



nevada
health link.com

October 1, 2023 - January 15, 2024

OPEN ENROLLMENT BOARD REPORT



**THE ABBI
AGENCY**

marketing
for **change**

ERICKAVILES
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 PY24 Open Enrollment Period. The creative campaign was an evolution of the PY23 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.



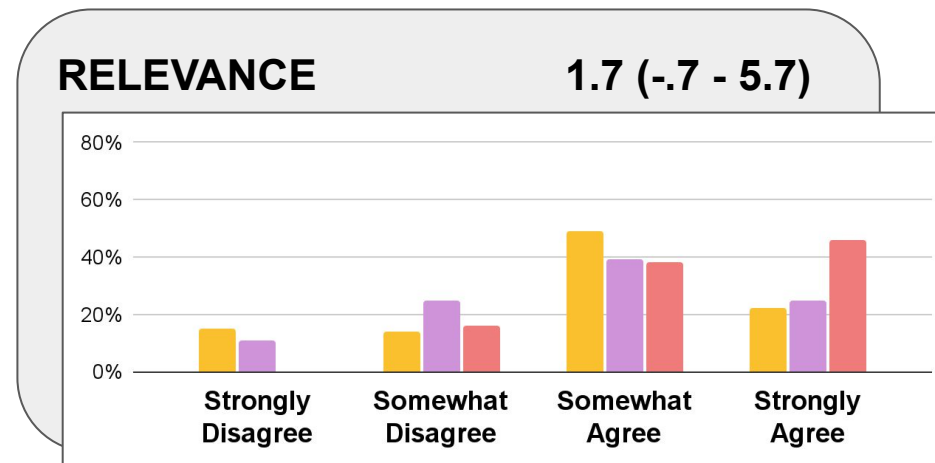
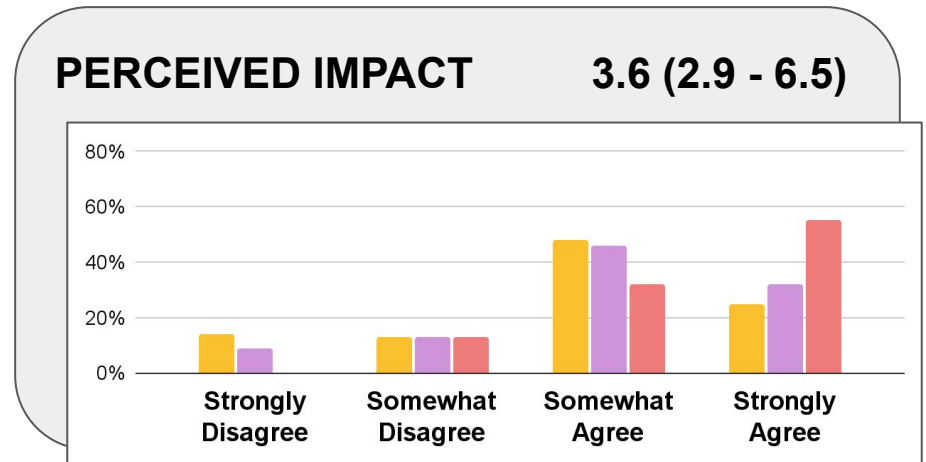


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Pre-Enrollment Studies: 2024 OEP Creative Testing Survey & Audience Insights Focus Groups

Marketing for Change administered an online survey to gain audience insights on creative messaging materials in early Fall, 2023

- **Goals:** Assess audience reactions to creative messages
- **Audience:** 528 Nevadans focused on 4 groups of potential customers
 - Uninsured
 - Self-insured
 - On Medicaid
 - Group/employer
- **Key findings:**
 - Messages that focused more closely on financial benefits of NVHL were viewed as more relevant for older audiences
 - Younger potential customers reacted positively to messages that focused on how having health insurance made an individual more dependable
 - Many potential customers were unclear about what NVHL does within the insurance market, suggesting need to clarify NVHL’s role as a government-backed shopping platform
 - Use of the term “middle class” may confound some potential customers, but still important to use wording that indicates financial assistance is available to middle income consumers

