

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

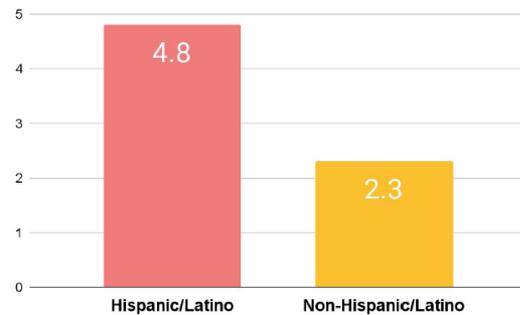
- We engage with communities through our navigator grantees and brokers/agents.
- Navigator entities participate in hundreds of statewide community events each year, with a particular emphasis on reaching underserved populations.
- Through grant funding, we empower agents/brokers & navigators to conduct 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

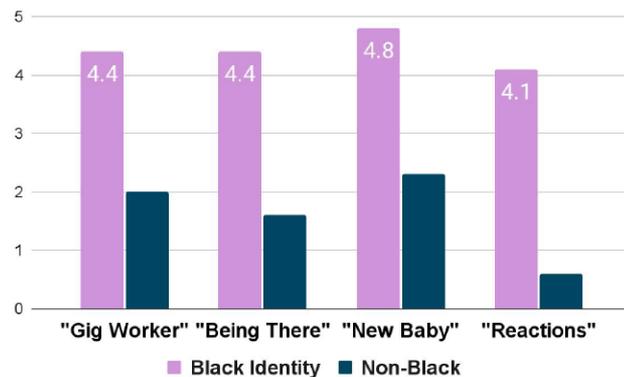
Q: This ad makes me more interested in checking out the Nevada Health Link website

Perceived Impact rating for Example 5 (New Baby)



Q: This ad is relevant to my life right now

Relevance rating for multiple examples



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



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CÓMO SOLICITAR COBERTURA

Nevada Health Link
Published by Sprout Social · September 19 at 10:04 AM ·
We're here for you during life's biggest moments. Getting married, moving, or getting a new job are some of the Qualifying Life Events that may make you eligible to enroll in a qualified health insurance plan during the Special Enrollment Period. Sign up today at <https://www.nevadahealthlink.com/sep/>.



General Health Care & Enrollment Information

ENROLL TODAY WITH THESE SPECIAL PROVISIONS
PROMOTING HEALTHY TRIBAL COMMUNITIES IN NEVADA.

Family health coverage for American Indians and Alaska Natives

NEVADA HEALTH LINK | FAMILY HEALTH COVERAGE FOR AMERICAN INDIANS AND ALASKA NATIVES | 1

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

“Our Plans are Made for Your Plans”

2023 Open Enrollment Campaign

A photograph of a smiling woman with dark hair, wearing a white t-shirt, with her arms crossed. She is positioned in front of a purple background with a yellow starburst graphic.

OUR PLANS
are made for
YOUR PLANS

JANUARY 1ST - APRIL 1ST 2023

WHERE HEALTH INSURANCE COMPETES FOR YOU.

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



Ryan High
Executive Director
Silver State Health Insurance
Exchange

rhigh@exchange.nv.gov