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health link.com

October 1, 2024 - January 15, 2025

OPEN ENROLLMENT BOARD REPORT

THE ABBI
AGENCY

marketing
for change™

ERICKA VILES
CONSULTING



Strategy Overview

The Abbi Agency worked in lockstep with Nevada Health Link to encourage eligible Nevadans to sign up for health insurance coverage during PY25 Open Enrollment Period. Beginning this OEP, we implemented a new creative strategy designed to address the lack of brand awareness our research has consistently shown. Through an animated creative approach and the adoption of a branded jingle, we sought to focus on the four unique value propositions of Nevada Health Link as evergreen messaging year round and tailor calls-to-action depending on the time of year to reflect either open enrollment or special enrollment.

Following these changes, we experienced the most successful Open Enrollment Period in Nevada Health Link's history. **110,687** Nevadans enrolled in health insurance plans through NevadaHealthLink.com, with nearly 20% also enrolling in a dental plan. Additionally, 2,264 individuals enrolled in a dental plan only, bringing a total of 112,951 enrolling in coverage through the marketplace. **26,852** were new enrollees to the marketplace and **21,271** were active re-enrollees.





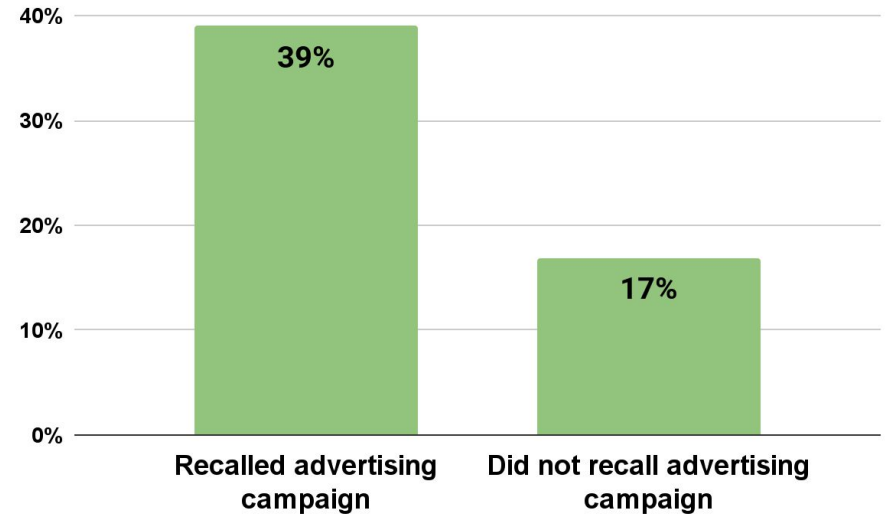
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Post Open Enrollment Quantitative Studies: Annual Public Insights Survey

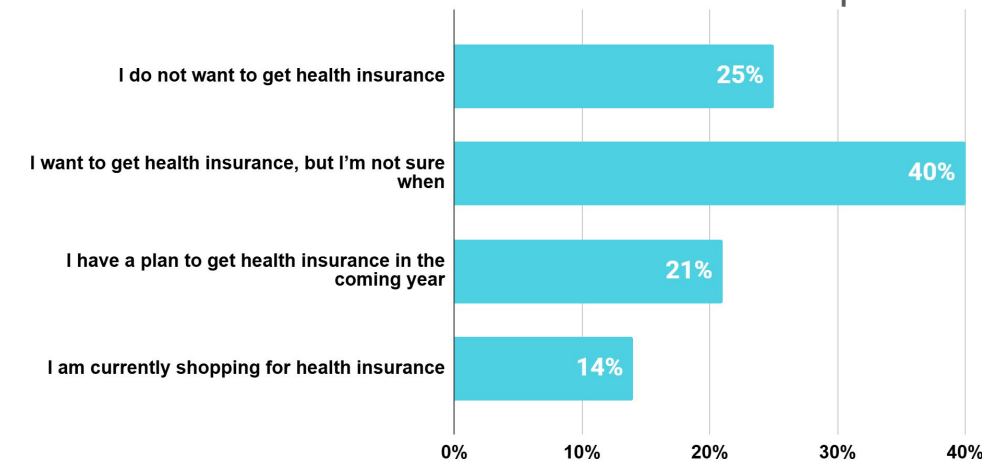
Marketing for Change administered online surveys to Nevadan residents immediately after the 2025 Open Enrollment Period

- **Goals:** Assess statewide awareness/favorability of NVHL, exposure to OEP messaging campaign, estimates of uninsured and self-insured in the state post OEP, and attitudes and future intentions regarding health insurance among key potential audiences including uninsured, self-insured and Medicaid-receiving Nevadans.
- **Key Features of Annual Nevada Healthcare Insurance Survey**
 - A sample of 2,766 English-speaking Nevadans + 401 Spanish-speaking Nevadans recruited through advanced sampling methods allow for a more accurate assessment of the % of uninsured and self-insured in the state after OEP
 - Inclusion of coded open-end response questions will allow for deeper exploration of participant insurance purchasing motivations and obstacles.
- **Key Initial Findings (survey is freshly out of the field)**
 - 10% of Nevadans reported being uninsured, similar to 2024 but down from 11% in 2023, and 59% of uninsured Nevadans are eligible for a subsidy.
 - 77% of Nevadans indicated they had heard of Nevada Health Link.
 - Nevadans who recalled seeing or hearing the advertising campaign viewed NVHL more than twice as favorably compared to those who were not aware of the campaign.
 - More than 1 in 3 uninsured Nevadans has a plan to shop or is currently shopping for health insurance

% who rated NVHL somewhat/very favorably



Uninsured Nevadans' future insurance plans

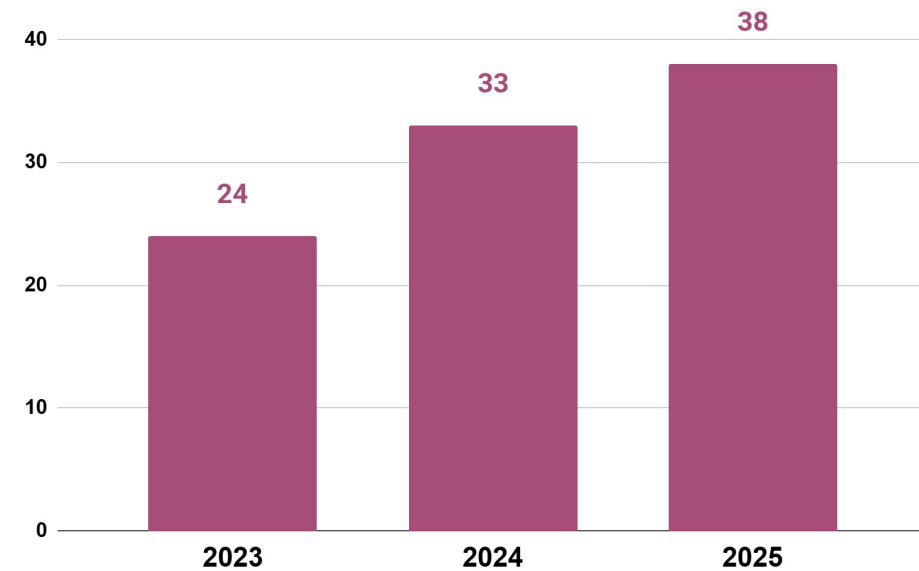


Post Open Enrollment Quantitative Studies: Current NVHL Customers Survey

Marketing for Change administered online surveys to current customers immediately after the 2025 OEP

- **Goals:** Survey current enrollees to gauge overall customer satisfaction with NVHL, views of the purchasing experiences and of NevadaHealthLink.com, and customer feedback and pain points
- **Key Features of 2025 Current Customer survey**
 - Surveyed a mix of enrollees who were new to NVHL in 2025 and those who had been enrolled, previously
 - Ratings of consumers' overall satisfaction (promoter score) with NVHL and their rationale for their rating
 - Measures of customers' experiences with multiple stages of the shopping experience on NevadaHealthLink.com
- **Key Initial Findings (survey is freshly out of the field)**
 - 42% of current enrollees would be *extremely* likely to recommend shopping at NVHL, and the net promoter score for NVHL has steadily risen since 2023.
 - 79% of enrollees found it somewhat or very easy to find the information they needed at NevadaHealthLink.com, up from 73% in 2024.
 - Enrollees who recalled seeing the messaging campaign had a more favorable view of NVHL compared to those who were not aware of the campaign.