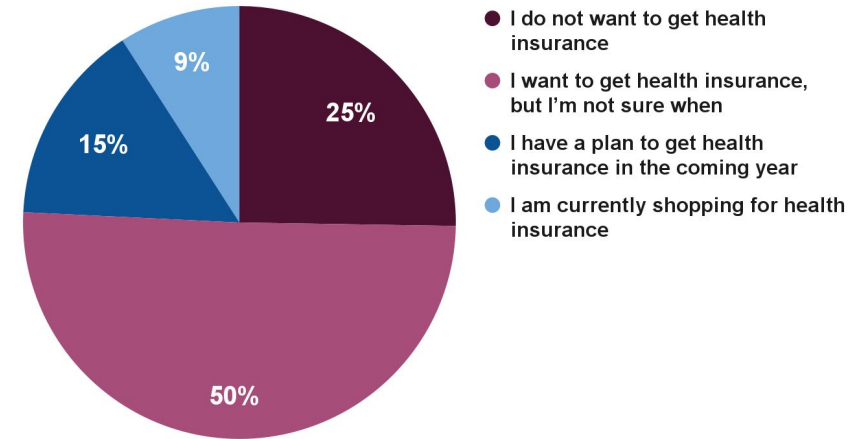


Post Open Enrollment Quantitative Studies: Annual Public Insights Survey

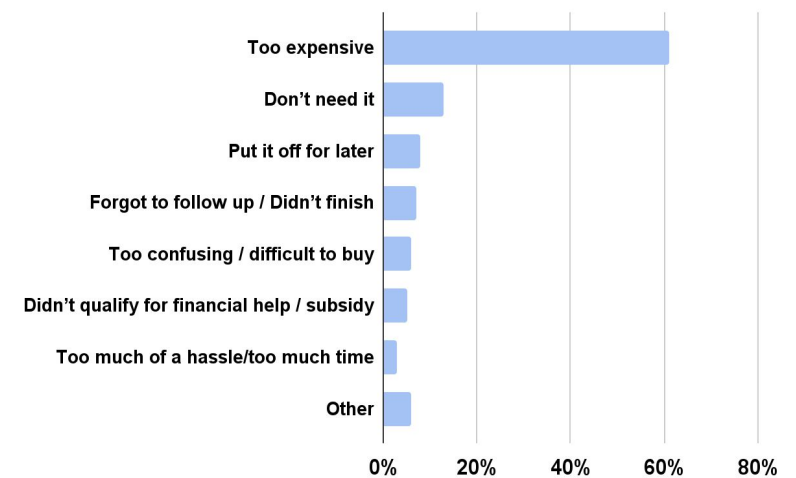
Marketing for Change administered online surveys to Nevadan residents immediately after both the 2023 and 2024 Open Enrollment Periods

- **Goals:** Assess statewide awareness/favorability of NVHL, exposure to OEP messaging campaign, and estimates of uninsured and self-insured in the state post OEP
- **2024 Survey is currently in the field (findings coming soon):**
 - **Key Features of annual Nevada Healthcare Insurance Survey**
 - A sample of 2,600 English-speaking Nevadans + 400 Spanish-speaking 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.

Example Results from 2023 Annual Quantitative Study



Why didn't you get health insurance?

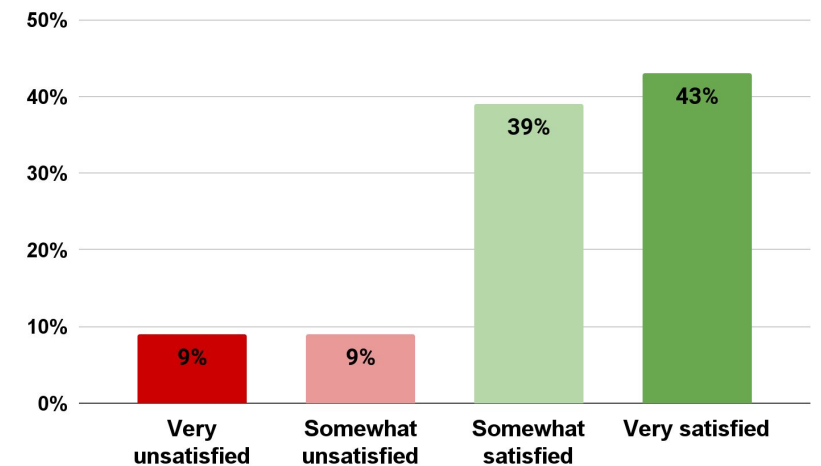
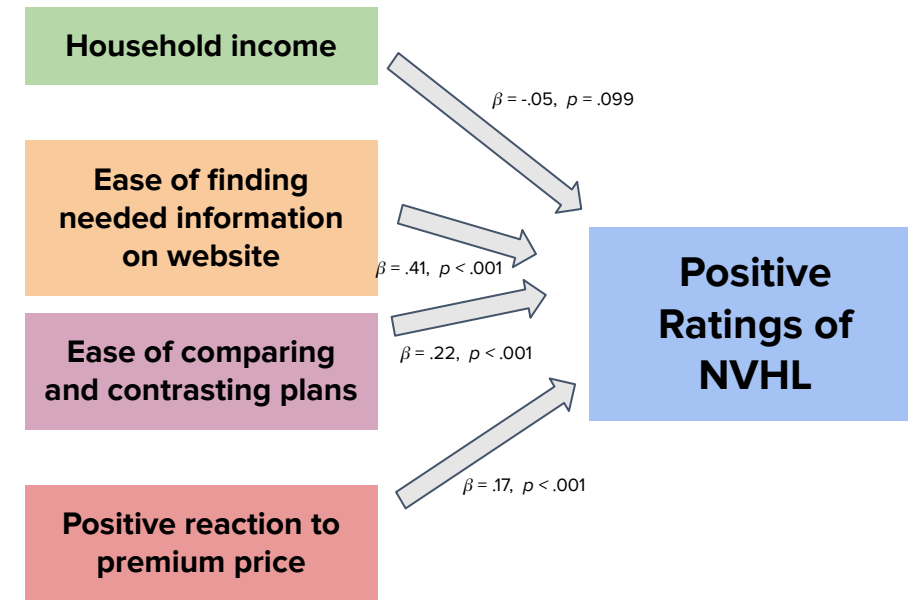


