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AGENDA ITEM

For Possible Action

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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

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 TAA and research team for the Exchange, to dive deeper into Nevada Health Link’s (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. M4C conducted several research studies after the conclusion of the Open Enrollment Period (OEP) to build a more detailed understanding of the Nevada consumer.

The Exchange’s communications team and TAA have worked together to message the Special Enrollment Period (SEP) to target audiences that have experienced qualifying life events.

This campaign featured updated website landing pages in both English and Spanish, a revised creative concept with clear and concise messaging, digitally focused advertising, and a robust community outreach program.

Additionally, throughout this timeframe, TAA worked closely with the Exchange and statewide key stakeholders/partners to develop and support messaging on the unwinding of the Public Health Emergency (PHE), that has led to the redeterminations of all recipients on Medicaid, causing people to fall off Medicaid for the first time in three years since the COVID-19 pandemic started.

Lastly, TAA and Ericka Aviles Consulting (EAC), subcontractor of TAA that focuses on Hispanic media and outreach, put together an off-season content plan that is both robust and engaging. This content is founded in keyword research and depicts the relevant health-related content topics and themes to highlight along with the partners to best engage. This strategic plan allows the community outreach and public relations teams to work in lockstep with the digital content team and ensure that NVHL is highlighting items in their blogs and email newsletters that resonate with the target audiences and position the brand as a thought leader.

General Research & Insights

In support of marketing efforts, multiple research studies were conducted. M4C designed and fielded two (2) surveys immediately following the end of open enrollment in January 2023: A robust survey of Nevada residents ($n = 2720$) and a survey of current Nevada Health Link consumers ($n = 881$).

The annual quantitative survey was designed to provide an overview of potential future audiences for Nevada Health Link. The survey utilized a robust methodological approach to ensure a sample that closely matched the demographic characteristics of the state. The survey provided accurate estimates and assessment of the key characteristics of future audiences for NVHL including those who are uninsured, self-insured or insured through Medicaid. In addition, results provided key information on attitudes toward health insurance and future purchasing plans for each of these audiences. Findings from this survey will contribute to planning for the marketing campaign for OEP 24 by helping to focus message frames and understand the demographic characteristics and experiences of potential future customers.

The user survey was fielded to existing enrollees of Nevada Health Link. The survey provided key information on customers' current satisfaction with NVHL, and results indicated that customers who had a more positive appraisal of their shopping experience on the site were more likely to be promoters. These survey findings will help inform continued optimization of the website and shopping portal.

M4C also conducted exploratory, qualitative research with an audience of gig workers. M4C's study included 58 gig workers across 10 focus groups to uncover insights about this growing Nevada audience who often does not have health insurance and who could turn into long-term Nevada Health Link customers. M4C sought to explore and understand the knowledge, attitudes and beliefs gig workers hold around seeking health insurance, including where health insurance fits into their lives now. Findings from this research included barriers to securing health insurance, what may encourage or discourage this type of worker from purchasing health insurance, and insights into how the previous campaign resonated with this audience. These insights will be used to inform the OEP '24 messaging and advertising.

Throughout the year, M4C continuously analyzed Sisense (the Exchange's program used to create data reports) data to monitor performance metrics associated with enrollment data. Analyses included examination of

demographic, geographic, and socioeconomic correlates of enrollment at NVHL. Specifically, M4C explored how variables such as race/ethnicity, family size, household income, county of residence, and age were associated with levels of new enrollees and active re-enrollees during the 2023 Open Enrollment Period. In addition, analyses compared differences in patterns of enrollment between the PY2022 and PY2023 Open Enrollment Periods. Findings provided key insights into population differences and shifts among NVHL consumers, as well as informed future targeted marketing efforts.

