

2022 NV OEP & Retention Marketing Plan

Updated May, 2022

Growth & Open Enrollment

Advertising Overview

Objective:	Develop an integrated marketing plan to promote Medicaid health plan in Nevada. Campaign will include strategic marketing and media tactics to support growth in high opportunity areas and aid in member retention.
Audience:	Prospective and current members
Targeting:	Adults 25-54, low household income
Dates:	6/1/22 – 11/31/22
Markets:	DMAs: Las Vegas, Reno (see Designated Market Areas (DMA) map in appendix). Digital media will cover full SA.
Language:	English, Spanish
Tactics:	Digital – paid search/affiliate, social, native/display, streaming audio/video Traditional – radio, transit, OOH

Key Targets

- Flight/align media during critical timeframes.
- Highlight and promote brand, benefits and value adds.
- Develop creative extensions to support local grassroots activities.
- Track all efforts and continuously optimize the campaigns.
- Start to gather actionable data on Molina's Nevada consumer to drive media decisions moving forward.

Marketing Flowchart

Market	Media	June				July					August				September				October					November				December			
		30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19
Nevada	Paid Search - Parent																														
	Affiliate																														
	Facebook																														
	Fresh EBT																														
	Streaming Audio																														
	Discovery/Native																														
	Streaming Video																														
Las Vegas	TV																														
	Radio																														
	Bus Shelters																														
	Bulletins/Posters																														
	C-Stores/Laundromats																														
Reno	Bus Kings																														
	TV																														
	Radio																														
	Bulletins/Posters																														
	C-Stores/Laundromats																														

Creative Strategy

- Highlight VABs and key differentiators.
- Encourage existing Medicaid members to **switch to Molina**.
- Direct traffic to landing page for lead capture.
- Focus heavily on branded material/colors, etc. to aid in brand building.
- Appropriately represent target audience through use of diverse imagery.

Key Targets

- Flight/align media during critical timeframes
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Ad LeanOnMolina.com

It's Open Enrollment! Switch your Medicaid.

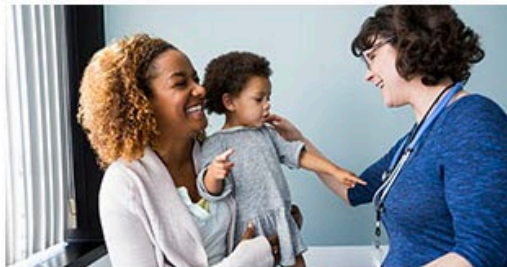
Now's the time to choose Nevada's newest health plan: Molina Healthcare. Get extra benefits for extra piece of mind. Enroll in Molina now!



Ad LeanOnMolina.com

Get a better health plan. Enroll in Molina now!

Open Enrollment is here! Switch to Molina Healthcare, Nevada's newest health plan for the coverage you need and the extra benefits you want!



Ad LeanOnMolina.com

Get more from your health plan. Switch to Molina.

It's Open Enrollment. Get extra benefits like 24/7 virtual care, no-cost rides to appointments, no-cost eye exams and more. Enroll in Molina today!

Fresh EBT

Pending Approval



Switch to Molina today!
FREE preventive care & Sam's Club membership!



SWITCH TODAY



It's Open Enrollment!
Switch to Molina.

Choose Molina, Nevada's newest health plan. Get extra benefits for extra peace of mind. Enroll in Molina now!



SWITCH TODAY

Social Media

Pending Approval

FB Links



Molina Healthcare
Sponsored · 🌐

It's Open Enrollment! Switch to Nevada's newest health plan and get more.
Choose Molina Healthcare now!



FREE Sam's Club membership, 24/7 virtual care and more!



LEANONMOLINA.COM
Get more from your plan. [Learn More](#)

👍 Like

💬 Comment

➦ Share



Molina Healthcare
Sponsored · 🌐

It's Open Enrollment! Enroll in Molina Healthcare: quality coverage that improves your quality of life. Switch now!

**Extra benefits
for extra
peace of mind.**



LEANONMOLINA.COM

Molina Gives You More

[Learn More](#)

👍 Like

💬 Comment

➦ Share

Social Media

Pending Approval

FB Carousels



Molina Healthcare

Sponsored · 🌐

It's Open Enrollment! Enroll in Molina Healthcare: quality coverage that improves your quality of life. Switch now!



