



nevada
health link.com

June 18, 2024

Marketing Update

THE ABBI
AGENCY

marketing
for change™

ERICKA VILES
CONSULTING

Strategy Overview

The Abbi Agency working in partnership with the Silver State Health Insurance Exchange (SSHIX) and its partners, has remained focused on getting Nevadans insured throughout the 2024 Special Enrollment Period (SEP).

Our Off-Season marketing plan had a performance-driven approach that included testing of creative assets and overall messaging. The following results were used to improve and shift advertising tactics as needed for both the SEP and Public Health Emergency (PHE) campaigns.

Additionally, we have spent significant time learning about our target audiences to prepare for the upcoming Open Enrollment Period (OEP).





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Highlights of Post OEP Quantitative Study

What we did...

- Robust survey of 3,042 Nevadans utilizing multi-mode approach to better match to population estimates
- Conducting this survey for a second year, allowed us to look at patterns of change over the past year
- Population-based statistical weighting providing accurate point-estimates consistent with American Community Survey (ACS) data
- Included a sub-sample of Spanish-speaking Nevadans

What we found...

- Insights into population exposure to the OEP messaging campaign across key demographic groups
- Year over year change in insurance status levels (slight decrease in uninsured from previous year) and increased favorability ratings of NVHL
- Views of health insurance and future health insurance purchasing plans for key audiences including Uninsured, Self-insured, and Nevadans on Medicaid

What we'll do with this information

- Build the OEP 2025 marketing campaign with information on which demographic groups to target and which modes of communication were most effective
- Inform OEP 2025 marketing campaign with information on insurance purchasing practices for key audiences
- Continue to robustly track health insurance behavior and attitudes year over year

Subsidy-eligible Focus Group Highlights

What we did...

- Qualitative, in-depth study with 53 Nevadans who were eligible for subsidies across three audiences:
 - Medicaid (including Medicaid unwound)
 - Self-insured
 - Current NVHL consumers
- Explored attitudes toward health insurance and health insurance shopping and identified key consumer *personas* that shared similar insurance-related beliefs and experiences

What we found...

- Four unique consumer personas comprised of self-insured and Medicaid unwound Nevadans that differed on multiple dimensions including:
 - Insurance-related needs states and intentions
 - Insurance-shopping barriers and pain points
 - Behavioral determinants underlying health-insurance purchasing attitudes and behaviors
- Lists of key terms, phrases that are essential for grabbing the attention and increasing interest among subsidy-eligible consumers
- Consumer journey maps for self-insured and Medicaid unwound audiences
- Reactions to aspects of creative messaging including headlines, calls to action, and taglines

What we'll do with this information

- Inform the OEP 2025 marketing campaign with knowledge on how to appeal to identified consumer personas, including what creative and messages resonate with them the most when it comes to purchasing health insurance



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Special Enrollment Period Ads



PLANS CHANGE

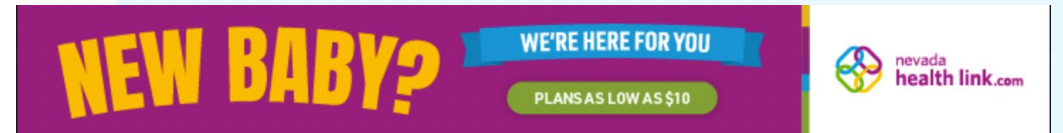
WE'RE HERE FOR YOU

Unique circumstances may qualify you to enroll in health insurance.

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This advertisement features a purple background with a photograph of a man and a woman looking at a pregnancy test. The text is in large, bold, yellow and white fonts. A blue banner contains the phrase 'WE'RE HERE FOR YOU'. The bottom right corner includes the Nevada Health Link logo and website address.


English Paid Media Ad



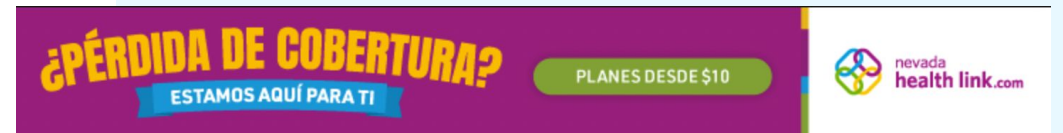
NEW BABY?

