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June 22, 2023

Marketing Update

THE ABBI
AGENCY

marketing
for change™

ERICKA VILES
CONSULTING

Strategy Overview

The Abbi Agency working in partnership with the Silver State Health Insurance Exchange (SSHIX) and its partners, has remained focused on getting Nevadans insured throughout SEP 2023 so far. Our Off-Season marketing plan has remained flexible to share information about both Qualifying Life Events that open a Special Enrollment Period as well as the Medicaid Redetermination process that began April 1, 2023. Additionally, we have spent much time aiming to learn more about our target audiences to prepare for Open Enrollment PY24.





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Highlights of Post OEP Quantitative Study

What we did...

- Robust survey of 2720 Nevadans utilizing multi-mode approach to better match to population estimates
- Population-based statistical weighting providing accurate point-estimates consistent with ACS data

What we found...

- Insights into population exposure to the OEP messaging campaign across key demographic groups
- Accurate benchmarks of insurance status levels and attitudes toward NVHL for comparison in future years
- Views of health insurance and future health insurance purchasing plans for key audiences including Uninsured, Self-insured, and Nevadans on Medicaid

What we'll do with this information

- Inform OEP 2024 marketing campaign with information on which demographic groups to target and which modes of communication were most effective
- Inform OEP 2024 marketing campaign with information on insurance purchasing practices for key audiences
- Robustly track health insurance behavior and attitudes year over year

Gig Worker Focus Group Highlights

What we did...

- Qualitative, in-depth study with 58 “gig workers” across 10 focus groups, including two Spanish-dominant 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
- Explored and sought to understand knowledge, attitudes and beliefs gig workers hold around seeking and purchasing health insurance, including where health insurance fits into their lives now

What we found...

- List of barriers to both securing health insurance generally and searching for options in NVHL specifically
- Insights into what may encourage and discourage this type of worker from seeking health insurance
- List of needs-states / jobs-to-be-done and prioritized pain points with potential links to insurance status for this audience
- Insights into how key messages and previous advertisements resonate with this type of worker
- Description of dynamics around trust in NVHL and government-subsidized health insurance in general for this audience
- List of credible sources of information for communicating about health insurance and how it impacts respondents perceptions about the source (e.g., Lyft, NVHL, DoorDash, UpWork, etc.)
- Assessment of perceived norms around health insurance

What we'll do with this information

- Inform OEP 2024 marketing campaign with information on how to appeal to gig workers, including what creative and messages resonate with them the most when it comes to purchasing health insurance



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SEP Ads



PLANS CHANGE
WE'RE HERE FOR YOU.



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This billboard advertisement features a purple background. The top half contains the text 'PLANS CHANGE' in large yellow letters and 'WE'RE HERE FOR YOU.' in white. Below the text is a photograph of a man and a woman sitting together, looking at a smartphone. The bottom left corner features the Nevada Health Link logo and website address.

Billboard Ad



NEW ADDRESS?
WE'RE HERE FOR YOU.



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This digital ad shows a man in a striped shirt holding a cardboard box in a room with other boxes. The text 'NEW ADDRESS? WE'RE HERE FOR YOU.' is in yellow and white. The logo and website are in the bottom left, and a 'GET STARTED HERE' button is in the bottom right.



LOSS OF COVERAGE?
WE'RE HERE FOR YOU.



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This digital ad shows a woman in a white shirt looking at a document with a concerned expression. The text 'LOSS OF COVERAGE? WE'RE HERE FOR YOU.' is in yellow and white. The logo and website are in the bottom left, and a 'GET STARTED HERE' button is in the bottom right.

Digital Ads



IN BETWEEN JOBS?
WE'RE HERE FOR YOU.

If you recently had a significant life change, you may qualify for health insurance enrollment.