Switch now!
Explore Benefits

[Learn More](#)



Pregnancy Program for healthy babies and moms.



Get more from Molina
Switch to Molina

[Learn More](#)



FREE 1-year Sam's Club membership.



24/7 virtual care
Learn More

[Learn More](#)



FREE 13 weeks of Weight Watchers.



Dental and vision care
Enroll today!

[Learn More](#)



Like



Comment



Share



Molina Healthcare

Sponsored · 🌐

Open Enrollment is here! Choose Molina Healthcare and get extra benefits for extra peace of mind. Switch today!



Switch to Molina
Explore Benefits

[Learn More](#)

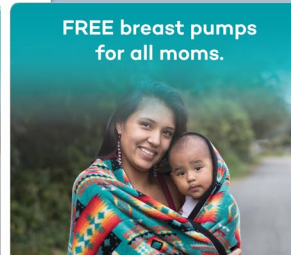


FREE one-year Sam's Club membership.



24/7 Virtual Care
Switch to Molina

[Learn More](#)

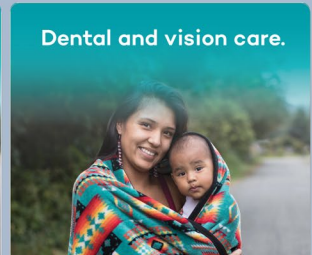


FREE breast pumps for all moms.



Breastfeeding Support
Learn More

[Learn More](#)



Dental and vision care.



Get more from Molina
Switch now!

[Learn More](#)



Like



Comment




Share

Social Media

Pending Approval


FB Videos

 **Molina Healthcare**
Sponsored · 

Open Enrollment is here! Choose Molina Healthcare and get extra benefits for extra peace of mind. Switch today!




FREE rides to appointments.

 **MOLINA**
HEALTHCARE

Pregnant or a new mom?
Lean on Molina.

[Learn More](#)

 Like  Comment  Share

 **Molina Healthcare**
Sponsored · 

It's Open Enrollment! Enroll in Molina Healthcare: quality coverage that improves your quality of life. Switch now!



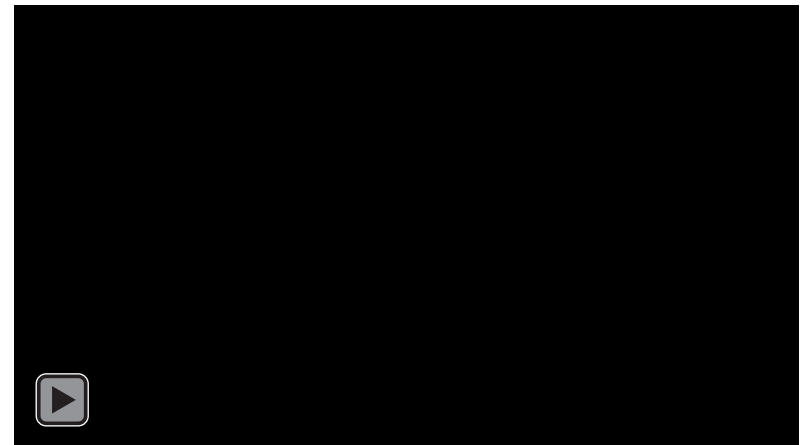
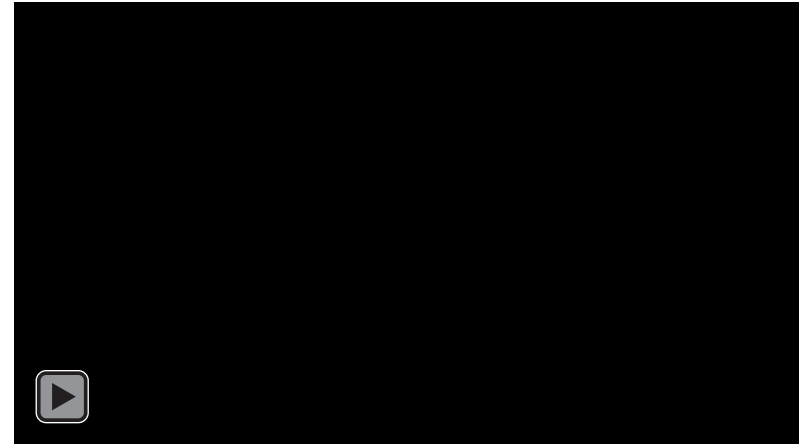
FREE one-year Sam's Club membership.

