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## AGENDA ITEM

For Possible Action

Information Only

**Date:** June 18, 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 the Off-Season Marketing & Outreach Campaign for Nevada Health Link.

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### GENERAL COMMENTS

The period after open enrollment from January to June of 2024, 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 website landing pages in both English and Spanish, a revised creative concept with simplified messaging, digitally focused advertising, and a robust community outreach program.

TAA and the Exchange also worked closely on the continuation of the Public Health Emergency (PHE) campaign. As the redetermination process has been extended, TAA has identified opportunities to enhance ad performance, assisted with development of the text messaging campaign, and connected the Exchange with both regional and national news outlets to discuss the coverage options available for former Medicaid recipients on NevadaHealthLink.com.

Lastly, TAA and Ericka Aviles Consulting (EAC), a subcontractor of TAA specializing in Hispanic media and outreach, developed a comprehensive off-season content plan centered on the Hispanic and Latino communities. This plan is strategically designed to follow relevant healthcare topics and themes, ensuring that the content is both community-focused and engaging. By aligning the efforts of community outreach, public relations, and digital content teams, the plan ensures that NVHL effectively highlights key messages across all communication channels. Furthermore, EAC proposed several innovative ideas for the off-season aimed at engaging multicultural communities and delivering key messages to broader audiences through collaboration with community partners.

EAC also enhanced NVHL's off-season presence by increasing community engagement. They developed more Hispanic-focused social media posts, showcasing NVHL navigators actively working within the Hispanic community. Additionally, EAC implemented a collaborative social media series "On the Road with Rosa" with NVHL's brand ambassador Rosa Alejandre and RTC Southern Nevada, which connected the local community to NVHL navigators, further boosting brand awareness. These initiatives are part of the strategic plan to ensure that NVHL remains visible and engaged with the community throughout the off-season.

## **General Research & Insights**

In support of marketing efforts, multiple research studies were conducted. M4C designed and fielded three (3) surveys immediately following the end of open enrollment in January 2024: A robust survey of Nevada residents including a sub-sample of Spanish-speaking Nevadans ( $n = 3,042$ ), a survey of current Nevada Health Link consumers ( $n = 976$ ), and a survey of enrollees that terminated their plan with NVHL ( $n = 399$ ).

The annual quantitative survey was conducted for a second consecutive year to provide an overview of potential future audiences for Nevada Health Link. Similar to last year, 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 assessments of the key characteristics of future audiences for NVHL including those who are uninsured, self-insured or insured through Medicaid and key information on attitudes toward health insurance and future purchasing plans for each of these audiences. Importantly, with two years of data, M4C was able to track initial patterns of change in future audience attributes as well as patterns of change in awareness and attitudes toward NVHL among the general public. Findings from this survey will contribute to planning for the marketing campaign for OEP PY25 by helping to focus message frames and further 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 their shopping experiences. Results indicated that customers who had a more positive appraisal of their shopping experience on the site, particularly their experience comparing plan attributes within the shopping portal, were more likely to indicate that they would encourage others they know to consider shopping at NVHL (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 Nevadans who were eligible for a financial subsidy to help offset their health insurance cost. The study focused on three specific audiences of future NVHL shoppers: Medicaid unwound (those being removed from Medicaid), self-insured (those who purchase insurance directly from an insurance company) and current NVHL customers (as a comparison group of “doers”). The study included 53 total participants across 10 focus groups. M4C sought to explore and understand the knowledge, attitudes and beliefs these potential consumers hold around seeking health insurance. Findings from this research included barriers to securing health insurance including problems they had experienced at various stages of the shopping experience. A key finding of this research was the identification of four unique shopping “personas”, who shared similar health insurance-related attitudes and experiences. This research will contribute directly to creative messaging for OEP PY25.