WE'RE HERE FOR YOU

PLANS AS LOW AS \$10

 nevada health link.com


This horizontal banner has a purple background. The text 'NEW BABY?' is in large yellow letters. A blue banner with 'WE'RE HERE FOR YOU' is on the right. Below it, a green pill-shaped button says 'PLANS AS LOW AS \$10'. The logo and website are in the bottom right corner.



¿PÉRDIDA DE COBERTURA?

ESTAMOS AQUÍ PARA TI

PLANES DESDE \$10

 nevada health link.com

This horizontal banner has a purple background. The text '¿PÉRDIDA DE COBERTURA?' is in large yellow letters. A blue banner with 'ESTAMOS AQUÍ PARA TI' is on the right. Below it, a green pill-shaped button says 'PLANES DESDE \$10'. The logo and website are in the bottom right corner.

Digital Ads



LOSS OF COVERAGE?

WE'RE HERE FOR YOU

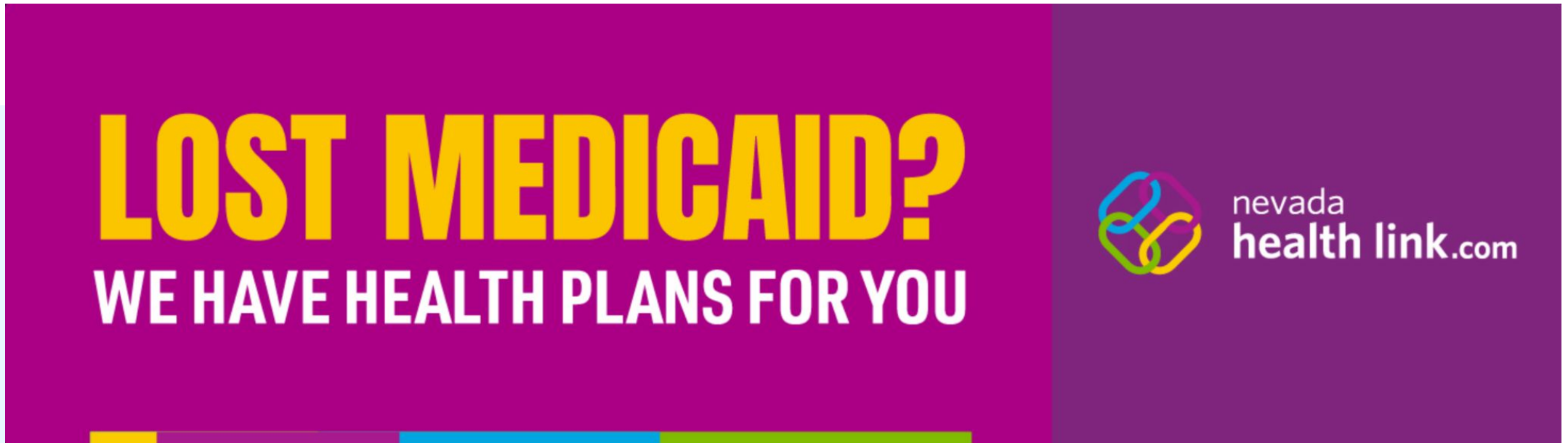
Unique circumstances may qualify you to enroll in health insurance.

PLANS AS LOW AS \$10

 nevada health link.com

This vertical digital ad has a purple background. The text 'LOSS OF COVERAGE?' is in large yellow letters. A blue banner with 'WE'RE HERE FOR YOU' is on the right. Below it, a green pill-shaped button says 'PLANS AS LOW AS \$10'. The logo and website are at the bottom. A woman in a green 'plants' t-shirt is on the right side.

Medicaid Renewal Ads



English Billboard



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Goals

Increase brand recognition and educate users that we are the official public health insurance marketplace for Nevada, drive traffic to nevadahealthlink.com, and elicit enrollment.