 **MOLINA**
HEALTHCARE

Added benefits for 2022.
Switch today.

[Learn More](#)

 Like  Comment  Share



Transit / Out-of-Home Bulletins

Pending Approval

**Get more from your Medicaid plan.
Switch to Molina Healthcare.**

LeanOnMolina.com



**Not happy with your
Medicaid? Upgrade to
Molina Healthcare today!**

LeanOnMolina.com



**It's Medicaid Open Enrollment.
Switch to Molina Healthcare!**

LeanOnMolina.com



Visual Storyboard



:30 “GREAT HEALTH, GOOD NEWS”

VOICE OVER:

If you need great health coverage, here's good news: Molina Healthcare is now available here! Molina has 40 years of experience caring for people across the US, with access to quality care for moms, kids and families. And Molina covers preventive and wellness services, office visits, prescription drugs, pediatric care, maternity and newborn care and more. For details and to find out if you qualify, go to [LeanOnMolina.com]. Get the care you need. Lean on Molina.

:15 RADIO – “GREAT HEALTH, GOOD NEWS”

ACCOUNCER:

Want great health coverage? Good news: Molina Healthcare is now available here, bringing 40 years of experience to helping people access the quality care they need. Get the benefits you want plus great extras to keep you healthy! For details, visit [LeanOnMolina.com]

:10 RADIO – “GREAT HEALTH, GOOD NEWS”

ACCOUNCER:

Want great health coverage? Good news: Molina Healthcare is now available here! Get the benefits you want plus great extras to stay healthy! Visit [LeanOnMolina.com] today.

Retention Campaign

Retention Campaign Overview

Approach

- Welcome new members through a letter from Mike, highlighting VABs, incentives and quick access tools.
- Reinforce to new members that they are in good hands with Molina.
- Intentional in delivering our messages directly to Molina members through email, direct mail (postcards) and digital.

Creative Concept

- You're in the right place. Molina is here to support you.

Messaging Hierarchy

- *Opening with gratitude & appreciation:* You are enrolled in the right plan.
- *Molina's investment in the community:* Molina takes care of you, your family and the community.
- *Actionable items:* Take full advantage of your plan's benefits.

Audience & Deliverables

Members

- Landing Page
- Emails and/or texts
- Postcards
- Welcome Letter w/ Kit
- Welcome Call script
- Social Media