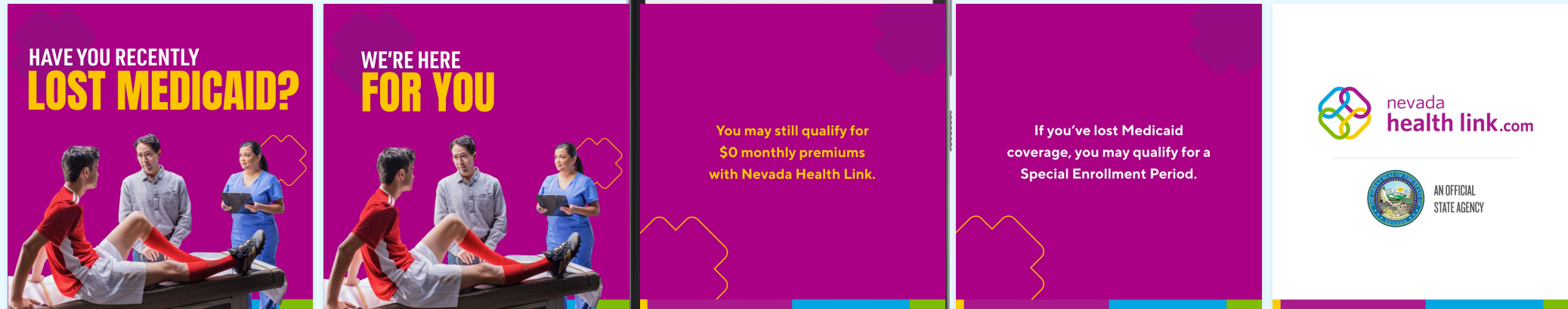


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This digital ad features a purple background. The top text is 'IN BETWEEN JOBS? WE'RE HERE FOR YOU.' in yellow and white. Below is a paragraph: 'If you recently had a significant life change, you may qualify for health insurance enrollment.' A man in a blue jacket with shopping bags is on the right. The logo, website, and 'GET STARTED HERE' button are at the bottom. A Nevada state seal is in the bottom right.

PHE Ads



English Paid Social Carousel Ad

Spanish Ad

ACTUALIZA TU INFORMACIÓN DE MEDICAID

La emergencia de salud pública de la pandemia ha llegado a su fin.
Tu elegibilidad de Medicaid podría cambiar.

 **NVMedicaid** | 1-800-992-0900

 **nevada health link.com**



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Goals

Increase awareness about affordable health insurance plans so our target audience can compare and enroll in health plans on NV Health Link website.

Target Markets

Audience

- Uninsured Nevadans
- Rural Nevadans
- Young Invincibles
- Members of Nevada Tribes

Markets

- Metro regions of Reno and Las Vegas
- Rural regions of Nevada

Strategy

Targeting and Audience Insights

- Throughout this time period, we have deployed a multitude of creatives that were designed to speak to the various Qualifying Life Events (QLEs). This in turn meant we developed more in-depth optimization strategies to cater to users that were engaging with the content.
 - We created core personas based on the top QLEs enrollees experienced which included birth, loss of employer-based coverage, and more.
 - We built our creative around these and developed advanced targeting parameters to achieve the highest level of optimizations, that will ultimately lead to an improved return on investment (ROI) and Click-Through-Rate (CTR).
- The Spanish-speaking audience continued to see strong performance metrics across the board. The Display ads saw nearly double the platform average of .52% further indicating, that our targeting and messaging is resonating with users.

Looking Ahead

- We will be launching Out-of-Home (OOH) creative and partner publication placements to expand our reach and to meet users where they're at in their daily lives. Additionally, our rotation of OOH efforts will continue to speak to multicultural populations across Las Vegas and Reno in harder to reach communities.
- The audience-based creative will continue to be the bedrock that the digital campaigns are optimized around.
- The current messaging will be a good primer for this year's Open Enrollment Campaign and insights will allow us to continue tailoring our message for target audiences.

Results

Campaign Name	Source Name	Clicks	Cost	Impressions	CTR
HIX-SEP-23	Facebook Ads	19,828	\$11,713.17	974,625	2.12%
HIX SEM SEP 2023	Google Ads	5,484	\$7,950.19	33,418	16.91%
HIX SEP DISPLAY 2023	Google Ads	33,828	\$6,296.82	6,553,744	0.52%
HIX SEP DISPLAY SPA 2023	Google Ads	8,630	\$1,731.47	1,436,508	1.00%
HIX SEP Youtube Campaign 2023	Google Ads	1,042	\$612.07	66,611	1.24%
HIX-SEP-YT-2023 Spanish	Google Ads	344	\$304.43	29,910	1.78%
HIX SEP Youtube Campaign 2023	Youtube	13,778	\$5,333.89	1,241,749	1.07%
HIX-SEP-YT-2023 Spanish	Youtube	9,832	\$3,417.47	640,309	1.45%

The metrics show a clear story about the overall performance of the campaign thus far. We have been able to generate significant amounts of awareness through impressions, and influenced users to visit the website through the high number of paid clicks.

Key Findings

SEM (Search Engine Marketing)

The SEM campaign drove the highest CTR, which is not uncommon. However our CTR was well above the platform average, nearly 400% above the typical 4.5-5%.

- Beyond just the SEM campaign, we were able to drive a significant portion of traffic to the website which shows how paid media efforts were able to effectively impact the second campaign objective: Website Visits.

Social/Display

Facebook and Display drove the most amount of impressions across all platforms, and continue to be a key tool for our ability to reach one of main goals: Brand Awareness. The total number of impressions across all platforms totaled more than 10,000,000 for the time period.



