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**THE ABBI
AGENCY**™

marketing
for change

ERICKA VILES
CONSULTING



Board Marketing Report

OCTOBER 2023

General Comments: Marketing & Advertising

In the final period before Open Enrollment PY2024 begins, 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, have had the opportunity to continue understanding the Nevada Health Link (NVHL) audience and refining the messaging strategy. Several research and creative initiatives during this time have been focused on identifying the best creative approach for our target audiences, then honing our marketing strategy for PY24 OEP accordingly.





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GENERAL RESEARCH & INSIGHTS

General Research & Insights

Research Project #1: 2024 Open Enrollment Message Testing Survey

- **Goal: Evaluate effectiveness of Open Enrollment Messaging Concepts including emotional, relevance, impact on intent, information about NVHL, and potential issues.**
- **What we did:**
 - Surveyed 528 Nevadans including large segments of uninsured and self-insured individuals
- **What we found:**
 - Messaging concepts that focused on financial benefits of purchasing insurance through NVHL, including access to financial support to help cover insurance premiums, were viewed as most the relevant and motivating
 - Messaging concepts that linked having health insurance to being a more dependable person resonated with younger participants (aged 25-34)
 - Respondents were split on the term “middle class”
 - Some felt it was too vague or excluded those with lower incomes
 - Others viewed access subsidies for middle income families as valuable new information
- **What we did with this information**
 - Findings helped inform updates to messaging concepts

Example tested message focused on financial support

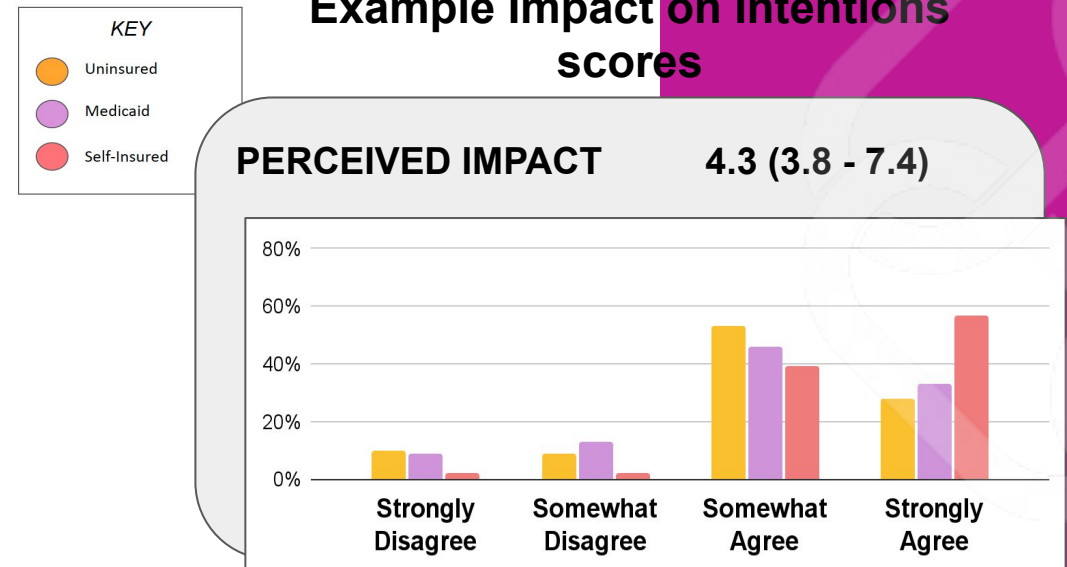
We don't just help you find good private health insurance. We help you pay for it.

Nevada Health Link is the only health insurance platform offering financial help for middle income Nevadans. See how low your premium can go using Nevada Health Link's new quick-compare tool. Maybe you'll join the 8 out of 10 Nevada Health Link users who get financial help on their premiums.



WHERE HEALTH INSURANCE COMPETES FOR YOU

Example Impact on Intentions scores



General Research & Insights

Research Project #2: Stakeholder Feedback

- **Goal: Gain insights from brokers and navigators regarding common customer experiences, perceptions around outreach materials and communication channels, and feedback on creative themes.**
 - **What we did:**
 - Held focus groups with current NVHL Brokers and Navigators.
 - Participants provided general feedback on the NVHL shopping experience and discussed creative messages
 - **What we found:**
 - **Group feedback on messaging concepts and strategy**
 - Referring to “private” insurance offerings seemed to confuse some navigators and brokers and was seen as potentially off putting to some customers who may think it’s out of reach
 - “We help you pay for it” offered a clear benefit of Nevada Health Link and would pique potential customers interest
 - Putting urgency around the Open Enrollment deadlines is motivating to customers
 - **What we did with this information**
 - Updated 2023 messaging based on feedback and also forwarded suggestions for NVHL process to communications team.