Net Promoter Score*



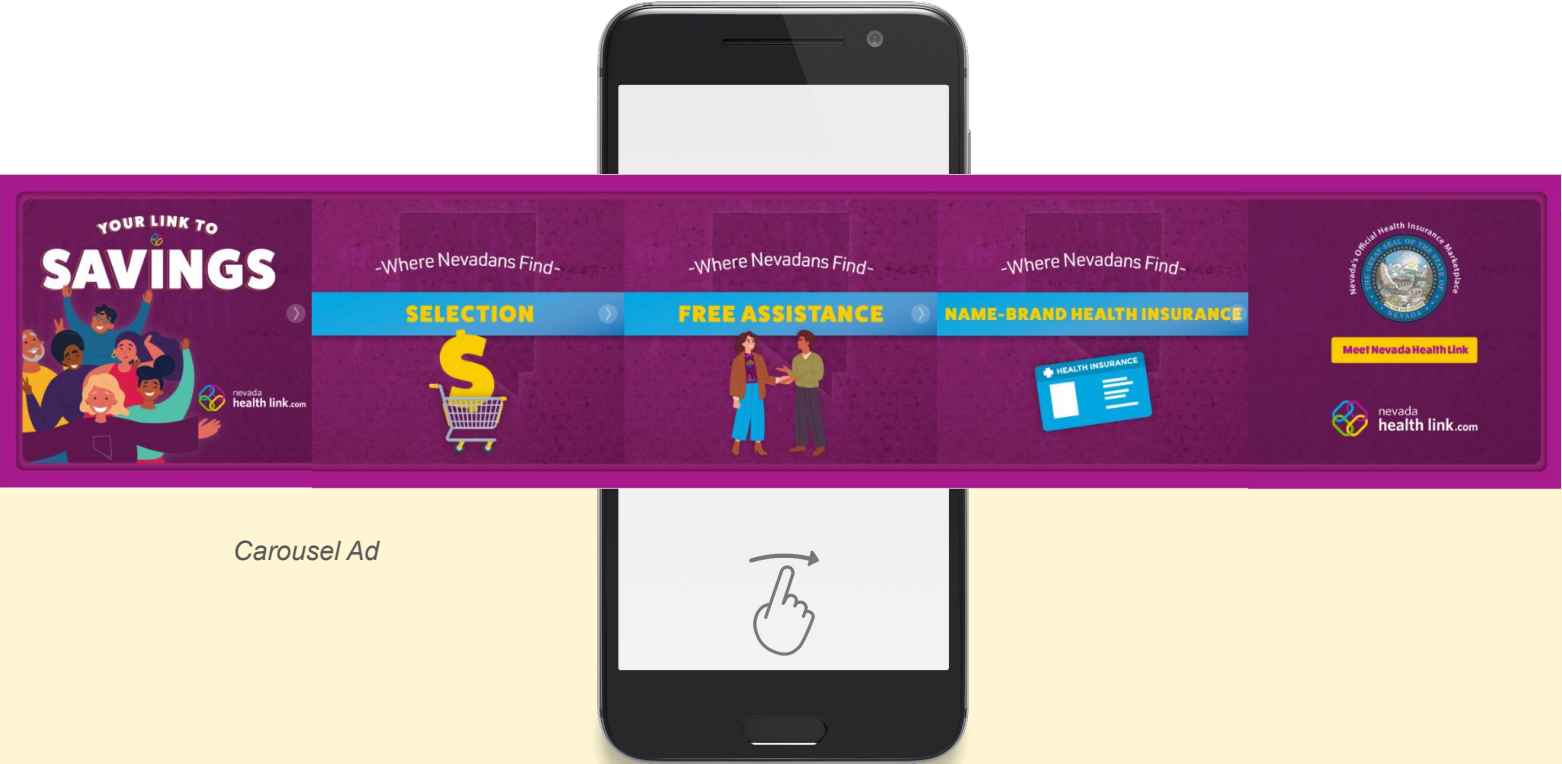
**metric that measures how likely customers are to recommend NVHL to others*



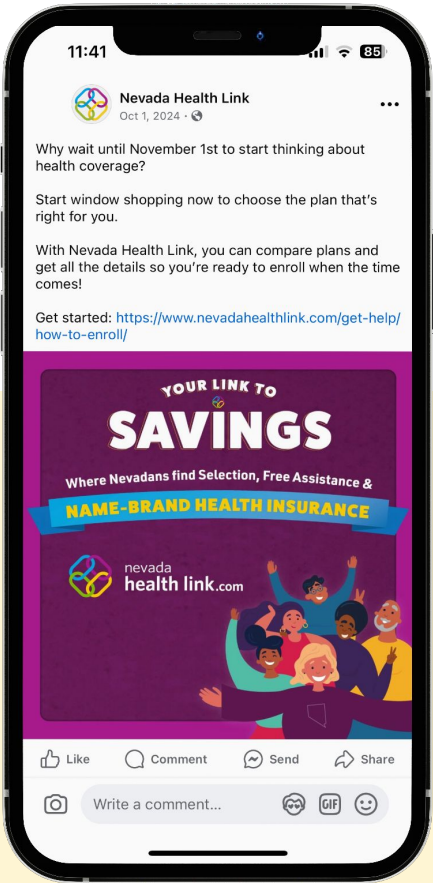
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OPEN ENROLLMENT PERIOD