Post Open Enrollment Quantitative Studies: Current NVHL Customers Survey

Marketing for Change administered online surveys to current customers immediately after both the 2023 and 2024 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
- **2024 Survey is currently in the field (findings coming soon):**
 - **Key Features of 2024 Current Customer survey**
 - Ratings of consumers’ overall satisfaction (promoter score) with NVHL and their rationale for their rating
 - Measures of customers’ experiences with multiple stages of the shopping experience on NevadaHealthLink.com
 - Assessment of NVHL customers’ views of their current insurance premiums
 - Feedback from former consumers who cancelled their plans during OEP 2024

Example results from 2023 NVHL Customer Survey



How satisfied were you with the NevadaHealthLink.com website on your mobile device?



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WINDOW SHOPPING PERIOD




Click to Play 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.**

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

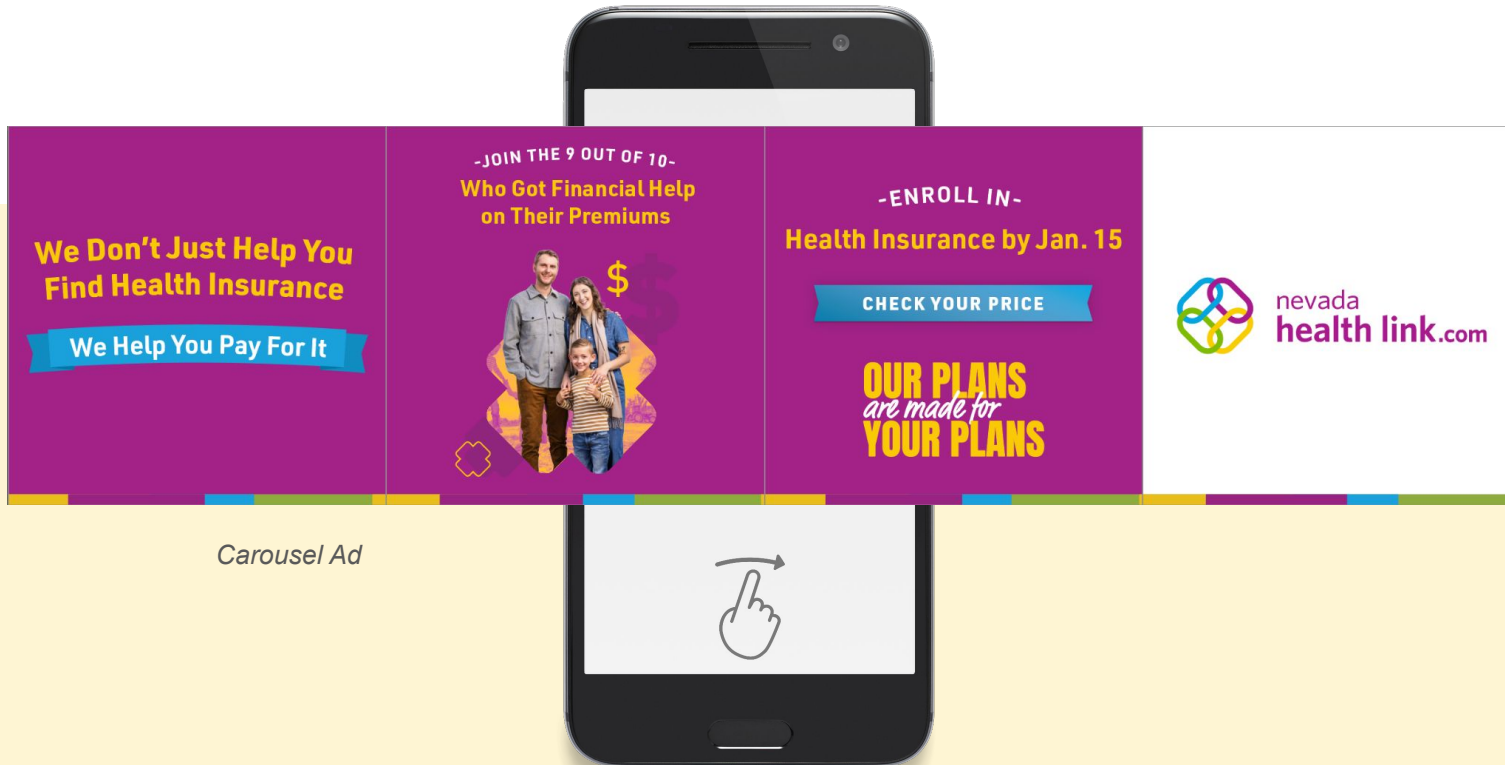
FIND
YOUR
PLAN



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health link.com

Print Ad

OPEN ENROLLMENT PERIOD



Carousel Ad

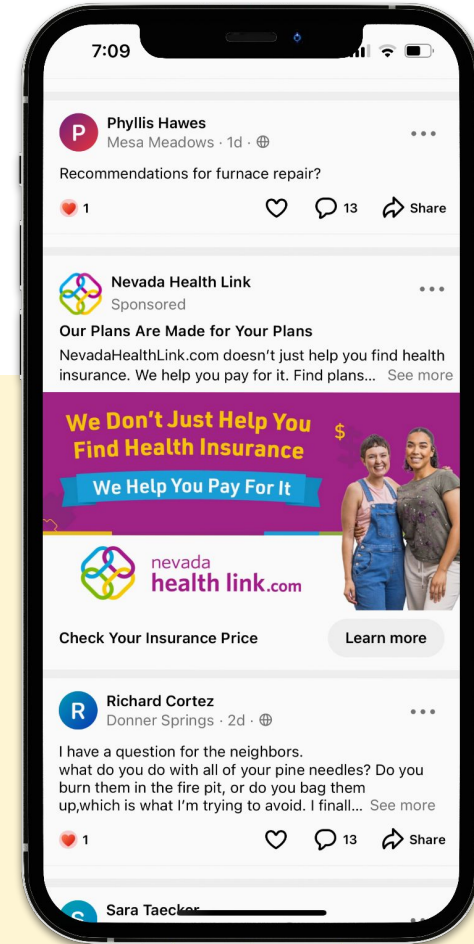


Print Ad

OPEN ENROLLMENT PERIOD



Click to Play Video



Nextdoor App Ad

DEADLINE PERIOD

Social Ad



Print Ad



Billboard





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STRATEGY

Approach:

- Data-driven targeting: Tailored messaging for specific groups based on their needs and motivations.
- Awareness & education: Elevate Open Enrollment visibility and empower informed decisions with clear resources.
- Seamless enrollment: Streamlined process for both re-enrollees and newcomers, minimizing friction.
- Constant optimization: Adapting strategies based on real-time data to maximize impact at every stage.

Channels:

- Digital dominance: Paid search, targeted ads across platforms, and social media engagement fuel awareness and decision-making.
- Beyond the screen: broadcast TV & local radio capture attention, while OOH and print reach diverse audiences offline.

Key elements:

- Diverse visuals & messaging: Reflect Nevada's population and resonate with different segments.
- Compelling calls to action: Guide users towards enrollment.
- Social proof: Showcase the value and trustworthiness of Nevada Health Link.

Outcome: Nevada Health Link becomes the go-to choice for accessible and reliable coverage across the state.

Highlights

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.

