



# Silver State Health Insurance Exchange

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## AGENDA ITEM

For Possible Action

Information Only

**Date:** February 20, 2024  
**Item Number:** V  
**Title:** Marketing and Outreach Report

### PURPOSE

The purpose of this report is to provide the Board and the public with an overview of our Open Enrollment Period for Plan Year 2024, Marketing & Outreach Campaign for Nevada Health Link.

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### GENERAL COMMENTS

#### **General Comments: Marketing & Advertising**

Open Enrollment for Plan Year (PY) 2024 concluded on January 15, 2024, with an extension for consumers who completed their application by the January 15<sup>th</sup> deadline. Enrollees who met this deadline had an additional five days to shop for and select a plan until midnight on January 20, 2024. The Silver State Health Insurance Exchange (Exchange), the state agency that oversees the online health insurance marketplace known as Nevada Health Link, enrolled 99,312 Nevadans. Of the over 99,000 Nevadans who enrolled in health insurance plans through NevadaHealthLink.com, 25,553 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 2023 and production of the newly vetted messaging and creative concepts began. Campaign production included a full week across a variety of locations in Reno, Fallon, and Minden. The Abbi Agency (TAA) produced four different broadcast quality videos and four different print advertisements in two different languages (English and Spanish).

In late October 2023, 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) *Final Days Left to Enroll*.

November 1, 2023, 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 Washoe County Administration Complex in Reno, NV. Russell Cook, Executive Director kicked off the presser with multiple speakers including Allison Genco, Public Health Resource Officer with Governor's office, Kevin Dick, Northern Nevada Public Health Officer, Angie Wilson, Tribal Health Director with Reno-Sparks Indian Colony, and Rosa Alejandre, Navigator Program Manager with Nevada Health Link. At the press conference, the Office of Governor Joe Lombardo officially established November 1, the annual start of Open Enrollment, as Nevada Health Coverage Day. Nevada Health Coverage Day will serve as a reminder of the state's commitment to expanding healthcare access, reducing disparities in healthcare outcomes, and promoting the health and financial security of all Nevadans. Nevada Health Coverage will also serve to foster collaboration among government agencies, healthcare providers, community organizations, and insurers, who are all working together to improve the lives of Nevadans.

Through December 2023, TAA worked on a creative campaign evolution that focused on the urgency of the enrollment deadline. The countdown assets were launched January 1, 2024, and ran through January 15, 2024.

### **Advertising Strategy Highlights for the Open Enrollment Campaign:**

The Abbi Agency and Nevada Health Link are carrying out a robust, integrated campaign that builds on the successful execution of the "Our Plans are Made for Your Plans" creative concept implemented in Plan Year 2023 (PY23). 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.

- 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 the consumers.
- Frame as valuable – Strong logo presence of all eight 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 who were not yet enrolled. Uninsured Nevadans, rural Nevadans, individuals/families statewide, 50+ age group, 26-45 age group, the young invincible, members of Nevada Tribes, Hispanic/Latino, Asian Americans and Asian Pacific Islanders, African Americans, multicultural populations.

The Abbi Agency and Marketing for Change developed and tested a variety of creative campaign evolutions from the OEP PY23 campaign. These evolutions were meant to test the messaging and the best way to deliver the message. This year's focus included rural, LGBTQ, pre-Medicare couple, and a single male.

### **Detailed Launch Timeline**

- Window Shopping Period
  - October 1 – 31, 2023: Press Releases, Prep Rally, Community Events, Google Search Engine Marketing, Display Banners, Paid Social Media Advertisements, Email Marketing, Blog Posts, Organic social media
- Open Enrollment Period
  - November 1, 2023 – December 31, 2023: 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, 2024 – January 15, 2024 (planned tactics include): Press Releases, Community Events, healthcare roundtable, 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 worked closely with Nevada Health Link to promote constant coverage of Open Enrollment in local and statewide media that targeted key audiences including rural populations, Hispanic/Spanish-speaking communities, uninsured working Nevadans and those in need of coverage for any reason, including the recent loss of Medicaid during the Public Health Emergency unwinding. The Abbi Agency executed a strong public relations and media relations strategy that included a combination of PR outreach tactics including press releases, media advisories, targeted PR pitches and contributed articles/op-eds.