Evergreen



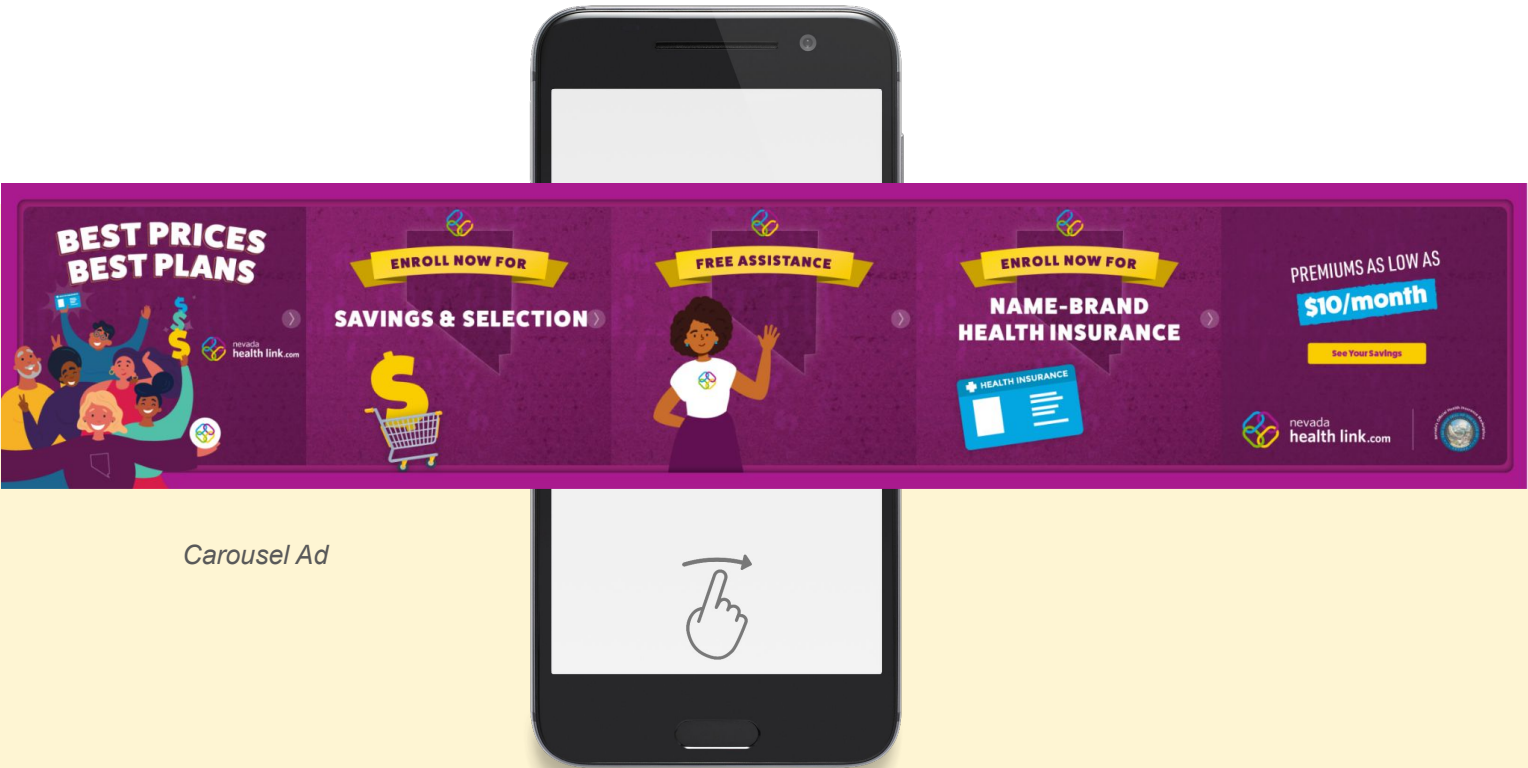
Carousel Ad



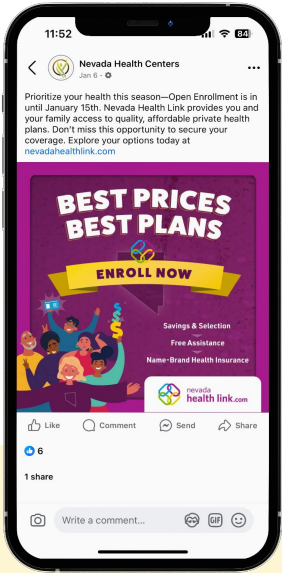
Meta Post

OPEN ENROLLMENT PERIOD

Primary



Carousel Ad



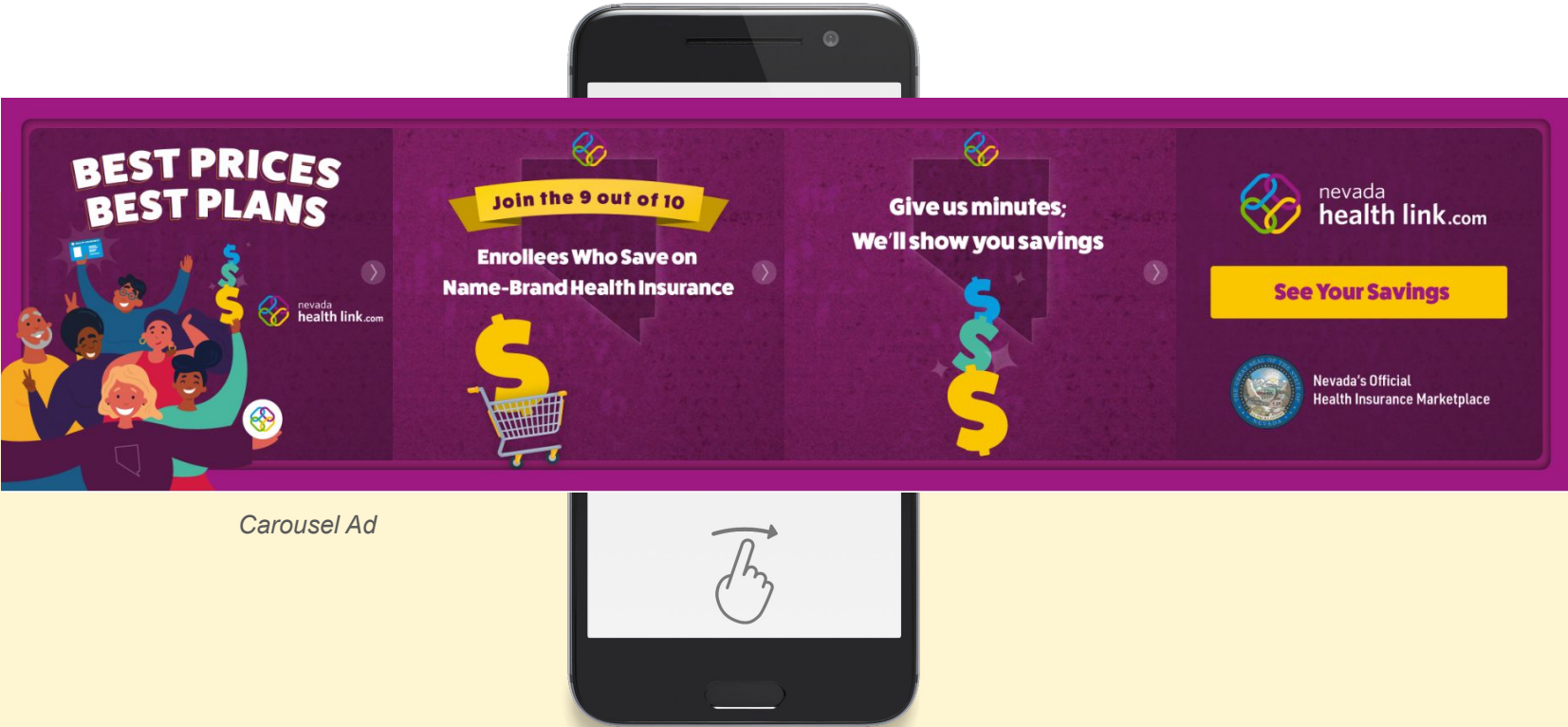
Meta Post



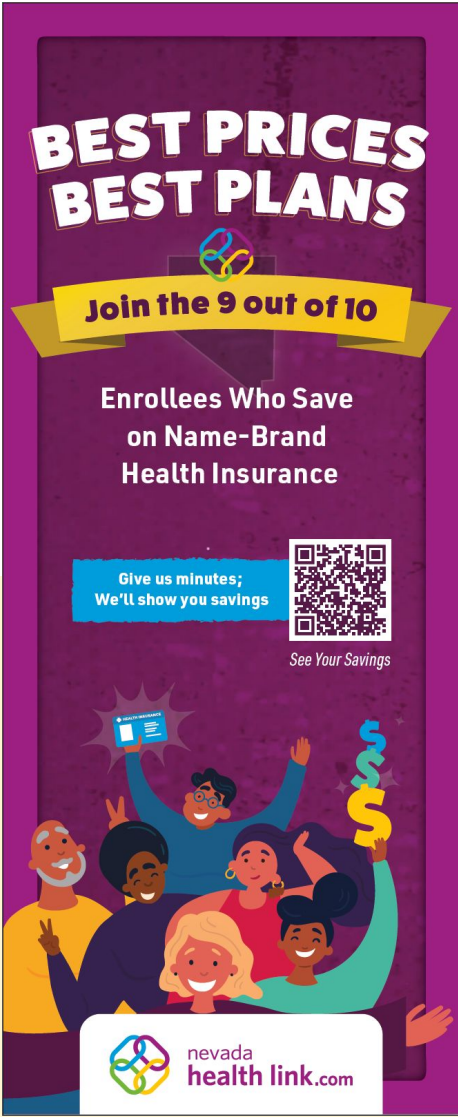
Print Ad

OPEN ENROLLMENT PERIOD

Savings



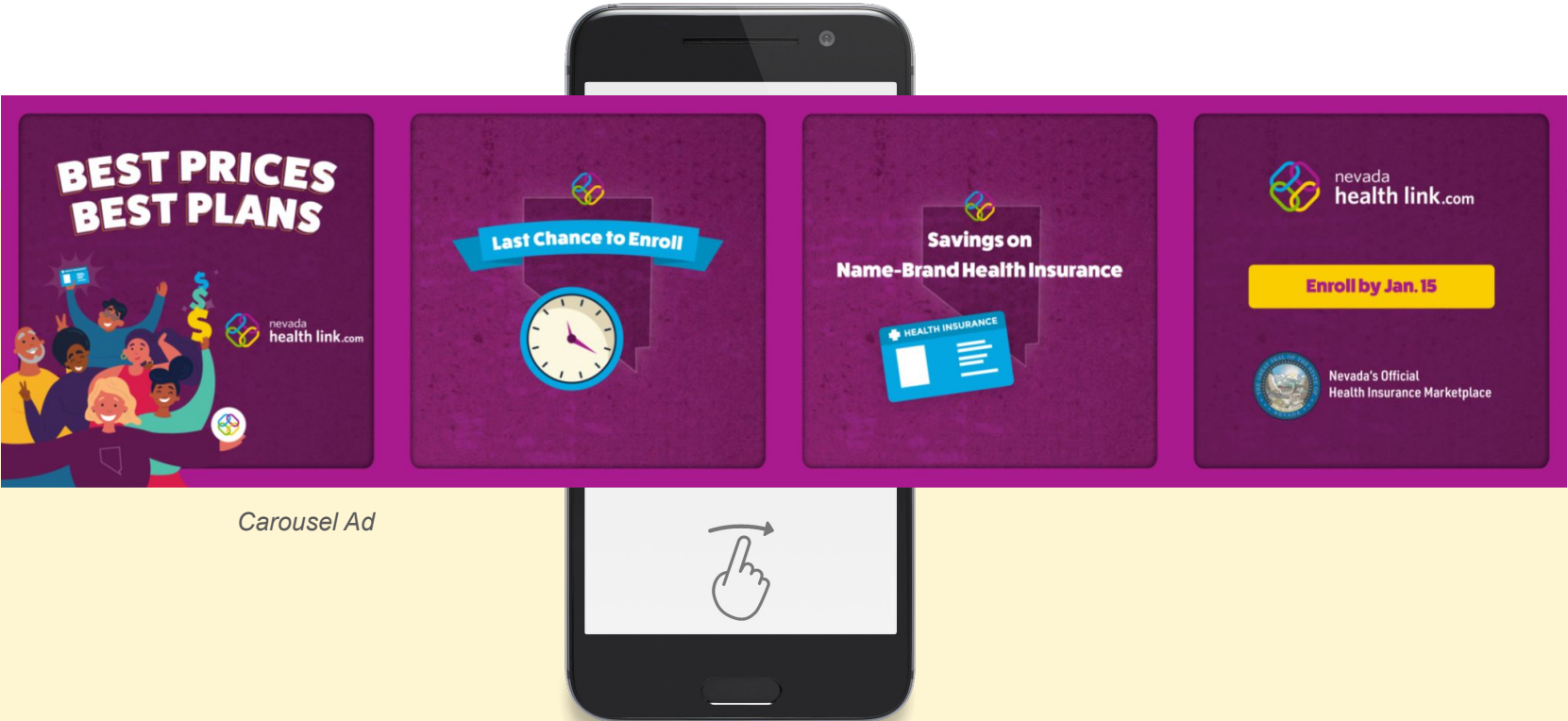
Carousel Ad



Print Ad

OPEN ENROLLMENT PERIOD

Deadline



Carousel Ad



Print Ad

OPEN ENROLLMENT PERIOD



Click to Play Video



Billboard Ad

DEADLINE PERIOD

Social Ad



Billboard



Video



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ADVERTISING STRATEGY

Approach:

- This year's Open Enrollment campaign employed a data-driven strategy informed by previous campaign performance and consumer research. We implemented a phased approach aligned with the consumer journey - awareness, consideration, and conversion - utilizing tailored messaging, audience segmentation, and agile optimizations to navigate challenges like political ad saturation and cost fluctuations.

Channels:

- We leveraged a mix of digital and traditional media, including paid social media, programmatic display, SEM, connected TV, radio and out-of-home placements. Our approach balances awareness efforts with targeted engagement strategies, ensuring reach across Nevada's diverse populations, including rural and underserved communities.

Key Elements:

- Animated creative and messaging testing allowing for optimization across a variety of tactics.
