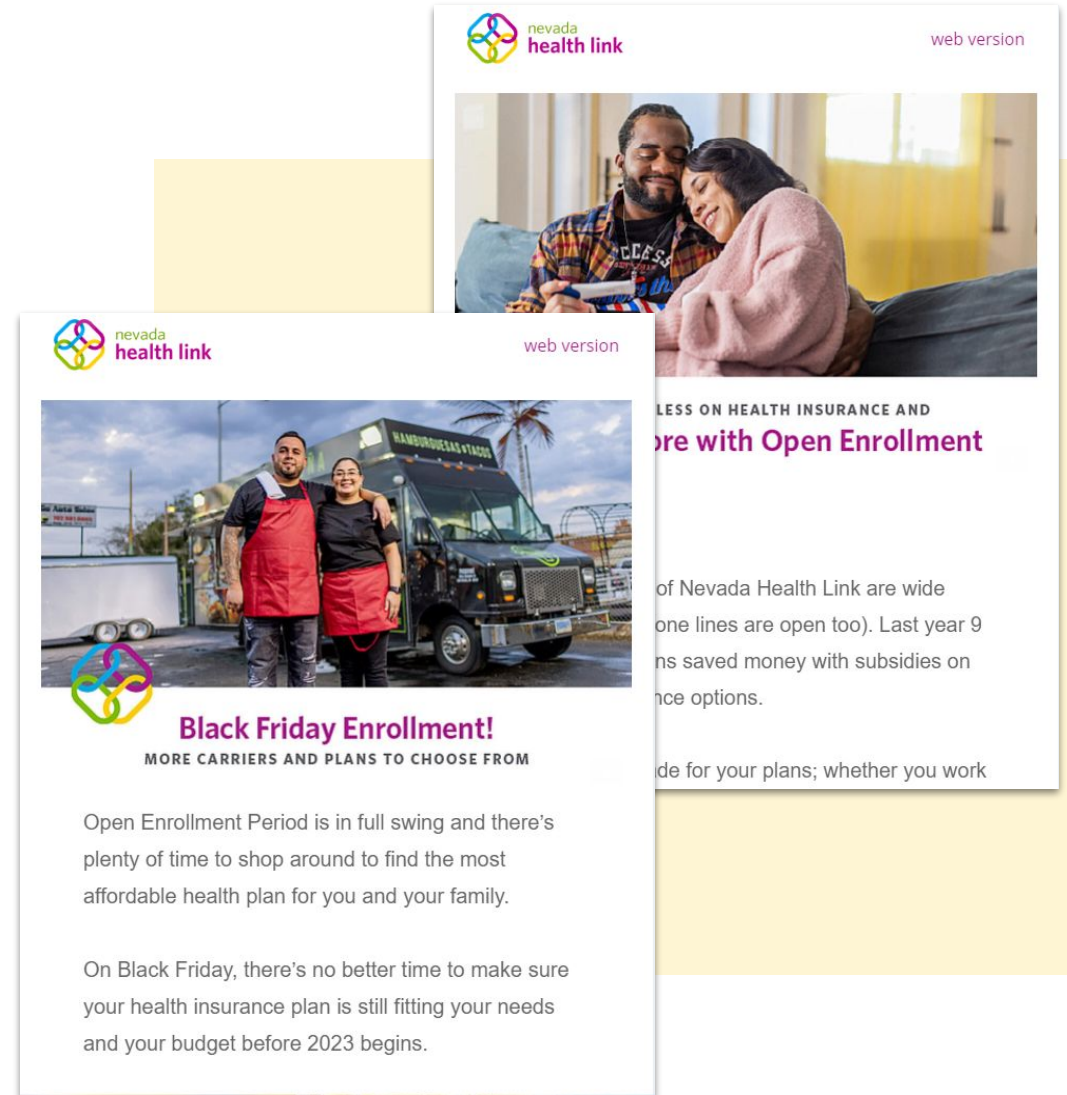
+11%  
Click Rate

1%

+2%  
Click Rate

426,467

-19%  
Emails Sent





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## Public Relations

### **Public Relations Strategy:**

We utilized aggressive media relations and other PR tactics to raise awareness about Nevada Health Link's Open Enrollment Period to access affordable health and dental insurance plan options and encouraged eligible Nevadans to enroll.

We also used public relations to position NVHL as a knowledgeable, competent organization that cares for Nevadans and whose ultimate goal is a healthier Nevada. From a multicultural PR perspective, we continued to identify reporters, outlets and other avenues that will reach audiences we may have not have motivated to enroll previously.

### **Public Relations Tactics:**

- November 1 Press Conference at Southern Nevada Health District
- Video B-roll package for reporters
- Partner with local organizations, elected officials, and brokers/navigators to help amplify the message to a wider audience about OEP
- Trusted voices: expert positioning letters to editor, op-eds and tv segments.
- Social and media trends listening and curated pitching around specific trends such as insurance scams
- Educate the consumer about the value of health insurance, the number of Nevadans already utilizing NVHL and the key options for private subsidized health insurance plans.



