



Silver State Health Insurance Exchange

2310 South Carson Street, Suite 2

Carson City, NV 89701

T: 775-687-9939

F: 775-687-9932

www.nevadahealthlink.com/sshix

AGENDA ITEM

For Possible Action

Information Only

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PURPOSE

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

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GENERAL COMMENTS

General Comments: Marketing & Advertising

MARKETING CAMPAIGN CONCEPTS. PAID MEDIA STRATEGY & MEDIA TACTICS

Over the past several months, Nevada Health Link’s communications team and marketing partner, The Abbi Agency (TAA), have been hard at work in developing and strategizing a new open enrollment creative advertising campaign for Plan Year 2025’s Open Enrollment Period (OEP).

This OEP, Nevadans can explore 141 Qualified Health Plans offered by a total of eight health insurance carriers, 18 Qualified Dental Plans offered by five carriers, and the opportunity to enroll in vision coverage through our partner, VSP Vision on the State Based Marketplace, known as NevadaHealthLink.com. The approach is to message consumers from October 1 - 31 and encourage them to “window shop” for health

insurance plans in preparation of OEP, which runs from November 1, 2024, through January 15, 2025. Starting November 1, the creative campaign and messaging will switch to a more extensive OEP campaign. This year's campaign aims to increase brand awareness and foster trust within the Nevada community.

Below are the key messages of the advertising campaign. The goal is to build a campaign that what Nevada Health Link offers Nevadans.

- Savings
- Selection
- Free Assistance
- Name-Brand Health Insurance

The Exchange serves a wide range of age groups and demographics; the target audiences Nevada Health Link is marketing to includes, but is not limited to those who are currently enrolled (existing enrollees) and need to re-enroll and those who are not yet enrolled; uninsured Nevadans, rural Nevadans, individuals/families statewide, 50+ age group, 26-45 age group, the young invincibles, members of Nevada Tribes, Hispanic/Latinx, Asian Americans and Asian Pacific Islanders, African Americans, and multicultural populations.

The Abbi Agency and Marketing for Change developed and tested [through survey research] a variety of campaign messages and creative concepts after presenting the concepts to SSHIX. The variety of messages tested reflected the evergreen and unique value propositions of the brand as well as specific enrollment and call-to-action-oriented messaging. The goal was to assess the consumer response to potential marketing concepts for the OEP. The collected data included measures of respondent responses to the creative concepts (e.g., relevance, motivation, identification of potential confusing off-putting issues), and a MaxDiff measure of alternative messaging frames n. The key findings were:

- Brand awareness/ understanding of Nevada Health Link is low.
- Price and free help messages perform well.

The creative concepts all reflected an animated style and varied in tone, design styles, and messaging. All creative concepts/storyboards will be produced in a traditional ad campaign, meaning video and stills in both English & Spanish. After the completion of quantitative research with key audiences (including uninsured and subsidy-eligible self-insured Nevadans) and ongoing feedback and analysis with SSHIX, the following video storyline was developed as the lead story for this year's OEP campaign:

To address the need to establish the four unique value propositions of Nevada Health Link (Savings, Selection, Free Assistance, Name-Brand Health Insurance), an animated ad will share the story of a woman who enters a virtual world and takes a tour of different iconic scenes of Nevada. In order to add life to the story, the woman enters the virtual world chasing after her dog, who is chasing a ball with the Nevada Health Link logo on it. They tour different parts of Nevada, including Reno, rural Nevada scenes, and Las Vegas, where surprises that reinforce the four unique value propositions appear on the screen. In the end, the woman catches the dog and joins her family in safety.

The voice-over reinforces the unique value propositions, and the ad culminates in a newly produced jingle. The jingle is meant to be a catchy sign-off that can be used across all video and radio ads, creating consistency in the brand's audio year over year.

