

# Health Plan of Nevada

**Campaign Submission**

**September 17, 2021**



HEALTH PLAN OF NEVADA  
A UnitedHealthcare Company



# Introduction and Assumptions

**This is Health Plan of Nevada’s submission of new or changed items to the State Medicaid Office for review.** This submission is to be used in addition to the material included in previously reviewed submissions. 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 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 content as needed to best represent the plan. Communications 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.**”

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. New services and benefits can be added as needed.

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. Website addresses, QR codes and phone numbers will be populated as appropriate. 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.

To engage our members in a culturally competent manner, Spanish components may not be a direct translation of English or use the exact words/phrases as noted in this submission.

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”, “Network providers are subject to change without notice,” “Southern Nevada only”, “Northern Nevada only” may appear when applicable.



## Any one of the following variable content/values may be used individually or in combination:

- For you
- Best day ever
- You got this
- Taking on healthy
- Living/' life right with <VALUE/PLAN>
- <l'm> living/' my life with <VALUE/PLAN>
- Live your life right with <VALUE/PLAN>
- Living/' your life with <VALUE/PLAN>
- This. Right. Here./This. Right here./This right here
- Look here
- We got/get you/it
- You <can> be you
- We've got you/this <together>
- I choose/want/have/need <VALUE/PLAN/PROVIDER>
- See what's possible with <PLAN/VALUE/PROVIDER>
- #1/Top choice in Nevada
- I'm/Be/You're covered.
- Live life your way <with> <PLAN>
- You have a choice
- Choose <VALUE/PLAN/PROVIDER>
- You can plan/count on it/us
- Get <VALUE/PLAN/PROVIDER>
- Come over <to> <VALUE/PLAN>
- For your family/community
- When life gets hard, your health plan shouldn't be
- When life gets hard, getting help shouldn't be
- You need a health plan that makes things easier
- <PLAN> will help you with health coverage options during times of uncertainty
- Do/does your kids/children/family/baby need/have health coverage?
- Wondering if you <can> get/qualify for Medicaid?
- Thinking about Medicaid?
- Family friendly <PLAN/PROVIDER/VALUE>
- We're here to help
- We have a plan for you
- It's your choice
- Make it count
- Change your <PLAN>
- Stay covered
- Don't take a chance
- Keep your <VALUE/PLAN> benefits
- Keep <VALUE/PLAN/PROVIDER>
- The time <to change> is now
- Now's the time.
- Take <it> back your/to <VALUE/PLAN/PROVIDER>
- During the switch period <of> <DATE> to <DATE>
- Your plan
- Welcome <back>
- When it comes to your health plan, we know you have a choice
- No worries
- Hey, listen up
- Say what?
- Hey <PLAN> fam
- Today's your day
- Check this/us out
- Let's talk <about> <PLAN/VALUE/PROVIDER>
- Let's get started
- Don't miss the deadline
- Here's how
- Don't lose <out>
- <It's time to> choose
- It's a fact <you need to act>
- Did you lose your <PLAN> coverage/benefits/services/doctors?
- Did you get moved to another Medicaid plan?
- Don't lose your <PLAN> <and> <VALUE/PROVIDER> <health coverage/plan/doctors/benefits/services>
- Lose your <PLAN/VALUE/PROVIDER>
- Stay with <PLAN/VALUE/PROVIDER> <and> <your> <PLAN/VALUE/PROVIDER>



## Any one of the following variable content/values may be used individually or in combination:

- Important
- Get back your/to <PLAN/VALUE/PROVIDER>
- We can help <you understand what's changing>
- Don't go without health coverage
- Switch
- Come back
- Make a/the change
- Ends/Starts <DATE>
- Enroll today/now/before <DATE>
- It's time <to enroll>
- What are you waiting for?
- Begin here
- Read this
- Must read
- Don't forget
- Time is running out
- Get covered
- Ready to switch <back>
- Ask for help
- Act now
- Don't wait
- Action required
- <Follow these> steps to
- Step <VALUE>
- You're done/ready/finished
- Get your/my <PLAN/VALUE/PROVIDER> back
- I want my <PLAN>
- We miss you
- We want you <back>
- Ready. Set. Go.
- A little extra goes a long way
- Don't miss your next appointment
- Health care that comes to you
- Stay informed
- Be ready
- Rewards to make life easier
- Helping you save money
- Rewards <you want>
- Sign up <for>
- Join <our>
- Get/earn <rewards>
- New rewards program
- Healthy Savings <card/program/for you>
- New
- <VALUE> steps to savings
- Living healthier can be easier <and more affordable than ever>
- Access weekly healthy savings promotions from brands like <VALUE>
- Now with <VALUE>
- Nevada's only <PLAN> with <PROVIDER/VALUE>
- Only with <PLAN/VALUE/PROVIDER>
- Alert
- The earlier/sooner you change/send in your change form
- The sooner/faster/quicker you get back to <VALUE/PROVIDER/PLAN>
- <Large/largest > <Group of> doctors
- Services/Care/Benefits/Programs
- Support <to keep your health on track>
- Soon/sooner/next month
- Mail to <ADDRESS>
- <VALUE> and much more
- Changes coming to Medicaid plans/your health plan
- Upcoming changes
- Have questions?
- Resources for upcoming Medicaid plan changes
- Scan the QR code
- <VALUE> years
- Over <VALUE> decades/years strong
- Digital tools for a busy life
- Know what do to
- Changes happening now



