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 grassroot 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

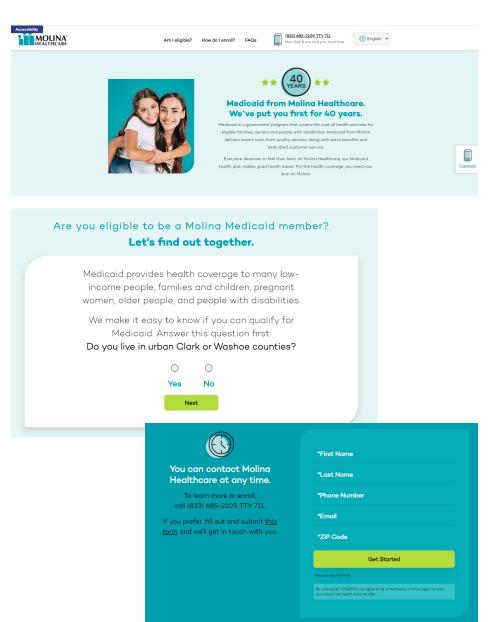
- Highlight value-addedbenefits (VABs) and key differentiators
- Direct traffic to landing page for lead capture
- Focus heavily on branded material/colors, etc. to aid in brand building
- Appropriately represent target audience through use of diverse imagery

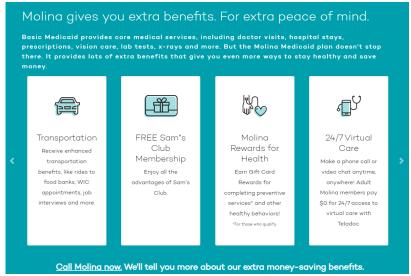
Key Targets

- 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 consumers to drive media decisions moving forward

Landing page – MeetMolinaNV.com

Approved





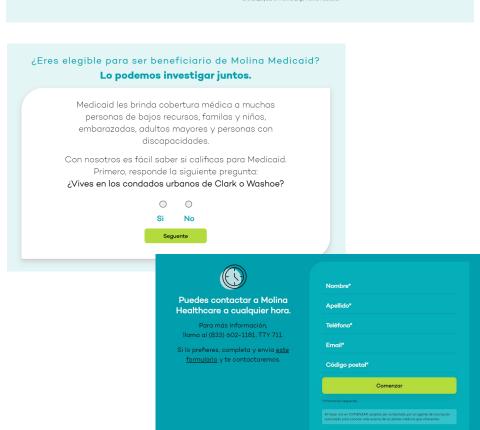
We've heard your questions. Please read on for answers.

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?	•

Approved

Landing page – TuMolinaNV.com







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?	•

Digital – Affiliate Ads

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

Headlines:

- Molina Healthcare Insurance
- We've put you first for 40 years
- Explore Molina Medicaid
- Free Sam's Club Membership

• Ad copy:

- Molina Medicaid offers transportation benefits, like rides to job interviews and more.
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Ads will rotate headlines & descriptions. Will optimize towards top performing ads.

Digital – Fresh EBT Ads

- 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

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. Enroll today! (844) 338-5402 MeetMolinaNevada.com



OOH - Grocery & Pharmacy Posters

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

Can do, it's in the plan!

Choose Molina Medicaid. Enroll today!





Need a free smart phone and access to 24/7 Virtual Care?

Yes, we do that!

Choose Molina Medicaid. Enroll today!





Need another good reason to take care of yourself?

We have gift card rewards!

Choose Molina Medicaid. Enroll today!





OEP Collateral

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.

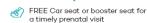


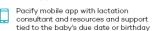
(833) 657-0635.

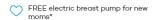
Your prenatal coverage includes:

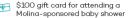
- Prenatal checkups and specialty care as needed
- Prescription medication
- · Prenatal testing and screening
- · Hospital stay during birth
- · Dental benefits through Liberty Dental
- · Help quitting smoking, drinking or drugs
- Behavioral health therapy and treatment for post-partum depression and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

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



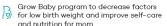


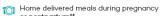




Text4Baby messages on health education and appointment reminders







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, <u>choose Molina Healthcare</u> 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, tienea 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

"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.