The Abbi Agency helped kick off Open Enrollment by organizing and coordinating a press conference on November 1st at the Washoe County Administrative Complex. Due to the press conference being held in Southern Nevada the year prior, The Abbi Agency strategically aimed to hold the press conference in the North to give local Northern Nevada media the opportunity to attend in person. Research gathered from CMS and the Census showed that enrollment numbers in the past were lower in Northern Nevada than in Southern Nevada,

so the additional exposure in Reno was significant to reaching a larger audience in the target market. The Abbi Agency also helped secure guest speakers to join the press conference including Allison Genco, Public Health Resource Officer with Governor's office; Kevin Dick, Northern Nevada Public Health Officer; and Angie Wilson, Tribal Health Director with Reno-Sparks Indian Colony, in addition to Nevada Health Link's Russell Cook, Exec. Director; and Rosa Alejandre, Navigator Program Manager who provided remarks in English and Spanish. A diverse set of speakers reinforced Nevada Health Link's commitment to making health insurance accessible to all.

The Abbi Agency also worked closely with the Governor's Office to establish the first day of Open Enrollment, November 1st, as Nevada Health Coverage Day.

Throughout Open Enrollment, The Abbi Agency continued to promote transparency in the enrollment process by distributing press releases highlighting the enrollment numbers in the first 30 days of Open Enrollment, as well as another release in the last 10 days. These data-driven announcements were well received among media and garnered additional attention around upcoming deadlines and the process for enrollment. The Abbi Agency also worked with a series of news stations to secure Nevada Health Link representatives for in-studio interviews about open enrollment.

Because past research shows that the last 10 days of Open Enrollment are some of the most critical and common times for people to take action, The Abbi Agency planned a roundtable discussion with several health leaders in the state including DHCFP/Medicaid, Immunize Nevada and Southern Nevada Health District. The health care roundtable was led by Las Vegas Review-Journal's Digital Reporter, Carrie Roper, who helped lead a conversation about health equity, disparities and opportunities in Nevada. This further enforced Nevada Health Link's message about getting insured with key messages highlighted around the affordability and resources available, even for Nevadans living in the rural and tribal communities. This garnered positive media attention across the state.

The Abbi Agency also worked diligently to secure op-eds and contributed articles on behalf of the Exchange towards the end of Open Enrollment. The combined efforts of controlled and uncontrolled (earned) media efforts ensured Nevada Health Link's messaging were clear, direct and consistent.

## **Open Enrollment Period: Public Relations Performance**

A timeline of media distribution items between 11/1/23 and 1/23/24 are as follows:

- November 1: Press Conference announcing the start of Open Enrollment and the establishment of Nevada Health Coverage Day at Washoe County Administrative Complex
- November 1: Press Release announcing the start of Open Enrollment + Nevada Health Coverage Day
- December 4: 30 Days Success Press Release
- December 21: Final Chance to Enroll before Dec. 31
- January 8: Last Chance to Enroll during Open Enrollment
- January 10: 2024 Nevada Health Care Roundtable Recap Release
- January 23: Press Release announcing final enrollment numbers for Plan Year 2024

## **Earned Media Metrics between 11/1/2023 and 1/23/2024:**

- Press Releases (6); Media Alerts (2); Press Conferences (1); Total individual media outreach of releases and pitches (750)

- Distributed six (6) press releases to Hispanic media; press conference included Spanish-speaking representatives
- 274 pieces of coverage (including window shopping beginning 10/1)
- 2.02 million est. coverage views (including window shopping beginning 10/1)
- 120K print distribution (including window shopping beginning 10/1)
- 37 backlinks (including window shopping beginning 10/1)
- Average domain rank authority: 53
- *Figures above includes multiple media interviews and placements in Hispanic media outlets*

### **Outreach & Community Relations Highlights:**

During November, the community relations and event outreach teams were focused on brokering new relationships and fostering current ones with organizations and partners such as Las Vegas PRIDE, R.E.A.C.H., and the City of North Las Vegas libraries.

In October, the TAA community relations teams helped NVHL plan and host a healthcare resource event at the North Las Vegas Alexander Library. This resource event allowed members of the community an in-person opportunity to talk to Navigators from the Exchange and to ask questions pertaining to their health coverage.

