

Growth & Open Enrollment

Molina Healthcare of Nevada
March 2023

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 & current members

Targeting: Medicaid & Spanish-speaking population

Dates: 7/1/23 – 10/31/23

Markets: Las Vegas, Reno
Digital media will cover full-service area

Language: English, Spanish

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 Approach

Creative Strategy

- Highlight value-added-benefits (VABs) and key differentiators
- 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

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Accessibility

MOLINA HEALTHCARE

Am I eligible? How do I enroll? FAQs

(833) 685-2109, TTY 711
Mon-Fri, 9 am to 5 pm, local time

English



Medicaid from Molina Healthcare. We've put you first for 40 years.

Medicaid is a government program that covers the cost of health services for eligible families, seniors and people with disabilities. Medicaid from Molina delivers expert care, from quality doctors, along with extra benefits and dedicated customer service.

Everyone deserves to feel their best. At Molina Healthcare, our Medicaid health plan makes good health easier. For the health coverage you need now, lean on Molina.

Contact


Are you eligible to be a Molina Medicaid member? Let's find out together.

Medicaid provides health coverage to many low-income people, families and children, pregnant women, older people, and people with disabilities.

We make it easy to know if you can qualify for Medicaid. Answer this question first:
Do you live in urban Clark or Washoe counties?

Yes No

Next



You can contact Molina Healthcare at any time.

To learn more or enroll, call (833) 685-2109, TTY 711.

If you prefer, fill out and submit [this form](#) and we'll get in touch with you.

*First Name

*Last Name

*Phone Number

*Email

*ZIP Code


Get Started

*Denotes required field.


By clicking GET STARTED, you agree to be contacted by a Molina agent to learn more about the health plans we offer.

Molina gives you extra benefits. For extra peace of mind.


Basic Medicaid provides core medical services, including doctor visits, hospital stays, prescriptions, vision care, lab tests, x-rays and more. But the Molina Medicaid plan doesn't stop there. It provides lots of extra benefits that give you even more ways to stay healthy and save money.

- 


Transportation

Receive enhanced transportation benefits, like rides to food banks, WIC appointments, job interviews and more.
- 

FREE Sam's Club Membership

Enjoy all the advantages of Sam's Club.
- 

Molina Rewards for Health

Earn Gift Card Rewards for completing preventive services* and other healthy behaviors!
*For those who qualify.
- 

24/7 Virtual Care

Make a phone call or video chat anytime, anywhere! Adult Molina members pay \$0 for 24/7 access to virtual care with Teladoc.

Call Molina now. We'll tell you more about our extra money-saving benefits.

We've heard your questions. Please read on for answers.

- What is Medicaid, and can it help you? ▶
- Are you eligible for Medicaid? ▶
- How do you sign up for Medicaid? ▶
- Why choose Molina for your Medicaid plan? ▶
- As a Molina member, which providers can I see? ▶

Accessibility **MOLINA HEALTHCARE**

¿Soy elegible? ¿Cómo me inscribo? Preguntas Frecuentes (833) 602-1181, TTY 711 Lun-Sáb, de 8 a.m. a 8 p.m., hora local Spanish



40 AÑOS

Medicaid de Molina Healthcare. Te hemos puesto de primero por 40 años.

Medicaid es un programa del gobierno, el cual cubre el costo de los servicios médicos a las familias, adultos mayores y personas con discapacidades elegibles. Medicaid de Molina brinda el experto cuidado de doctores de calidad, así como beneficios adicionales y dedicados servicios al cliente.

Todos merecen sentirse bien. Con Molina Healthcare y nuestros planes de salud Medicaid, tener buena salud es más fácil. Para el cuidado que necesitas ahora, apóyate en Molina. Elige Molina Medicaid.

Contacto

Molina te da beneficios extra. Para mayor tranquilidad.

El Medicaid básico brinda servicios médicos esenciales, incluyendo consultas, hospitalización, medicamentos recetados, pruebas de laboratorio, rayos X y más. Pero el plan de Molina Medicaid no termina ahí. Con este obtienes muchas beneficios adicionales que te dan más formas de mantenerte saludable y ahorrar dinero.

