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AGENDA ITEM

☐ For Possible Action

☒ Information Only

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Item Number: XIII
Title: Marketing and Outreach Report

PURPOSE

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

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General Comments: Marketing & Advertising

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Open Enrollment for Plan Year (PY) 2025 concluded on January 15, 2025, with an extension for consumers who completed their application by the January 15th deadline. Enrollees who met this deadline had an additional six days to shop for and select a plan until midnight on January 21, 2025. The Silver State Health Insurance Exchange (Exchange), the state agency that oversees the online health insurance marketplace known as Nevada Health Link, enrolled 110,687 Nevadans. Of the over 110,000 Nevadans who enrolled in health insurance plans

through NevadaHealthLink.com, 25,553 were new enrollees, meaning they were not previously enrolled in a plan on the marketplace.

Throughout the summer of 2024, The Abbi Agency (TAA) refined creative concepts for the upcoming Open Enrollment campaign. An animated approach was selected, allowing the campaign to expand and diversify its overall reach with Nevadans. Messaging focused on four unique value propositions: *1) Savings, 2) Selection, 3) Free Assistance, and 4) Name-Brand Health Insurance*. A jingle using the “Our Plans Are Made for Your Plans” headline was also created to help grow brand familiarity and relatability. A fully developed marketing plan for the Open Enrollment Period (OEP) was completed and approved in September 2024.

In October of 2024, the paid media campaign segued into the Open Enrollment campaign. The campaign launched in three phases: “Evergreen”, “Enrollment”, and “Last Chance”.

November 1, 2024, Open Enrollment main campaign assets were implemented; evergreen assets remained live throughout all phases of the campaign to build brand awareness.

Through December 2024, TAA worked on a creative campaign evolution that focused on the urgency of the enrollment deadline. The “last chance” assets were launched in late December and ran through January 15, 2025.

Advertising Strategy Highlights for the Open Enrollment Campaign:

The Abbi Agency (TAA) and Nevada Health Link (NVHL) executed a comprehensive, data-driven campaign that built upon the success of the campaign from Plan Year 2024 (PY24). By creating a new animated creative approach and tailoring evergreen messaging then active (call-to-action) messaging, we continued to strengthen brand awareness among diverse target audiences and drive enrollment through a phased, performance marketing strategy. Our added evergreen messaging, animation-style visuals, and incorporation of a jingle drove the success of our awareness efforts. Our approach was shaped by insights from prior Open Enrollment periods, consumer research, and Medicaid/Special Enrollment trends. The campaign followed a structured three-phase framework—awareness, consideration, and conversion—to ensure a seamless consumer journey and maximize enrollments. It also was cognizant of the political election at the beginning of November and consumer fatigue related to this event. Advertising flighting saw an increase in cadence in the last 30 days of the campaign, shifting spend from early November into more efficient campaign times based on prior testing. This allowed for efficient spending and drove quality conversion. This year’s campaign incorporated an agile execution model, allowing for continuous data analysis and real-time optimizations to maximize efficiency and effectiveness across all media channels.

The target audiences identified for this campaign were as follows: those who were currently enrolled and needed to re-enroll and those who were not yet enrolled. Uninsured Nevadans, rural Nevadans, individuals/families statewide, 50+ age group, 26-45 age group, the young invincible, members of Nevada Tribes, Hispanic/Latino, Asian Americans and Asian Pacific Islanders, African Americans, multicultural populations.

Detailed Launch Timeline

- Evergreen Messaging Launch
 - October 2024: Press Releases, Prep Rally, Community Events, Google Search Engine Marketing, Display Banners, Paid Social Media Advertisements, Email Marketing, Blog Posts, Organic social media
- Evergreen Messaging + Open Enrollment Retargeting Messaging
 - November 1, 2024 – December 31, 2024: Launch Press Releases, Press Conference, Community Events, Radio, and Programmable Radio, Static and Digital Billboards, Podcast ads, Google Search Engine Marketing, Display Banners, Paid Social Media Advertisements, Broadcast Television and Connected TV, Print Advertisements, Outdoor Boards, Email Marketing, Blog Posts, Organic social media
- Increased Cadence Period (Evergreen messaging, heavy Open Enrollment retargeting)
 - January 1, 2025 – January 15, 2025: Press Releases, Community Events, Radio, and Programmable Radio, Static and Digital Billboards, Google Search Engine Marketing, Display Banners, Driving Mobile Billboards (LV Market), Paid Social Media Advertisements, Broadcast Television and Connected TV, Print Advertisements, Email Marketing, Blog Posts, Organic Social Media