The Unwinding of the Public Health Emergency & Medicaid Redeterminations: Marketing & Outreach

The Abbi Agency worked together with the Exchange and the Nevada State Medicaid office to put together a marketing and outreach plan that targets first the public and focuses on those Nevadans potentially losing their Medicaid benefits throughout the redetermination process as a result of the PHE ending. The goal is to support our partners at the Medicaid office by amplifying the message to update all personal information so that Nevadans are reachable and don't experience a lapse in health insurance coverage. The next phase of outreach is to provide Medicaid recipients who are losing their coverage with easy enrollment information through NVHL. The total number of individuals is estimated to reach 200,000 Nevadans.

Public relations efforts have included active media pitching to relevant journalists interested in covering this topic, as well as proactive measures to raise awareness about the redeterminations. TAA has distributed press releases around the first round of redeterminations in April, with a follow up release in May that pinpointed 30 days from the first round of redeterminations.

To proactively get the message out, TAA produced a 30-second PSA video in English and Spanish about the redeterminations and encouraging Nevadans to fill out their packets and to talk to Nevada Health Link if they lose their insurance. TAA has coordinated with local media outlets as well as putting paid social media dollars to uplift the PSA message.

With a full set of data anticipated to be available by early June, the Exchange, Nevada Medicaid and DWSS is scheduled to host a private virtual media briefing session to set the stage of the redetermination process within the first few months and give media an overview of what data will be announced on a rolling basis throughout the redetermination process.

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 who recently experienced 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 who were recently married or divorced, moved to Nevada (or a new service area zip code), experienced a change in income or change in employment status, birth, loss of health coverage, turning 26, and gaining U.S. legal status.

Special Enrollment Period: Paid Media Strategy

TAA is committed to reaching Nevadans from all backgrounds and communities on behalf of Nevada Health Link. More diverse than ever, Nevada has robust Asian American Pacific Islander, African American, Native American, and Hispanic communities. The 2023 Special Enrollment Media Plan takes a digital approach with

highly effective tactics to reach these historically underserved communities, as well as the remaining communities in Nevada.

Overall, TAA and the Exchange allocated the budget spend broadly across a diverse range of media channels to ensure Nevadans were reached on the digital platforms that they frequent. Google Search and Display are used to build awareness of Nevada Health Link and the Special Enrollment Period (SEP) through exposure to its SEP campaign. Paid social media placements similarly moved individuals from initial exposure to consideration by using specific targeting of life events. As users landed on NevadaHealthLink.com, the digital ad experience is able to retarget them in the future. Each of the digital platforms have retargeting ad sets and creatives, ensuring that individuals who had shown interest in Nevada Health Link enrollment were nudged again. This combination of channels and tactics generated awareness and consideration of the target audiences.

Paid Media Tactics

Google: This expansive network was the second largest media channel, which can be attributed to Google's reach. The Google SEM campaigns ran on Google's search engine as well as their extended reach network. The SEM campaign drove the highest Click-Through-Rate (CTR), which is not uncommon, however our CTR was well above the platform average, nearly 400% above the typical 4.5-5%.

The Exchange geo-targeted the SEP campaigns to Nevada, however, it was expected this market share in Nevada to hold true. Additionally, Google's display network was leveraged to reach individuals across the internet, on sites such as news, shopping, sports, weather and more. Finally, the YouTube network was used to reach Nevadans with engaging video content. Nevada Health Link's ads ran 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.

TAA deployed a multitude of creatives that were designed to speak to the different Qualifying Life Events (QLEs). In turn, TAA was able to develop more in-depth optimization strategies to target users experiencing events such as marriage, job changes, and moving.

Paid Social Media: A strong mix of social media platforms are being used to reach Nevadans where they are, so to speak. TAA leveraged messaging on each platform that was appropriate for the demographic present, yielding over 10 million impressions from February to May.

Print: TAA and the Exchange worked with various print and out-of-home partners during this time period. This included placements with the Vegas Chamber, Nevada Business Magazine, Focus Health Magazine, Las-Vegas Review Journal, and Lamar Advertising.

Off-Season Content 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. TAA identified the following challenge and implemented the following strategic approach to addressing it:

The Challenge

As Nevada Health Link’s Open Enrollment Period closes, the Exchange can avoid losing content momentum by enacting a content strategy that engages consumers (especially new enrollees) in relevant health information that inspires them to live healthy lives and use their new insurance coverage in the most impactful ways possible.