Throughout the year, M4C continuously analyzed figures from Sisense (the Exchange’s program used to create data reports) to monitor performance metrics associated with enrollment data. Analyses included the examination of how demographic, geographic, and socioeconomic correlates to enrollment at NVHL. Specifically, M4C explored how variables such as race/ethnicity, family size, household income, and age were associated with patterns of enrollment during the 2024 Open Enrollment Period. In addition, analyses looked at geographic locations to isolate counties and even zip codes that were exhibiting either high or low levels of new enrollment given the number of potential consumers who were uninsured in those areas. This data helped to guide targeted messaging during OEP PY24.

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

Following the completion of the OEP PY24, The Exchange and The Abbi Agency continued to execute a target marketing and outreach strategy to inform Nevadans about the ongoing redeterminations of Medicaid eligibility and drive the affected individuals to seek coverage through Nevada Health Link.

Given the significant challenges in driving enrollments from this audience, The Exchange made the decision to move forward with adding an SMS texting campaign to supplement our marketing and outreach efforts to reach those individuals whose information was shared with The Exchange through the Account Transfer process.

The Abbi Agency drafted and distributed a press release highlighting the new texting campaign as another opportunity to garner earned media attention and reach potential enrollees from this audience.

Additionally, after a year in the market, The Abbi Agency identified several key creative and copy elements that could be updated to enhance campaign performance. The Abbi Agency is in the process of finalizing those messaging and creative shifts and implementing those in the marketing campaign. The updated approach moves away from encouraging the target audience to complete their Nevada Medicaid redetermination packets and instead shifts to engaging those who may have already had coverage terminated, either for procedural reasons or due to excess income and making them aware that Nevada Health Link has plans that fit their needs.

### **The Unwinding of the Public Health Emergency & Medicaid Redeterminations: Paid Media Strategy**

Over the past few months, The Abbi Agency has been dedicated to addressing the challenge of convincing Nevadans to update their Medicaid information and re-enroll if necessary. To tackle this, TAA strategically leveraged various paid media channels including Google SEM and Display, YouTube, Meta, Spotify, and Out-

of-Home (OOH) ads to effectively reach and engage our target audience, with an additional emphasis on retargeting individuals who visited the website or interacted with our ads.

Through a comprehensive paid media strategy encompassing multiple channels, we successfully amplified awareness of NVHL's financial assistance programs and facilitated enrollment among Nevada's Medicaid-eligible population. This integrated approach ensured that individuals across diverse communities were effectively reached and engaged, contributing to improved healthcare accessibility and outcomes in Nevada. During this period GA4 attributes 200 completed enrolls directly to PHE digital paid campaign efforts, and we can assume even more were indirectly converted (e.g. converted after seeing a billboard or visiting the website after having seen but not clicked on an ad).

### *Paid Media Tactics*

**Google SEM:** Google SEM is geo-targeted to focus on zip codes with the highest concentration of lower-income, Medicaid-qualifying individuals. We utilized responsive search ads that enabled the algorithm to serve the highest-converting combination of creative assets to an individual to drive action. From January through May 10th (the latest date for which we have full data at the time of this report) SEM saw a Click-Through Rate (CTR) of 23.19%; magnitudes higher than the average healthcare industry CTR of 3.27%. Individuals took nearly 6k “conversions” (high-value actions like beginning an application, or calling) with a 74% conversion rate.

**Google Display:** Google Display campaigns saw an increase in impressions and clicks over the prior period, driving over 20k visits to the website. This upper-funnel tactic focused on reaching the target audience with high frequency, increasing brand awareness and name recognition. It targeted the same zip codes as SEM with the goal of increasing market penetration as they browsed the web and engaged with apps.

**YouTube:** YouTube similarly focused on upper-funnel awareness tactics, garnering 966k impressions during the stated period (up 12.8% over the prior period), with a Cost Per Mile (CPM) of \$5. YouTube was chosen as a key platform due to its unparalleled reach and engagement potential, offering the opportunity to convey the value proposition of NVHL through compelling video content to a wide and diverse audience, ultimately driving awareness and consideration among potential Medicaid enrollees.