“I think [the marketing is] getting better. I see a lot more ads now. I see [ads] more noticeable actually. Social media and everywhere else. More people know about NVHL than last year..”

Navigator

“Yes, [connecting plans to providers] is totally complicated and a sticking point. It continues to be. It is hardly ever accurate.”

Broker



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PUBLIC HEALTH EMERGENCY

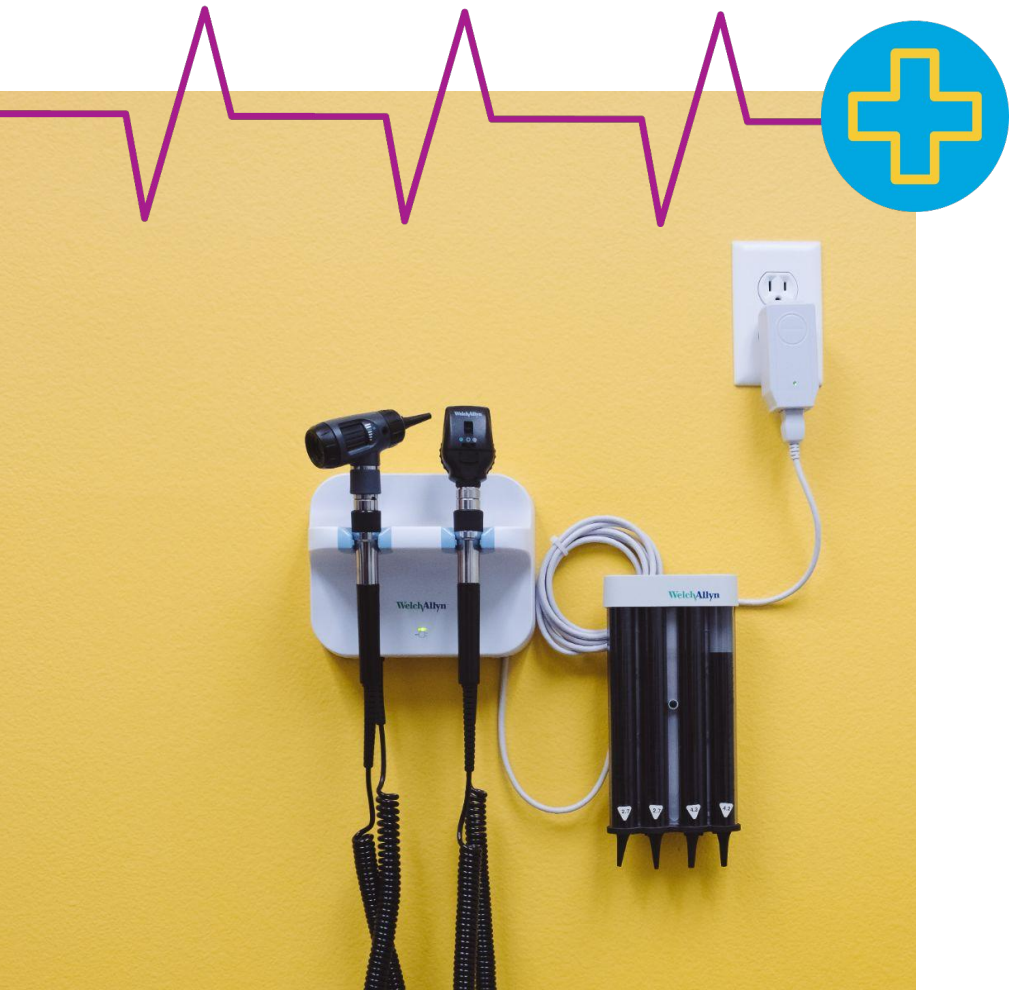
The Unwinding of the Public Health Emergency: Marketing & Outreach

In 2022, 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 first phase focused on education. In spring 2023, The Abbi Agency launched a more specific outreach campaign that encouraged action.