During the Window-Shopping Period (October 1-31, 2024), the Exchange sent out a press release explaining the benefits of window shopping, announcing the on-average rate increase, and the plans available for Plan Year 2025. In partnership with Family Respite Care of Nevada, the Exchange will co-host a community resource brunch in Elko, NV, on Friday, October 11, to share insights and resources with the rural Nevada community. To promote the Elko event, Executive Director Russell Cook hosted a recorded conversation that was published on the Exchange's YouTube channel and social media platforms to discuss the event and share an overview of both Family Respite Care and the Exchange's newest rural broker grantee, Reisa Nolte. In preparation for the Open Enrollment Period commencing on November 1, the Exchange is currently planning a press conference in Southern Nevada that will feature Russell Cook and Navigator Program Manager Rosa Alejandre at Cleveland Clinic Lou Ruvo Center for Brain Health. The Exchange also continues to participate in statewide community events, has advertising in the market for window shopping including radio and programmable radio, digital billboards, Google search engine marketing (SEM, previously referred to as SEO), display banners, paid social media advertisements, broadcast television and Connected TV, email marketing, blog posts, and organic social media.

For the Open Enrollment ad campaign, the Exchange and TAA will launch all marketing initiatives with a press conference on November 1, a fully integrated marketing campaign will be launched, which includes advertising in radio and programmable radio, static and digital billboards, Google SEM, online display banners, paid social media advertisements, broadcast television and Connected TV (streaming), print advertisements, email marketing, blog posts on NevadaHealthLink.com, community events, and organic social media content on all social channels.

MEDIA STRATEGY

The Exchange and The Abbi Agency are committed to reaching Nevadans from all backgrounds and communities. Nevada's communities are more diverse than ever, including robust Asian American Pacific Islander, African American, Native American, and Latinx communities. The 2025 Open Enrollment Media Plan integrates highly effective tactics to reach these historically underserved communities, and the remaining communities throughout the state of Nevada.

Overall, TAA has allocated the spend broadly across a diverse range of media channels to ensure we reach Nevadans on the platforms that they frequent. On a broader scale, the campaign aims to increase brand awareness and increase favorability within the Nevada community. We want Nevadans to associate access to affordable health insurance with Nevada Health Link. Therefore, our FY25 campaign will focus on all levels of the consumer journey and success will be measured accordingly.

Many of the campaign's traditional channels will build awareness through exposure to Nevada Health Link and the Open Enrollment Period. Awareness tactics like paid social media, display, streaming video, radio, print, and outdoor partners provide a blend of traditional and digital media strategies targeted to reach Nevadans.

Our consideration strategy for Nevada Health Link focuses on engaging potential enrollees by delivering tailored messaging that resonates with their target demographic. In other words, this is where we get more granular with our targeting and messaging. The strategic use of sequential messaging, educational resources, and social proof will be customized to address the considerations of each group.

The conversion phase of our Nevada Health Link campaign capitalizes on the groundwork laid during the awareness and consideration stages, aiming to translate interest into action. This includes a focus on seamless enrollment processes for insured shoppers (re-enrollees) and uninsured individuals. We address potential pain

points and hesitations for uninsured individuals through clear calls to action and prominently displayed benefits. Our data-driven approach will be instrumental in monitoring Form Fill Rates and Conversion Rates, allowing us to continuously optimize the conversion journey for maximum impact. In this pivotal phase, our goal is to transform intent into enrollment, solidifying Nevada Health Link's position as the definitive health exchange for Nevadans seeking accessible and reliable coverage.

MEDIA TACTICS

To effectively reach diverse audiences and achieve measurable results, the advertising plan outlines a comprehensive media strategy utilizing a range of targeted tactics:

Paid Search is being utilized for its ability to reach high-intent users actively searching for health insurance solutions. By focusing on English and Spanish speakers across Nevada, this tactic ensures engagement with individuals who are ready to convert, tracking key performance indicators (KPIs) such as click-through rate (CTR), cost per click (CPC), and conversion rate.

Display Ads offering broad audience reach and visual impact, making them ideal for engaging key demographics like Hispanics, rural residents, and underserved populations. KPIs such as impressions, cost per thousand impressions (CPM), CTR, and CPC will gauge the effectiveness of these ads in capturing audience attention.