The Solution

An off-season content strategy that leverages performing keywords at NevadaHealthLink.com, as well as attainable keyword optimization on key topics, will increase interaction with Nevada Health Link during this special enrollment and off-season period but also increase sustainable organic search performance by identifying and using keywords in Nevada Health Link’s content to online boost search results. Content that is formatted to perform well in search, answer key health questions efficiently and directly, and inspire the insured to live healthy lifestyles will create long-lasting organic search equity on NevadaHealthLink.com.

A Themed Strategy

The Abbi Agency proposed a steady cadence of content across five content categories to appeal to a wide range of Nevada Health Link readers and give them a steady stream of useful, actionable, and inspiring content.

- Partnerships: Any new or existing Nevada Health Link partnerships that amplify the services or reach of the state exchange.
- Events: Health events where Nevadans can connect with Nevada Health Link in person or the Exchange’s partners.
- Health Information: Overall health information that is relevant to, and actionable for the Nevada Health Link audience.
- Themed days/months: Leveraging days or months such as “Diabetes Awareness Month” to deliver important themed health content. Here we will also incorporate multicultural dates important to diverse communities.
- Special Enrollment Period: Do you qualify? How to enroll. What to know.

Public and Media Relations Overview & Strategy

The Abbi Agency supported the Exchange’s goal of getting more Nevadans enrolled in health insurance through the Special Enrollment Period, aligning Public Relations efforts with relevant and newsworthy angles from the off-season content strategy and supported Nevada Health Link’s key announcements.

After OEP wrapped in mid-January, TAA and NVHL focused on pushing post-OEP messaging, highlighting the strong number of enrollees. With nearly 100,000 consumers enrolled in health insurance by the end of Open Enrollment, TAA and NVHL pushed out a statewide press release and individual media pitches around why this enrollment was so successful and the impact this has on Nevadans.

In February, TAA and NVHL pushed out PR pitches surrounding topics of “what to do once you’re insured,” as many new consumers’ insurance plans took effect starting February 1, 2023.

In March, TAA and NVHL sent out a press release on behalf of the Exchange highlighting the 13th Anniversary of the Affordable Care Act (ACA). This garnered statewide coverage and reminded Nevadans of how the ACA has helped more Nevadans become enrolled in insurance and why this still matters today.

Other PR pushes included National Public Health Week in April, Small Business Week in May, Women’s Health Month in May, and PRIDE Month in June.

In March, TAA and NVHL sent out a press release to inform Nevadans that Medicaid redetermination will resume, and Nevada Health Link is here to provide affordable health insurance options to individuals losing Medicaid benefits in Nevada.

On May 1, TAA and NVHL sent out a press release announcing the first wave of Nevada Medicaid redeterminations have begun.

Ericka Aviles Consulting (EAC) provided a Hispanic Marketing, Media, and Community Outreach strategy plan; identified and facilitated interviews and media opportunities (print and broadcast); identified/connected with stakeholders and community groups targeted to Spanish speaking populations in Southern & Northern Nevada; and translated marketing materials.

- EAC secured media opportunities and partnerships that targeted other minority demographics in the community including with AAPI and Black and African American community.
- EAC also included Nevada Health Link messaging in organization communication channels to partners including Latinas in Power, EAC social channels and newsletter.
- EAC secured an op-ed in Las Vegas PRIDE Magazine, which ran in June in honor of Pride Month, and supported messaging around health equity and health disparities in the LGBTQ+ community.

Special Enrollment Period: Event Outreach and Community Relations

During the Special Enrollment Period, the community relations and event outreach teams were focused on enriching the off-season content plan through community outreach, attendance of events and key sponsorships. Navigators are projected to participate in 78 community events between Jan 1, 2023, and June 30, 2023. More than 75,000 people attended the events where we had navigators attending with Navigators reporting 19,632 interactions with attendees. TAA completed a total of 32 sponsorships.

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.