Providers

- Emails
- Postcards

CBO's

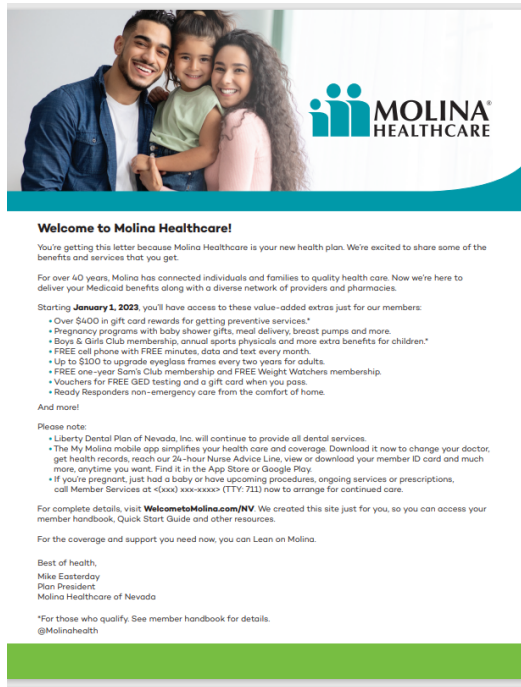
- Emails
- Postcards

Local Outreach

- Flyers & leave-behinds
- OOH/posters

Welcome Kit

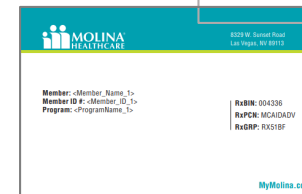
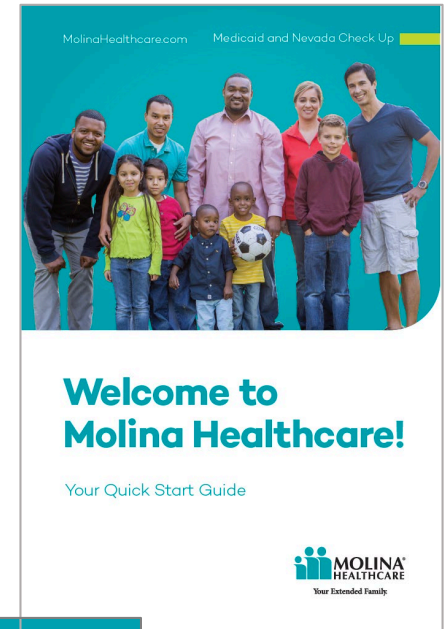
Welcome Letter



Member Handbook



Quick Reference Guide & ID Card



Landing Page - WelcometoMolina.com/NV



Nevada Medicaid changes are here. Meet Molina Healthcare, your new choice for Medicaid!

Here's a quick overview of your Molina member advantages and links to more details. Get familiar w your plan so you can be ready to start enjoying your benefits on 1/1/2023!



Member Resource Center

- [Member Handbook](#)
- [Find a Provider](#)
- [Quick Start Guide](#)



Need a ride?

Lean on Molina! We offer transportation to food banks, WIC, housing authority offices, job training and interviews and more.

Call (833) 685-2102, TTY 711 for more information



FREE Sam's Club Membership

Enjoy all the advantages of Sam's Club.



Molina Rewards 4 Health

Earn Gift Card Rewards for completing preventive services* and other healthy behaviors! And for help having healthy pregnancy and baby, members get bonuses like baby shower gifts, home-delivered meals and much more!

*For those who qualify. See member handbook for details.



My Molina Mobile App

Download our member app to access do 24/7 Nurse Advice, Member ID and mo



► What is Molina Healthcare? +

► As a Molina member, how will my plan or benefits change? +

► How can I change my doctor? +

If you have any other questions, call us at (833) 685-2102, TTY 711. We're here to help!



Virtual Urgent Care

We're Here for You

Make a phone call or video chat anytime, anywhere! Adult Molina members pay \$0 for 24/7 access to virtual care with Teladoc. Ask doctors about urgent care conditions such as colds & flu, sore throat, sinuses, rashes, and more.

FREE Weight Watchers

Want help managing your weight? Eligible members receive up to 13 weeks of Weight Watchers services on us.



FREE GED testing + Gift Card reward

Time to put high school behind you and focus on career? Receive a voucher to take the test free and get a \$50 Gift Card when you pass.





We know you have questions, and we have answers!

▼ I was assigned to Molina Healthcare, now what?



Notice of Nondiscrimination | Multi-Language Taglines

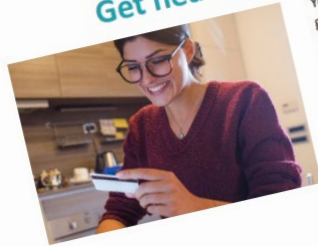
Member Emails



You made the right choice! We'll take it from here.

Welcome to Molina Healthcare of Nevada. We're glad to have you as a member and want you to know about some of the extra services available to you.

Get healthy, earn rewards



You may qualify for up to \$400 in gift card rewards for completing preventive services and other healthy behaviors. Whether it's a breast exam, diabetes screening or yearly physical for you and your child, you can earn rewards while getting healthy. Contact your doctor now to schedule your appointments and start earning rewards.


[Learn More](#)

Virtual urgent care



Chat with a doctor via phone or video anytime, anywhere! Adult Molina members pay \$0 for 24/7 access to virtual care with Teladoc. Ask about urgent care conditions such as colds and flu, sore throat, sinusitis, rashes and more. You can get virtual care through Teladoc when you download the [My Molina mobile app](#) from the App Store or Google Play.

