

# Silver State Health Insurance Exchange



NAIC Special Committee on Race and Insurance  
– Health Workstream Session

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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

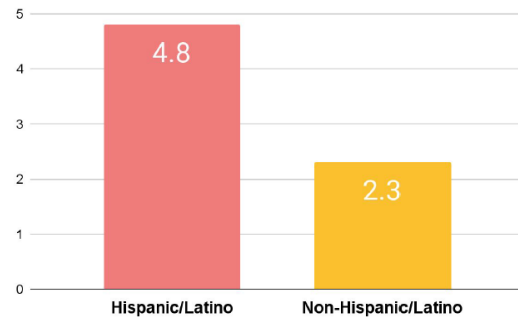
- We engage with communities through our navigator grantees and brokers/agents.
- Navigator entities participate in hundreds of statewide community events each year, with a particular emphasis on reaching underserved populations.
- Through grant funding, we empower agents/brokers & navigators to conduct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

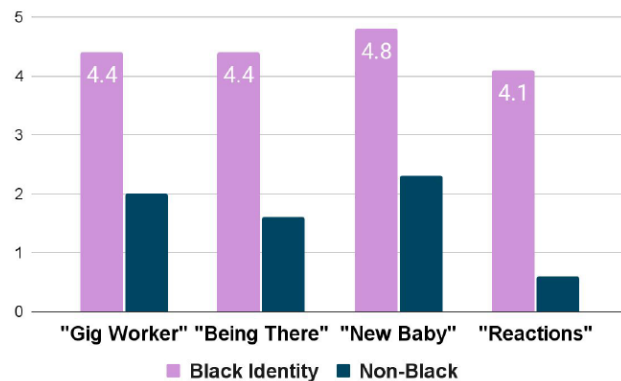
Q: This ad makes me more interested in checking out the Nevada Health Link website

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



**Familias con estatus migratorio mixto y ciudadanos indocumentados**

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



connecting you to health insurance

# “Our Plans are Made for Your Plans”

## 2023 Open Enrollment Campaign

A portrait of a smiling woman with dark hair, wearing a white t-shirt. 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



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