- Transporte**
Recibe beneficios ampliados de transporte, como viajes al banco local de alimentos, citas de WIC, entrevistas de trabajo, y más.
- GRATIS, membresía de Sam's Club**
Disfruta de todas las ventajas de Sam's Club.
- Premios de Molina por salud**
Gana premios en tarjetas de regalo por completar servicios preventivos* y otras conductas saludables. *Para aquellos que califiquen.
- Cuidado virtual 24/7**
Habla por teléfono o haz una video-llamada donde y cuando quieras. Los beneficiarios adultos de Molina pagan \$0 por el acceso al cuidado virtual 24/7 con Teladoc.

Llama ya a Molina. Te contaremos más acerca de nuestros beneficios adicionales que te ahorran dinero.

¿Eres elegible para ser beneficiario de Molina Medicaid? Lo podemos investigar juntos.

Medicaid les brinda cobertura médica a muchas personas de bajos recursos, familias y niños, embarazadas, adultos mayores y personas con discapacidades.

Con nosotros es fácil saber si calificas para Medicaid. Primero, responde la siguiente pregunta: ¿Vives en los condados urbanos de Clark o Washoe?

Si No

Seguente

 **Puedes contactar a Molina Healthcare a cualquier hora.**

Para más información, llama al (833) 602-1181, TTY 711.

Si lo prefieres, completa y envía [este formulario](#) y te contactaremos.

Nombre*
Apellido*
Teléfono*
Email*
Código postal*

Comenzar

*Información requerida

Al hacer clic en COMENZAR, aceptas ser contactado por un agente de inscripción autorizado para conocer más acerca de tus planes médicos que ofrecemos.

Hemos escuchado tus preguntas. Encuentra aquí las respuestas.

¿Qué es Medicaid y cómo te puede ayudar? ▶

¿Eres elegible para Medicaid? ▶

¿Cómo te inscribes en Medicaid? ▶

¿Por qué elegir Molina como tu plan Medicaid? ▶

¿Cómo beneficiario de Molina, cuales proveedores puedo ver? ▶

- **Headlines:**
 - Molina Healthcare Insurance | We've put you first for 40 years.
 - Molina Healthcare Insurance | Members get a Free Sam's Club Membership
 - Explore Molina Healthcare Medicaid
 - Free Sam's Club Membership – Molina
- **Ad copy:**
 - Molina Healthcare Medicaid offers transportation benefits, like rides to food banks, WIC appointments, job interviews and more.
 - FREE Sam's Club Membership - enjoy all the advantages Sam's Club has to offer.
 - Call Molina now. We'll tell you more about our value-added benefits.
 - [URL]

Digital – Paid Search Ads

Pending Approval

- **Headlines:**
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Ads will rotate headlines & descriptions. Will optimize towards top performing ads.

Digital – Fresh EBT Ads

Pending Approval

- **Molina Healthcare. We've put you first for 40 yrs.**
 - Call Molina now. We'll tell you more about our value-added benefits.
 - [Contact Us] [Learn More]

- **Explore Molina Healthcare Medicaid**
 - Call Molina now. We'll tell you more about our value-added benefits.
 - [Contact Us] [Learn More]



OOH - Bulletins/Bus Kings

Pending Approval

Need a pediatrician and a free car seat for your baby?

Can do, it's in the plan!

**Choose Molina Medicaid.
Enroll today!**

(844) 338-5402
MeetMolinaNevada.com



**Need a free smart phone and access to
24/7 Virtual Care? Yes, we do that!**

**Choose Molina Medicaid.
Enroll today!**

(844) 338-5402
MeetMolinaNevada.com



Need another good reason to take care of yourself?

We have gift card rewards!

**Choose Molina Medicaid.
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MeetMolinaNevada.com



OOH - Grocery & Pharmacy Posters

Pending Approval

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*Can do,
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MeetMolinaNevada.com



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*We have
gift card
rewards!*

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Enroll today!**



(844) 338-5402
MeetMolinaNevada.com





Let us help you have a healthy pregnancy.

Prenatal care is important for your baby's health and yours. Molina Healthcare offers many benefits and rewards without co-pays or other costs to help you and your baby have a strong start.

Visit **MeetMolinaNV.com** for more information or call us at **(833) 657-0635**.