Target Markets

Audience

- Uninsured Nevadans
- Rural Nevadans
- Underserved communities
- People experiencing a Qualifying Life Event

Markets

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

PHE Strategy

- **Time Period:** January 1-May 10 2024
- **Objective:** Convincing Nevadans to update their Medicaid information and re-enroll if necessary.
- **Channels Utilized:** Google SEM and Display, YouTube, Meta, Spotify, and Out-of-Home (OOH) ads.
 - Emphasis on retargeting individuals who visited the website or interacted with ads.
- **Result:** Amplified awareness of NVHL's financial assistance programs and facilitated enrollment among Nevada's Medicaid-eligible population leading to **200 directly attributable enrolls.**

Paid Media Tactics

- **Google SEM and Display:** Targeted individuals actively seeking health insurance information, driving traffic to NevadaHealthLink.com.
- **YouTube:** Reached diverse audiences with compelling video content, fostering awareness of NVHL among potential Medicaid enrollees.
- **Paid Social Media (Meta Platforms):** Utilized precise targeting to engage Medicaid-eligible individuals and drive enrollment.
- **Spotify:** Integrated messaging into the daily routines of our target audience, increasing awareness of NVHL's offerings.
- **Out-of-Home (OOH) Ads:** Enhanced visibility in key areas, reinforcing campaign messaging and prompting action among our target demographic.

Looking Ahead

- Our creative department is currently in the process of an ad-creative refresh based on data and additional discoveries over the past few months. This should be implemented before end of fiscal year.
- We'd love to more fully integrate NVHL and TAA teams by partnering with Nevada Health Exchange to better understand feedback from our campaigns (paid and otherwise) to see if there are key takeaways from these individualized marketing tactics that can be incorporated in decision making for PHE media buys.

PHE Results

Data from 1/1/2024-05/10/2024

Source	Campaign name	Impressions	CPM	Clicks	CPC	CTR	Cost
Google SEM	HIX-PHE-FY24-SEM	12766	\$141.21	2456	\$0.73	19.24%	\$1,802.72
Google Display	HIX-PHE-FY24-Display-English	1838797	\$1.44	6584	\$0.40	0.36%	\$2,645.41
Google Display	HIX-PHE-FY24-Display-English-Retargeting	571331	\$3.83	1911	\$1.14	0.33%	\$2,187.27
Google Display	HIX-PHE-FY24-Display-Spanish	1057330	\$1.37	3418	\$0.42	0.32%	\$1,450.12
Google Display	HIX-PHE-FY24-Display-Spanish-Retargeting	53426	\$5.03	428	\$0.63	0.80%	\$268.85
YouTube	HIX-PHE-FY24-YouTube	643526	\$4.99	831	\$3.86	0.13%	\$3,208.64
YouTube	HIX-PHE-FY24-YouTube-Spanish	322467	\$4.99	306	\$5.25	0.09%	\$1,607.87
Spotify	HIX-PHE-FY24-English	158571	\$7.66	243	\$8.19	0.15%	\$1,214.23
Spotify	HIX-PHE-FY24-Spanish	173075	\$5.42	243	\$5.53	0.14%	\$937.41
Meta	HIX-PHE-FY24-English	245252	\$16.08	5141	\$0.77	2.10%	\$3,944.77
Meta	HIX-PHE-FY24-English-Retargeting	25744	\$42.72	1360	\$0.81	5.28%	\$1,099.81
Meta	HIX-PHE-FY24-Spanish	139308	\$23.22	3708	\$0.87	2.66%	\$3,235.18
Meta	HIX-PHE-FY24-Spanish-Retargeting	12153	\$21.83	241	\$1.10	1.98%	\$265.27

Key Findings

Google SEM:

- Achieved a remarkable Click-Through Rate (CTR) of 23.19%.
- Drove nearly 6k conversions (not enroll exclusive) with a 74% conversion rate.

Google Display:

- Increased impressions and clicks, driving over 20k website visits.

YouTube:

- Garnered 966k impressions during the stated period, up 12.8% over the prior period.

Paid Social Media (Meta Platforms):

- Achieved a 2.56% CTR, up 25% from the industry average.
- Cost Per Click (CPC) decreased by 17.7% to \$0.81.
- Ads drove 11k visits to the website with 1.8k high-intent "conversion" actions taken.

Spotify:

- Saw a fantastic Cost Per Mile (CPM) of \$6.50, lower than the platform's \$25 average.

Out-of-Home (OOH) Ads:

- Provided physical presence in high-traffic areas.
- Reinforced campaign messaging and contributed to driving enrollment in Medicaid programs.

SEP Strategy

- **Time Period:** February 1–May 10 2024
- **Objective:** Building awareness of Nevada Health Link and the Special Enrollment Period (SEP) among Nevadans, driving enrollments.
- **Channels Leveraged:** Google Search and Display, Paid Social Media, YouTube, Spotify, and Out-of-Home (OOH) ads.
 - Emphasis on retargeting interested individuals through the digital ad experience on NevadaHealthLink.com.
- **Results:** Amplified awareness of NVHL's special enrollment period and facilitated enrollment among Nevada's eligible population leading to **186 directly attributable enrolls**.