- Continuous data analysis to refine targeting, creative and channel mix for maximum impact.
- Robust contract negotiations and strategic measures securing over \$60,000 in added value.

Outcome Highlights

Over the course of 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.**

TRADITIONAL PAID MEDIA OVERVIEW

10/01/2024-01/15/2025



44,733,883

Total Attributable Impressions*



\$411,087

Total Spend



\$120k+

Total Added
Value(Traditional/Digital)

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

DIGITAL PAID MEDIA OVERVIEW

More details can be found at your reporting dashboard, [here](#).

43,900,600
Total Impressions

212,180
Total Clicks

0.57%
Total CTR

\$1.98
Total CPC

\$9.55
Total CPM

\$419,124
Total Spend*

**Inclusive of Added Value*

DIGITAL PAID MEDIA OVERVIEW

English Only

28,671,146
Total Impressions

172,146
Total Clicks

0.60%
Total CTR

\$0.75
Total CPC

\$347,775
Total Spend
Inclusive of Added Value

Spanish Only

8,835,867
Total Impressions

49,233
Total Clicks

0.56
Total CTR

\$0.76
Total CPC

\$141,138
Total Spend
Inclusive of Added Value



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STRATEGY

The Abbi Agency made key updates to NevadaHealthLink.com to create a smoother, more user-friendly experience. Our Digital Experience team focused on making the site more engaging and accessible, ensuring everyone could easily find the information they need.