Native Advertising integrates seamlessly with the content users are already consuming, providing a non-disruptive way to deliver health insurance messaging. This tactic will target users whose interests align with the platform they're on, with KPIs focused on CTR and CPC to measure engagement.

Paid Social is essential for building credibility and maintaining awareness on platforms like Facebook, Instagram, TikTok, and LinkedIn. Customized audience segments ensure messaging is tailored to demographic characteristics and user interests. Key metrics for success include impressions, CPM, CTR, and CPC.

Streaming Video/Connected TV (CTV) leverages highly engaging video content to capture viewers' attention during their media consumption. By targeting a diverse audience of English and Spanish speakers, KPIs like video views and engagement metrics will be critical in measuring performance. Similarly, Streaming Radio capitalizes on users' attentiveness during their audio experiences, tracking ad completion rates and brand recall.

For mass targeting, Out-of-Home (OOH) Advertising and Digital OOH ensure that location-based travelers encounter the brand through dynamic, timely messaging. Impressions and engagement metrics are the primary KPIs for these tactics, which focus on reaching on-the-go audiences.

Broadcast Radio and Broadcast Television are valuable for reaching broad, diverse audiences across different regions. These tactics are particularly effective during prime commuting times and high-viewership periods, with KPIs such as ad recall, listener engagement, and brand awareness.

Lastly, Print Advertising provides a tangible, credible way to share detailed information with rural residents, underserved individuals, and those who prefer physical reading materials. KPIs like reader engagement and response rates will help evaluate the effectiveness of this medium. Additionally, Grassroots Advertising

leverages hyper-local placements, such as bowling alley posters and movie theater pre-roll ads, to reach hard-to-access audiences in rural Nevada, focusing on boosting brand awareness.

As a result of the election year, both radio and TV advertising rates are higher through November 6, so traditional tactics are focused on high value placements after the date of the election. Due to changes in consumer behavior and strategic insights, we have adjusted our media strategy for Nevada Health Link. Rather than placing ads on news networks as in previous years, we have negotiated ad placements within "escape" content, such as sports and entertainment channels. This shift allows us to engage consumers in a more relaxed mindset, optimizing the impact of our messaging. Additionally, based on data that indicates higher potential impact during the final 15 days of Open Enrollment, we have reallocated our advertising spend to focus on this critical period. By concentrating efforts in this window, we maximize the effectiveness of our campaign.

We have also made it a standard practice to request added value across all contracts, exploring various opportunities for free plays, bonus placements, and Public Service Announcement (PSA) space to increase our reach without added costs. These added-value components further enhance the effectiveness of our media buys, ensuring maximum exposure for Nevada Health Link.

PUBLIC RELATIONS STRATEGY

The Abbi Agency (TAA) is aligned with Nevada Health Link's goal of getting more Nevadans enrolled in health insurance and is using the Open Enrollment Period to garner attention through earned media placements and strategic speaking engagements. Ahead of Open Enrollment that begins on November 1, public relations efforts will focus on securing coverage in statewide media outlets that share how Nevadans can prepare for the Open Enrollment Period, including eligibility, how to sign up, and where to get help throughout the enrollment process. Pitch efforts will emphasize key messaging that reiterates all Nevadans can find a plan within their budget and health needs, no matter their income, class, or job status. In partnership with Ericka Aviles Consulting, public relations tactics will also focus on reaching diverse and bilingual demographics including AAPI, African American, Native American and Latino communities through targeted outreach to local news outlets. Continuing to keep rural Nevadans top of mind as a target audience, the Exchange will be co-hosting a free community brunch event with Family Respite Care of Nevada on October 11 in Elko, NV.

Throughout Open Enrollment, public relations efforts will continue with an announcement release highlighting the start of Open Enrollment and ongoing pitches to follow throughout the OEP to remind Nevadans of upcoming deadlines and how to enroll in plans.