Paid Media Tactics

- **Google SEM and Display:** Targeted the entire state to maximize reach and engagement across Nevada, driving traffic to NevadaHealthLink.com.
- **YouTube:** Leveraged its extensive reach and engagement potential to communicate the value proposition of NVHL through captivating video content, elevating awareness and fostering consideration among individuals seeking health insurance coverage.
- **Paid Social Media (Meta Platforms):** Employed robust targeting capabilities to reach individuals with qualifying life events, facilitating meaningful interactions and driving enrollment effectively among our target audience.
- **Spotify:** Tapped into the audio streaming habits of our target audience, seamlessly integrating messaging into their daily routines to capture attention and raise awareness of NVHL's offerings among individuals experiencing qualifying life events.
- **Print:** Utilized print media to complement digital efforts, targeting specific publications and audiences to reinforce campaign messaging and drive enrollment.

Looking Ahead

- We will continue to work with key stakeholders to assess campaign effectiveness and identify areas for improvement, ensuring ongoing optimization and success. Like the PHE campaign, we believe that Special Enrollment campaigns would benefit from holistic, cross-team strategy sessions and open lines of communication, allowing us to optimize and pivot based on more information than the raw data we see in-platform.

SEP Results

Data from 2/1/2024-05/10/2024

Source	Campaign name	Impressions	CPM	Clicks	CPC	CTR	Cost
Google SEM	HIX-SEP-FY24-SEM	17174	\$322.78	4041	\$1.37	23.53%	\$5,543.47
Google Display	HIX-SEP-FY24-Display-English	2148189	\$1.18	8319	\$0.30	0.39%	\$2,530.39
Google Display	HIX-SEP-FY24-Display-English-Retargeting	288993	\$4.12	1220	\$0.98	0.42%	\$1,190.81
Google Display	HIX-SEP-FY24-Display-Spanish	1127962	\$1.57	6056	\$0.29	0.54%	\$1,775.98
Google Display	HIX-SEP-FY24-Display-Spanish-Retargeting	227421	\$2.92	1167	\$0.57	0.51%	\$664.92
YouTube	HIX-SEP-FY24-YouTube-English	167696	\$22.76	1714	\$2.23	1.02%	\$3,817.17
YouTube	HIX-SEP-FY24-YouTube-Spanish	124615	\$21.18	957	\$2.76	0.77%	\$2,639.21
Spotify	HIX-SEP-FY24	540127	\$8.01	999	\$8.40	0.18%	\$4,325.97
Meta	HIX-SEP-FY24-English	339738	\$10.57	3988	\$0.90	1.17%	\$3,590.75
Meta	HIX-SEP-FY24-English-Retargeting	32526	\$24.36	70	\$11.32	0.22%	\$792.22
Meta	HIX-SEP-FY24-Spanish	183205	\$8.06	1711	\$0.86	0.93%	\$1,476.44
Meta	HIX-SEP-FY24-Spanish-Retargeting	24546	\$18.97	61	\$7.64	0.25%	\$465.75

Key Findings

Google SEM:

- Achieved a CTR of 23.53%, higher than the industry average of 3.27%.
- CPC performed well at \$1.37 compared to the \$2.62 average.
- Drove 5.6k high-intent conversions (not enroll exclusive) with an impressive 88% conversion rate.

Google Display:

- Garnered 3.78 million impressions, surpassing the \$3.12 average CPM.
- Drove 16.7k clicks to the website.

YouTube:

- Achieved 292k impressions with a CTR of 0.91%, outperforming the industry average of 0.44%.
- Drove 2.5k high-intent actions.

Paid Social Media (Meta Platforms):

- Generated 580k impressions among 401k Nevadans, with a 1.01% CTR exceeding the 0.73% average.
- Led to 5.8k clicks and 542 conversion actions.

Spotify:

- Generated 561k impressions with an \$8 CPM, lower than the platform's \$25 average.
- Achieved 1k clicks with a CTR of 0.18%, compared to the 0.4% average.