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





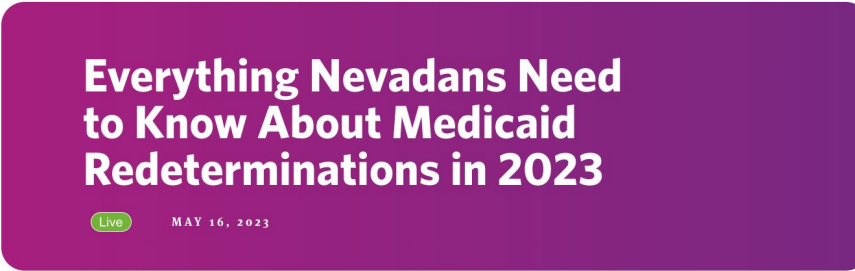
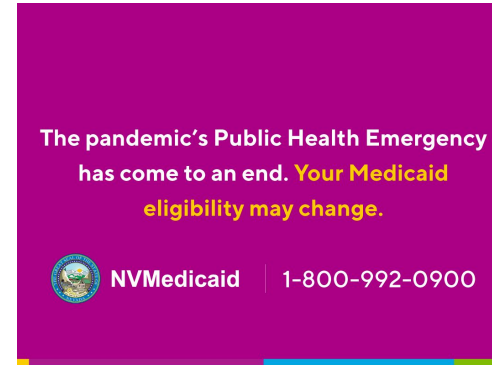
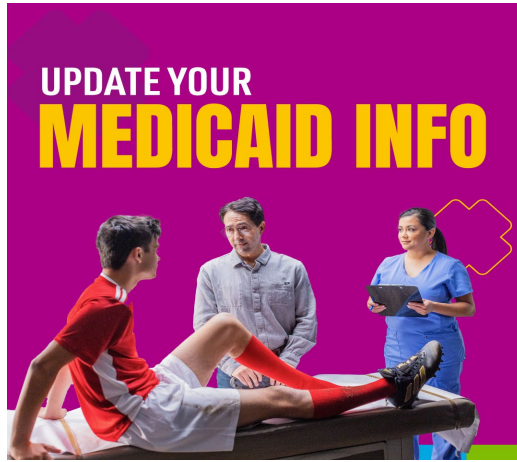
The Unwinding of the Public Health Emergency:

Marketing & Outreach

Phase 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:**
 - Blog Post(s)
 - Social Media Posts
 - Public Relations
 - Robust & Targeted Paid Media Plan
 - Provider Outreach
 - Business Outreach
 - Press Briefing & Releases

Assets



Home » Blog » Live » Everything Nevadans Need to Know About Medicaid Redeterminations in 2023

There's a lot of conversation surrounding this topic, and it goes by many names: the end of the Continuous Coverage Requirement, the unwinding period, the end of the Public Health Emergency (PHE), Medicaid redeterminations, and more. But what does it all mean? If you or your loved ones are currently enrolled in Medicaid, here is everything you need to know about upcoming health insurance renewals.



The Unwinding of the Public Health Emergency: Public Relations

NEWSNOW.com
Live. Local. Now.

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

by: Greg Haas
Posted: May 1, 2023 // Updated: May 1, 2023

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Muchos nevadenses con Medicaid podrían perder seguro de salud con el fin de política durante era de COVID

Tabitha Mueller Gabby Birenbaum July 20th, 2023 at 9:00 AM En Español Salud SHARE



Vera Whole Health Care Center en mayo de 2022, en Sparks. (David Calvert/The Nevada Independent)



Listen To The Article

ADAURIS

Great journalism deserves to be heard

State Agencies Working to Keep Nevadans Insured as Public Health Emergency Unwinds

Jun 23, 2023

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1-800-547-2927 TTY 711 ADA Contact Medicaid Information Select Language

Services Support About Us Partner Resources Blog FIND A PLAN LOGIN

Our Plans Are Made for Your Plans

Now is your chance to shop for qualified health plans before Open Enrollment begins on Nov. 1.

DATE	PLANS	REWARDS	MEMBERS
0	9	36	21

FIND A PLAN FIND ASSISTANCE

Watch 2 News

2 NEWS
THE CHANGE YOU CAN COUNT ON

Watch

AMERICAN EXPRESS

EARN 1.5X MEMBERSHIP REWARDS* POINTS

Terms & points cap apply.