Member portal




Manage your health care needs online when you open a My Molina member portal account. My Molina offers helpful information and easy-to-use tools to help you get the most from your health plan. Visit the site 24 hours a day, seven days a week to access important tools, including:

- Find or select a doctor
- Print a temporary ID card or request a new one
- Update your contact information

And more!

Visit [My Molina](#) and create your very own account today!

 Follow us on Facebook!

Member Text Messages

[TEXT MESSAGE COPY]

1. Reminder: Molina helps protect your health + offers FREE Sam's Club memberships, replacement ID and birth certificate! Visit our new member [Hub](#) for more details.
To opt out, reply STOP
2. Welcome to Molina Healthcare! Visit our new member [Hub](#) for details about your perks, benefits and much more, 24/7!
To opt out, reply STOP
3. FREE Sam's Club membership! Weight Watchers! Rides to job interviews! Check out your Molina perks and benefits 24/7 on our new member [Hub](#)!
To opt out, reply STOP
4. Thank you for choosing Molina as your health plan! Visit our new member [Hub](#) for details about perks, benefits and much more, 24/7!
To opt out, reply STOP
5. You're in good hands with Molina! Check out our new member [Hub](#) for details on FREE Sam's Club memberships, gift card rewards, FREE cell phone with local minutes and international calling to select countries!
To opt out, reply STOP
6. Take control of your health—download the My Molina app to access doctors, 24/7 nurse advice, member ID and much more!
To opt out, reply STOP
7. Molina has partnered with Ready Responders to provide non-emergency medical care from the comfort of your own home! Click [here](#) to learn more.
To opt out, reply STOP

Member Postcards



MOLINA[®] HEALTHCARE

Your medicaid, your choice!

Molina Healthcare is your choice for getting the quality care you need for you and your family. With Medicaid, you already get core benefits like doctor visits, maternity care, and prescriptions – all at no cost to you.

Now, you get extra benefits and services that bring you the peace of mind you deserve, like:

- FREE Weight Watchers membership.
- Free cell phone and FREE talk & text.
- 24/7 virtual care.

Let Molina connect you with special programs to fit your individual health needs.

Visit [\[URL\]](#) to learn more.



MOLINA[®] HEALTHCARE

Better together!

We're here to help you and your family get the care you need.

Lean on Molina for great member benefits plus extra services to keep you healthy, including:

- FREE cell phone with FREE minutes, data, and text every month – plus FREE international calling to select countries.
- FREE one-year membership to Sam's Club.
- Up to 13 weeks of Weight Watchers services FREE for eligible members.

Care in your own home

Ready Responders will schedule a video visit at your location with a provider for non-emergency care. To learn more, call 702-766-8973 (TTY 711) or visit [Getready.com](#).



MOLINA[®] HEALTHCARE

Keeping you healthy every step of the way

Now you can focus on your family while we take care of the rest.

Earn rewards for staying healthy

Lean on Molina to stay healthy! Get up to \$50 in gift cards for immunizations and well-child visits. Contact your doctor now to schedule appointments and start earning rewards.

Programs for pregnant couples and new parents

Keep yourself and your baby healthy. Molina members receive baby shower gifts, home-delivered meals, breast pumps and much more!

QR Code

Supporting communities across the US for over 40 years!

Lean on Molina for the care you need, close to home. We'll always be here for you and your family.

Open your smartphone's camera, hold it over this QR code, and learn more about all your member benefits at [WelcometoMolina.com/NV](#)

Distributed by Molina Healthcare. To get this information in other languages and accessible formats, please call Member Services. This number is on the back of your Member ID card. You can get this information free in other formats, such as large print, braille, or audio. Call (833) 685-2102, TTY/TDD: 711, Monday - Friday, 8 a.m. to 6 p.m., PST. The call is free. Molina Healthcare of Nevada (Molina) complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al (833) 685-2102 (TTY: 711). ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call (833) 685-2102 (TTY: 711).

Molina Healthcare of Nevada, Inc.
8329 W. Sunset Road,
Ste. 100
Las Vegas, NV 89113

QR Code

Lean on Molina

Choose from a quality network of providers, hospitals and pharmacies to get the care you need, close to home.

