

# Health Plan of Nevada

2021 Campaign Submission

November 2020



HEALTH PLAN OF NEVADA  
A UnitedHealthcare Company

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This is Health Plan of Nevada's submission of new or changed items to the State Medicaid Office for approval of its 2021 campaign. This submission is to be used in addition to the material included in the previously approved submission.

This submission was created to appeal to the Medicaid population by focusing on the value we bring to our members and our compassion as an organization.

## **Simplified Submission Format:**

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

Using variable data gives HPN the flexibility to mix and match their plan benefits, programs and services as needed to best represent the plan to members and prospects. Communications to members can include *any variation* from the lists of items contained in this submission.

### **EXAMPLE:**

"Our <VALUE> offers things like <VALUE>" becomes "Our **Medicaid plan** offers things like **nutrition classes.**"

# 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.

Online information may include links to provider directories, drug lists, privacy notices, terms of use, etc.

Not all components of the submission may be produced. Components may be used at any time. The tactics may expand based on new opportunities discovered.

Website addresses and phone numbers will be populated as appropriate.

Pieces of this submission 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, such as “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.

New services and benefits can be added as needed.

# Examples of Tactics



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- Traditional TV and radio
- Streaming TV and radio
- Native advertising
- Out-of-home advertising
- Cinema advertising
- Mall advertising
- Video
- Print ad
- On-hold messaging
- Outbound call script
- Signage, such as poster/banner
- Bus stop shelter
- Mailing envelope
- Web banner/ad
- Digital board
- Mobile board
- Search engine marketing (SEM)
- Social media, such as posts/ads/hashtags
- E-communications, such as emails/texts
- Collateral, such as booklets/brochures/flyer
- Direct mail
- Digital assets, such as mobile apps/landing pages/websites
- Promotional items

# Variable Data:

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**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:**

# Variable Data: Plan and Taglines



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## Plans

- Health Plan of Nevada Medicaid <plan>
- Nevada Medicaid plan
- Health Plan of Nevada health plan/s
- Neighborhood plan by Health Plan of Nevada
- Health Plan of Nevada's Neighborhood plan for Medicaid members

## Taglines

- Locals helping locals
- The local's health plan
- The local's choice
- The most chosen <Medicaid> plan <in Nevada> for <YEAR>
- Most chosen <Medicaid> plan <in Nevada> for <YEAR>
- Putting Nevada's health first
- Putting the health of Nevadans first
- Your health care is our priority
- Your family's health is our priority
- Nevada's health care is our priority
- Putting the care in health care
- Experience you can count on
- Treating you like family, because you are
- Taking care of Nevadans is what we do
- A plan for every BODY
- For you. And your family.
- Over <three> decades strong
- Ready when you need us
- Here when you need us
- Service where you need it
- Care where and when you need it
- We meet you where you are
- Helping people live healthier lives
- Home is where your health plan is
- When things are/get hard/difficult/not easy, your health plan shouldn't be
- When things are/get hard/difficult/not easy, getting help shouldn't be
- Making it easy/easier on you
- In/during hard/difficult times, we can help
- Helping you navigate the health care system
- We listen
- We care
- You can count on us
- We treat you like family
- You can lean on us.
- Serving Nevada Medicaid members since <YEAR>
- The only insurance company offering Nevada Medicaid members coverage since <YEAR>/for <VALUE> years
- Choose the plan that has been here for you since <YEAR>

# Variable Data: Campaign Messaging



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## Campaign messaging

- We've got you covered
- Cover yourself
- Benefits beyond the ordinary
- You'll benefit from our plan
- A plan beyond measure
- Take a look at our plan/s
- Get full coverage
- Coverage for pre-existing conditions
- We offer our members convenience <that fits almost every lifestyle>
- We connect our members with programs and services that optimize their health
- Health care focused on you and your family
- Health care that puts your needs first
- Whole person care <model>
- Person centered care
- Medicaid made simple
- Going back to school? We got you covered.
- Stay insured while going to school.
- Did you know you could qualify for Medicaid coverage while going to college?
- Stay focused on your studies. We got you covered.
- Not sure if you qualify for Medicaid?
- Between jobs? <PLAN> has you covered.
- Did you know <PLAN> is here for you when you need it/us the most?
- We are where you are, to keep you safe.
- Let <PLAN> help you navigate insurance coverage options during COVID-19/pandemic/times of uncertainty.
- Did you know you could qualify for Medicaid or <insurance> assistance while your business is closed?
- <PLAN> helps bridge the gap when you need it.
- Here are the reasons you may qualify for Medicaid <QUALIFYING EVENT>
- Home: where health care starts.
- <PLAN> brings health care to/2 you. Where you are.
- Start health care from/in your home.
- Access to <VALUE> urgent care centers around the <VALUE>
- Access to <VALUE> medical specialties
- Do I/you qualify for Medicaid?
- How do I know if I qualify for Medicaid?
- What is Medicaid?
- We want to help you care for your family.
- Choose the health plan that makes your family's health a top priority.
- Choose the health plan that will help you optimize your health.
- Choose the health plan that makes convenience a priority <for those with a busy lifestyle>