## Any one of the following variable content/values may be used individually or in combination:

- <Per Nevada Medicaid> changes received by <DATE/TIME PERIOD> will be effective <DATE/TIME PERIOD>
- Request your change by <DATE> and get back to <VALUE/PLAN> by <DATE>
- <Per Nevada Medicaid> if your change form is received by <DATE>, it's effective on <DATE>
- Act by <DATE> and get <VALUE/PLAN/PROVIDER> back on <DATE>
- You have until <DATE> to send in your change form
- Request your change now/by <DATE>
- The switch <back> period is <DATE> to <DATE>
- The switch <back> period starts/ends <DATE>
- Nevada Medicaid changed plans for many Medicaid members
- Are you one of the/an HPN member/s Nevada Medicaid moved to another <health> plan?
- Access to <VALUE/PLAN/PROVIDER>
- Caring for Nevadans for over <VALUE> years
- Get medicine delivered to you
- Did you know we now offer/have <VALUE/PROVIDER>?
- Thank you for being our member
- You chose us, come back to us
- You chose us once, choose us again
- Relax
- Put your feet up
- We'll bring the provider to you
- Has your <PLAN> changed
- Have/has your <VALUE> changed
- Did you lose your <VALUE>
- Change forms need to be received by <DATE>
- Limit/reduce the time you don't have <access to> <VALUE/PLAN/PROVIDER>
- Don't get stuck without <VALUE/PLAN/PROVIDER>
- With <PLAN>
- I choose the Medicaid plan that's right for me
- Choose the plan that gives you <VALUE/PROVIDER>
- Stay with <your> <PLAN/PROVIDER/VALUE>
- Keep your <PLAN/PROVIDER/VALUE>
- You/your family matter<s>
- Your/your family's health matters
- Your/your family's choice matters
- Get care quicker with faster prior authorization approvals
- You've got this
- Now go get it
- You do you
- Check it/us out
- Don't worry
- When it comes to your health plan, <we know> you have a choice
- Get back your <VALUE>
- Get back <the/your> <PLAN> <you know and trust>
- Take back <the/your> <PLAN> <you know and trust>
- We want you back
- Online <in your home>
- In person/In home
- We've got care where you need it
- You still have time to change/switch your plan
- Faster <VALUE>
- More <VALUE>
- Nevada Medicaid is moving/moved Medicaid plan members <to different plans> effective/on/for <DATE>
- Are you a <current> <PLAN> member?
- <PLAN> changes
- Why is this happening?
- When will you/I know if you're/I'm being moved <to a different/another plan>?
- Did you get switched/moved to <PLAN> <another/different> <PLAN>
- We hope you stay with us
- Make the switch
- Not <PLAN>
- Per Nevada Medicaid



## Any one of the following variable content/values may be used individually or in combination:

- Celebrating <VALUE> years
- It's our <VALUE> year taking care of Nevadans
- <VALUE> years strong
- Of <our> <PLAN>
- <VALUE> anniversary
- Since <VALUE>
- We love Nevada
- We love Southern/Northern Nevada
- Thanks Nevada
- <VALUE> years
- <PLAN> is the highest rated health plan for quality in Nevada by NCQA for <VALUE>
- If your Medicaid plan was changed <by Nevada Medicaid> on <DATE>
- You can switch to <PLAN>
- Proud to partner with <LOGO/PLAN/PROVIDER>
- Partnering with <LOGO/PLAN/PROVIDER>
- Covered <with>
- Now with <VALUE/PROVIDER>
- Only plan with <VALUE/PROVIDER>
- Don't miss out <on> <VALUE/PROVIDER>
- Welcome <new members> to <PLAN>
- Nice to meet you
- New
- Let's get to know each other
- Connect with us
- We're here to support you.
- For example <per Nevada Medicaid>
- We want to continue to take care of/serve you/your family/your health
- Ask for a change form at <LOCATION>
- Let us help you
- <PROVIDER> and <PLAN> have important news.
- Conveniently convenient
- Rewarding rewards
- Nevada Medicaid wants Medicaid membership spread more equally between all health plans offering Medicaid benefits in Nevada
- The letter you received from Nevada Medicaid will provide/provides information on what you need to do
- Make sure to check the Health Plan of Nevada box on the letter/change form you received from Nevada Medicaid.
- Mail it/the change form/letter back <to Nevada Medicaid> as soon as you can/as soon as possible/right away
- The earlier you take action, the sooner you can be an <PLAN> member
- The earlier you take action, the sooner you can switch to <PLAN>
- The earlier you take action, the sooner you get back to <PLAN>
- If you're one of the members <Nevada Medicaid> moved to another/different plan, fill out the letter/change form you received <from Nevada Medicaid> and mail it right away/as soon as possible/as soon as you can
- Keep this information handy
- No longer eligible for Medicaid?
- Page <#>
- If you receive(d) a letter from Nevada Medicaid letting you know they have moved you to another/different health plan, you can switch <back> plans <to> <PLAN>
- Some doctors and pharmacies <like> <PROVIDER> are only in the Health Plan of Nevada network
- <PLAN> members moving to another/different plan will no longer be covered to see these <exclusive> providers.
- Did Nevada Medicaid move you to another/different <Medicaid> plan?
- Nevada Medicaid is making changes to Medicaid plans/your health plan
- Check <this website> <often> <back> for updates
- By/from/to Nevada Medicaid
- <Per> Nevada Medicaid <they will notify members/you will be notified> by mail <in> <DATE>
- Check the Health Plan of Nevada box