Paid Media Advertising Performance

Throughout the campaign, we recorded our highest number of enrollments to date. Despite a slight shift in ad placements within our paid efforts, the conversion rate from paid media traffic remained strong, with overall web analytics showing nearly identical trackable conversions compared to last year. Notably, traffic from our SEM ads increased by over 40%. Additionally, the cost per enrollment conversion improved significantly—from \$13.64 last year to \$10.35 this year—resulting in a 29% boost in overall budget efficiency.

- Total Attributable Impressions: 44,733,833
- Total Traditional Advertising Spend: \$411,087
- Total Added Value: \$120,000
- Total Digital Impressions: 43,900,600
- Total Digital Advertising Clicks: 212,180
- Average Click-Through Rate on Digital Advertising: .57%
- Average Cost-Per-Click: \$1.98
- Total Cost-Per-Mille: \$9.55
- Total Digital Advertising Spend: \$419,124

Top Performing Ad Insight: The advertisement that was displayed most frequently and garnered the highest number of impressions was the ‘Enroll Now for Savings & Selection’. It received positive engagements and strong on-site performance indicating that general user sentiment.

General Video Creative Insight (YouTube): This year's budget experienced a 30% reduction compared to last year's. Despite the budget decrease, we observed a substantial 1,300% increase in clicks year-over-year. Our click-through rate (CTR) was 0.12%, significantly surpassing the platform average. The emergence of YouTube Shorts was a key factor in driving performance. This year saw higher engagement rates and a notable increase in the frequency of 6-second YouTube Shorts ads ("Enroll Now," "Savings & Selection," "Free Assistance," "Name Brand"). These short-form ads outperformed traditional formats like in-stream, pre-roll, and full 30-second ads, driving stronger overall performance. In the future, we will concentrate on YouTube Shorts to optimize reach and engagement.

Meta Year-over-Year Change in Impressions: There was a substantial increase in the total number of impressions, with a 165% rise year-over-year. The 2025 plan estimates a total of 8.5 million impressions, a significant increase from the 3.2 million impressions achieved last year. This represents a net increase of 5.3 million impressions, indicating substantial growth in reach and potential engagement.

SEM Performance Overview: Search Engine Marketing (SEM) continued to be a high-performing platform for conversions due to its low-funnel ad format. There was a 12% decrease in spending, but higher performance metrics were still achieved. Clicks increased by 21.3%, and conversions increased by 24.8%, for a total of 19,369 conversions for the year. Total clicks were just over 18,000, leading to a click-through rate (CTR) of 13.88%, nearly double last year's rate. There was a high alignment between user intent and SEM performance. A clear correlation between increased spend and total clicks also emerged - spending more on SEM directly translated to more clicks. The Last Chance Messaging campaign followed this expected trend.

Budget Efficiency: The total expenditure on Meta advertising was 10% lower than the amount spent last year. Despite this decreased spending, there were significant improvements in both the number of impressions and overall efficiency. This was primarily driven by improved cost-per-click (CPC) and cost-per-thousand-impressions (CPM) performance. These efficiency gains resulted in increased reach and engagement at a reduced cost, maximizing the return on ad spend.

Public and Media Relations:

The Abbi Agency worked closely with Nevada Health Link to promote ongoing outreach around Open Enrollment to both local and statewide media, while integrating a community outreach strategy to further help reach Nevada Health Link's target audience. In addition to traditional PR tactics including press releases, media advisories, contributed content and pitching, The Abbi Agency also organized the following PR strategies to engage with media and community organizations:

Kicking off Open Enrollment on November 1, The Abbi Agency helped secure a partnership with the Cleveland Clinic - Lou Ruvo Center for Brain Health in Las Vegas to host and speak at the press conference. The Cleveland Clinic aligned with Nevada Health Link's mission of getting Nevadans insured and thus provided the space at no cost (Nevada Health Link provided refreshments for guests) and supported the announcement through post-event social media posts and later, agreed to a partner blog on Nevada Health Link's website. The event space, a landmark health care location in Downtown Las Vegas, provided an opportunity for Nevada Health Link to invite community groups and organizations to the press conference as both a networking opportunity and a way to learn about partnerships and engagement with Nevada Health Link. Community partnerships have proven to be a strong way to reach Nevadans directly, so this approach was incredibly

successful, with many organizations having attended, including Communities In Schools, UNLV, Las Vegas Heals, the Southern Nevada Health District and others.