# Variable Data:

## Campaign Messaging (continued)



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- Submit your change form before <DATE> to get the plan you want/deserve
- Submit your form now to get the plan you deserve
- Check the Health Plan of Nevada box to choose the plan you deserve
- Mail in the change form with the prepaid envelope you received and get the change you deserve
- Choice
- Health Plan of Nevada has provided health insurance to Nevadans for over <VALUE> years. Our employees live right here in Nevada and understand the uniqueness of our community.
- To make your transition of health care services easier, Health Plan of Nevada has the coverage you need and benefits you deserve.
- We have the largest provider network in Nevada, so your doctor is probably with our plan.
- You can access Southwest Medical and continue using their <VALUE> urgent care centers in the Las Vegas Valley, one open 24/7.
- Our plan<s> include all major hospitals in Nevada, so you have peace of mind.
- We have more pediatricians and women's health providers than any other Medicaid plan in Nevada, so there's a good chance you and your family won't need to change doctors.
- We're local. Talk to a local health plan representative by calling our special hotline just for Medicaid members.
- Health Plan of Nevada offers individual plans, as well as a Medicaid plan. Many of our popular benefits are available on both types of plans.
- Medicaid provides free health coverage to eligible persons.
- <PLAN> includes the benefits and services you expect.
- Largest <VALUE> network in Nevada
- More <VALUE> than any other <Medicaid> health plan in Nevada

# Variable Data: Introductions and Calls-to-Actions



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## Introductions/Closings

- Connect with us, <virtually><online>.
- Thank you for choosing HPN, the health plan that makes your health/happiness a top priority.

## Calls-to-Actions

- Keep <VALUE>
- <Switch><Change><Choose><Act><Enroll>  
<Download> now
- Click <now><here>
- Find your plan
- Find the plan that fits
- Enroll today
- Ready. Set. Enroll.

# Variable Data:

## Health Plan Service, Wellness and Rewards



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### Health plan service

- Chat online with a local Member Services representative
- Get help understanding your benefits
- Let us help you understand your health plan
- Get help navigating the health care system
- We're <your> neighbors
- We'll be in your area/neighborhood
- <VALUE> will be in your area/neighborhood
- We're coming to your neighborhood
- We offer the convenience of <VALUE>
- We offer our members convenience
- For your convenience
- For your convenience, we offer <VALUE>
- Convenience matters
- Making a commitment to convenience
- Your convenience, our commitment
- Questions about your plan? We are here to help.
- You have questions? We have answers.
- Call us. We can help with just about anything.

### Wellness

- Health education classes, such as <VALUE>
- Live your healthiest/happiest life
- Convenient/easy online health education classes
- Well visits starts the path to healthy.
- Well visits from home.
- Need a checkup? We are on our way!

### Rewards

- Got Health Plan of Nevada's Medicaid Plan?  
Get rewards for moms and babies.

# Variable Data:

## Family Services



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### Family services

- Planning to have a baby in the next year? We're here to help/let us help you.
- <Flu vaccine><Tdap vaccine> for pregnant woman/mothers
- Yearly shots can help you defend against the flu
- Get your flu shot and protect yourself from the flu
- Some children ages 6 months through 8 years may require two doses of flu vaccine in order to be fully protected
- Preventive care including immunizations
- Everyone over the age of 6 months should get a flu shot every year.
- Children age 8 and under should see their PCP for a flu shot
- To get your annual flu shot, visit your primary care provider (PCP) or visit a participating pharmacy
- How and where you get a flu shot may need to change due to the COVID-19 pandemic
- You can walk in for a flu shot without an appointment at any <PROVIDER> location
- Flu alert: Colds, flu and COVID-19 have some things in common
- Colds, flu and COVID-19 are caused by viruses and share some symptoms
- Caring for Nevada families for over 35 years
- <PLAN>, caring for Nevadans and their families for over 35 years
- Care that meets you where you are
- Think you might be pregnant?
- Electric breast pumps
- Virtual lactation consultants
- Missed a period?
- Need contraceptives?
- Community health workers help you find the resources you need
- Our community health workers meet you where you are
- Community health workers, assessing all of your needs
- Community health workers help you navigate the health care system
- We partner with your doctor/provider
- 24/7 access center
- <VALUE> in the convenience of your home
- Pregnancy and family planning services