Currently in Reno
61° Sunny
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OPEN ENROLLMENT STRATEGY

Open Enrollment Strategy

The Abbi Agency and Nevada Health Link will carry out a robust, integrated campaign that builds on the successful execution of the “Our Plans are Made for Your Plans” creative concept implemented in PY2023.

By building and expanding on our existing creative assets and further tailoring messaging, we will continue to generate brand awareness with our diverse target audiences and drive enrollment through a performance marketing approach to the campaign.

Based on the messaging research conducted in advance of OEP, we will conduct a three-phase campaign for Window Shopping, Open Enrollment and Deadline periods.

WINDOW SHOPPING:

We don't just help you find health insurance. We help you pay for it.

Join the 9 out of 10 who got financial help on their premiums

Get free assistance and learn about your options

Compare plans now and be ready to enroll Nov. 1

CTA: Shop Plans

OPEN ENROLLMENT:

We don't just help you find health insurance. We help you pay for it.

Join the 9 out of 10 who got financial help on their premiums

Get free assistance and choose a plan

Open Enrollment is November 1 - January 15

CTA: Check Your Price

DEADLINE:

The right time to get health insurance is right now

Join the 9 out of 10 who got financial help on their premiums

Get free assistance and choose a plan

Act now before enrollment ends

CTA: Enroll Before Jan. 15

Creative Direction

Our Plans are Made for Your Plans

The Abbi Agency will retain the “Our Plans Are Made For Your Plans” campaign theme of last year’s Open Enrollment Period to maintain brand continuity and grow familiarity and relatability with Nevada Health Link.

However, significant evolutions in the campaign will refresh the language, messaging and visual aspects of it for a new Open Enrollment year, keeping Nevada Health Link top of mind for Nevadans.

OUR PLANS
are made for
YOUR PLANS

We Don't Just Help You Find Good Private Health Insurance. We Help You Pay For It.

Join the 9 out of 10 who got financial help on their premiums.

FIND YOUR PLAN



Window Shopping Video



OUR PLANS
are made for
YOUR PLANS


We don't just help you find good private health insurance.

We help you pay for it.




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-JOIN THE 9 OUT OF 10-
Who Got Financial Help on Their Premiums




nevada health link.com


Get Free Assistance + Learn About Your Options

nevada health link.com

Compare Plans Now & Be Ready to Enroll November 1

SHOP PLANS



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ANIMATION FRAMES:



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OUR PLANS *are made for* YOUR PLANS

HEALTH INSURANCE ENROLLMENT | NOV. 1 - JAN. 15

A purple banner with a white interlocking knot logo in the top right corner. The main text is in large yellow and white fonts. A blue banner at the bottom contains the enrollment dates. A white outline of a puzzle piece is on the right side.



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OUR PLANS *are made for* YOUR PLANS

HEALTH INSURANCE ENROLLMENT | NOV. 1 - JAN. 15



A purple banner with a white interlocking knot logo in the top left corner. The main text is in large yellow and white fonts. A blue banner at the bottom contains the enrollment dates. On the right side, there is a photograph of a man and a woman wearing red aprons over black shirts, standing together. A white outline of a puzzle piece is on the right side.

CAMPAIGN INTRO

OUR PLANS *are made for* YOUR PLANS

The Abbi Agency proposes retaining the “Our Plans Are Made For Your Plans” campaign theme of last year’s open enrollment period to maintain brand continuity and grow familiarity and relatability with Nevada Health Link. However, significant evolutions in the campaign will refresh the language, messaging and visual aspects of the campaign for a new open enrollment year, keeping Nevada Health Link top of mind for Nevadans.

Where last year’s campaign met the self-insured and uninsured where they were — working in the gig economy, starting their own small business, etc — this year’s campaign proposes to focus more closely on the value of becoming insured through Nevada Health Link.

This video concept puts the audience in a space that features all of the attributes of Nevada Health Link, clearly defining the insurance marketplace for Nevadans. But each video is bookended by human moments, grounding the benefits of Nevada Health Link within relatable everyday events. **The concept follows the “Our Plans/Your Plans” structure, introducing a purple door where insurance enrollees pass through to experience their plans with insurance (Our Plans) by their side.**

By bringing the virtual Nevada Health Link world into the lives of Nevadans, the videos show that Nevada Health Link meets people where they are in their lives. Overall, the concept clearly defines what Nevada Health Link is, how easy it is to access, and the benefits it can have in the lives of Nevadans, while retaining the brand impact of a broadcast video campaign.

