

Health Plan of Nevada

Marketing Submission of New/Changed Material

May 16, 2022



HEALTH PLAN OF NEVADA
A UnitedHealthcare Company

About Health Plan of Nevada (HPN)



HEALTH PLAN OF NEVADA
A UnitedHealthcare Company



Serving Medicaid members for
25 years.



Only plan to offer Medicaid and partner with the State since the beginning of the Medicaid program in Nevada.



Largest provider network in Nevada, including more hospitals than any other Medicaid plan in Nevada.



Nevada born, local health plan employing over 5,000 Nevadans.



Focus on grass roots **community engagement and education** to reach Medicaid eligibles and beneficiaries.



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. Not all components of the submission may be produced. Components may be used at any time.

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.

Assumptions



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This is a simplified submission format to provide an easier review process, as well as give HPN flexibility to adjust approved content as needed. Using variable data gives HPN the ability to mix and match their content to best represent the plan, and may 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. Tactics may expand based on new opportunities discovered. New services, benefits and descriptions can be added.

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. Filler words may be added to increase readability or maintain understanding of material, especially when changing content format – such as converting a flyer to a letter which then requires a salutation.

Calls-to-action can be constructed as needed and may include elements such as URLs, QR codes, email addresses, locations, organization/business names and phone numbers, including state agency information.

Information may include links or lists, such as provider directories/names/lists, partner names/lists, drug names/lists, compliance/privacy notices, terms of use, etc.

The Health Plan of Nevada logo may be included on any material. HPN may substitute Health Plan of Nevada at any time.

Operational and compliance items, such as language taglines, disclaimers, social media icons and hashtags, and material identifiers will be added as needed.

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,” “Information may change” can be added when appropriate.

Imagery Examples



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

- Need a referral
- Simple referral process
- Connect with a <VALUE>
- Virtually
- By video
- Email <to> <VALUE> <for>
- More/for information
- In <LOCATION>
- It's easy
- Use the <enclosed> envelope
- Pre-paid
- Postage-paid
- Enclosed
- Shake <me>
- Fill out
- Type <in>
- Send
- Scan
- Now
- With your <VALUE>
- Phone
- Phone's camera
- Make sure to
- Include <the following>
- Current
- There's still time to switch your <PLAN>
- Medicaid
- Submit
- Names of all members in your household
- Include
- Medicaid ID <number>
- <Your/Our/Nevada Medicaid> Address
- Please switch/change my Medicaid plan to <VALUE>
- Change <VALUE>
- Month
- Enroll/renew me with <VALUE>
- Switch/change me to <VALUE>
- Please
- Sam's Club
- Gym <like/including/such as> <GYM NAME>
- WW
- Weight Watchers
- <\$XX> healthy food savings card
- Healthy food for you
- Mom's Meals
- No-cost or discount services
- Haircuts
- <Choice of> car seat <or> portable crib
- Savings card
- Membership
- Essentials for Baby
- Dental benefit for adults
- Make sure <to>
- In your neighborhood
- Close by
- Sincerely
- Dear
- Minutes away
- Just around the corner
- Stop by and see us at <EVENT AND DETAILS>
- Say Hi
- <PLAN> has a table at <EVENT AND DETAILS>
- We are <a> proud/support/sponsor <to> <with/of <NAME>
- Taking on healthy together
- Form
- Change form
- MCO
- MyHPN
- Addressed
- Diapers