The Abbi Agency also identified speakers for the press conference from various backgrounds and expertise to spread the message around getting covered with health insurance. Rosa Alejandre, the Navigator Program Manager with Nevada Health Link provided remarks in both English and Spanish, and shared detailed and general information about the Open Enrollment Period. Additional speakers included Dr. Cassius Lockett, the Deputy Health Officer of Operations at the Southern Nevada Health District, Dr. Charles Bernick from Cleveland Clinic and Brenda Romero, the Undocumented Students Program Coordinator at the College of Southern Nevada.

At the press conference, The Abbi Agency secured media interviews with The Nevada Independent and KLAS Channel 8. The press conference was streamed virtually as well, so out of market reporters could attend virtually or watch the press conference later. This helped secure additional coverage in main Nevada media outlets.

In tandem with the announcement of Open Enrollment beginning, The Abbi Agency also executed a community engagement strategy to promote Nevada Health Coverage Day, a day commemorated by the Office of Governor Joe Lombardo in 2023, that TAA helped initiate through a proclamation. Marking one year since the proclamation was signed, Nevada Health Link and TAA worked together to engage with community organizations, municipalities and brokers/navigators to promote #Hats4HealthCoverage in honor of Nevada Health Coverage Day, marking the start of Open Enrollment. Branded beanies were distributed to brokers at the Prep Rallies which happened a few weeks before the OEP launch; and remaining beanies were distributed to individuals at the press conference. The Abbi Agency helped develop partner toolkits for individuals who wanted to promote #Hats4HealthCoverage on social media on November 1, which helped raise awareness around the start of Open Enrollment.

Throughout Open Enrollment, The Abbi Agency continued to promote transparency in the enrollment process and deadline reminders by distributing press releases all throughout the two-month enrollment period. Releases included November 1st, announcing Open Enrollment; early December, announcing the first month's success; the end of December for the last chance to enroll for January coverage; and again in early January, highlighting the final days to enroll. The Abbi Agency also worked with Marketing for Change to capture aggregated zip code data for a targeted data pitch to select reporters, focusing on the areas of opportunity for the final days of Open Enrollment. These data-driven announcements were well received among the media and garnered additional attention around upcoming deadlines and the process for enrollment. The Abbi Agency also worked with most of the local news stations to secure Nevada Health Link representatives for in-studio interviews about open enrollment.

Open Enrollment Period: Public Relations Performance

The timeline of media distribution items between 11/1/24 and 1/31/25 are as follows:

- November 1: Press Conference announcing the start of Open Enrollment and celebration of Nevada Health Coverage Day at Cleveland Clinic - Lou Ruvo Center for Brain Health in Las Vegas.
- November 1: Press Release announcing the start of Open Enrollment + Nevada Health Coverage Day
- December 3: 30 Days Success Press Release
- January 7: Last Chance to Enroll during Open Enrollment
- January 23: Press Release announcing final record-setting enrollment numbers for Plan Year 2025

Earned Media Metrics between 11/1/2024 and 1/31/2025:

- Press Releases (4); Media Alerts (2); Press Conferences (1); Total individual media outreach of releases and pitches (707)
 - Distributed four (4) press releases to Hispanic media; press conference included Spanish-speaking representatives
- 257 pieces of coverage (including window shopping beginning 10/1)
- 11.1 million est. coverage views (including window shopping beginning 10/1)
- 30.2K print distribution (including window shopping beginning 10/1)
- 38 backlinks (including window shopping beginning 10/1)
- Average domain rank authority: 62
- *Figures above includes multiple media interviews and placements in Hispanic media outlets*

Outreach & Community Relations Highlights:

During November, the community relations and event outreach teams were focused on brokering new relationships and fostering current ones with organizations and partners such as Tahoe Knight Monsters, Communities in Schools, Clark County School District, Food Bank of Northern Nevada, and more.