**Paid Social Media:** Meta platforms, including Facebook and Instagram, were selected for their robust targeting capabilities, allowing us to reach Medicaid-eligible individuals with personalized messaging tailored to their demographics, interests, and behaviors. By leveraging these platforms, TAA aimed to foster meaningful interactions and drive enrollment among our target audience effectively. NVHL saw a 2.56% CTR (up 25%) - higher than the 0.73% average. Cost-Per Click (CPC) was down 17.7% to \$0.81, and ads drove 11k visits to the website with 1.8k high-intent “conversion” actions taken.

**Spotify:** Spotify was included in our media mix to tap into the audio streaming habits of our target audience, offering a unique opportunity to connect with them during their daily routines. By integrating the messaging seamlessly into their listening experiences, TAA aimed to capture attention and drive awareness of NVHL's offerings among potential Medicaid enrollees. We saw a fantastic CPM of \$6.50, lower than the platform’s \$25 average - even with niche geo-targeting parameters.

**OOH:** Out-of-home (OOH) advertising was integrated into our media strategy to complement our digital efforts by providing a physical presence in high-traffic areas within the designated zip codes. By

strategically placing billboards, we aimed to increase brand visibility and prompt action among our target demographic, reinforcing our campaign messaging and driving enrollment in Medicaid programs.

### **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.

After identifying the QLEs most frequently selected by consumers, target audiences for this campaign were outlined as follows: those who recently experienced a change in household size (birth or adoption), income or employment status, a loss of health coverage, or have moved to Nevada (or a new service area within the state).

### **Special Enrollment Period: Paid Media Strategy**

In our strategic approach, TAA and the Exchange have once again allocated budget spending across a diverse array of media channels, ensuring comprehensive coverage across digital platforms frequented by Nevadans. Leveraging Google Search and Display, we continue to build awareness of Nevada Health Link and the Special Enrollment Period (SEP), exposing individuals to the SEP campaign and driving traffic to NevadaHealthLink.com. Paid social media placements remain instrumental in guiding individuals from initial exposure to consideration, employing targeted messaging tailored to life events to resonate with audiences effectively, and upper-funnel tactics like YouTube and Spotify increase brand awareness and recognition via high-frequency placements.

The Exchange and TAA remain steadfast in their commitment to reaching Nevadans from diverse backgrounds and communities. With Nevada's population becoming increasingly diverse, the 2024 Special Enrollment Media Plan continues to prioritize inclusivity and engagement with historically underserved demographics, as well as the broader population.

Furthermore, our digital ad experience on NevadaHealthLink.com enables retargeting, ensuring continued engagement with interested individuals and reinforcing our campaign messaging. By employing retargeting campaigns, TAA consistently nudges individuals who have shown interest in Nevada Health Link enrollment, generating awareness and fostering consideration among our target audiences once again. Since starting back up in February, the SEP campaign has generated 186 directly attributable enrollments according to GA4 and generated awareness amongst thousands of Nevadans.

#### *Paid Media Tactics*

**Google SEM:** SEP geo-targeting strategy broadened its focus to encompass the entire state, aiming to maximize reach and engagement across Nevada. Implementing responsive search ads, we empowered the algorithm to dynamically serve the most effective combination of creative assets to each individual, driving actionable results and encouraging enrollment. The campaign saw a CTR of 23.53%, higher than the 3.27% average. CPC was similarly high-performing, at just \$1.37 versus the \$2.62 average. TAA observed 5.6k “conversions” (high-intent actions) with an 88% conversion rate. These individuals are later retargeted through other campaigns to encourage enrollment.

**Google Display:** Our approach to Google Display remained consistent, prioritizing high-frequency exposure to our target audience to bolster brand awareness and name recognition. By saturating the digital landscape with SEP messaging, TAA aimed to capture attention and prompt consideration among

potential enrollees. Display garnered 3.78 million impressions, with a \$1.62 CPM (compared to the \$3.12 average). It drove 16.7k clicks to the website.