PAID MEDIA - TRADITIONAL

10/01/2023-01/15/2024



29,496,984+

Total *Attributable* Impressions*



\$375,725

Total Spend



\$128,980+

Total Added Value

*Some vendors were unable to provide estimated impressions - this number is therefore much higher in practice.

DIGITAL PAID MEDIA OVERVIEW

53,869,715
Total Impressions

423,552
Total Clicks

2.11%
Total CTR

\$8.95
Total CPC

\$85.46
Total CPM

\$483,946
Total Spend

PAID MEDIA - DIGITAL

Window Shopping

3,154,263

Total Impressions

17,052

Total Clicks

1.73%

Total CTR

\$4.10

Total CPC

\$23,007

Total Spend

Open Enrollment

36,597,635

Total Impressions

296,801

Total Clicks

1.63%

Total CTR

\$9.15

Total CPC

\$369,145

Total Spend

Last Chance

14,117,817

Total Impressions

109,700

Total Clicks

4.20%

Total CTR

\$9.94

Total CPC

\$91,794

Total Spend

PAID MEDIA - DIGITAL

English Only

28,992,392
Total Impressions

254,724
Total Clicks

2.88%
Total CTR

\$11.78
Total CPC

\$282,770
Total Spend

Spanish Only

24,138,707
Total Impressions

167,362
Total Clicks

2.25%
Total CTR

\$9.19
Total CPC

\$194,335
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 performance-driven strategy for the campaign, with landing pages in both English and Spanish.

Highlights

User Engagement

- Created a more strategic navigation bar that also condensed the number of pages.
- Bounce rate decreased by over 18% meaning, users are more engaged with content on the site

Users

- 13% increase in total users

General Web Updates

- Updated Spanish & English OEP Landing Pages
- Updated Navigation UI
- Updated Meta Descriptions
- Updated Content on Open Enrollment Specific Pages
- Implemented new tactics to enhance SEO and keyword performance



WEB ANALYTICS

10/01/2023-01/15/2024 vs. 10/01/2022-01/15/2023

429,506

+13%
Total Users

894,674

+21.2%
Total Sessions

6,935,083

-58.3%
Total Pageviews

00:04:53

-4%
Avg. Session Duration

40.90%

-18.2%
Total Bounce Rate

Enrollment Campaign

SEO and Keyword Performance

Key Findings:

- NVHL branded terms continued to bring in a majority of organic traffic this OEP.
- The site began to rank and drive traffic for more difficult broad term such as “Obama care nevada” and “health insurance Nevada” which are highly competitive terms
- This notes that Google has begun seeing NVHL as an authority on Nevada health insurance and a trustworthy site to send traffic
- Local terms for these keywords also began to drive traffic such as “medical insurance” and “obama care” without the term “nevada” which indicates users are being served NVHL specific results based on their search location