This year there will also be a greater emphasis on working with key stakeholders and community partners who share a common goal of providing more access to health care to Nevadans. Last year, TAA worked with the Governor's office to establish November 1 as Nevada Health Coverage Day. This year, TAA is creating a strategy to engage community partners to raise awareness about Open Enrollment by publicizing Nevada Health Coverage Day on November 1. This strategy includes engaging with the brokers and navigators at the Prep Rallies and providing partner toolkits for them to share about Nevada Health Coverage Day, as well as inviting community partners to the November 1 press conference. To accompany this strategy, Nevada Health Link has ordered beanies to share with partners with a suggested hashtag for posting, #Hats4HealthCare. This grassroots awareness will help reach a greater audience about Open Enrollment.

- Goal: Garner awareness surrounding Open Enrollment Period through earned media and public affairs engagements.
- Key efforts include:
 - October 1 press release announcing the start of “window shopping”, new carriers and approved rates for the plans for the upcoming OEP.
 - Secure stories in statewide media outlets that share how Nevadans can prepare for the Open Enrollment Period, including eligibility, how to sign up and where to get help throughout the enrollment process.
 - Pitch efforts will emphasize key messaging that reiterates that all Nevadans can find a plan within their budget and health needs, no matter of income, class, or job status.
 - November 1 press conference in Southern Nevada at the Cleveland Clinic Lou Ruvo Center for Brain Health.
 - November 1 press release announcing the start of the Open Enrollment Period.
 - Ongoing press releases throughout Open Enrollment highlighting key deadlines and number of enrollees.
 - A December community event that will bring together Nevada Health Link staff members and community members to spread the word of open enrollment and allow face to face interactions for the public.

To continue outreach efforts to rural communities, a budget was outlined, and an outreach plan was developed to focus on partnerships, and these are being executed upon. From the Exchange’s three-year partnership with the Food Bank of Northern Nevada to assist in their rural food bank deliveries that features the Nevada Health Link brand, to a two-year partnership with the Tahoe Knight Monsters that focuses on brand awareness and engagement with young families and invincibles, resource guide and other promotional materials continue to be part of the outreach and communications strategy for each of these events that Nevada Health Link has a presence at.

As a continued community engagement strategy throughout window shopping and open enrollment, the Exchange has established new relationships with organizations including Family Respite Care of Nevada, Children’s Cabinet and as mentioned, the Tahoe Knight Monsters; Navigators remain the primary event staff representing Nevada Health Link at statewide outreach events and have participated in 199 events this year.

WEBSITE & CONTENT

As open enrollment approaches and we integrate the content strategy into the messaging campaign, Nevada Health Link has an opportunity to develop content that answers questions and engages readers at all points of the insurance enrollment journey.

Backed by keyword and search intent research, an open enrollment content strategy can be a key component in boosting Nevada Health Link’s organic search ranking and overall domain authority, while answering health consumers questions quickly and efficiently.

There are challenges that come with every enrollment period – Nevada Health Link’s audience is busy with day-to-day tasks and is looking for a simple, easy, and efficient way to make the best decision regarding their health insurance. The Nevada Health Link audience is broad, including residents with limited time and ability to digest complex insurance information as well as those to whom English is a second language. Search results that detail insurance enrollment in the simple and most direct terms both benefit the audience directly and are rewarded by search engine algorithms.

The main call to action is to drive individuals to the Nevada Health Link website to explore resources and ultimately, enroll. Content will link back to the Nevada Health Link main landing page for Open Enrollment, with links to Navigators/Brokers resources when appropriate. Urgency will be increased corresponding to the deadline, as will be reflected in graphics and visuals, social media copy, and the frequency of posting as the deadline approaches.

TAA has completed an audit to improve the website's ADA compliance by addressing major accessibility issues. TAA has also conducted many general updates for the Open Enrollment Period to improve both the English and Spanish speaking customer's journey on the consumer facing website NevadaHealthLink.com:

- Homepage
- Medicaid Unwinding page
- Campaign landing pages