Your prenatal coverage includes:

- Prenatal checkups and specialty care as needed
- Prescription medication
- Prenatal testing and screening
- Hospital stay during birth
- Dental benefits through Liberty Dental
- Help quitting smoking, drinking or drugs
- Behavioral health therapy and treatment for post-partum depression and perinatal mood and anxiety disorder (PMADs)

Here are all the extra ways Molina prenatal coverage helps you stay healthy and save money:

- FREE Car seat or booster seat for a timely prenatal visit
- Pacify mobile app with lactation consultant and resources and support tied to the baby's due date or birthday
- FREE electric breast pump for new moms*
- \$100 gift card for attending a Molina-sponsored baby shower
- Text4Baby messages on health education and appointment reminders
- Personal assigned case manager for high-risk pregnancies
- Grow Baby program to decrease factors for low birth weight and improve self-care and nutrition for mom
- Home delivered meals during pregnancy or postpartum**
- FREE rides to social services like WIC, the food bank, Medicaid office and more!
- \$25 gift card for a postpartum visit

Join Molina Healthcare today!

Apply online at accessnevada.dwss.nv.gov or call Access Nevada at (800) 992-0900 (TTY: 711). When you enroll, [choose Molina Healthcare](#) to provide your Medicaid benefits – and get the prenatal coverage you need.

Molina Healthcare of Nevada, Inc. 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).**

* Members may request in the third trimester and beyond. Additional breast pumps available through WIC
**Authorized through case management.



Permítenos ayudarte a tener un embarazo saludable.

El cuidado prenatal es importante para la salud de tu bebé y la tuya. Molina Healthcare te ofrece muchos beneficios y recompensas, sin copagos u otros costos, para ayudarte a ti y a tu bebé a tener un gran comienzo.

Visita **MeetMolinaNV.com** para más información o llámanos por el **(833) 657-0635**.

Tu cobertura prenatal incluye:

- Cheques prenatales y atención especializada según sea necesario
- Medicamentos recetados
- Pruebas y exámenes prenatales
- Hospitalización durante el parto
- Beneficios dentales a través de Liberty Dental
- Ayuda para dejar de fumar, la bebida o las drogas
- Terapia de salud conductual y tratamientos para la depresión posparto, y el estado de ánimo perinatal y desorden de ansiedad (PMADs, por sus siglas en inglés)

Aquí te presentamos todas las formas que la cobertura prenatal de Molina te ayuda a mantenerte saludable y ahorrar dinero:

- GRATIS, asiento de bebé o elevado para carro por asistir a tiempo a una consulta prenatal
- Aplicación móvil Pacify con consultora de lactancia, y recursos y apoyo relacionados con la fecha de parto o de cumpleaños del bebé
- GRATIS, extractor de leche para las nuevas mamás*
- \$100 en tarjeta de regalo por asistir a un baby shower patrocinado por Molina
- Mensajes Text4Baby sobre educación para la salud y recordatorios de citas
- Manejador de cuidado personal para embarazos de alto riesgo
- Programa Grow Baby para disminuir los factores de nacimiento con bajo peso y mejorar la nutrición y el cuidado personal de las mamás
- Comidas a domicilio durante el embarazo y posparto**
- ¡Viajes GRATIS a los servicios sociales como WIC, el banco de alimentos, oficinas de Medicaid y más!
- \$25 en tarjeta de regalo para una visita posparto

¡Únete a Molina Healthcare hoy mismo!

Aplica en línea en accessnevada.dwss.nv.gov o llama a Access Nevada por el **(800) 992-0900 (TTY: 711)**. Cuando te inscribas, [elige Molina Healthcare](#) para brindarte tus beneficios de Medicaid – y recibir la cobertura prenatal que necesitas.

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* Las beneficiarias podrían solicitarlo en el tercer trimestre y posteriormente. Extractores de leche adicionales disponibles a través de WIC
**Autorizado a través del manejador de caso



OEP Collateral

Pending Approval

Switch to Nevada's newest option for Medicaid: Molina Healthcare!



Molina Healthcare gives you extra benefits. For extra peace of mind.

Molina Medicaid provides core benefits like prescriptions, doctor visits and maternity care—all at no cost. But we give you even more ways to stay healthy and save money.

Your Medicaid. Your Choice.

[QR CODE]

Visit [MeetMolinaNV.com](https://www.meetmolinaNV.com) or call [(XXX) XXX-XXXX] to learn more.