Top Traffic Driving Keywords

| Term | Clicks | Impressions | Click Through Rate | Average Position |
|------------------------------------|--------|-------------|--------------------|------------------|
| nevada health link | 26824 | 43435 | 61.76% | 1.03 |
| nevada health insurance | 1663 | 7030 | 23.66% | 1.36 |
| nevadahealthlink | 1353 | 2765 | 48.93% | 1.11 |
| nevada healthlink | 772 | 1941 | 39.77% | 1 |
| nv healthlink | 683 | 2152 | 31.74% | 1 |
| nvhealthlink | 675 | 2916 | 23.15% | 1.99 |
| nevada health link open enrollment | 674 | 1202 | 56.07% | 1 |
| health insurance nevada | 488 | 27460 | 1.78% | 1.02 |
| health link of nevada | 436 | 1376 | 31.69% | 1 |
| obama care nevada | 388 | 1985 | 19.55% | 1 |
| health insurance | 378 | 49486 | 0.76% | 65.76 |

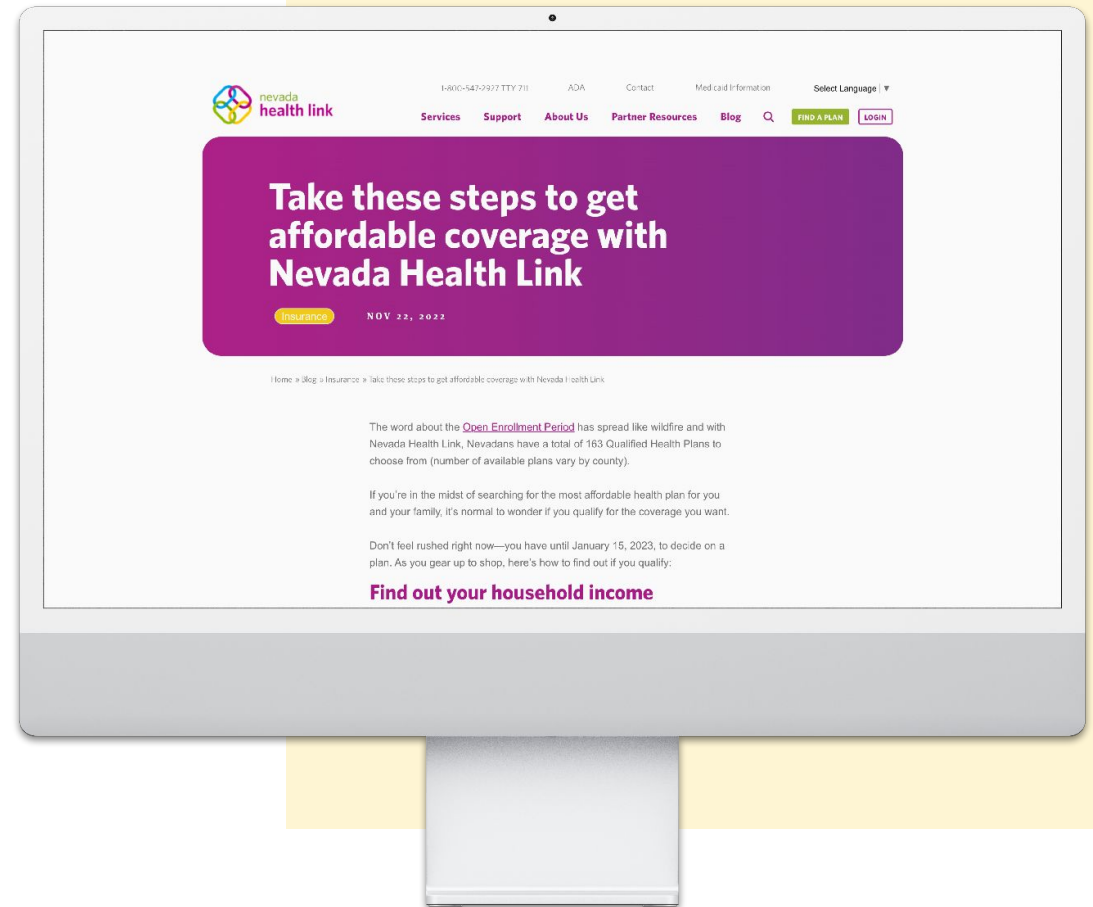
Enrollment Campaign Blog Performance

9,856
-17%
Pageviews

1:48
-12%
Avg Time on Page

40.2%
-6%
Bounce Rate

5,594
+4%
Sessions



Enrollment Campaign Newsletter Performance

30.14%

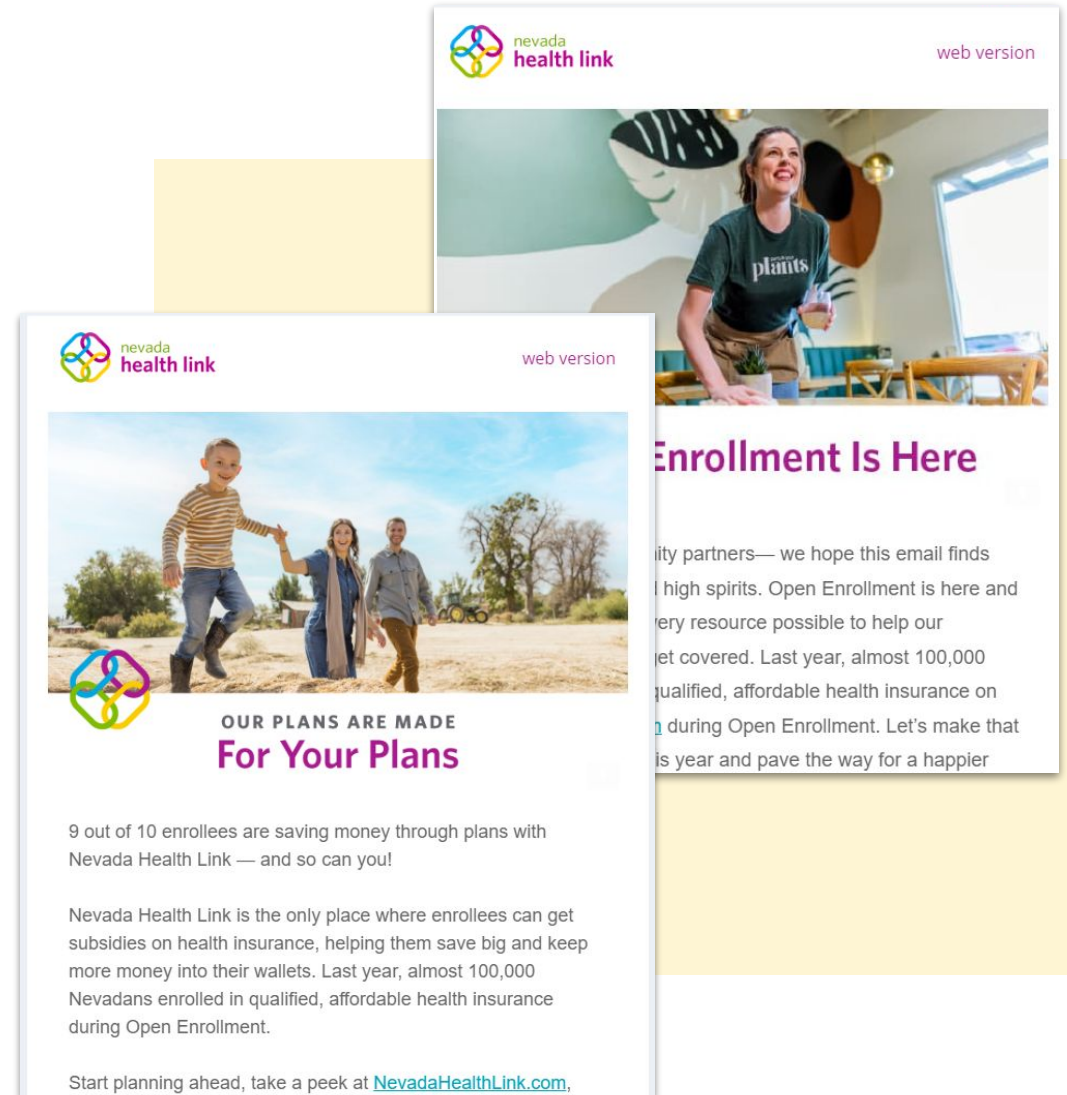
+70%
Open Rate

4.39%

+101%
Clicked Rate

119,827

-56%
Emails Sent





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Public Relations

Public Relations Strategy:

Public relations strategy before and throughout Open Enrollment was largely focused on aggressive media relations outreach to garner awareness, combined with efforts in strengthening relationships with Nevada’s health leaders and grassroots efforts to reach consumers directly.

