

Health Plan of Nevada

2019 Open Enrollment Campaign Submission

December 5, 2018

V. 1 (12/5/18)



HEALTH PLAN OF NEVADA
A UnitedHealthcare Company

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Introduction



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This is Health Plan of Nevada's submission to the State Medicaid Office for approval of its 2019 open enrollment campaign ***Discover the Difference***.

Discover the Difference is a multi-media campaign created to appeal to the Medicaid population by focusing on the value we bring to our members and our compassion as an organization.

Discover the Difference includes the following key messages:

- Discover the difference.
- Coverage you need. Benefits you deserve.
- Benefits at 100% coverage
- No cost extra benefits

New Simplified Submission Format:

We simplified our submission format by providing examples of tactics we may use during the campaign and then the variable data and campaign content. This provides an easier review process (removing the majority of brackets), as well as flexibility for HPN to adjust approved content as needed during the open enrollment period.

Assumptions



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This submission contains original scripting and creative that, at the point of production, may require changes due to adjustments in services, operations, or creative implementation.

Grammar, punctuation and capitalization may be adjusted at any time to accommodate variable data selected. This may include the addition of words, such as “and” or “with,” as well as changing words to plural, singular, and past or future tense, for example.

Meaningful access taglines, disclaimers, and material identifiers will be added as needed.

The campaign landing page may include links to provider directories, drug lists, privacy notices, terms of use, etc.

Not all components of the campaign may be produced. Components may be used at any given time during open enrollment. The tactics may expand based on new opportunities discovered between now and open enrollment.

Website addresses and phone numbers will be populated throughout the campaign as appropriate.

Pieces of this campaign will be translated into Spanish at the time of final production.

The Health Plan of Nevada logo may be included on any material and is not noted on each individual item. HPN may substitute Health Plan of Nevada at any time.

Footnotes “Some restrictions may apply.”, “Applies to qualified individuals.”, “Contracted providers are subject to change without notice.”, “Southern Nevada only,” “Northern Nevada only.” may appear when applicable.

Examples of Tactics



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- TV spot
- Video
- Radio
- Radio liner
- Mobile text
- On-hold messaging
- Outbound call script
- Poster
- Flyer/handout
- Bus stop shelter
- Mailing envelope
- Web banner
- Digital board
- Mobile board
- Search engine marketing (SEM)
- Social media
- Email
- Booklets/brochures
- Landing page

Variable Data: Plan and Taglines

The following information provides guidance on how variable data/values will be used. Variable content/values may be any one or combination of the following:

<PLAN>

- Health Plan of Nevada's Medicaid plan
- Health Plan of Nevada's Neighborhood plan
- Health Plan of Nevada's Neighborhood plan for Medicaid members
- Health Plan of Nevada's Neighborhood plan for Medicaid
- Medicaid plan
- Medicaid plan by Health Plan of Nevada
- Neighborhood plan by Health Plan of Nevada
- Neighborhood plan
- Health Plan of Nevada is a UnitedHealthcare Company
- Health Plan of Nevada, a UnitedHealthcare Company

<TAGLINE>

- Discover the difference.
- Coverage you need. Benefits you deserve.
- Coverage you need and benefits you deserve
- Get the coverage you need and benefits you deserve
- Coverage you need
- Benefits you deserve
- Here today. Here to stay.
- Taking care of Nevadans for over <35> years
- Over <35> years taking care of Nevadans
- Serving Medicaid members for over <20> years
- Over <20> years serving Medicaid members
- We've been serving Medicaid members for over <20> years
- From a company that's served Nevada over <35> years