# Variable Data:

## Providers and Urgent, Emergency and Hospital Care



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### Providers

- Largest <PROVIDER TYPE> network/network of providers <in Nevada>
- Primary care and specialist doctor visits
- <PLAN> <has the> largest <PROVIDER TYPE> provider network in Nevada
- <PLAN> <has> more <PROVIDER TYPE> than any other Medicaid plan in Nevada
- Care when you need it
- Virtual primary care provider (PCP)

### Urgent Care

- 24/7 urgent care <services><centers>
- <XX> urgent care centers <in Nevada>
- Mobile urgent care
- Urgent care that comes to you
- Urgent care that comes to you, wherever you are
- Urgent care, when you need it, where you need it
- Urgent care transportation
- Transportation to urgent care
- We make house calls
- Urgent care at home
- <PROVIDER> offers urgent care in the comfort of your home
- <PROVIDER>> comes to you
- Urgent care in the convenience of your home
- <XX> urgent care centers, including <PROVIDER>
- Not feeling well? We are on our way!

### Emergency and Hospital Care

- All major hospitals in Nevada
- All major hospital systems in Nevada
- Largest <VALUE> network in Nevada
- More <VALUE> than any other <Medicaid> health plan in Nevada

# Variable Data: Behavioral Health



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## Behavioral health

- BHO/behavioral health virtual visits
- Mental health benefits <part of every plan>
- BHO/behavioral health case management/managers
- Detox
- Inpatient detox for alcohol abuse
- Inpatient detox for opiate abuse
- Drop-in center
- Behavioral health drop-in center
- Walk-in services to assist with behavioral health needs
- Northern Nevada Behavioral Health Systems
- NNBH drop-in center
- Transportation to behavioral health appointments
- Help navigation your behavioral health needs
- Peer support, a team that understands
- Intensive Outpatient (IOP)
- Chemical Dependency Intensive Outpatient (CDIOP)
- Co-Occurring Disorder, Intensive Outpatient Program
- Mental health
- Behavioral health services
- Medication-Assisted Treatment (MAT)
- Medication assisted treatment with <VALUE>
- Intensive Behavioral Health Case Management
- In-person assistance with telehealth/virtual visits
- Crisis intervention
- Long-term injectable clinic
- Home visits
- Mobile outreach
- Community outreach
- Centralized scheduling
- Help finding a provider
- Embedded care coordinators
- Inpatient case management
- Rides to behavioral health appointments
- Rides to detox

# Variable Data: Additional Services



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## Value added benefits (also identified as free or 100%)

- Get free transportation to and from your doctor's visits.
- Do you live in an area without public transportation? We can help.
- Need a ride? We can help.
- We're here to help moms navigate motherhood with confidence
- Helping you with everyday needs is important to us.
- Get help with everyday needs like <food, rental assistance, clothing, finding jobs, job training, GED programs, bus passes, child care, cell phones, transportation, ID card assistance>
- We don't need a reason to help people
- Case management assistance
- We understand sometimes you just need a little help.
- Get supportive services when you need them
- Let our locally trained team help you with your everyday needs
- Here, when you need us <PROVIDER><VALUE>
- Let us help you break through barriers
- <PLAN> has solutions for your social needs. Call for assistance today.
- We care about our community. That's why we offer <VALUE>
- Local social and clinical case management
- Did you know <PLAN>/we can help with your food needs? Call us.
- Did you know <PLAN>/we can help with your transportation needs? Call us.
- Did you know <PLAN>/we can help you with all sorts of needs? Call us.
- Did you know HPN can help with just about all your personal needs? Call us.
- <Access/visit our> community resource page
- Outreach in the/your community
- Outreach, connecting our members to services
- Outreach, connecting our members to health plan services
- Referrals to community organizations
- <Access/visit our> community outreach calendar
- 24/7 access center
- 24/7 virtual visits with same-day medication delivery
- <PLAN> contracts with <80+/9,000+> Walgreens pharmacies in Nevada/the U.S./the nation/around the country.
- <PLAN> is the only Medicaid plan in Nevada contracted with Walgreens.
- Get your medications delivered to your home <using NowClinic>
- <PLAN> is the only Medicaid plan in Nevada contracted with <80+/9,000+> Walgreens pharmacies in Nevada/the U.S./the nation/around the country.
- <PLAN> members have access to <80+/9,000+> Walgreens pharmacies in Nevada/the U.S./the nation/around the country.
- <Virtual visits><telehealth><<telemedicine> with <PROVIDER>

