Silver State Health Insurance Exchange

NAIC Special Committee on Race and Insurance – Health Workstream Session

SBM engagement with diverse and historically underserved communities

September 29, 2022
Nevada’s Underserved Communities Focus

Nevada Health Link is committed to reaching Nevadans from all backgrounds and communities. Our 2023 Open Enrollment Media Plan takes a digital approach with highly effective tactics to reach these historically underserved communities:

- Asian American Pacific Islander
- African American
- Native American
- Hispanic/LatinX
- LGBTQ+
Nevada Health Link in the Community

- We engage with communities through our navigator grantees and brokers/agents.
- Navigator entities participate in hundreds of statewide community events each year, with a particular emphasis on reaching underserved populations.
- Through grant funding, we empower agents/brokers & navigators to conduct outreach, educate, and enroll members of the community in qualified health plans.
- We have also engaged marketing vendors to execute targeted multicultural outreach and advertising campaigns on our behalf.
- We make it a priority to ensure representatives understand, speak and are of like ethnicity and culture and providing educational materials that reflect relevant images, tone and language.
Research & Survey Projects

Latino Audience Research
• Key Findings:
  • Family drives much of the health insurance discussion
  • When it comes to finances, ‘others’ are more important than self
  • Respondents showed appreciation for any attempts to reach the Latino community

Open Enrollment Creative Testing
• Key Findings:
  • Survey to potential Nevada Health Link customers across different Race/Ethnicity
  • Health Insurance can seem out of reach, the key issue is price
Advertising & Marketing Assets

- Geo Targeted Display
- Paid Social Media Ads - Targeted Message Campaigns
- Streaming Video & Audio
- Digital Out of Home
- All print assets are translated into English and Spanish
- Mixed Status Family & Undocumented Citizens Guide
- Tribal Resource Guide

connecting you to health insurance
“Our Plans are Made for Your Plans”
2023 Open Enrollment Campaign

Own Boss
“You’re your own boss. You built this from nothing. Winning your own work. There’s no clocking in or clocking out — there’s only getting ahead. And you can spot opportunity. Today, you can find health coverage tailored to your needs. Because at Nevada Health Link, our plans are made for your plans.”

Gig Worker
“Some call it a side hustle, but there’s nothing halfway about working 12-hour days. 22 stops. All on time. People count on you to deliver. Now, you can count on Nevada Health Link to have your back.”

Part-time Worker
“Just because you’re part-time doesn’t mean you don’t deserve full health coverage.”
Thank you

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