Highlights

User Engagement

- Increased Engaged time on Pages by 10%
- Decreased bounce rate by 3%, which supports the engagement

General Web Updates

- Newly updated UI of the OEP landing page
- Increase the accessibility score by 30%



WEB ANALYTICS

10/01/2023-01/15/2024 vs. 10/01/2024-01/15/2025

374,760

-13%

Total Users

723,783

-16%

Total Sessions

5,919,255

-14%

Total Pageviews

12m 30s

+10.03%

Avg. Session Duration

39.48%

-3.84%

Total Bounce Rate

Enrollment Campaign

Website & Landing Page

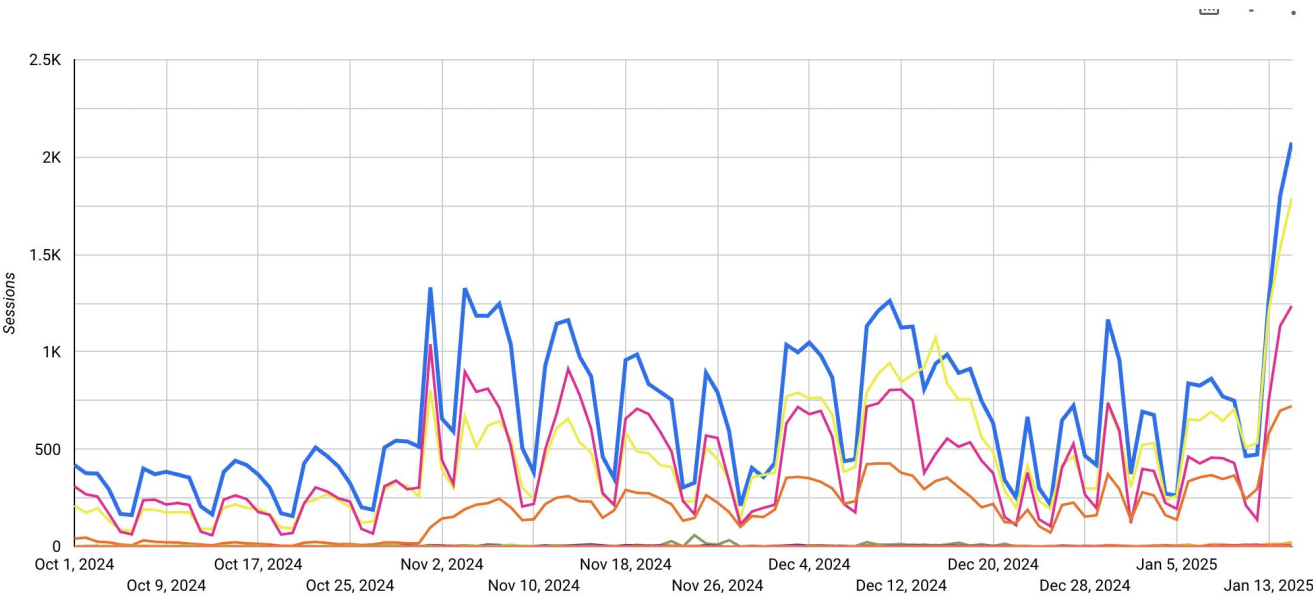
Website & Page Destination

Traffic by Channel

● Direct	229,083
● Organic Search	193,543
● Referral	105,780
● Paid Social	63,628
● Paid Search	59,216
● Display	48,311
● Organic Social	20,624

Page Destinations

● Transitioning Page (Portal)	564,783
● Home Page	288,799
● Plan Selection (Portal)	277,464
● My Dashboard (Portal)	254,174
● Open Enrollment LP	186,336



Enrollment Campaign

Website & Landing Page

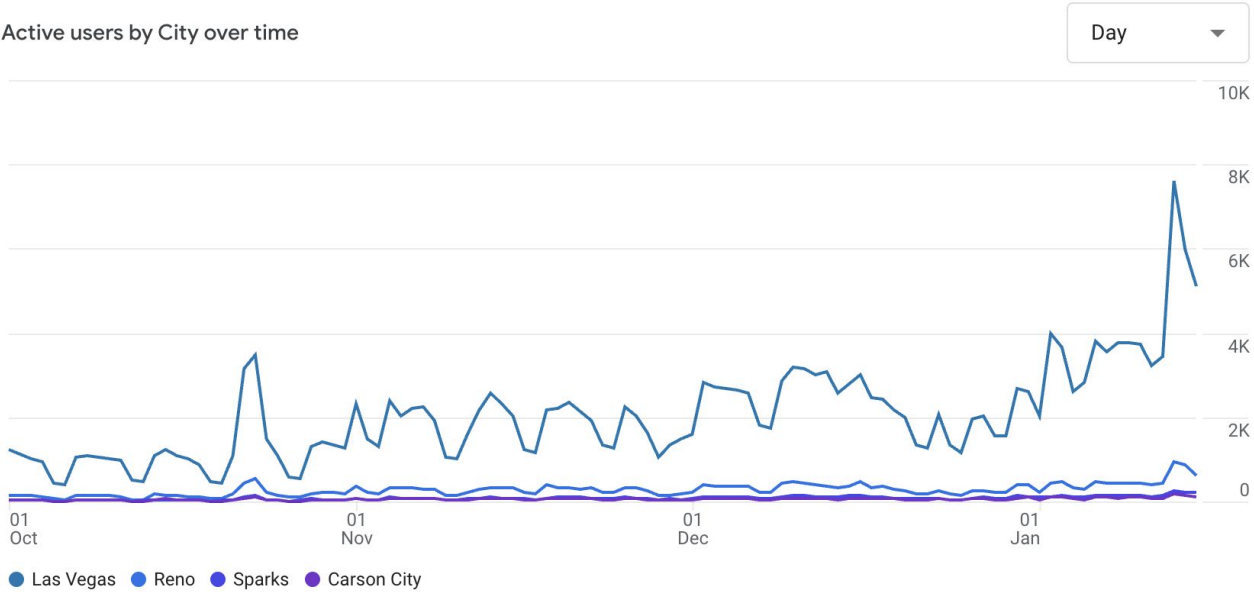
Website Demographics

Demographic

- 45-54 11,817
- 25-34 11,309
- 35-44 9,794
- 55-64 8,797
- 18-24 8,061
- 65+ 4,241

Geographic

- Las Vegas 146,166
- Los Angeles 63,017
- (not set) 21,186
- Reno 19,607
- San Jose 18,916
- Sacramento 7,522
- Sparks 6,212
- Carson City 3,658



Enrollment Campaign

SEO and Keyword Performance

Key Findings:

- While most people find the website through the commercial name, Nevada Health Link, there are over 10,000 ranking keywords. While they individually do not drive a huge portion of traffic, collectively these keywords drive more traffic than just “Nevada Health Link” making them vitally important in bringing users to the website
- SEO is about many parts that make a whole picture and there are strong keyword positionings for important keywords such as “Nevada health benefits” and “Nevada rural healthcare” to target demographics who are in rural communities and demographics looking for content semantically related to health insurance.

**Keywords highlighted in red are optimized to drive traffic to Nevada Health Link blogs.*

Top Traffic Driving Keywords

Term	Volume	Traffic %	Keyword Difficulty	Average Position
Nevada Health Link	8.1k	21.16	48	1
Health insurance nevada	1.3k	3	62	1
Nevada health plans	720	1.88	52	1
Affordable care act Nevada	720	1.88	45	
Health insurance las vegas	1.6k	1.3	62	1
NV medicaid	2.9k	0.16	76	1
Nevada insurance marketplace	140	0.36	40	1
Nevada health insurance providers	170	1.21	32	2
Nevada health benefits	320	0.56	53	1
Nevada rural healthcare	220	0.25	32	6