In October, the TAA community relations teams helped NVHL plan and host a co-branded rural community event with Family Respite Care of Nevada in Elko. This event was an overwhelming success with over 75 members of the community in attendance, allowing Russell Cook and Katie Charleson to be able to engage and get in front of the rural target audiences.

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

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

Sponsorships:

Event Participation:

- 11/1-11/2 - Dia de Los Muertos Camino a Mictlán
- 11/2 - Art in the Park & Community Fair” Hosted By Councilman Knudsen
- 11/2 - Dia De Los Muertos
- 11/2-11/3 - Springs Preserve Dia de Muertos
- 11/5 - FBNN Mobile Harvest
- 11/7 - Coyote Thursday
- 11/9 - Senior Expo - Fall Series
- 11/9 - ACDC Annual Community Health and Wellness Resource Fair
- 11/9 - African - Caribbean Community 2024 Health Fair
- 11/15 - Senior Expo Fall 2024 / Veteran Expo
- 11/15 - Veteran Business Resource Fair
- 11/16 - Collaboration Center Harvesting Hope Fall Festival & Resource Fair
- 11/16 - ACDC Annual Community Health and Wellness Resource Fair

- 11/19 - Veteran Business Resource Fair
- 11/20 - Community Resource Night
- 11/21 - Community Resource Fair at Summerhill Apartments
- 11/22 - Tahoe Knight Monsters Hockey Game
- 11/26 - Las Vegas Holiday Job Fair
- 11/27 - FBNN Mobile Harvest
- 11/29 - 12/31 - Magical Forest
- 11/30 - Gobble Wobble Trot
- 12/4 - Senior Holiday Health Fair
- 12/5 - 12/7 - 39 North Pole Village
- 12/7 - 2024 Cowboy Christmas and Car Show
- 12/7 - Navidad in the Neighborhood
- 12/7 - The Las Vegas Great Santa Run
- 12/8 - Christmas Experience
- 12/14 - Winter Wonderland Festival
- 1/4 - Dia deReyes Resource Fair
- 1/9 - Winter Policy Summit
- 1/18 - MLK Jr. Run
- 1/20 - 37th Annual Dr. Martin Luther King Jr. Birthday Celebration Dinner - Northern Nevada Black Cultural Awareness Society (NNBCAS)
- 1/30 - NAMI & Puentes Las Vegas Immigrant Rights Workshops

Community Partner Collaborations:

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

Consumer Resources Developed:

- Fact Sheets in English, Spanish, Vietnamese, Thai, Korean, and Chinese
- Resource Guides in English and Spanish
- OEP Partner Toolkit

Open Enrollment Period: Social Media Strategy & Overview:

Open Enrollment content encouraged non-enrollees to find an insurance plan that suited their needs. This content highlighted the seven carriers, the over a hundred healthcare plans available, and the free assistance of a licensed enrollment professional to select an insurance plan. Nevada Health Link used messaging across all social channels, focusing on Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube Shorts. Each platform had updated imagery and short-form videos to encourage open enrollment and maintain campaign consistency for the consumer.

The content corresponded with the themes outlined in the broader Open Enrollment plan, including humanizing the Nevada Health Link brand and showing ease of access through the tagline ‘Our Plans Are Made for Your Plans.’ This strategy aimed to add more human elements to appeal to various age demographics to perpetuate the concept that healthcare is not a one-size-fits-all solution. It relates to Nevadans of all walks of life.

The main call to action was to drive individuals to the Nevada Health Link website to explore resources and ultimately enroll in coverage. Most of the content is linked back to the Nevada Health Link’s main landing page for Open Enrollment, with links to Navigators/Brokers resources when appropriate.