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Website Strategy

Simplified Navigation with Visual Design Enhancements:

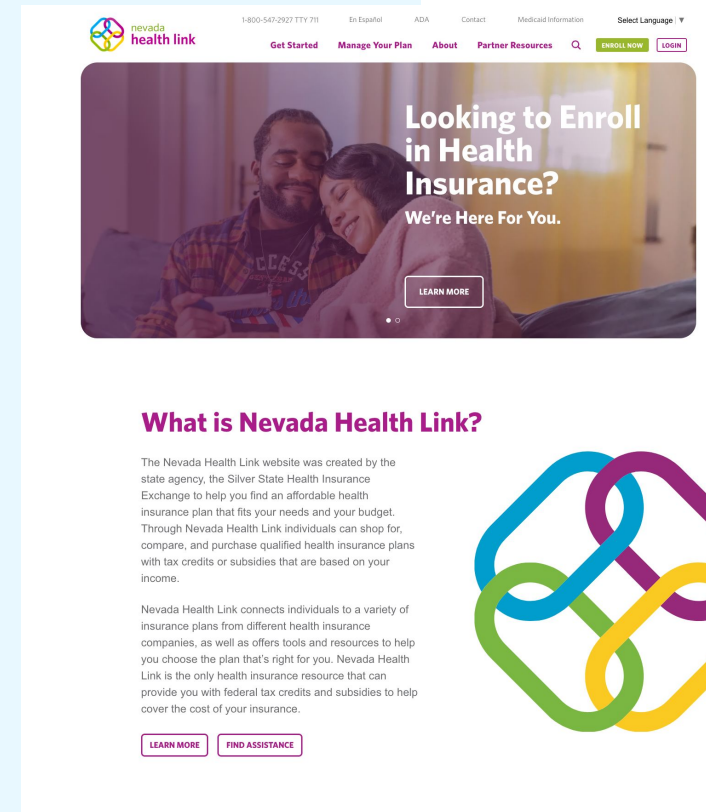
- The website features a more minimalist design, reducing clutter and focusing on key elements. This includes the use of white space to separate sections and improve readability.

Newsletter Transition

- TAA and NVHL worked together to improve the newsletter distribution and ensure a smooth transition to the current email platform. A new email templates was developed to be fully responsive, ensuring it looks great on all devices, including mobile phones and tablets.

Looking Ahead

- Implement findings from users who responded to the new design and navigation improvements, noting a more pleasant and intuitive user experience.
- Continue developing awareness of Nevada Health Link with hard-to-reach populations and the uninsured.
- Updating site to adhere to Web Content Accessibility Guidelines (WCAG)



Website Results

Overall Web Analytics

Overall Web Visitor
Sessions
583,408

Overall Page Views
5,585,307

Overall Pages per
Sessions
9.57

Top Performing English Page:
[nevadahealthlink.com/sep/](https://www.nevadahealthlink.com/sep/)

Top Performing Spanish Page:
<https://www.nevadahealthlink.com/sepes/>

Blog & Newsletter Results

Blog Results

Overall Page Views
309,939

Overall Users
8,032,748

Top Performing Blogs

- [8 Nevada health insurance providers offering the best health plans in the state](#)
- [Best Health Insurance for Self-Employed Nevadans](#)
- [How Much is Health Insurance in Nevada?](#)

Newsletter Results

Sent
144,907

- Up 19.74% compared to the previous period
-

Click Rate
3.65%

- Down 0.88%

Open Rate
33.3%

- Up 2.81%
-

Click-Through Rate
10.97%

- Down 3.88%



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Public Relations & Community Engagement Strategy

Public Relations

- Announced the new AI chatbot available on NevadaHealthLink.com as an innovative solution for individuals and families who may need a quick answer or support. Messaging focused on expanding accessibility for individuals to connect with Nevada Health Link in ways that best fit their needs, while emphasizing in-person and over-the-phone support is still available in multiple languages.
- Focused on the extension of the Special Enrollment Period through Nov. 30 for individuals who were redetermined ineligible for Medicaid and launched a new SMS Text Campaign to help reach Nevadans more directly. As news continues to spotlight the Medicaid enrollment decline, we've been pitching Nevada Health Link as a source for how it's aiming to keep Nevadans insured.
- Implemented an SEP strategy focused on partnerships and relationship building with health organizations and partners in the community. Through this effort, The Abbi Agency coordinated two Facebook Live segments:
 - **March.:** Anniversary of the ACA: Discussion with Russell Cook & Heather Korbolic (GetInsured)
 - **May:** Women's Health Month: Discussion with Rosa Alejandre & Councilwoman Ruth Garcia