**YouTube:** Continuing the strategic use of YouTube, TAA capitalized on its extensive reach and engagement potential to communicate the value proposition of NVHL through captivating video content. By leveraging the platform's diverse audience base, TAA aimed to elevate awareness and foster consideration among individuals seeking health insurance coverage across Nevada. YouTube brought in 292k impressions and had a .91% CTR (compared to a 0.44% average). It drove 2.5k high-intent actions.

**Paid Social Media:** Meta platforms were once again instrumental in our media mix, chosen for their robust targeting capabilities and ability to reach individuals with qualifying life events. Through personalized messaging tailored to their unique circumstances, we sought to facilitate meaningful interactions and drive enrollment effectively among our target audience. Meta drove 580k impressions amongst 401k Nevadans, leading to 5.8k clicks and a 1.01% CTR (above the 0.73% average). This led to 542 conversion actions.

**Spotify:** Inclusion of Spotify in the media strategy remained consistent, leveraging the platform to tap into the audio streaming habits of our target audience. By seamlessly integrating our messaging into their daily routines, we aimed to capture attention and raise awareness of NVHL's offerings among individuals experiencing qualifying life events. Spotify did a fantastic job of increasing awareness, driving 561k impressions with an \$8 CPM (\$25 average). While not its primary objective, the campaign drove 1k clicks for a 0.18% CTR (compared to the 0.4% average).

## **Off-Season Content Strategy**

In the post-open enrollment period, The Abbi Agency and the Exchange developed a growth plan to enhance ongoing tactics across all digital content channels. This robust content strategy provided relevancy for NVHL and supported NVHL in being a thought-leader in healthcare.

The first step was to build a robust topical baseline to act as a foundation for comprehensive coverage, allowing the website to rank higher for key industry terms and relevant topics. This also allowed the website to have historical or “evergreen” content that is always pertinent to a user whenever they decide to begin their decision journey. Keyword research was another effective cornerstone of building the content strategy; it provided valuable insights into the language and terminology each audience uses, enabling TAA to tailor content to their preferences.

These elements were utilized to curate an editorial calendar for the Off-Season that was cultivated for search engine optimization, boosted domain rank authority, and naturally allowed the consumer to move fluidly through the marketing flywheel.

### *Content Tactics*

#### **Blog Content**

Blog content outlined various content pillars including local events and enrollment information; TAA partnered with the Exchange to identify and address Frequently Asked Questions (FAQs) by consumers throughout the enrollment process. Health information and tips are another key topic, as it builds NVHL's authority as trusted experts in the health insurance sphere.

## **Newsletter**

Throughout the Off-Season, TAA and the Exchange worked in tandem to improve the newsletter distribution process; this included a transition to the new email marketing management system, MailChimp. The Exchange has optimized contact lists to ensure audiences are receiving relevant information. The Abbi Agency's research led to platform recommendations and further refinement of email communication types and communication goals for each audience.

## **Social**

TAA has curated content that incorporates keywords and uses information on what the consumer is looking for, to build short-form content that engages the current audience. TAA is continuing social engagement in Spanish with the help of EAC and has leveraged media stories, community partnerships, and more to continue building trust across the state. As the team heads into the new fiscal year, TAA's digital content specialists will slightly adjust social strategy by capturing more in-person events and using photos that feature real Nevadans and/or NVHL staff in posts.

## **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 the Exchange 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 the Exchange pushed out a statewide press release and individual media pitches around why this enrollment was so successful and the impact this has on Nevadans. This was also complemented by an op-ed in the Nevada Independent that The Abbi Agency helped draft and place on behalf of Russell Cook, emphasizing the need for expanded access to affordable health care coverage.

In March, TAA and the Exchange sent out a press release on behalf of the Exchange highlighting the 14th 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. In conjunction with the release, The Abbi Agency helped coordinate a virtual conversation between Russell Cook and former Exchange Director Heather Korbolic to discuss the impact and significance of the ACA.

During the same month and into April, the Exchange worked with the technology vendor, GetInsured, to send out a press release to announce the successful integration of Artificial Intelligence (AI) into our State-Based Marketplace (SBM) platform. This first-of-its-kind initiative underscores Nevada Health Links's unwavering commitment to innovation, transparency, and consumer-centric strategies. Along with this press release, TAA helped promote Nevada Health Link's extension of the Special Enrollment Period for those who no longer qualify for Medicaid or Children's Health Insurance Program (CHIP).