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

- Is your Medicaid plan <VALUE>
- Does your Medicaid plan have <VALUE>
- Do you want <VALUE>
- Too good to be true
- Not what you expected
- <Too> hard to use
- Not what you thought
- Confusing
- We're there/here
- Do you miss <VALUE>
- Is your <VALUE>
- Check urgent care wait times online
- Renew prescriptions online
- View personal health information anytime
- Locations with x-ray and labs under one roof
- <#> <convenient> outpatient surgery centers
- Find a specialist <at> <VALUE>
- <#> departments/services/locations/offices
- Classes/help to manage <VALUE>
- Diet
- Learn to quit smoking
- Tummy 2 Toddler app
- Breastfeeding help/support/counseling
- Choose your <VALUE>
- Unlimited <VALUE>
- Urgent care centers minutes away
- A personal health care assistant <just for you>
- <Let us> answer your questions
- Connect with our Care Management Support
- <To> point you in the right direction with your health care
- Not sure if you still qualify for Medicaid
- Eligibility
- <This year's> open enrollment <is shorter>
- Check<mark>
- Check the box
- Checked
- Box checked
- Simple/simpler
- Easy/easier
- Better
- Fast/faster
- Personal
- Local
- Yes
- We can
- You can
- My
- That's better
- Isn't that better
- Can I <go/get/renew/view/connect/see/choose>
- Any major hospital <in Nevada>
- My primary care doctor
- <Unlimited> primary care doctor visits
- Prescriptions
- Personal health information <anytime>
- Many specialties at <VALUE>
- Medicaid made <VALUE>
- Waiting too long <for/to see> <VALUE>
- Better is here
- Our plan
- Your current plan
- Primary care provider
- App
- Short
- Get <VALUE>
- Only <#> days



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

- Losing your <VALUE>
- Medicaid coverage
- Medicaid plan
- Can't renew your Medicaid coverage/plan
- <VALUE> offers individual and family plans, as well as a Medicaid plan
- Many of our popular benefits are available on both types of plans
- Need help
- <Still> need a health plan?
- We have plans for individuals and families.
- Get answers to your health plan questions.
- Looking for an individual plan?
- Need an insurance plan?
- Losing your eligibility <for> <VALUE>
- Individual and family plans <may save you money>
- HPN offers individual and family plans to fit almost any lifestyle
- Plans that save you money
- You may be eligible for <VALUE>
- Individual plan
- Family plan
- Kids
- Neighborhood
- For my <VALUE>
- Health
- Future
- Exchange <Individual> plan
- On Exchange <individual> plan
- Press <#>
- View plans
- Husband
- Talk to a sales representative
- You may be able to get some help with your monthly cost.
- You <and your family> may qualify for help paying for your health insurance
- Connect
- It's time to choose <VALUE>
- Qualify
- Eligible
- We know <VALUE>
- This <VALUE> is important
- Time is running out
- The time is <VALUE>
- <#> days
- Us
- Sales representative
- Customer service
- Someone who can help
- Individual plan sales person
- If you're no longer eligible for Medicaid
- You may qualify to get help paying for an individual <or/and family> plan
- If there's anything we can do to help
- You only have <31> days
- You only have this month
- I'm taking on a healthier me.
- We're taking on healthy for you.
- I'm taking on a healthier <VALUE>
- We're taking on a healthier <VALUE>
- I'm taking on <VALUE>
- We're taking on <VALUE>
- For me
- Call our sales team
- <VALUE> individual plans may save you money on your premium and out-of-pocket costs.
- Enroll in <VALUE>
- Family time
- Family



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

- Access Nevada
- DWSS
- DHCFP
- Effective date is <VALUE>
- Be effective on <VALUE>
- Have <PLAN> on <VALUE>
- <Your> effective date <is> <VALUE>
- To be our member on <VALUE>
- For an effective date of <VALUE>
- Baby wipes
- <Benefit> fact sheet
- Member handbook
- Click for
- Medicaid information
- Help with Medicaid
- Boyfriend
- Wife
- Girlfriend
- Parents
- Son
- Daughter
- Partner
- Friends
- Get to know this Medicaid plan
- Get more <than you expect/than you think>
- To <VALUE>
- Open enrollment is only <#> days
- This year
- Open enrollment is <VALUE>
- Open enrollment is only <in> <VALUE>
- The open enrollment period has been shortened/is shorter this year
- Be our member on <VALUE>
- Left/remaining
- Act fast
- Only
- Healthy
- Community
- Budget
- Lifestyle
- Diet
- Eating habits



Thank you!