Community Relations

- Attended **94** multicultural, family-friendly community events and resource fairs
- Sponsored **44** wide-reaching activations and events
- Interacted with over **10,000** Nevadans at these events

Looking Ahead

- Continued pitching on SEP extension for Medicaid redeterminations
- Discussing the development and production of a jingle for Nevada Health Link to be used in ads, commercials and radio spots with a PR push around it ahead of OEP.
- Begin brainstorming, organizing and planning open enrollment press conference and general OEP Public Relations strategy
- Discussing strategy for rural visits with Russell
- Planning a community-friendly activation to begin ramping up for OEP

Public Relations Results

- 83 media placements
- 1 million coverage views
- CNN: [Do you need health insurance?](#)
- [Reno Gazette Journal placement](#): Medicaid enrollment
- KRNV: [Nevada Health Link the first state marketplace to incorporate AI](#)
- Nevada Independent Op-ed: [OPINION: We can't be complacent on Health Care by Russell Cook](#)

Do you need health insurance?

By Elizabeth Rivelli, Tori Roughley & J. R. Duren, CNN Underscored Money
Updated 4:06 PM EDT, Fri February 2, 2024



FatCamera / iStockPhoto

NEWS

Were 260,000 Nevadans dropped from Medicaid 'unwinding'? What you need to know

Eligible beneficiaries who were disenrolled from Medicaid must re-enroll within 60 days to get continuous benefits and avoid a gap in coverage.



Jason Hidalgo
Reno Gazette Journal

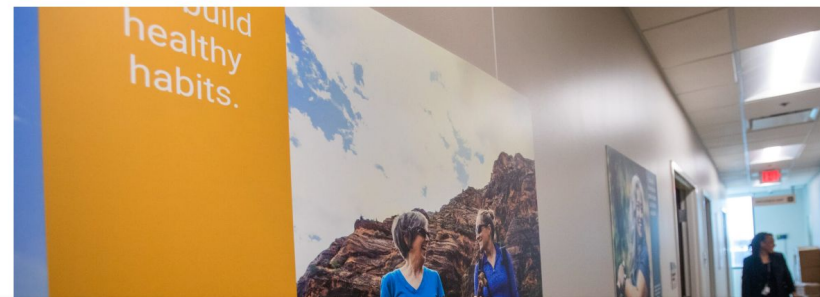
Published 5:31 a.m. PT May 21, 2024 | Updated 3:45 p.m. PT May 23, 2024



OPINION: We can't be complacent on health care

Russell Cook March 29th, 2024 at 2:00 AM Opinion

SHARE



The Nevada Independent is now accepting advertising on our site

If you would like to reach 300,000 monthly readers engaged with Nevada news and issues, click here for more details!

Community Engagement Results

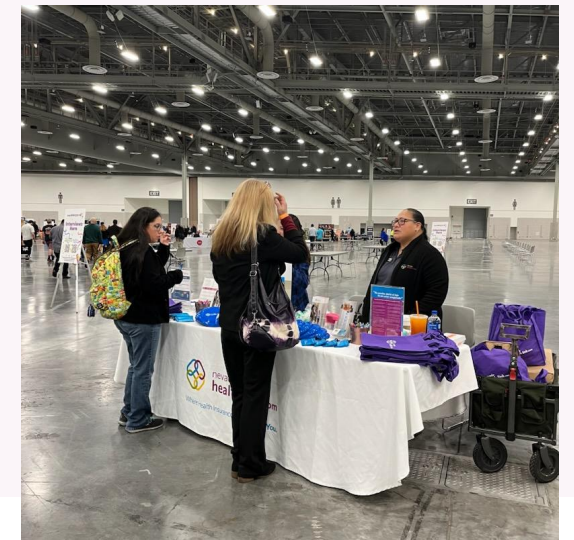
Total events
94

Total sponsorships
44

Estimated Attendees
47,000

Estimate event
attendee interactions
10,911

- **New/Successful events include:**
 - Las Vegas Job Fair
 - Carson Valley Days
 - Fiesta en el Parque