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Public Relations & Community Engagement Strategy

Public Relations

- Honed in and continued building media relationships to keep Nevada Health Link as a key voice and thought leader to discuss health disparities in underrepresented and uninsured communities. This in turn allows Nevada Health Link to foster relationships and be seen as a trusted source.
- Filmed a PSA in both Spanish and English to inform the general public of Nevada Health Link's offerings and next steps for those falling off of Medicaid
 - Engaged with community partners, stakeholders, and jurisdictions to share partner toolkit with PSA videos
- Media briefing in June with Medicaid/DWSS to discuss the PHE and what's to be expected over the next 12 months + breakdown of monthly data.

Community Relations

- Continue attending multicultural, family-friendly community events and resource fairs
- Sponsor wide-reaching activations and events

Looking Ahead

- Monthly press releases noting monthly enrollment updates and key stats for those coming off of Medicaid
- Drafting and distributing op-eds on behalf of the NVHL team to be key thought leaders during the PHE to increase momentum heading into OEP
- Begin brainstorming, organizing and planning open enrollment press conference and general OEP PR strategy
- Planning a community-friendly activation to begin ramping up for OEP

Public Relations Results

- 87 media placements
- 1 million coverage views
- [NV Indy en Español](#)
- RJ en Español Screenshot Rosa [Interview](#)
- [Reno Gazette Journal placement:](#)
- [KTNV placement](#) highlighting Navigator Cherie Hughes and Broker Quincy Branch's interview on health disparities in the African American/Black community

Cafecito Nevada
RADIO | PODCAST

Fin de cobertura pandémica Medicaid: ¿Qué debo saber?

Legislatura: Propuesta para eliminar limpieza diaria de habitaciones de hotel

Luz Gray Editora
Rosa Alejandre Nevada Health Link
Michelle Rindels Editora en Jefe

Fiesta! 98.1 FM Domingos a las 9:30a.m. The NEVADA INDEPENDENT

MARKETPLACE Search For & Place Classifieds **reno gazette journal** SUBSCRIBE NOW \$1 a month for the first 12 months

NEWS

Nevada health insurance exchange posts second-highest enrollment numbers

Sign-ups from Nevada Health Link's recent enrollment period are down slightly from last year's record high.

Jason Hidalgo
Reno Gazette Journal
Published 1:00 p.m. PT Jan. 24, 2023

Nevada Health Link hosts an informational booth at the AAPI Chamber of Commerce Lunar New Year celebration in Las Vegas. Nevada Health Link

Just under 100,000 people signed up for insurance through Nevada's health insurance exchange during the latest enrollment period, according to the state. The final enrollment tally for the state's health insurance exchange was 96,379, according to Nevada Health Link. The number is down from the record 101,409 enrollees from the previous year. Despite the 5% decrease, it is still the second-highest number of enrollments since the exchange launched a decade ago. Enrollment ended on Jan. 15. "Our success this year, building on the record-setting enrollment from the year prior, shows the value of Nevada creating a state-based exchange," said Dr. Florence Jameson, Silver State Health Insurance Exchange board chair, in a statement.

LOCAL NEWS

Quality medical care for African Americans

A recent report from the Pew Research Center says a majority of African American adults say they have less access to quality medical care. Tricia Kean reports.

By: Tricia Kean
Posted at 2:41 PM, Feb 07, 2023 and last updated 8:06 PM, Feb 07, 2023

Community Engagement Results

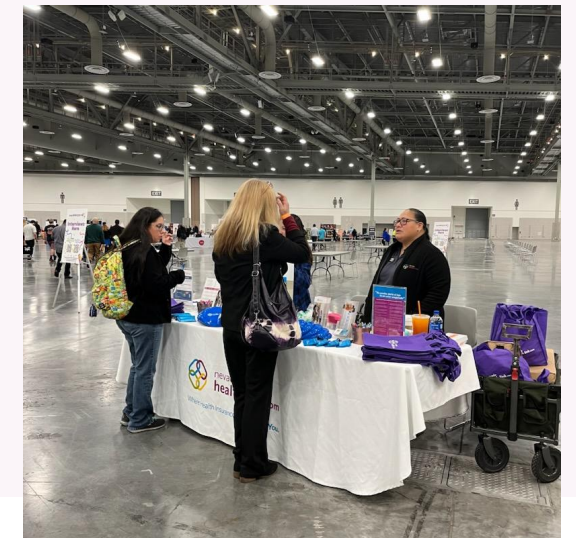
Total events
76

Total sponsorships
32

Estimated Attendees
77,741

Estimate event
attendee interactions
19,632

- **New/Successful events include:**
 - 4th Annual Africa Day Celebration Festival
 - Commissioner Kirkpatrick Cinco de Mayo Celebration
 - There is No Hero In Heroin Black Monday 2023