Tu cobertura prenatal incluye:

- Chequeos 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
- Aplicación móvil Pacify con consultora de lactancia, y recursos y apoyo relacionados con la fecha de parto o de cumpleaños del
- 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, <u>elige Molina Healthcare</u> 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

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.

Visit 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 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



OEP Collateral

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.

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.
ATENICION: al habit sepanol, tiene a su disposición servicios gratuitas de asistencia ingilatica. Liame al 1-833-685-2109 (TTY 711).

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

Name 123 Address St. City, ST 00000-1234

I want to learn more about Molina Healthcare.

Name:		_Birth Date:	
Address:			
City:			
State:	_Zip:	_Email:	
Cell Phone:		_Home Phone	:
Best time to call: Language Preferr			

Or call Molina at: [(XXX) XXX-XXXX (TTY: 711)





BUSINESS REPLY MAIL FIRST-CLASS MAILL PERMIT NO. 9010 ONG BEACH, CA

POSTAGE WILL BE PAID BY ADDRESSEE

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

مرالميكيميا وماداده درازا والمطالي الداران والراال المادود والداران



BUSINESS REPLY MAIL
FIRST-CLASS MAILL PERMIT NO. 8010 LONG BEACH, CA

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

¿Listo para inscribirte? Aplica en línea en accessnevada.dwss.nv.gov o llama a Access Nevada por el (800) 992-0900 (TTY 711).

Para elegir a Molina como tu plan de salud debes estar inscrito en Nevada Medicaid o Nevada

Visita MeetMolinaNV.com para más información o llama al (833) 657-0635 (TTY 711).

¿Ya eres beneficiario?

Llama a Atención al Beneficiario por el (833) 685-2102 (TTY 711) para conocer más acerca de las recompensas y beneficios.









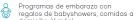
Tu ya debes saber que Nevada ofrece Medicaid a los residentes que califiquen. ¿Pero sabías que puedes aprovechar al máximo tus beneficios con Molina

Molina ha estado brindando cuidados de calidad desde hace 40 años. Aunque muchas cosas han cambiado, una cosa permanece igual: nosotros ponemos a nuestros beneficiarios de primero.

Siéntete mejor con los beneficios de valor agregado de Molina, exclusivo para nuestros beneficiarios:



\$30 trimestrales para artículos de venta libre a través del catálogo de pedidos a domicilio



domicilio ¡Y más! Reemplazo de la identificación (ID) de Nevada y partida de nacimiento



Premios en tarjetas de regalo por completar servicios preventivos*



Hasta \$100 cada dos años para monturas nuevas para adultos



GRATIS, un año de membresía en Sam's Club Hasta 13 semanas de servicios de



WeightWatchers® GRATIS para beneficiarios elegibles GRATIS, un teléfono celular con minutos, datos y textos ilimitados



mensuales GRATIS

*Para aquellos que califiquen. Consulta los detalles en el manual del beneficiario

Hacemos de la buena salud algo más fácil.

a familias, niños, y a personas con discapacidades a sentirse de lo mejor. Ahora estamos aquí para ti, con doctores, hospitales, y los cuidados y servicios que necesitas.

Únete hoy mismo a Molina y obtén planes que te ofrecen:

- Pruebas de laboratorio y radiologíaConsejos de Enfermeras 24 horas

Esta es solo una lista parcial. Para ver el directorio completo de los servicios cubiertos y no cubiertos, así como los beneficios adicionales, visita Molina Healthcare.com o llama a Atención al Beneficiario al

Siéntete mejor con Molina.

¡Descubre si calificas! Llama hoy mismo al (833) 657-0635 (TTY 711) para más información.

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ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-833-685-2102 (TTY 711)

D.m.

. □ Español 657-0635 (T

Molina Healthcar

acerca de

más

Quiero conocer

Renew You Campaign

Digital – Affiliate ads

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

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

Digital – Fresh EBT Ads

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]