Variable Data: Campaign Messaging



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Campaign messaging

- We're glad you're getting the coverage you need
- We're glad you're getting the benefits you deserve
- We're glad you discovered the difference
- What does <PLAN> offer Medicaid members that others don't?
- What does <PLAN> offer that other plans don't?
- Our <PLAN> offers 100% coverage for things like <VALUE>
- Get health care services covered at 100%
- 100% coverage <for> <including>
- No cost extra benefits <for> <including>
- Our <PLAN> offers no cost extra benefits including <VALUE>
- Plus, no cost extra benefits including <VALUE>
- Did you know you may qualify for no cost extra benefits including <VALUE>?
- You get great programs to help keep your family well
- You get great benefits to help keep you and your family healthy
- You get great services to help keep you and your family healthy
- Find out if you qualify for no cost health care
- Did you qualify for no cost health care?
- Find out about no cost health care
- Here are <XX> reasons to switch to <PLAN>
- <XX> reasons to choose <PLAN> as your health plan
- <XX> reasons <PLAN> is a good choice for you and your family
- Here are <XX> reasons to stay with <PLAN>
- <XX> extra benefits at no cost to you
- <XX> medical benefits
- <XX> medical benefits covered 100% <list of providers>
- <XX> hospitals <list of providers>
- <XX> OB/GYN and women's health providers <list of providers>
- <XX> ways we support women's health
- <XX> ways we support your mental health
- <XX> ways we support your family's health
- <XX> ways we support your children's health
- <XX> ways we support your wellness
- <XX> ways we support your health
- <XX> contracted pharmacies <list of providers>
- <XX> urgent care centers <list of providers>
- <XX> 24/7 urgent care centers <list of providers>
- <XX> mental health services <VALUE>
- Make the most of your health plan
- Our <PLAN> members get <VALUE> and more
- With <PLAN>, you have access to <VALUE>
- Prescription and over-the-counter drugs are 100% covered with a prescription
- Our <PLAN> puts you first
- Our health plan puts you first

Variable Data:

Open Enrollment



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Open enrollment

- If you have Medicaid, it's open enrollment time for your health plan
- Already a member of <PLAN>? Then you don't have to do anything. You'll keep your same great plan.
- Call <PHONE> for more information
- If you love <PLAN>, you don't have to do anything this enrollment period
- Thank you for calling <PLAN>
- Important health plan information inside
- We hope you love your health plan
- We look forward to taking care of you and your family
- Medicaid open enrollment is here
- Medicaid open enrollment is <happening> now
- Medicaid open enrollment is <DATE> through <DATE>
- Keep the coverage you need and the benefits you deserve
- Keep the Medicaid plan you know and trust
- Check out <PLAN>
- It's open enrollment time for your health plan
- If you're happy with <PLAN>, you don't need to do anything during open enrollment
- Visit <WEBSITE> to find out more
- Visit us online at <WEBSITE>
- Questions about Medicaid?
- We can help
- Click here
- Find out more here
- Switch to <PLAN>
- Choose <PLAN>
- It's time to choose <PLAN>
- During open enrollment, <DATE> through <DATE>, you can renew or change health plans
- Check the <PLAN> box in the letter you received from Nevada Medicaid
- You'll automatically be renewed in your same plan
- We look forward to continuing to take care of you and your family
- If you have any questions, please call <PLAN> at <PHONE>, <Monday through Friday, 8 a.m. to 5 p.m. local time.> TTY users can dial 711
- Want to enroll in <PLAN>?
- Call us at <PHONE>
- See if you qualify for Medicaid
- You can apply for Medicaid coverage at <WEBSITE> or call <PHONE>
- If you want to switch to <PLAN>, check the <PLAN> box in the letter you received from Nevada Medicaid
- Looking for a plan?
- Already a member
- Ready to switch plans

Variable Data:

Health Plan Service, Wellness and Rewards



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Health plan service

- 24/7
- Local health plan
- Local services
- We're local
- Experienced team
- Compassionate team
- Your neighborhood plan
- Individualized, personal care
- Because we're right here in Nevada, we have a special connection to our community
- Day or night, we're here for you
- We take care of our members
- Being part of Health Plan of Nevada means having access to our local member services team
- We're glad you called and look forward to providing you a personal experience for your health care needs
- Ask us about this great program today
- We have a whole team of people ready to help you get the coverage you need and benefits you deserve
- We can help you with that today
- We're happy to help
- Your health is important to us
- Ask us for more information about these services during today's call
- Hello, this is Health Plan of Nevada, your health plan provider, calling <Name First> <Name Last>
- Bilingual customer service assistants available Monday through Friday 8 a.m. – 5 p.m. to help with benefits
- Oral interpreter services
- Written materials provided in English and Spanish
- 24/7 voice response system
- We have different ways for you to get the health care you need
- We care about our community