Continuous media outreach through the form of press releases, media alerts, pitches and op-eds were implemented to keep the public informed on upcoming deadlines, plan options and enrollment assistance available at no cost.

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 emphasized targeting the Hispanic population by continuing to form strong relationship with Spanish media.

Public Relations Tactics:

- Window Shopping Announcement Press Release on October 2 to kick off the awareness phase prior to Open Enrollment
- Halloween-themed consumer facing informational event the week before Open Enrollment, partnership with North Las Vegas Library District
- November 1 Press Conference at Washoe County Administrative Complex
- 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 interviews/segments.
- Curated pitching around specific trends such as insurance scams
- Hosted/coordinated a Nevada Health Care Roundtable with local health leaders, partnership with North Las Vegas Library District
- 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 October 1, 2023 - January 15, 2024, the following pitches and press releases were distributed:

- October 2: Rates and window shopping announcement
- 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

Results

274

Total placements

2.02 Million

Estimated Coverage Views

750

Individual Pitches Sent

2

Op-eds placed

37

Backlinks

3

NVHL-hosted Media Events



Nevada Health Link Opens 2024 Enrollment, Celebrates 'Nevada Health Coverage Day'

Nov 2, 2023 Updated Nov 2, 2023



To highlight Nevada Health Link open enrollment, the Governor's Office issued a proclamation Wednesday morning naming Nov. 1 'Nevada Health Coverage Day.'