Other PR pushes included National Women's Health Month in May and PRIDE Month in June.

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 continued to secure media opportunities and partnerships that targeted the Hispanic community in Southern and Northern Nevada by collaborating with county and city officials on Facebook Live conversations and securing added value radio audio spots in Southern Nevada.
- Developed three SEP Hispanic|Latino marketing strategies which included a Spanish radio segment, “En Vivo” Facebook Social Media series and “On the Road with Rosa” social media monthly series in collaboration with the RTC Southern Nevada summer heat campaign.
- EAC also included Nevada Health Link messaging in organization communication channels to partners including RTC Southern Nevada, Latinas in Power, EAC social channels and newsletter.

### **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 marketing plan through community outreach, attendance of events and key sponsorships. Navigators are projected to participate in 94 community events between Jan 1, 2024, and June 30, 2024. More than 47,000 people attended the events where we had navigators attending with Navigators reporting 10,911 interactions with attendees. NVHL completed a total of 44 sponsorships.

Ericka Aviles Consulting researched and provided Hispanic | Latino collaborations with organizations serving underserved communities by facilitating and securing tabling events, presentation opportunities and sponsorships targeting those communities.

#### **January 1 – June 30 Events:**

- Three Kings Day
- UNR School of Medicine Rural Outreach Clinic
- Las Vegas School Choice Fair
- Clark County Food Distribution at Whitney Community Center
- 10 Foodbank of Northern Nevada Mobile Harvest Events
- Hey Neighbor Community Event
- There is No Hero in Heroin Black Monday
- Fam Fest: Black Family Day Celebration
- Springs Preserve Black History Month
- AAPI Chamber Chinese New Year 2024
- Lunar New Year Spring Festival
- BHM Event
- 2024 Black Cultural Fest
- Las Vegas Review-Journal Aging Wellness Expo
- 2024 Spring Job Fair
- Women's Day Out Expo
- International Women's Day Health, Education, Resource Fair & Expo
- Tacos and Tamales Festival
- 2024 Injured Police Officers Fund Classic Car and Emergency Vehicle Show
- Spring Eggstravaganza at Mater Academy
- Senior Expo Spring 2024
- Spring Fling and Car Show
- COH Spring Carnival & Hippy Hoppity Egg



- Veteran and Family Resource Fair
- Las Vegas Job Fair
- Senior Expo Spring 2024
- COH Spring Forward Family Music Festival
- Molina Community BBQ
- Color Fest
- I ♥ My City Amigos with The Community
- Senior Expo Spring 2024
- COH Silver Springs Spring Festival
- Women & Leadership
- Fair Housing Month Community Resource Fair
- Spring Festival and Resource Fair
- LoveBug Festival
- Fiesta en el Parque
- Puentes and Wooley ES Registration Day/Resource Fair
- Reno Earth Day
- Thai New Year Community Resource Fair
- Reno Aces v. Sugar Land
- Senior Expo Spring 2024
- American Foundation for Suicide Prevention Out of the Darkness Walk
- “Dia del Nino” Festival
- Boys & Girls Day Out 2024
- Kickoff to Summer
- Senior Expo Spring 2024
- Cinco De Mayo
- Arc in the Park
- 2024 Immunize Nevada Health Conference
- Chamber's Biggest Business Expo
- Senior Expo Spring 2024
- Puentes and Dream Hers Mental Health 2nd Annual Awareness Day
- NABIP 2024 Benefits Expo
- Senior Expo Spring 2024
- Reno Aces v. Salt Lake
- Africa Day 2024 Las Vegas Festival & Celebration
- Senior Expo Spring 2024
- Henderson Pride Fest
- Reno River Festival
- Reno Aces v. Sacramento
- Northern Nevada Taco Fest
- Carson Valley Days
- NBCAS Northern Nevada Juneteenth Festival