## Open Enrollment Period Public Relations

### Activations

From November 1, 2022-January 15, 2023, the following pitches and press releases were distributed:

- 11/1: OEP Announcement Release
- 11/3: Roundtable with US Secretary of Health and Human Services Pitch
- 11/16: How to Avoid Insurance Scams Pitch
- 12/1: 30 Days OEP Success Release
- 12/15: Rural-specific pitch
- 12/20: Last Change for Coverage by Jan. 1 Pitch
- 1/2: In-person interview opportunity pitches for Katie's Vegas Visit
- 1/9: Last chance to enroll release
- 1/23: Final OEP Numbers release

### Results

**184**

Total placements

**2.74 Million**

Estimated Coverage Views

**18**

Interviews

**4**

Op-eds placed

**25**

Backlinks



## Community Engagement Strategy

### **Community Relations Strategy:**

We continued to identify ongoing partnerships with key organizations that reach our target demographics as well amplify our efforts in engagement with multicultural communities including Hispanic, Black/African American and AAPI. Community events and sponsorships are designed to create additional brand exposure as well as highlight the availability of navigators/ IPAs to support enrollment for populations with low rates of being insured.

### **Community Relations Tactics:**

- Strong presence in Southern and Northern Nevada at community events and sponsorships
- Implementation of secured added value media components including PSA's, Radio Remotes, and social sharing with grassroots and traditional media partners.

## Open Enrollment Period

# Community Outreach

### Activations

From October 1, 2022-January 15, 2023, we attended 68 community events in Southern and Northern Nevada. We also amplified and recapped each event on social media.

#### Sampling of events include:

- LVMPD Bolden Area Command National Night Out
- Senior Expos
- Las Vegas PRIDE
- Las Vegas Baby Expos
- The Great Las Vegas Taco Festival Fiesta Radio
- Springs Preserve Dia De Muertos
- PacksGiving Health Fair at University of Nevada Reno
- Solutions of Change Healing Holidays

### Results

**68**  
Total Events Attended

**23**  
Event Sponsorships

**81.8K**  
Estimated Event Attendees

**19.9K**  
Participant Interactions



Enrollment Campaign

# Multicultural Communications Outreach

## Strategy & Results

- **Multipronged Strategy Across the State:**
  - Grassroots partnerships with media, stakeholders, and partners
  - Curated community sponsorships and events
  - Individual pitches and curated content
- **PSA educational and action driven recordings:**
  - Clark County ran NVHL PSA's on CH4 all through OE
  - City of Las Vegas ran NVH PSA's on CH2 all through OE
  - City of Reno en Español Facebook with Councilman Martinez
- **Stakeholder Engagement with local non profit groups including:**
  - The Center Las Vegas
  - REACH Las Vegas
  - Nevada Homeless Alliance
  - Solutions of Change and Nevada Partners
  - African Diaspora
  - Nevada Minority Health and Equity Coalition
- **Stakeholder Engagement with local community partners including:**
  - Regional Transportation Commission of Southern Nevada
  - Nevada Minority Health & Equity Coalition
  - Springs Preserve
  - College of Southern Nevada
  - Workforce Connections



## Enrollment Campaign

# Multicultural Communications Outreach

## Strategy & Results

- **Spanish Media added value community outreach & interviews:**
  - Hispanic stations media blitz Las Vegas (5 media outlets) & Reno (2 media outlets) OEP interviews or recordings
  - Media training with Gricelda Chapa and Gina Castañeda
  - Fiesta 98.1 FM Fiesta Sunday tabling at El Mercado inside Boulevard Mall
  - Radio mentions and collateral distribution at radio remotes at 6 various locations in Reno & 9 various locations in Las Vegas
  - Mariana's (5) Supermarkets in store video screens, campaign yielded 443,489 ads, 7 times more than the 55,560 contracted
- **Social Media**
  - Incorporation of targeted posts with video in Spanish
  - Development and distribution of OEP Toolkit through dedicated email blasts, individual touch points and social media with 35% open rate





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## STRATEGY

During the Open Enrollment Period, we promoted Nevada Health Link’s comprehensive health insurance plans with content focusing on savings, accessibility, available resources, and the importance of taking charge of your health. The primary goal of the social media organic channels is to engage our audience and further the education of followers on Nevada Health Link.

While the Open Enrollment Period was the priority messaging for content during this season, Nevada Health Link continued to utilize best practices and incorporate health tips, seasonal social media holidays, and most importantly, promote community partnerships.

Nevada Health Link’s TikTok content was an additional arm to garner further reach into the younger audiences. Videos were curated with each audience in mind and built to drive awareness and engagement.

### Highlight

Overall, this was a successful strategy as we saw a rise in engagement metrics across all platforms when comparing to plan year 22. Engagement is what helps build attention to trigger a response from users and boost conversations around the campaign.