Enrollment Campaign
Print Ads

HEALTH INSURANCE ENROLLMENT | November 1 - January 15



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OUR PLANS *are made for* YOUR PLANS



**We don't just help you find health insurance.
We help you pay for it.**

Welcome to a health insurance marketplace built for Nevadans. At Nevada Health Link.com our plans deliver:

- + Financial help for qualified Nevadans
- + A variety of health and dental plans
- + Free assistance navigating your options

Join the 9 out of 10 Nevadans who got financial help on their premium.

CHECK YOUR PRICE 

WHERE HEALTH INSURANCE COMPETES FOR YOU



HEALTH INSURANCE ENROLLMENT | November 1 - January 15



nevada health link.com

OUR PLANS *are made for* YOUR PLANS



**We don't just help you find health insurance.
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Join the 9 out of 10 Nevadans who got financial help on their premium.

CHECK YOUR PRICE 

WHERE HEALTH INSURANCE COMPETES FOR YOU



Enrollment Campaign

Video Campaign

VIDEO SCRIPT:

Welcome to a health insurance marketplace built for Nevadans.

At Nevada Health Link.com our plans deliver:

- *Financial help for qualified Nevadans*
- *A variety of health and dental plans*
- *And free assistance navigating your options*

So you can keep fulfilling your plans.

And focus on what matters most.

With coverage that you can count on.

Because at Nevada Health Link.com:

Our Plans are Made for Your Plans.

Enrollment Campaign
Photography

Focus:

- Rural Audience
- LGBTQ Audience





Enrollment Campaign

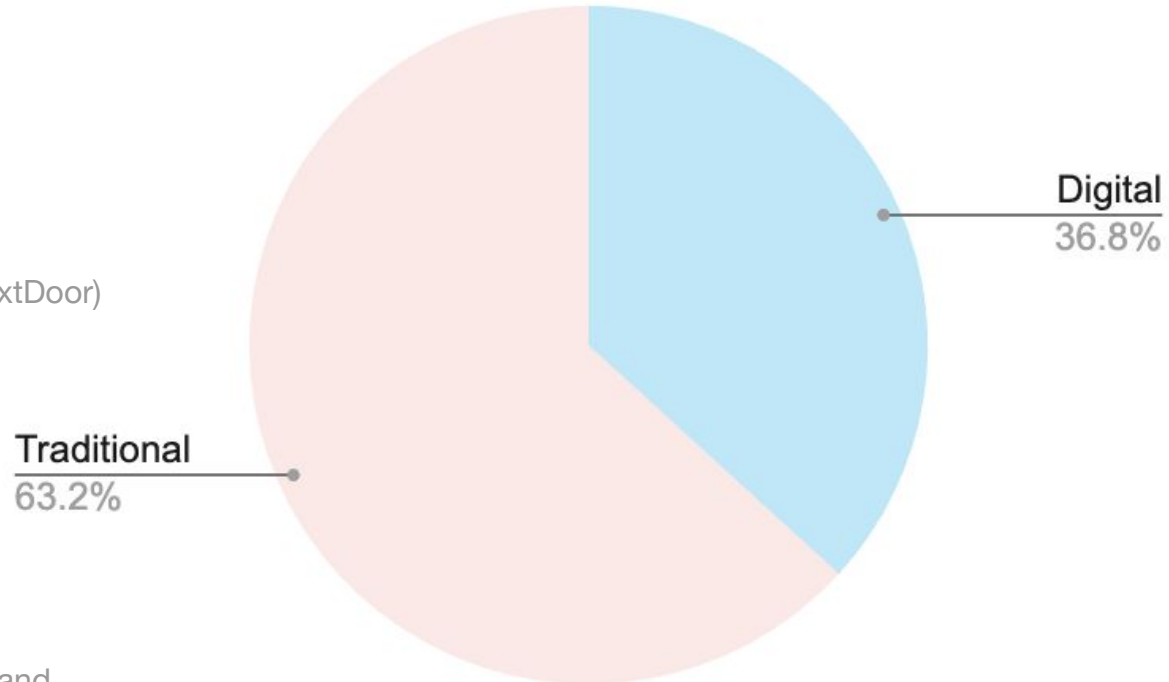
Paid Media Strategy

Digital Tactics

- Paid Social (Meta, LinkedIn, TikTok)
- Display Ads (Google Display Network and NextDoor)
- SEM (Google and Bing)
- Native Ads
- Streaming (YouTube, Spotify)

Hybrid Tactics

- OOH Digital (kiosks, ride share screens, etc.) and traditional
- TV (CTV/OTT, linear (cable) and affiliate broadcast)
- Print
- Radio



All initiatives pay special attention to underserved communities.