Additionally, throughout October and November, there continued to be ongoing community event participation including attendance at family health festivals, Trunk or Treat events, various Day of the Dead events, Food Bank of Northern Nevada Mobile Harvests, Senior Expos, and Thanksgiving community events.

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

### **Sponsorships:**

#### **Event Participation:**

- 11/1 - Fiesta Dia de Los Muertos
- 11/2 - Senior Expo - Fall Series
- 11/3-11/5 - Springs Preserve Dia de Muertos
- 11/4 - Harvesting Hope Family Fall Festival and Community Resource Fair
- 11/4 - Water Lantern Festival
- 11/4 - Art in the Park & Community Fair
- 11/7 - RTC | SNHD Pop-Up Produce Stand
- 11/8 - Mob Museum presentation @ Alexander Library
- 11/9 - Senior Expo - Fall Series
- 11/12 - Women and Family Expo
- 11/14 - NLVPD Community Connections program @ Alexander Library
- 11/15 - Alexander Library Storytime
- 11/15 - Vitalant Blood Drive
- 11/15 - FBNN Mobile Harvest
- 11/16 - FBNN Mobile Harvest
- 11/16 - Spare a Life - Donor Network West Fundraiser

- 11/17 - Senior Expo - Fall Series
- 11/28 - OSBA & Las Vegas Startup Week's Small Business Week Resource Fair
- 12/5 - RTC | SNHD Pop-Up Produce Stand
- 12/16 - A Holiday To Remember
- 12/16 - Winter Wonderland Festival
- 1/7 - City of Henderson Health Henderson
- 1/14 - ACRC Annual Asian Fall Festival
- 1/15 - Fiesta 98.1 FM Radio Added Value Outreach

### **Community Partner Collaborations:**

- Food Bank of Northern Nevada - through its two year sponsorship partnership, NVHL continued to attend various Mobile Harvest locations that the food bank hosts each month. By engaging with the underserved communities these food drives provide to, they also allow for greater breadth and visibility into NVHL's services for individuals of all ages and backgrounds.
- Las Vegas Libraries - to reach both the general community and young families of all backgrounds, the TAA community relations team continued to foster its relationships with the City of North Las Vegas and City of Las Vegas libraries to have navigators attend weekly community events that the libraries host. These events are well attended and allowed NVHL to foster a relationship with the libraries to continue to display and distribute Nevada Health Link collateral throughout the year.

### **Consumer Resources Developed:**

- Resource Guides in English and Spanish
- OEP Partner Toolkit

### **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**

- Live Social Events

- Strong Presence of Hispanic Posts
- Strong Presence of Hispanic Facebook Live Conversations with trusted stakeholders across the state
- 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, 2023 – Jan 15, 2024
  - 2,603,951 impressions
  - 24,637 engagements
  - 12,023 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
  - Former Enrollees, who canceled their plan
- The email campaign had a 56% reduction in emails sent due to a reduction of newsletters targeting enrollees, but a 70% increase in the open rate.

### **Open Enrollment Period: Paid Media Performance**

The Abbi Agency (TAA) and Nevada Health Link are committed to reaching Nevadans from all backgrounds and helping 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 PY24 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. To adopt a performance-driven marketing approach the paid media budget shifted largely to digital channels that provided the opportunity for tracking and optimization while still retaining some traditional media to ensure reach to all audiences and an ongoing growth in awareness rate. Channels within the buy included: 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 the 2024 Open Enrollment Period.

- We utilized tailored messaging for different groups (including rural, Hispanic, and underserved) addressing specific needs and concerns.
- Paid media efforts helped contribute to 1,000 more online enrollments in the FY24 season than the previous year - despite having \$34,000 less advertising spend than in FY23.
- Traditional/partner media garnered over 25 million *attributable* impressions (and potentially millions more *estimated* impressions) with an added value of \$129k.
- Digital media (including digital out-of-home) accumulated nearly 54 million impressions, and over 400k website visits.

### **Open Enrollment Period: Website Performance**

- There was a decrease in bounce rate by 19.2%, indicating that the audience is spending more time engaging with the information on the website
- Total users and sessions both saw significant increases, highlighting the wide reach and pull of this year's marketing tactics
- SEO and keyword performance improved, as the website began to rank and drive traffic for more highly competitive terms