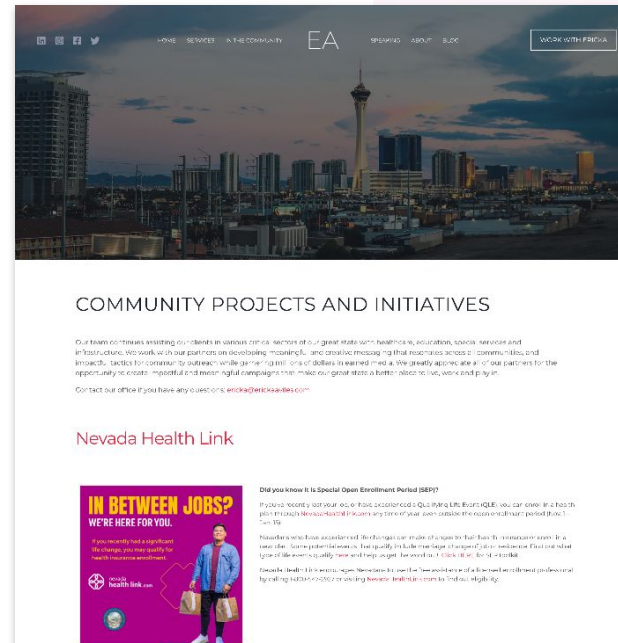
Multicultural Outreach

Community Outreach

- Assisted in production and placements of Unwinding PSAs
 - City of Las Vegas, KCLV, and other video platforms
- [Fiesta Radio Festival dia Del Niño](#) and media promotion
- Latin Chamber of Commerce Business Expo May 2023
- [Stakeholder Outreach](#) - dedicated email blast and individual stakeholder outreach
- Prime placement on [EAC website](#)
- RTCSNV Summer Heat Campaign

Social Media

- La Bonita Partnership
- Curated video content in Spanish
- Summer Fun activities
- Highlight potential events | partnership efforts



Where Health Insurance Competes for You.

200,000 Nevadans could lose Medicaid benefits as public health emergency ends.

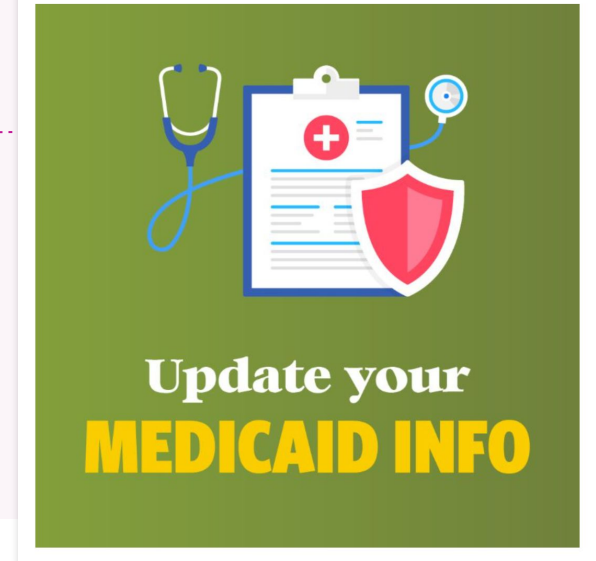
We appreciate your support by sharing Nevada Health Link's assets below within

your network or creating your own PSA

Let's help keep our community insured

[Nevada Health Link Medicaid English PSA](#)

[Nevada Health Link Medicaid Spanish PSA](#)





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Social Media Strategy

- Crafted off-season organic social content that included:
 - Special Enrollment
 - Health Tips & Relevant Social Media Holidays
 - Amplifying Blog Content
 - Employee Highlights
 - Nevada Health Link Resources
 - Office Closures
 - Community Events
 - CTA: Need of Health Insurance
- PHE Content & Medicaid Redetermination Messaging
- New TikTok Creative Efforts
- Attended GSMCON 2023
- Shifted Boosting Budget to Fan Acquisition Campaign
 - Kept \$50 for social boosting
- Nevada Health Link YouTube Channel Audit

Looking Ahead

- Continued support of PHE & Off-Season Social Content
- Optimizing Nevada Health Link YouTube Channel
 - Posting Content to Channel, Implementing Recommendations, YouTube Shorts
- Come Up With More Creative Ideas for Off-Season Content
- More Content Collaborations with Community Partners

Social Media Results

Total Impressions
(Feb-May)
1,586,514

Total Engagements
(Feb-May)
172,303

Engagement Rate
(Feb-May)
10.9%

Audience Growth
(Feb-May)
**338 New
Followers**

Total Audience
(Feb-May)
13,481



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THANK YOU

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