Community Engagement Strategy

Community Relations Strategy:

We continued to identify ongoing partnerships with key organizations and fostering current ones that reach our target demographics as well amplify our efforts in engagement with multicultural communities including Hispanic, Black/African American and AAPI. We

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 through event 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, 2023-January 15, 2024, we attended 81 community events in Southern and Northern Nevada. We also amplified and recapped each event on social media.

Sampling of events include:

- Food Bank of Northern Nevada Mobile Harvests
- City of North Las Vegas Library events
- City of Henderson Community Events
- Art in the Park & Community Fair
- Women and Family Expos
- Boys & Girls Club Truckee Meadows 3rd Annual Trunk or Treat
- Washoe County Health District 2023 Family Health Event
- Springs Preserve Haunted Harvest & Dia de Muertos
- City of Las Vegas Winter Wonderland Festival

Results

81
Total Events Attended

24
Event Sponsorships

112.1K
Estimated Event Attendees

23K
Participant Interactions

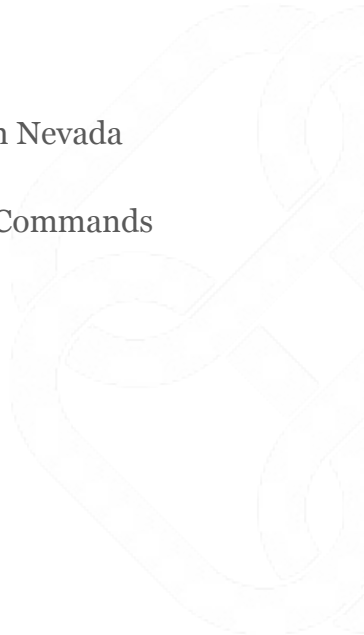


Enrollment Campaign

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
 - City of North Las Vegas en Español Facebook with Councilwoman Ruth Garcia
 - Washoe County en Español with Commission Mari Luz Garcia
- **Stakeholder Engagement with local non profit groups including:**
 - Junior Achievement
 - Latino Arte and Culture Reno
- **Stakeholder Engagement with local community partners including:**
 - Regional Transportation Commission of Southern Nevada
 - Acelero Learning Clark County
 - Las Vegas Metropolitan Police Department Area Commands
 - Springs Preserve
 - Vegas PBS
 - Office of Small Business Advocacy
 - University of Reno Nevada Stakeholder Council



Enrollment Campaign

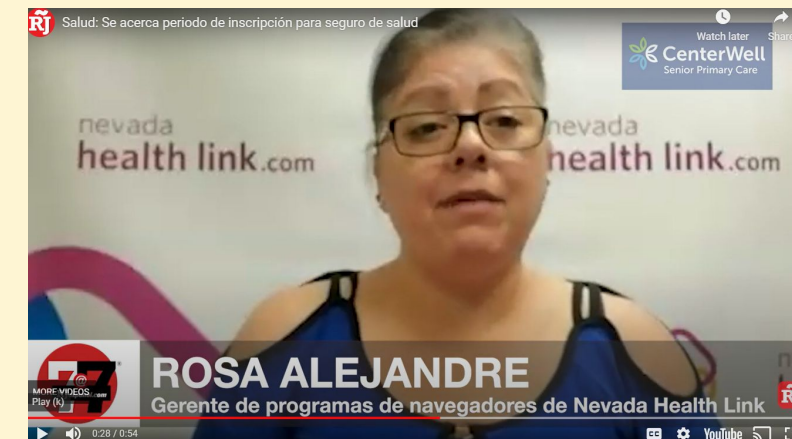
Multicultural Communications Outreach

Strategy & Results

- **Spanish Media added value community outreach & interviews:**
 - (80) Fiesta Radio spots with sponsorship added value plus (60) bonus spots for 4 weeks, 35 spots a week
 - Las Vegas Review Journal Espanol Interviews
 - Juan 101.7 Spanish Radio Interviews
 - Urban Commerce Radio Show
 - NV Independent Cafectio Nevada Interview
- **Social Media**
 - Incorporation of more targeted posts in Spanish
 - Incorporation of more targeted posts with Spanish videos
 - Create Awareness through Facebook Live Conversations in Spanish with Community Leaders focused on Open Enrollment
 - Development and distribution of OEP Toolkit through dedicated email blasts, individual touch points and social media



Liked by _a_n_a_b_e_l_ and others
nvhealthlink Comprar un seguro médico y obtener la cobertura que necesitas es fácil con Nevada Health Link!





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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, Medicaid redeterminations, seasonal social media holidays, and most importantly, promote community partnerships.

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

Highlight

While there was a dip in metrics in comparison to Plan Year 22, it’s important to note that this was due to strategic adjustments to content cadence across platforms, shift in boosting budget, and changes in platform dynamics. Despite these shifts, our engagement and impressions remained consistently high. Engagement remains crucial in fostering meaningful conversations and sustaining user interest, paving the way for continued success.