- ✓ Support for new moms: \$100 for attending a baby shower, home-delivered meals, the Pacify app, FREE car or booster seat, \$25 gift card for a postpartum visit and more!
- ✓ Extra benefits for children*, such as annual sports physicals, Boys and Girls Club membership, gift card incentives for well checks, and more.
- ✓ Gift Card Rewards for completing preventive services*.
- ✓ Up to \$100 for frames every two years for adults.
- ✓ FREE one-year Sam's Club membership and free help with replacement ID cards and birth certificates.
- ✓ FREE Cell Phone with from Truconnect with unlimited FREE talk/text and FREE international calling to Mexico, Canada, China, Vietnam and South Korea.
- ✓ FREE transportation for rides to non-medical services like the food bank, WIC, and job interviews.
- ✓ Up to 13 weeks of Weight Watchers services free for eligible members.
- ✓ \$30 every 3 months for over-the-counter items through our mail-order catalog.

Ready to Enroll?

- Apply online at accessnevada.dwss.nv.gov
- Call **Access Nevada** at **(800) 992-0900, TTY 711.**
- Visit [MeetMolinaNV.com](https://www.meetmolinaNV.com) for more information or call us at [(XXX) XXX-XXXX].

To choose Molina as your health plan, you must be enrolled in Nevada Medicaid or Nevada Check Up.

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

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Switch to Molina. Get more out of Medicaid.

Cámbiate a Molina.
Consigue más de Medicaid.

[MeetMolinaNV.com](https://www.meetmolinaNV.com)



OEP Collateral

Pending Approval

You have a choice in Medicaid coverage. Choose Molina.

Open Enrollment ends October 31st. Switch now!

- ✓ Free phone from TruConnect with unlimited talk/text and free international calling to select countries
- ✓ Free one-year Sam's Club membership
- ✓ \$30 per quarter for over-the-counter items through mail order catalog
- ✓ Free breast pump + free car or booster seat for pregnant members
- ✓ Gift card rewards for healthy behaviors
- ✓ Help getting replacement ID cards and birth certificates and more!



8329 W. Sunset Rd, Suite 100
Las Vegas, NV 89113

Get more from your Medicaid. Switch to Molina!

- ✓ Visit bitly/NVChangeForm from your computer to complete the Change Form.
- ✓ Email form to: nvmmis.mco@gainwelltechnologies.com
OR Mail form to:
Nevada Medicaid
ATTN: MCO Changes
PO Box 30042
Reno, NV 89520
- ✓ Call [(XXX)-XXX-XXXX] to learn more about Molina.

Name
123 Address St
City, ST 00000-1234

First Class Mail
U.S. Postage
Paid
St. Louis, MO
Permit 000

I want to learn more about Molina Healthcare.

Name: _____ Birth Date: _____
Address: _____
City: _____
State: _____ Zip: _____ Email: _____
Cell Phone: _____ Home Phone: _____
Best time to call: _____ a.m. p.m.
Language Preferred: English Spanish Other _____
Or call Molina at: [(XXX) XXX-XXXX (TTY: 711)]



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 9010 LONG BEACH, CA

POSTAGE WILL BE PAID BY ADDRESSEE

MOLINA HEALTHCARE
ATTN: ENROLLMENT GROWTH
200 OCEANGATE STE 100
LONG BEACH CA 90802-9918



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Renew You Campaign

- **Headlines:**
 - Need Health Coverage? Contact Molina Healthcare Now
 - Need Health Coverage? Call Molina
- **Ad copy:**
 - Did you miss the deadline to renew your Medicaid benefits?
 - Molina offers a FREE TruConnect cell phone, a Sam's Club Membership and FREE IDs and Birth Certificates.
 - Pregnant? Members get a FREE car seat and breast pump.
 - Not having coverage is not an option. Call Molina today!

Digital – Paid Search Ads

Pending Approval

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Ads will rotate headlines & descriptions. Will optimize towards top performing ads.

Digital – Fresh EBT Ads

Pending Approval

- **Molina Healthcare. Keep Your Health Benefits**
 - Are your health benefits ending? Molina Healthcare can help you renew. Call Molina now.
 - [Contact Us] [Learn More]
- **Explore Molina Healthcare Medicaid**
 - Are your health benefits ending? Molina Healthcare can help you renew. Call Molina now.
 - Consider switching to Molina.
 - [Contact Us] [Learn More]