Open Enrollment Period: Social Media Highlights & Performance

- Nevada Health Link Annual Coverage Day ‘Link-To-Tweet’ QR-Code strategy
- Adding more humanized elements to social media to drive awareness
- Partner and collaborate support with local agencies and sports organizations, including the Tahoe Knight Monsters
- Campaign video/animation incorporation with new jingle
- Social posts promoting navigators and other Nevada Health Link staff
- Facebook and Instagram boosting strategy to focus on lower-enrollment markets across Nevada
- Strong presence of Open Enrollment Content (Sharing links to landing page, promoting events, ways to connect with brokers and navigators, extended call center hours, OEP Resources)
- Sharing news stories at every opportunity to boast about the success of OEP
- Impressive rise in Social Media impressions & engagement from Oct 1, 2024 – Jan 15, 2025
 - 842,117 impressions
 - 775,311 video views
 - 779 engagements
 - 6.63% engagement rate
 - 151 new followers

Open Enrollment Period: Email Performance

During the Open Enrollment period, we successfully launched 25 email campaigns, delivering a total of 92,450 emails across key audience segments. The engagement metrics indicate a strong response, with an average open rate of 42.3% and an average click rate of 10.5%. Although the campaign experienced a 22.8% reduction in emails sent due to fewer newsletters targeting enrollees, there was a notable 12.2% increase in the open rate.

Event invitations performed exceptionally well, with some open rates exceeding 70% and click rates at 34%. However, enrollment deadline reminders appeared to face challenges, with some open rates falling below 15% and unsubscribe rates rising to 1.0%, suggesting possible audience fatigue. Urgency-driven emails, like ‘Action Needed’ reminders, achieved lower click rates of up to 14.5%.

Looking ahead, it may be beneficial to refine messaging around deadlines, capitalize on the successful strategies observed with event invitations, and continue exploring A/B testing for subject lines, header images, and CTAs to maintain and enhance engagement overall.

- Emails were created to speak to each critical audience:
 - Current Enrollees
 - Application Started
 - Medicaid Ineligible

- Broker/Navigators
- Application Completed, but no plan selected
- Former Enrollees, who canceled their plan
- Top-Performing Campaigns
 - “We’ll See You Soon at the Southern Nevada Prep Rally!” (Sent: October 17, 2024)
 - 1,943 total recipients (Audience: Brokers/Navs, Community Outreach, SSHIX, CACs)
 - 61.9% open rate | 22.8% click rate
 - “Pep Rally Invites” (Sent: October 15-17, 2024)
 - 1,903 total recipients (Audience: Brokers/Navs, Community Outreach, SSHIX, CACs)
 - 56.83% open rate | 21.1% click rate
- Campaign Overview by Month
 - October: 12 total emails | 15,734 sent | 52.3% open rate | 19.2% click rate
 - November: 4 total emails | 60,134 sent | 28.2% open rate | 6.4% click rate
 - December: 5 total emails | 4,696 sent | 29.3% open rate | 6.9% click rate
 - January: 4 total emails | 11,886 sent | 48.5% open rate | 6.8% click rate
- Audience Engagement
 - The ‘Current Enrollees’ is the largest audience segment, with 58,333 total contacts, averaging a 40.3% open rate and a 9.2% click rate.
 - The ‘Broker/Navigator’ audience showed high engagement, with multiple emails surpassing a 50% open rate.
 - The ‘Application Started’ audience had the lowest click rate, averaging 3.6%

Open Enrollment Period: Website Performance

- NevadaHealthLink.com experienced a 13% decline in total users, a 16% drop in total sessions, and a 14% decrease in total pageviews. Despite this decline in traffic, average session duration increased by 10%, reaching 12 minutes and 30 seconds, suggesting that those who visited the site engaged more deeply with the content.
- A new UI was introduced on the Open Enrollment Period (OEP) landing page, improving the overall user experience. Accessibility enhancements also led to a 30% increase in the site's accessibility score, making the platform more inclusive for all users.
- While most users find NevadaHealthLink.com through direct searches for the brand name, over 10,000 ranking keywords collectively drive more traffic than just “Nevada Health Link” alone. Strong keyword positioning for terms like “Nevada health benefits” and “Nevada rural healthcare” ensures the website reaches key demographics, particularly those in rural communities seeking relevant healthcare information.
- The majority of website traffic came from Direct (229,083 visits) and Organic Search (193,543 visits), followed by Referral traffic (105,780 visits). Paid channels also played a role, with Paid Social (63,628 visits) and Paid Search (59,216 visits) contributing to user acquisition.