Wellness

- Health education and wellness classes <in person> and <online>
- Topics include nutrition, diabetes, weight management and heart health
- Nutrition classes
- Stop smoking program and medications
- Help to stop smoking
- Diabetes management program/classes
- Asthma management with peak flow meter
- Help with asthma and diabetes
- Home and environmental assessments
- Healthy recipes
- Tips for healthy living
- Live well with <PLAN>

Rewards

- See rewards
- Earn rewards for wellness
- Earn rewards for taking care of yourself
- Earn rewards for taking care of you and your baby
- Earn rewards for taking care of you and your family
- Get rewards for wellness
- Get rewarded for taking care of yourself
- Get rewarded for taking care of you and your baby
- Get rewarded for taking care of you and your family
- Ask us about this program and other rewards you may be eligible for
- VISA® gift cards for certain wellness visits and immunizations
- VISA® gift card for completing well-child visits
- VISA® gift cards for qualifying members of our Healthy Pregnancy Rewards program
- Up to \$60 in VISA® gift cards for qualified members of our healthy pregnancy rewards program
- Earn rewards for staying up-to-date with your health care
- Healthy has its rewards
- Get rewarded for healthy living
- Our plan rewards you for healthy habits

Variable Data:

Providers, Urgent Care, Emergency and Hospital Care



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Providers

- With <PLAN>, you have access to a large network of doctors
- Do you need a doctor?
- Over <XXXX> providers
- <XXX> providers in our network
- <XXX> providers to choose from
- Large provider network
- Health Plan of Nevada has a large provider network
- Visit <WEBSITE> to look at our list of doctors
- Exclusive access to Southwest Medical OB doctors
- Access to Women's Health Associates of Southern Nevada's <Quick Care> <at> <517 Rose St., Las Vegas, NV 89106>
- Pregnant members in their third trimester may receive care from their current OB provider even if the provider is not listed in the provider directory
- <XX> doctors and specialists
- Choice of family doctors and specialists
- Many doctors to choose from
- Contracted
- In our network
- Direct access to a large network of obstetrical (OB) providers

Urgent care

- Urgent care and emergency care
- Urgent care services
- 24/7 urgent care services
- Unlimited urgent care visits including access to Southwest Medical's 24/7 urgent care center
- Unlimited urgent care visits
- <XX> urgent care centers

Emergency and hospital care

- Emergency transportation
- Emergency care services
- Emergency services
- 24/7 emergency services
- Hospital services
- <XX> hospitals
- Inpatient hospital services, including surgery, X-ray and lab services
- Outpatient hospital services, including surgery, X-ray and lab services

Family services

- Family planning
- Family planning services and supplies
- Expecting a baby?
- Healthy Pregnancy Program includes <VALUE>
- Make our Tummy2Toddler mobile app your go-to source for everyday parenting
- Circumcisions for newborns
- Newborn circumcisions
- Breast pumps
- Maternity care
- Pregnancy and maternity services
- Pregnancy and breastfeeding classes
- Care before and after the birth of a baby
- Nurse case managers and social workers provide instruction and guidance during pregnancy
- Pregnancy education and breastfeeding instruction with a certified lactation consultant
- Pregnancy and new baby support mobile app
- Tummy2Toddler mobile app to track pregnancy progress
- Well-child visits (EPSDT)
- Well-child visits
- Immunizations and shots
- Sports physicals for children

Variable Data:

Additional Services



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Additional 100% covered services