Open your smartphone's camera, hold it over this QR code, and learn more about all your member benefits at [WelcometoMolina.com/NV](#)

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Healthy is local

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Las Vegas, NV 89113

MyMolina.com App and Member Portal



To keep your benefits, your contact information must be updated at all times. You can do this now. Just click on **Communication Preferences**.

Welcome to
My MOLINA

Returning members, log in to view your account


User ID

Password






[Log In](#)


[Forgot User ID or Password?](#)


 Don't have a User ID and Password?
[Create an Account](#)

 Need help using My Molina?
[Click Here](#)

Manage your health care online with My Molina!

-  **Make a Payment**
(Marketplace Exchange Members Only)
-  **Change your doctor**
-  **Update your contact information**
-  **Request an ID card**
-  **Get health reminders on services you need**
-  **View service history**

 **Health Care Professionals**
[Click Here](#)

 [Notice of Nondiscrimination](#) [Multi-language Interpreter Services](#)

Not a Molina Healthcare member yet?
Visit [MolinaHealthcare.com](#) to see health information, services and health plans we offer in your state.

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Social Ad Examples



Has your contact
information changed?



Keeping your contact info up-to-date will help you stay informed about your Molina benefits. It also keeps your benefits active and avoids any loss in coverage. Need help learning how you update your contact info? Click here: [Access Nevada \(nv.gov\)](https://www.nv.gov)




Have you updated your
contact information?



Updating your contact information with us is very important! It helps you stay informed about the great benefits you have with us. It also keeps your benefits active and avoids any loss in coverage. For more information on how to update your contact info, click here: [Access Nevada \(nv.gov\)](https://www.nv.gov)

Targeting: Leveraging Facebook Reporting and Google Analytics, targeting includes individuals who visited the Molina website in the past 90 days and are located in Nevada, and individuals who visited Nevada enrollment websites.

Provider & CBO Email & Postcards



Now, more than ever, it's important for members to keep their Molina Healthcare coverage up to date.

As a trusted partner of Molina Healthcare we need your help. Due to the Public Health Emergency (PHE) ending it is important to remind members their health benefits will end soon unless they renew.

How to Renew:

For Nevada Medicaid, they will get a renewal notice from the Division of Welfare and Supportive Services (DWSS) telling them it's time to renew. They must provide the required information. There are 4 ways to renew:

- Online:** Log in to [Access Nevada \(nv.gov\)](https://Access.Nevada.nv.gov)
 - Click Login
 - Enter Username and Password
 - Complete the necessary steps to submit the referral
- By Phone:** Division of Welfare and Support Services (DWSS), (800) 992-0900
- By Mail:** Fill out the Medicaid Redetermination Form and return to:
Document Imaging Center
PO Box 15400
Las Vegas, NV 89114
- In Person:** See office locations at [Access Nevada \(nv.gov\)](https://Access.Nevada.nv.gov) call (800) 992-0900

There may be document requirements to return along with the application for renewal. Contact DWSS for Medicaid at (800) 992-0900.

To avoid losing coverage, members can call Molina Healthcare today at < (833) 685-2116 >. We're here to help!

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Advertiser/Sender: Molina Healthcare of Nevada, 8329 W. Sunset Road, Suite 100, Las Vegas, NV 89113



Molina and you: Joining forces to make a difference

Here's how Molina is making an impact on the health of our communities:

- We donated \$10K to Puentes to support vaccine clinics and access to additional community services.
- Molina sponsored the training of 15 students in the Community Health Workers program providing them with future employment opportunities and additional resources for the community.

Building a better future

Every day, Molina strives to help improve health outcomes, remedy food insecurity and expand health resources so that we can positively impact the lives of those we serve. Thank you for partnering with us in this important effort!



QR Code

Healthy is local

At Molina, we're excited to put our experience to work, improving the health of everyone in our Nevada community.

Open your smartphone's camera, hold it over this QR code, and learn more about all your member benefits at WelcometoMolina.com/NV

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Appendix

DMA Coverage - Nevada



Target Markets

- All key counties fall within Las Vegas and Reno media markets.
- Will hyper target OOH and digital placements.
- Digital media will cover full service area.