Enrollment Campaign

Blog Performance

5.5k

Pageviews

3.5

Avg Time on Page

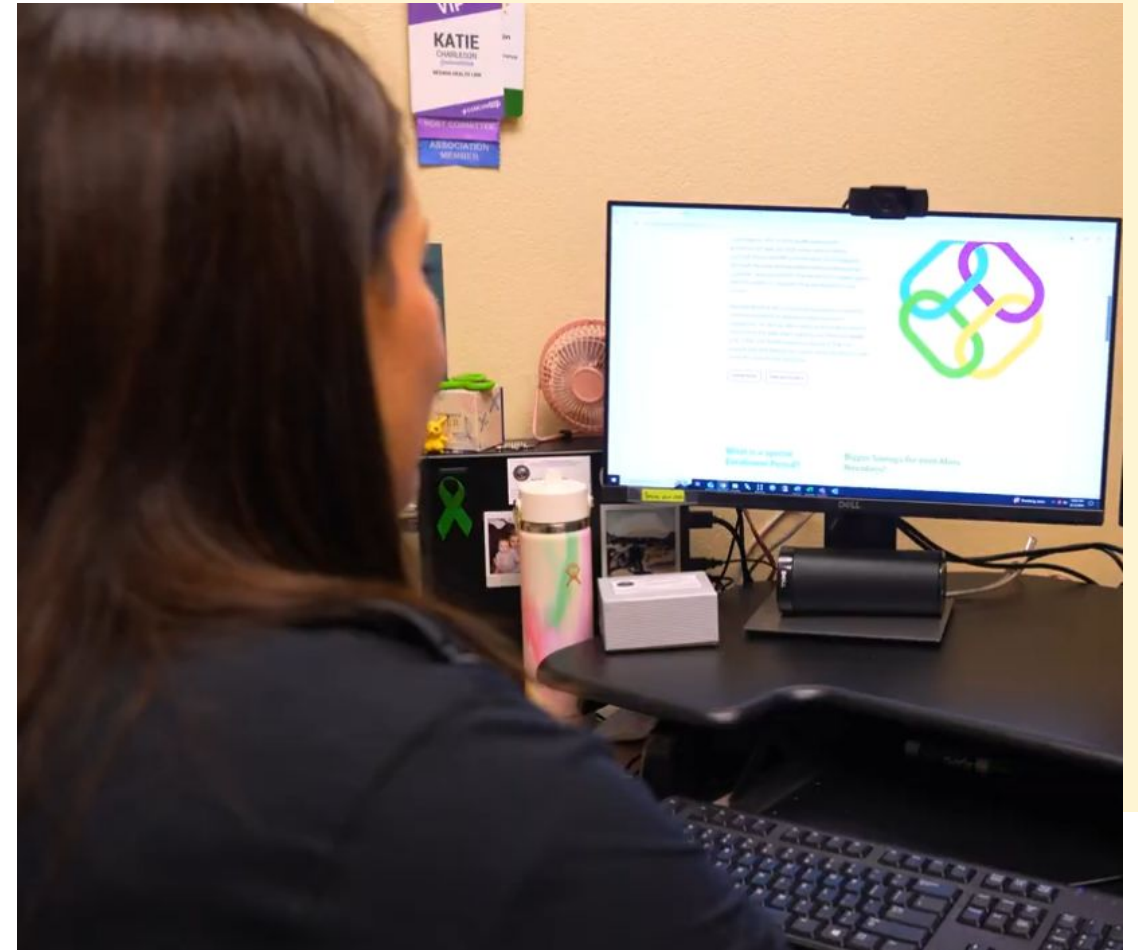
47.6%

Bounce Rate

7.2k

47% New Users
Sessions

Overall engaged users that visited the blog post converted (enrolled) 18% of the time, compared to the 10% average of the general website visitors.



Enrollment Campaign
Newsletter Performance

+12.2%

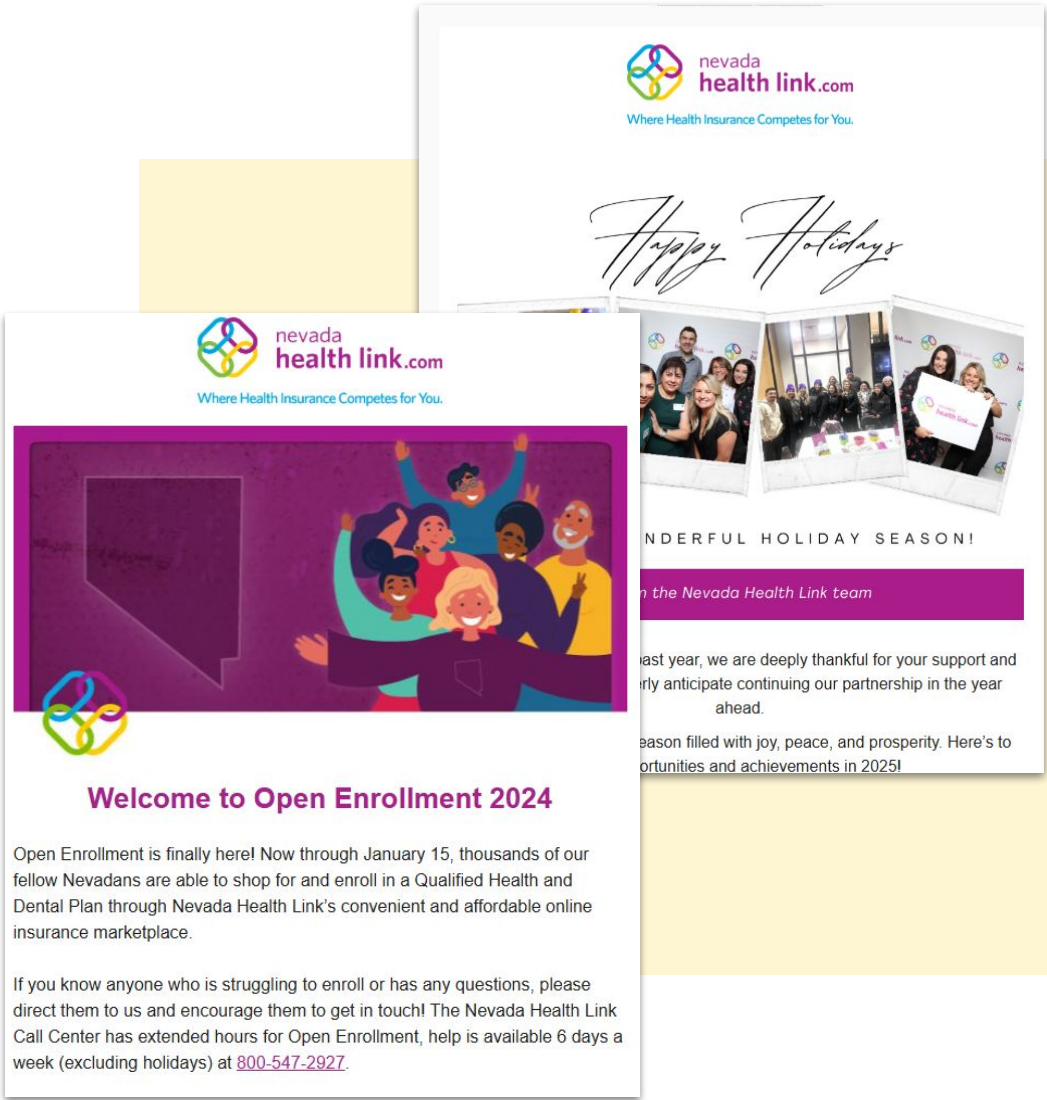
42.3%
Open Rate

+6.2%

10.5%
Clicked Rate

-22.87%

92,450
Emails Sent





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Public Relations

Public Relations Strategy:

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 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:

Kicking off Open Enrollment on November 1, The Abbi Agency organized and coordinated a press conference at Cleveland Clinic - Lou Ruvo Center for Brain Health in Las Vegas featuring Rosa Alejandre and other distinguished speakers within the healthcare industry to further promote the message around getting insured.

The Abbi Agency also leveraged the press conference to invite community groups as a way to learn about partnerships with Nevada Health Link, which garnered attendance from organizations like Communities in Schools, UNLV, Las Vegas Heals, The Southern Nevada Health District and others.

In tandem with Open Enrollment beginning, The Abbi Agency also executed a community engagement strategy to promote Nevada Health Coverage Day through a #Hats4HealthCoverage awareness campaign on November 1.

Throughout Open Enrollment, The Abbi Agency used data-driven announcements to raise awareness around upcoming deadlines and the process for enrollment.