Enrollment Campaign

Public Relations & Community Engagement Strategy

Public Relations Tactics

- Hosting a public resource event, “Ghouls, Ghosts and Getting Insured,” at the Alexander Library in North Las Vegas that will provide the public an opportunity to learn more about Nevada Health Link and to ask questions in person.
- Working with the Governor’s team to draft a proclamation for November 1 to be recognized as Nevada Health Coverage Day.
- November 1 Press Conference at Northern Nevada Public Health.
- Partner with local organizations, elected officials and brokers/navigators to help amplify the message to a wider audience about OEP.
- 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.
- January Health Roundtable at Alexander Library.

Community Relations Tactics

- Strong presence in Window Shopping
- Updated and improved collateral items
- Targeted Rural Outreach through collateral items
- Library partnerships

Window Shopping

Public Relations & Community Outreach

Strategy & Results

So far, we have attended 197 Community events.

Sampling of events include:

- Downtown Area Command National Night Out (10/3)
- Storytime @ Aliante Library (10/3, 10/5, 10/10, 10/12, 10/17, 10/19, 10/25)
- Family Night @ Alexander Library (10/3, 10/10, 10/17, 10/24)
- Dayton Branch Library Trunk or Treat (10/20)
- City of North Las Vegas Harvest Fest Trunk or Treat (10/21)
- City of Henderson Aki Matsuri (10/21)
- Boys & Girls Club Truckee Meadows 3rd Annual Trunk or Treat (10/26)
- Carson City BOOnanza Trunk or Treat (10/26)
- Latino Arte Day of the Dead Festival (10/29)



Enrollment Campaign

Multicultural Communications & PR Strategy

Tactics

- **Stakeholder Engagement - Provide stakeholders with toolkits for distribution.** Stakeholders include chamber of commerce, non-profit organizations, consulate offices and other wrap around service organizations.
- **Elected Official Engagement - Provide script, assets for PSA or other channels of communication.** Electeds can include: CW Diaz, CW Barron, CW Garcia Anderson, Commissioner McCurdy, Commissioner Garcia (Washoe), CM Martinez (Washoe)
- **Contributed Content - Partner with organizations | trusted voices on** developing contributed blog posts, social media posts and op-eds for various forms of media



Enrollment Campaign

Multicultural Communications & PR Strategy Continued

Tactics

- **Nevada Health Link en Español:** Continue to leverage and share the available tools and resources available online, in person or over phone including enhanced user experience on website.
- Identifying **Facebook live** opportunities in Spanish with organizations such as The Center or the Consulate of Mexico or REACH
- **Incorporate key dates** and months during OE where we can leverage holidays such as Day of the Dead, Black Friday, Small Business Saturday to keep the importance of getting covered top of mind



Enrollment Campaign

Content Strategy

Blog

- **Curate** content topics that are relevant, rich in keywords, answer the consumers questions and position Nevada Health Link as the authority on healthcare.
- **Support** and enrich the following: partnerships, events, and relevant health awareness moments.
- **Create** infographics and graphics to pair with blog articles to drive outreach components that build on domain rank authority.
- **Optimize** blog posts using learnings from our blog audit.

Newsletter

- Use the **community newsletter** to engage new audiences and share enrollment success with key stakeholders.
- Contact **current enrollees** to focus on re-enrollment and next steps after this has been completed.
- Push the **non-enrollees** to learn more about Nevada Health Link and it's plans to drive them to conversion.
- Provide key information for the **Medicaid Ineligible** audience to consider Nevada Health Link as their first alternative.



Enrollment Campaign

Content Strategy: Social Media

- Resharing FAQs and educational resources
- Broker and Navigator information
- Preventative Health Tips
- What's Included in Every Health Insurance Plan
 - The 10 Essential Benefits
- Collaborative Partner Posts
 - Communicate with partners to leverage followers on a social post to positively influence its followers
- Engaging video content
 - Seek out active partners to create collaborative and engaging video content focused on coverage information and resources available
 - Use trends and sounds niche to platforms to amplify messaging
- Support and amplify blog content, special events, and press coverage
- Promote partner toolkits
- Sharing of special and relevant community holidays





THANK YOU

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