Strategy

# SOCIAL MEDIA HIGHLIGHTS

## Partner Collaborations

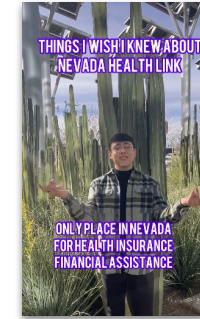
- During Open Enrollment Period, Nevada Health Link and we discovered opportunities to collaborate with community partners to create content on:
  - Reminding Nevadans that enrolling is more than just having health insurance, but investing in their health as a lifestyle.
  - Open Enrollment Deadline
  - Information and Resources available through Nevada Health Link



### Community Testimonials

Nevada Health Link collaborated with Laura Packard, a cancer survivor and health activist who shared her testimonial on all platforms.

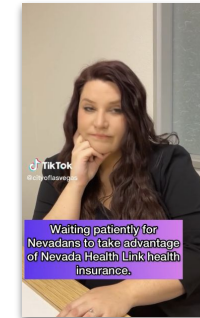
## City of Las Vegas TikTok & Instagram Reel Collaboration



Likes  
**336**

Comments  
**18**

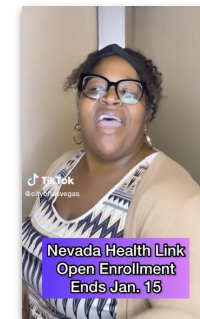
Views  
**17,759**



Likes  
**13**

Comments  
**1**

Views  
**1,195**



Likes  
**14**

Comments  
**1**

Views  
**1,130**



Strategy & Tactics

# SOCIAL MEDIA

**2,734,422**

**-28%**

Total Impressions

**188,981**

**+179%**

Total Engagements

**6.8%**

**+278%**

Engagement Rate

**2,048,189**

**+953%**

Video Views

**237**

**+74%**

Total Net  
Audience Growth

**13,120**

**+5%**

Total Audience

# FACEBOOK & INSTAGRAM TOP POSTS



### Facebook

**687** Engagements

**5,180** Impressions

**2** Link Clicks

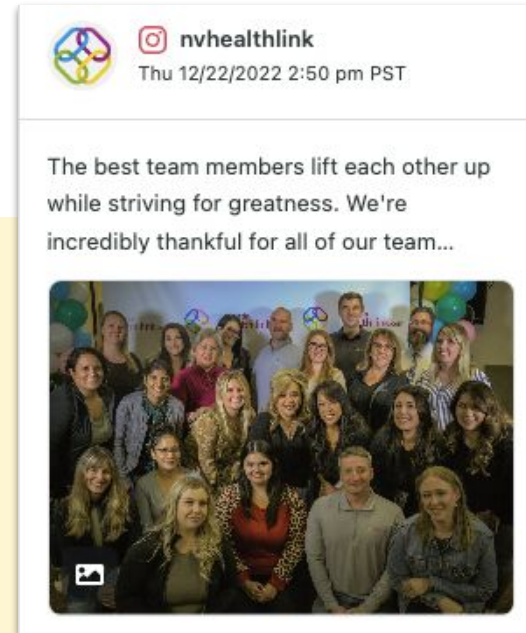


### Facebook

**407** Engagements

**17,189** Impressions

**391** Link Clicks

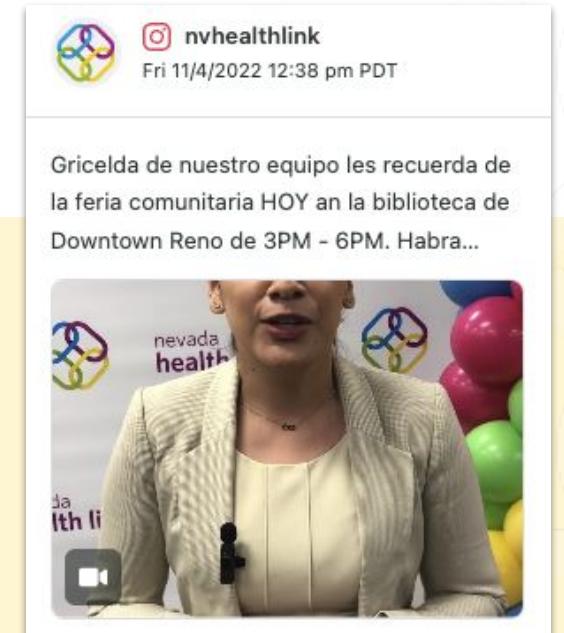


### Instagram

**29** Engagements

**25** Likes

**3** Comments



### Instagram

**30** Engagements

**23** Likes

**1** Comment

# TWITTER, LINKEDIN, & TIKTOK TOP POSTS



## Twitter

**150** Engagements

**25** Likes

**19** Retweets



## LinkedIn

**28** Engagements

**4** Reactions

**1** Shares



## TikTok

**635** Engagements

**611** Likes

**3** Shares



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# THANK YOU

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