Public Relations Tactics:

- **October 1:** Announcement of window shopping and insurance rates
- **November 1:** Press Conference announcing the start of Open Enrollment and celebrating Nevada Health Coverage Day (Location: 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
- **December 19:** Last chance to enroll for January Coverage Pitch
- **January 7:** Last Chance to Enroll during Open Enrollment
- **January 10:** Targeted zip code data pitches
- **January 23:** Press Release announcing final record-setting enrollment numbers for Plan Year 2025

SECTION 05

Open Enrollment Period

Public Relations

MEDIA OPPORTUNITIES

A variety of media interviews across Nevadan broadcast and print publications were secured throughout the Open Enrollment Period on behalf of Russell Cook, Katie Charleson and Rosa Alexandre. These included KNPR, KOLO, KTVN/Face the State, KRNv, KRXI, Nevada Newsmakers, The Nevada Independent, Nevada Current, KLAS, KSNV, KTNV, and KVVU.

These interviews spanned various topics from DACA eligibility to open enrollment basics/how to enroll through Nevada Health Link to showcasing data on the most underinsured zip codes in Clark and Washoe Counties.

Results (10/1 - 2/1)

Metrics include coverage from the window shopping period through the final success press release.

257

Total placements

11.1 Million

Estimated Coverage Views

707

Individual Pitches Sent

38

Backlinks mentioning NevadaHealthLink.com

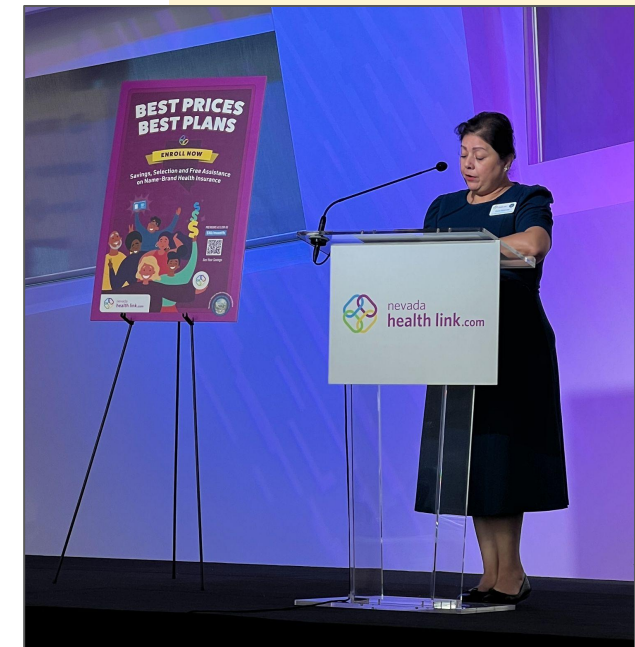
3

NVHL-hosted Media Events

18

Media Interviews Secured

A link to all Open Enrollment coverage can be found [here](#).



Community Engagement Strategy

Community Relations Strategy:

We expanded partnerships with key organizations that serve our target demographics while deepening engagement efforts within multicultural communities, including Hispanic, Black/African American, and AAPI populations.

Community events and sponsorships played a critical role in increasing brand visibility and underscoring the accessibility of navigators who assist uninsured individuals through the enrollment process. Given the limited availability of navigators during Open Enrollment, community relations efforts were strategically adjusted to ensure the most effective support.

Community Relations Tactics:

- Strong presence in Southern and Northern Nevada at community events and through event sponsorships.
- Utilization of the online social media presence of partnerships and sponsorships to engage various audiences and spread the enrollment message.
- Implementation of secured added value media components including PSA's, Radio Remotes, and social sharing with grassroots and traditional media partners.

Open Enrollment Period

Community Outreach

Activations

From October 1, 2024-January 15, 2025, we attended 86 community events in Southern and Northern Nevada. We also amplified and recapped each event on social media.

Sampling of events include:

- National Night Out
- Family Health Festival
- Family Respite Care of Nevada/Nevada Health Link Elko Brunch
- Women's Day Out Expo
- Tahoe Knight Monsters Hockey Games
- Día de los muertos- Camino a Mictlán
- ACDC Annual Community Health and Wellness Resource Fair
- Las Vegas Job Fairs

Results

86

Total Events Attended

15

Event Sponsorships

47,836

Estimated Event Attendees

23,033

Participant Interactions



Enrollment Campaign

Multicultural Communications Outreach

Strategy & Results

- **Multipronged Strategy Across the State:**
 - We prioritized building new partnerships and strengthening existing relationships with key organizations that align with our mission and effectively reach our target demographics. Our efforts focused on deepening engagement within multicultural communities, including Hispanic, Black/African American, and Asian American and Pacific Islander populations. Additionally, we conducted extensive community relations initiatives across both Southern and Northern Nevada, ensuring a broad and meaningful impact through outreach, collaboration, and strategic engagement.
- **PSA educational and action driven recordings:**
 - We developed educational PSAs with a strong call to action, ensuring clear and impactful messaging for our target audiences. These PSAs were distributed across various social media platforms to maximize reach and engagement. Through this initiative, we strengthened our relationships with key partners and laid the foundation for future collaborations, expanding our impact within the communities we serve.
- **Stakeholder Engagement with local non profit groups including:**
 - National Alliance on Mental Illness (NAMI)
 - US Vets
 - The Children's Advocacy Alliance (CAA)
 - Puentes
 - Junior Achievement of Southern Nevada (JA)
- **Stakeholder Engagement with local community partners including:**
 - College of Southern Nevada
 - Latin Chamber of Commerce
 - African Diaspora
 - R.E.A.C.H
 - United Way of Southern Nevada

Enrollment Campaign

Multicultural Communications Outreach

Strategy & Results

- **Spanish Media added value community outreach & interviews:**
 - Telemundo Interview
 - Fiesta Radio Interview with La Madrina
 - Exa 94.5 Radio Interview
 - NV Independent Cafecito Nevada Interview
 - Fiesta Radio Interview with Ruben Kihuen
- **Social Media**
 - Increased targeted posts in Spanish
 - Increased targeted posts with Spanish videos
 - Increased the use of posts and videos featuring Rosa Alejandre as a Spanish-speaking spokesperson and advocate within the Hispanic community, building on the *On the Road with Rosa* series
 - Create Awareness through PSA's in Spanish with Community Leaders focused on Open Enrollment
 - Development and distribution of OEP Toolkit through dedicated email blasts, individual touch points and social media





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STRATEGY

- From November 2024 to January 2025, Nevada Health Link’s social presence grew substantially in all major metrics in comparison to November 2023 to January 2024. Key growth indicators include positive growth in impressions, video views, followers, and engagements.
- Our key strategy for Open Enrollment was to humanize the Nevada Health Link brand through featuring Nevada Health Link staff, community partners and collaborators on social posts across all social channels.
- One of strongest social strategies came from locating low-enrollment markets, with assistance from Marketing 4 Change, across Nevada and applying boosting budget on both Instagram and Facebook to various posts in these areas to spread awareness and reach in these communities.

Highlight

The strongest performing content featured Nevada Health Link staff, community partnerships, collaborators and short-form videos in regards to Open Enrollment information for the 2025 year.

Strategy

SOCIAL MEDIA HIGHLIGHTS

Partner Collaborations

- Collaborating with community partners such as Washoe County, Northern Nevada Public Health, City of North Las Vegas, and the Tahoe Knight Monsters, social media saw increased awareness and reach for those looking to enroll for 2025.
- These collaborations brought in new audiences to learn more about Nevada Health Link’s goals and key messaging points for Open Enrollment.
- Majority of the collaboration posts used short-form video to help capture audiences attention within seconds to learn about important information regarding their health insurance options.