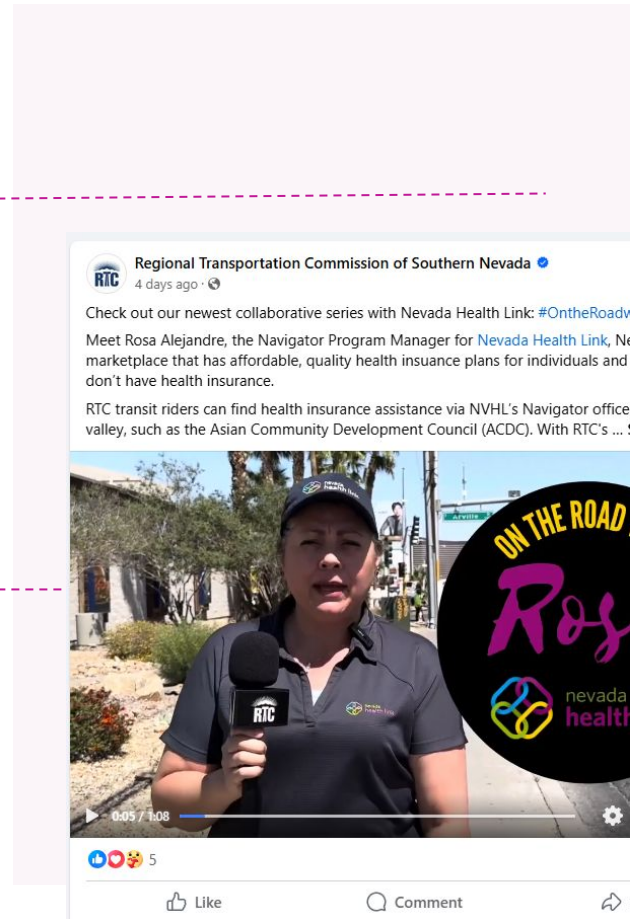
Multicultural Outreach

Community Outreach

- Assisted with NVHL Health Roundtable
- Coordinated Washoe County & City of Reno Facebook Live Spanish Conversations
- Stakeholder Outreach - email blast with NVHL | FB Live highlight and individual stakeholder outreach
- RTC of Southern Nevada Summer Heat Campaign

Social Media

- Fiesta Radio Fiesta en el Parque (60) on air audio spots and social media promotion
- Developed “On the Road with Rosa” [social media series](#) concept
- Highlight potential events | partnership efforts



Nevada Health Link

PLANS CHANGE
WE'RE HERE FOR YOU
You may qualify to enroll in health insurance through a Special Enrollment Period no matter what time of year.

QUALIFYING LIFE EVENTS INCLUDE

- Loss of Health Coverage
- Change in Household Size
- Change in Your Place of Residence
- Plus Other Life Changes

PLANS AS LOW AS \$10

Open Enrollment has ended, but that doesn't mean you have to go without health insurance.

Learn more about **Special Enrollment** at <https://www.nevadahealthlink.com/sep/> and see if you qualify to enroll in a Qualified Health Plan through Nevada Health Link.

Join NVHL for an empowering webinar on May 31, 2024, at 10 AM PST!

Nevada Health Link (NVHL) is teaming up with **Councilwoman Ruth Garcia and FirstMed** to celebrate National Women's Health Month.

Tune in to discuss important women's health topics, access valuable resources, and get your questions answered by our experts. Don't miss this opportunity to prioritize your health and well-being!



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Social Media Strategy

- Crafted off-season organic social content that included:
 - Special Enrollment Period
 - Health Tips & Relevant Social Media Holidays
 - Amplifying Blog Content
 - Employee Highlights
 - Nevada Health Link Resources
 - Office Closures
 - Community Events
 - Call to Action (CTA): Need of Health Insurance
- PHE Content & Medicaid Renewal Messaging
- Continue TikTok Creative Efforts
 - Repurpose content to IG/FB Reels & YouTube Shorts
- Shifted Boosting Budget to Fan Acquisition Campaign
 - Kept \$100 for social boosting

Looking Ahead

- Including more people into social content rather than infographics
 - Increase attendance to events around Nevada for story and static content
- Increase engagement with digital community forums
- Bring more variety into IG/FB story content
- More content collaborations with community partners and navigators

Social Media Results

Total Impressions
(Feb-May)
752,124

Total Engagements
(Feb-Apr)
6,212
Total Engagements*
(May)
3,862

Engagement Rate
(Feb-May)
6.76%

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

Total Audience
(Feb-May)
14,537



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THANK YOU

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