# Variable Data: Additional Services



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- Talk to a doctor from home <using telehealth/video chat/virtual visits><using NowClinic>
- <Mobile> community health workers
- Get turn-by-turn directions to contracted urgent care, convenient care and hospital locations near you.
- Autism services
- Mobile medical clinic
- Plus value added services at no cost
- Medical respite temporary housing
- Get same day transportation
- Get transportation for urgent needs
- Did your doctor ask you to come in tomorrow? Get <free><transportation><ride>.
- Think you qualify for RTC Access? We can help
- High school equivalency test program with college credits to further your education
- Nevada high school equivalency test preparation class and exam with college credits to further your education
- Birth certificate assistance
- Housing First Model
- Housing First

## Re-Entry Program

- Make big changes with confidence
- Integrate successfully into the community
- Financial coaching
- Connection to community resources
- Medication assisted treatment
- Help finding a doctor
- Get the life skills training you deserve

## Unemployment/job loss

- Recently unemployed?
- Have you experienced job loss?
- Loss of <job><health insurance>?
- We're a local health plan that understands how unique our community is.
- In times of uncertainty, you can trust us to provide you with benefits you can count on.
- Health care coverage can give you peace of mind and security.
- It helps pay for routine care, as well as bigger bills like if you go to the hospital or need treatment for a chronic illness.
- With a variety of plans, you can choose the HPN plan that's right for you.
- Our world is changing daily.
- Looking for work?
- Need help finding work/a job?
- Find work that fits your lifestyle
- Your next great job is here
- We've partnered with <PROVIDER> to help you find flexible employment opportunities near you
- Browse <PROVIDER's> list of job openings
- Select hourly jobs that fit your life and schedule
- Choose from full-time or part-time jobs that match your location and skills
- <PROVIDER> will connect you with employers based on your selections/skills

# Variable Data: Additional Services



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## Unemployment/job loss (continued)

- Choose from full-time to part-time jobs
- <PROVIDER> is hiring
- Lost your job? Don't lose your healthcare.
- Job loss doesn't have to mean losing your health care
- Part-time job? Full-time health insurance.

## Diversity and inclusion:

- We speak your language
- We have bilingual providers
- <PROVIDER> is bilingual
- <PROVIDER> speaks your language
- <PROVIDER> speaks <LANGUAGE>
- We have bilingual staff and services
- We understand you

## Discounts or discount cards:

- Discounts at <your favorite stores>
- Discounts for/on <healthy food>
- Membership cards

## Pandemic/COVID-19

- Coverage and care during COVID-19
- Take care of your emotional health
- In a stressful time, it can be hard to cope
- Talking to someone may help you feel better
- Here are some ways to connect and take care of yourself

- Addressing the needs of our members during the COVID-19 pandemic
- Responsive care during a pandemic
- Find answers about coverage and support for members affected by COVID-19
- Keeping your family safe and healthy is our top priority <during this pandemic>
- Stay safe and healthy
- Your provider's office is open
- We're all in this together
- Wear a face covering that covers your mouth and nose when in public.
- Stay at least 6 feet apart from other people (about two arms lengths).
- Cover your cough and/or sneeze.
- Do not touch your eyes, nose, and mouth.
- Wash your hands often with soap and water for at least 20 seconds.
- Clean and disinfect frequently touched objects and surfaces.
- Stay home when you are sick, except when seeking medical care.
- Feel less stressed and more in control, connected, hopeful and safe during this pandemic
- Join us for an online webinar
- Supporting your emotional well-being during a global pandemic
- Staying mentally healthy during a pandemic and times of uncertainty can be difficult

# Variable Data: Additional Services



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## Pandemic/COVID-19 (continued)

- Please be advised, masks are required at this event
- Please do not attend this event if you are experiencing COVID-19 symptoms
- Please do not attend this event if you have been exposed or think you have been exposed to COVID-19
- We are not offering COVID-19 testing at this event
- Need to know where to get tested for COVID-19?
- Do you think you have been exposed to COVID-19?
- Are you experiencing symptoms of COVID-19?
- Masks are required
- <Free/no cost> COVID-19 testing
- More than ever, it's time to lean on your community and neighbors
- As you and your family experience this difficult time, <PLAN> is here to help you stay covered
- Now is the time to lean on HPN
- Please wear a mask to this event.
- Do not attend the event if you or anyone in your household have been diagnosed with or exposed to COVID-19 or are experiencing symptoms the day of the event.
- COVID-19 testing is not offered at this event.

**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.*