2025 Open Enrollment Community Partners Collaborations



Likes
19

Shares
4

Views
557



Likes
7

Shares
3

Views
155



Likes
9

Shares
3

Views
81

Tahoe Knight Monsters & Instagram Collaboration



[Instagram](#)

Likes
120

Impressions
2,821

Shares
4



[Instagram](#)

Likes
31

Impressions
2,183

Shares
4



[Instagram](#)

Likes
89

Impressions
2,894

Shares
8

Strategy & Tactics

SOCIAL MEDIA

10/01/2023-01/15/2024 vs. 10/01/2024-01/15/2025

842,117

+516%

Total Impressions

779

+60.2%

Total Engagements

6.63%

+3.4%

Engagement Rate

775,311

+705%

Video Views

151

+38.5%

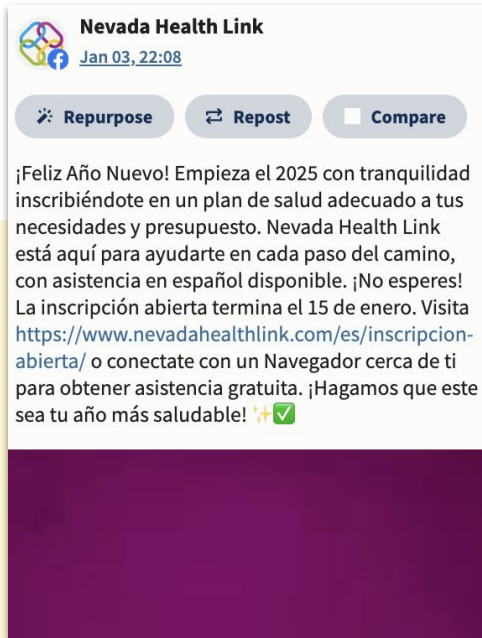
Total Net
Audience Growth

15,469

+65.3%

Total Audience

FACEBOOK & INSTAGRAM TOP ORGANIC POSTS

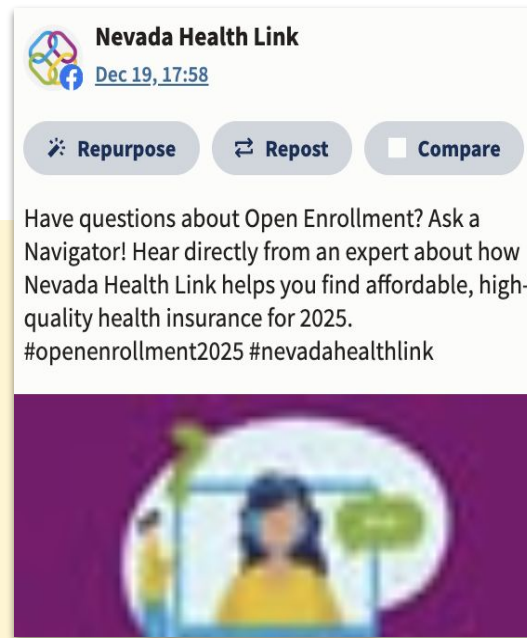


Facebook

56 Engagements

14,142 Impressions

5,408 Reach

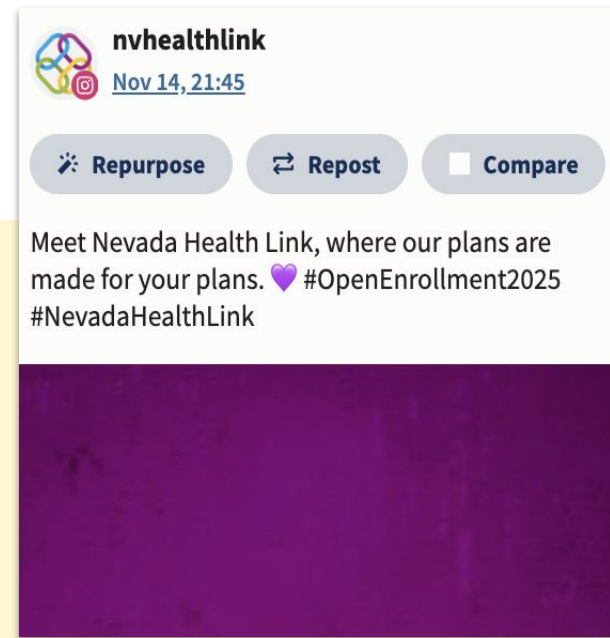


Facebook

34 Engagements

11,638 Impressions

4,112 Reach



Instagram

24 Engagements

1,112 Impressions

5 Shares



Instagram

15 Engagements

831 Impressions

3 Shares

TWITTER, LINKEDIN, TIKTOK, & YOUTUBE TOP ORGANIC POSTS

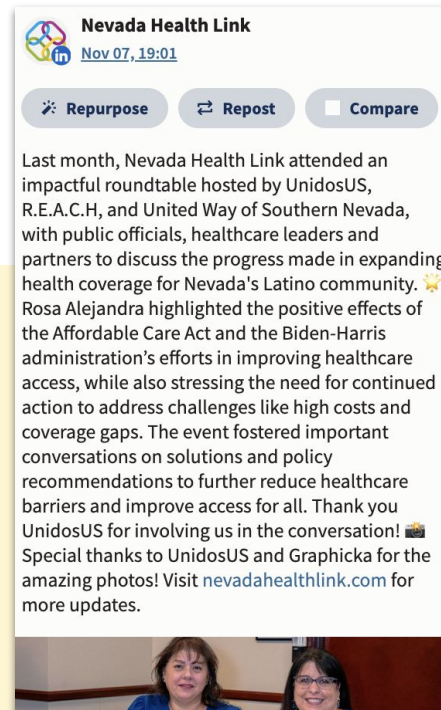


Twitter (X)

14 Engagements

2,927 Impressions

3 Retweets

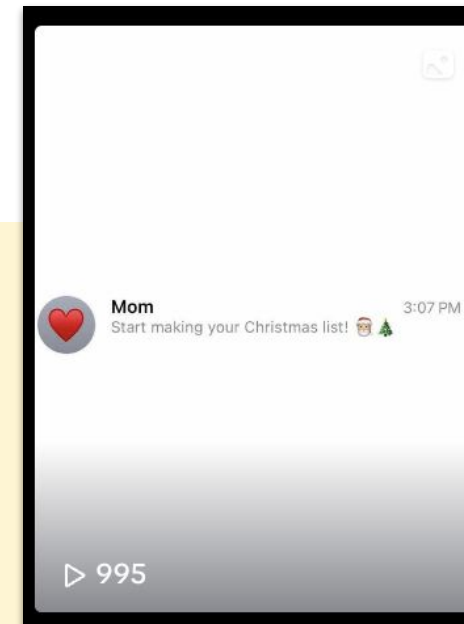


LinkedIn

15 Engagements

1,414 Impressions

3 Shares

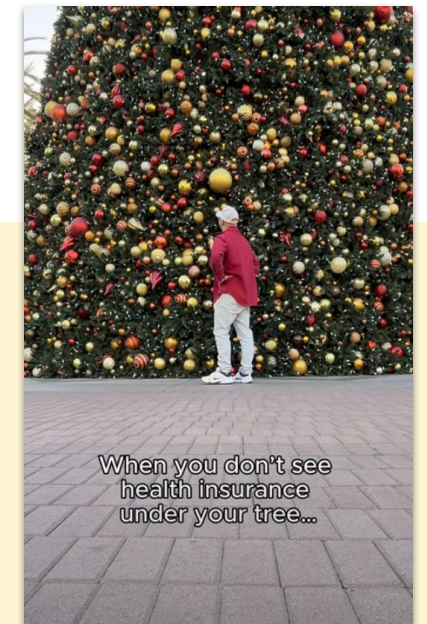


TikTok

29 Engagements

995 Views

10 Shares



YouTube Shorts

14 Engagements

558 Views

11 Shares



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THANK YOU

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