## Any one of the following variable content/values may be used individually or in combination:

- If you are not a current <PLAN> member and Nevada Medicaid moves you to <PLAN> <another/different plan>
- You can switch to <PLAN>
- If Nevada Medicaid moves you to <PLAN>
- For more information about <your> <PLAN>
- Nevada Medicaid moved many Medicaid plan members on <DATE>
- Attention
- For information about what you can do to <get ready to> switch/switch back/change plans
- For information about how you can switch to <PLAN>
- For information about the benefits and services available to you as an <PLAN> member
- If Nevada Medicaid changed your plan from <PLAN> to another company, you have a choice.
- Mail <it to the address on the form>
- Mail in the change form you received from Nevada Medicaid
- In Nevada
- Only members moved by Nevada Medicaid can switch to a different plan
- The earlier you take action, the sooner you can be a member of <PLAN>
- Thank you for choosing <PLAN>
- We love families/babies
- It's my choice
- <PLAN> is my/my family's choice
- <VALUE> years of local, friendly customer service
- Secure chat with a Member Services representative
- Phone consultations with a registered dietitian <available.>
- Caring for Nevada families for <VALUE> years
- Urgent care and emergency care services/emergency room care
- Get urgent care in the comfort of your home.
- Stay comfortable/keep resting. We'll bring the provider to you.
- Video chat with a <doctor/provider/therapist/specialist>
- The doctor will see you now
- Support for behavioral/mental health and substance use disorders
- Walk-in services to help with behavioral/mental health medication
- Counselors available for behavioral/mental health medications
- Case management in person and by phone
- Online behavioral/mental health resources
- Peer support for behavioral/mental health and substance use disorders
- Virtual visits for behavioral/mental health <online>
- Same-day behavioral/mental health appointments
- BHO/behavioral/mental health virtual visits
- Mental health services/benefits <are part of your plan>
- Walk-in services to assist with behavioral/mental health needs
- Transportation to behavioral/mental health appointments
- Rides to behavioral/mental health appointments
- Access to mental health benefits
- Behavioral/mental health services can help you with personal problems that may affect you and/or your family. These problems may be stress, depression, anxiety or using drugs or alcohol.
- Transportation assistance for/Rides to <VALUE> like/includes/such as <VALUE>.
- Get turn-by-turn directions to contracted urgent cares and hospital locations near you.
- Bilingual customer service assistants available Monday through Friday 8 a.m. – 5 p.m. <to help with benefits>
- Health Plan of Nevada offers individual plans and a Medicaid plan. <Many of our popular benefits <and services> are available on both types of plans.>
- We have more doctors to choose from/largest provider network in Nevada, so your doctor is probably with our plan/in our network
- If your Medicaid plan changed from <PLAN> to another company,
- If your Medicaid plan changed and you want to switch <back> to <PLAN>
- Fill out the/a change form <you received from Nevada Medicaid office>
- Was/Has your plan changed?



## Any one of the following variable content/values may be used individually or in combination:

- Hospitalization
- Network of <PROVIDER>
- Physician services
- Inpatient hospital services<, including surgery, X-ray and lab services>
- Outpatient hospital services<, including surgery, X-ray and lab services>
- Inpatient/outpatient hospital care/services
- All/Many/Most/More/Several major hospitals in Nevada
- All/Many/Most/More/Several major hospital systems in Nevada
- Behavioral/mental health and substance use services
- Inpatient behavioral/mental health services
- Peer supported behavioral/mental health and substance use therapy
- Counselors available for behavioral/mental health interventions at some provider offices
- Connect with us <virtually><online> <in person <by phone>
- <PLAN> brings health care to you. Where you are.
- We have the largest provider network in Nevada, including <LIST OF PROVIDERS>
- Many/More doctors to choose from
- Emergency medical condition
- Because taking care of you is what we do
- Mental health <and counseling>
- A doctor is always in with virtual visits
- Emergency <care/room> services
- Hospital services/care
- <VALUE> of baby items for <you/members/families>
- <VALUE> for <new> moms
- <VALUE> for <new> babies
- Resources for upcoming plan changes
- Information may change
- With your plan





## **Thank you for your review of this submission.**

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.