- Eye exams and eyeglasses
- Medical supplies and equipment
- Physical, occupational, and speech therapy
- Home health care
- Hearing tests and services
- Mobile medical center with two exam rooms, mammography, and lab
- Mobile medical center
- 24/7 virtual visits using NowClinic
- 24/7 virtual visits
- Virtual visits to see a provider from your cell phone or computer
- Nursing and social worker case management
- Weight loss surgery
- 24/7 telephone advice nurse
- End-of-life care
- Prescription and over-the counter drugs
- Medical equipment and supplies
- Hearing tests and services
- Dental services
- Specialty care
- Personal care services
- ABA services for autism treatment
- Lab and X-rays
- Podiatry services
- Eye exam, glasses, and contact lens yearly
- Immunizations and flu shots

Additional no cost extra benefits (also identified as free)

- Boys & Girls Club membership for kids ages 5-18
- Boys & Girls Club memberships
- Transitional housing
- Temporary housing for medical care after the hospital
- Medical respite beds
- Long-term supportive housing
- Transitional care to help move from hospital to home
- Rides to doctor appointments, pharmacy and social services
- Help understanding the transportation system
- Bus passes
- Bus passes to get to <your> appointments
- Nevada high school equivalency test preparation class and exam
- High school equivalency test program
- Nevada ID card assistance
- Cell phone with free minutes and unlimited texting from LifeLine
- <Clinical coordinators> <community health workers (CHW)> <special team> to help with food, jobs, clothing, transportation, housing and rental assistance
- Parenting classes
- Martial arts classes
- Anti-bullying classes

Variable Data: Behavioral Health



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Behavioral health

- Behavioral health and substance use services
- Inpatient behavioral health services
- Inpatient psychiatric services
- Inpatient alcohol and substance use treatment services
- Residential treatment center (under 21)
- Coordination of care from hospital to outpatient services
- Outpatient behavioral health services
- Psychiatric care (same day appointments)
- Support center (meals, showers, laundry, NA/AA meetings, therapy, medical services, employment services, recreation)
- Behavioral health support center
- Alcohol and substance use treatment
- Alcoholism and substance use treatment, including detoxification, treatment and sober living homes
- Sobering center
- Sober living homes
- Peer supported behavioral health and substance use
- Individual, family and group therapy
- 24/7 crisis intervention services
- 24/7 mobile crisis team
- Mobile response team to evaluate members in the ER
- Online therapy visits through NowClinic
- Virtual visits for behavioral health
- Counselors available for behavioral health interventions at some provider offices
- Partial hospitalization program
- Intensive outpatient program
- Medication management
- Crisis stabilization unit for members in need of a higher level of care
- Long-term injectable clinic providing medication to members five days a week
- Medication assisted treatment
- Neuropsychological services
- Psychological services
- Crisis stabilization services
- Basic skills training
- Psychosocial rehabilitation
- Day treatment
- Walk-in clinics
- Walk-in services to help with behavioral health medication
- Counselors available for behavioral health medications
- Case management in person and telephonic
- Care coordination
- Online behavioral health resources

Thank you for your review of this submission. Should you have any questions about the information included, please contact:

**Ritchie Duplechien
(702) 838-2054**

Health Plan of Nevada requests confidential protection of this state required submission as afforded under Nevada's Public Records Act and state contract #3260, and any other applicable laws or regulations, and that Division of Health Care Financing and Policy (DHCFP) a Division of the State of Nevada, Department of Health and Human Services (DHHS) classify submission as confidential and proprietary, disclosure of which would cause competitive harm to Health Plan of Nevada, as well as its affiliates. Further, under Federal Freedom of Information Act, submission is insulated from public release (5 USC 552 et seq.). Figures, data, pricing, calculations, and any formulae thereto within submission are not public record, nor should submission itself be construed as waiving any rights. Accordingly, we ask that, pursuant to state contract #3260 Section 3.17, should any request be made of DHCFP or DHHS or either's agent for the submission—in whole or in part, that DHCFP or DHHS or its agent, notify, Shawna DeRousse, Compliance Officer, Health Plan of Nevada, immediately so that Health Plan of Nevada, may preserve and protect its rights under the fullest extent of the law and at its own expense. Thank you.