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 about:
 - 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
 - Information about upcoming events where members of the community can meet with navigators in person during Open Enrollment Period
 - Creating content in both English and Spanish

Spanish Community Partners Reel Collaborations



Likes
9

Comments
1

Views
87



Likes
8

Comments
1

Views
93

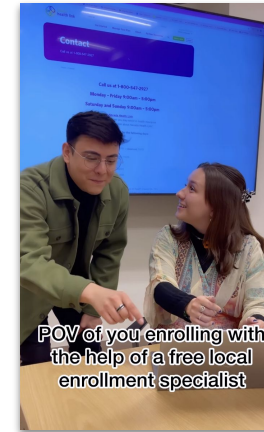


Likes
5

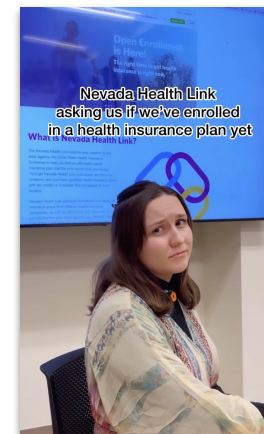
Comments
1

Views
38

City of Las Vegas TikTok & Instagram Reel Collaboration



| Instagram | TikTok |
|---------------------------|------------------------|
| Likes 107 | Likes 58 |
| Comments 5 | Comments 2 |
| Views 15.4k | Views 1,964 |



| Instagram | TikTok |
|---------------------------|------------------------|
| Likes 104 | Likes 68 |
| Comments 7 | Comments 1 |
| Views 15.6k | Views 3,696 |

Strategy & Tactics

SOCIAL MEDIA

2,603,951

+25%

Total Impressions

24,637

-86%

Total Engagements

.09%

-81%

Engagement Rate

310,033

-89%

Video Views

118

+3%


Total Net
Audience Growth

15,332

+14%


Total Audience

FACEBOOK & INSTAGRAM TOP POSTS

 Nevada Health Link
Fri 1/5/2024 9:10 am PST

Attention Nevadans, there are only 10 days left to enroll in an affordable insurance plan through Nevada Health Link that fits your needs and...

Nevada Health Link




Facebook

247 Engagements


2,529 Impressions

11 Link Clicks

 Nevada Health Link
Wed 12/6/2023 7:56 am PST

Open Enrollment is happening now! Nevada Health Link is here to help you with FREE local assistance. Click the link below and we will...

Nevada Health Link




Facebook


243 Engagements

1,877 Impressions

5 Link Clicks

 nvhealthlink
Wed 11/1/2023 3:43 pm PDT

What a momentous day! To kick off Open Enrollment, The Office of Governor Joe Lombardo @joelombardonv presented a...




Instagram


40 Engagements

37 Likes

1 Comments

 nvhealthlink
Wed 12/13/2023 9:54 am PST

¡Hola Nevada! ¡La Inscripción Abierta aún sigue abierta y nuestra Gerente del Programa de Navegadores, Rosa Alejandre, está aquí para...



Instagram

22 Engagements

19 Likes

1 Comment

TWITTER, LINKEDIN, & TIKTOK TOP POSTS

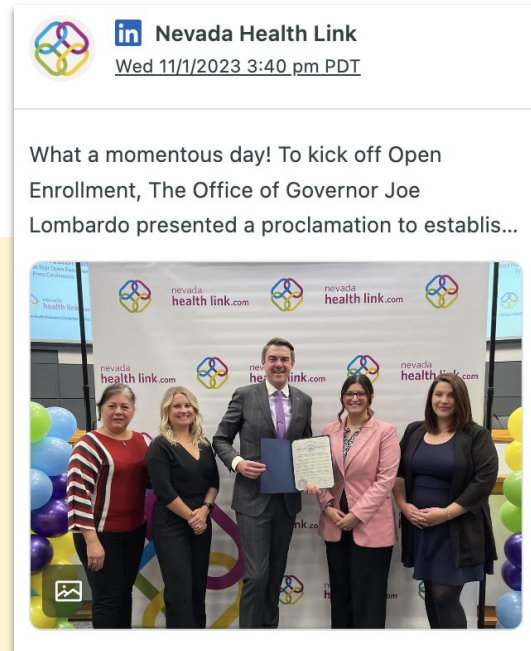


Twitter

40 Engagements

5 Likes

1 Retweets

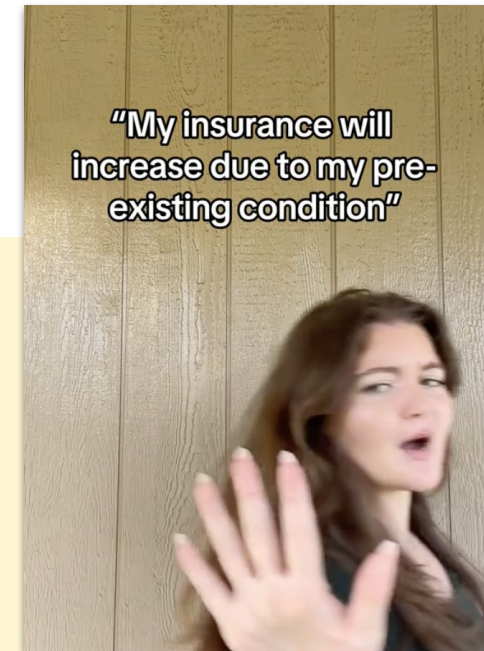


LinkedIn

57 Engagements

14 Reactions

2 Share



TikTok

18 Engagements

17 Likes

1 Shares



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THANK YOU

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