

Health Plan of Nevada MCAC Presentation

May 2023

Health Plan of Nevada
A UnitedHealthcare Company 

Health Plan of Nevada Overview

Our Commitment

40

Years of
Taking Care of
Nevadans

Health Plan of Nevada
has been **servicing**
Nevadans since 1982

Our State Partnership

26

Years of
Service to
Nevada Medicaid

Only insurance company
contracted with the DHCFP
since the inception of
Medicaid managed care in
1997 and partnered through
service, category, and benefit
expansions

Our Service

15+

Years as the
Most Frequently
Chosen Plan

Health Plan of Nevada
was the **most frequently**
chosen Medicaid plan in
Nevada for 15 years

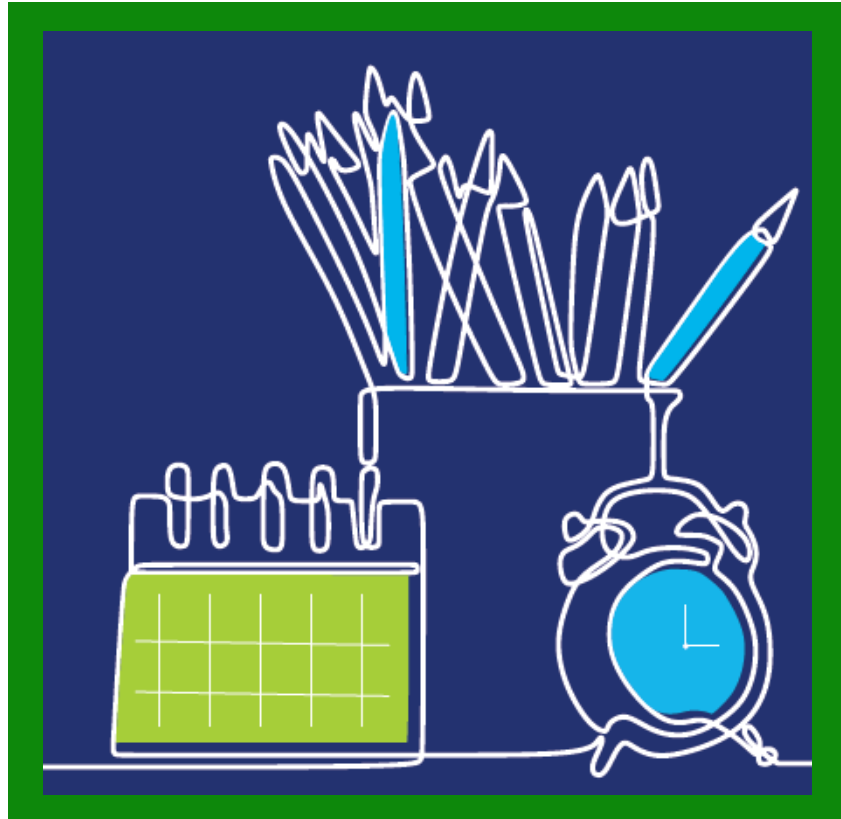
Our Network

Largest

Provider
Network

Health Plan of Nevada's
provider network is the
largest network in
Nevada validated by the
HSAG survey

Redeterminations



Inform. Educate. Assist.

Health Plan of Nevada continues to inform, educate and assist Medicaid beneficiaries with redeterminations resulting from the unwinding of the public health emergency period.

Taking Care of Our Members



Quality



Top-rated plan: NCQA, HEDIS, CAHPS, PIPs

Care Management



350 Nevada-based clinicians who follow members through their health care journey using a whole person care approach

Integrated Behavioral Health



Continued expansion of our new model of care for behavioral health

Innovation



New approaches to drive better health outcomes

Value Added Benefits Highlight

HPN's value added benefits are designed to address Social Determinants of Health and improve health outcomes.

Helping Our Members Save Money & Get Healthier

- Sam's Club membership
- Gym membership
- \$25 healthy food card
- Transportation
- WW® membership
- Mom's Meals®

Programs and Support For Families to Encourage Healthy Living

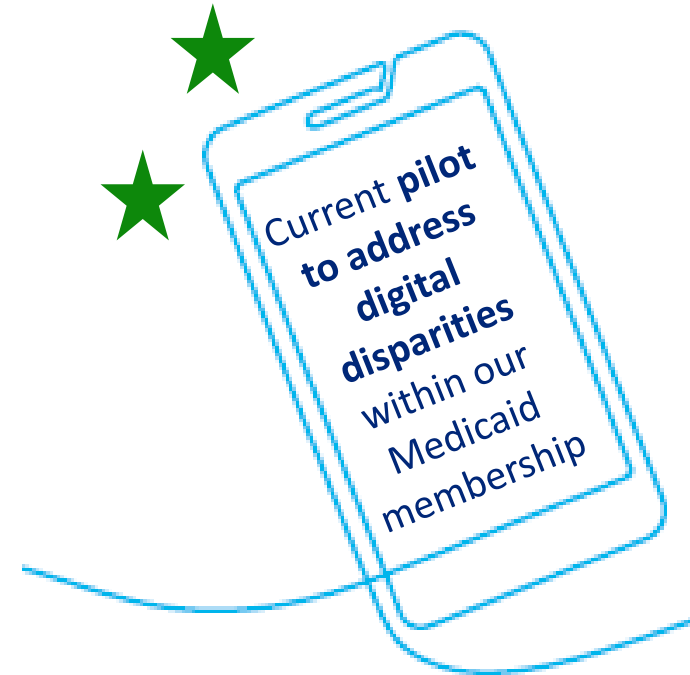
- Car seat or crib and baby essentials bundle
- Electric breast pumps
- Boys & Girls Club membership
- Lactation support
- Doula program
- Financial literacy

Extra Support to Positively Impact Daily Life

- UniteUs
- Nevada ID assistance
- GED program
- Health education and wellness programs
- Community health workers

Housing Assistance to Help Members

- Human trafficking victims
- Homeless pregnant members
- Sober living
- Justice-involved
- Transitional housing
- Long-term supportive housing



Community Focused

Outcome Focused

- Housing
- Food insecurity
- Education/GED/Tech
- Behavioral health



Population Focused

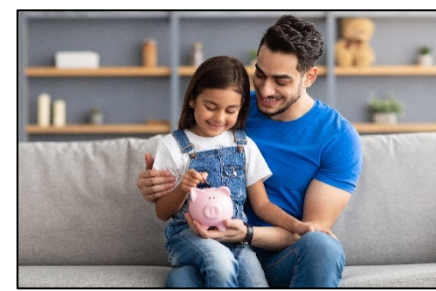
- LGBTQ+ initiatives
- Black and Hispanic
- Maternal care
- Families and children
- Justice-involved
- Disability

Marketing



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Campaign Imagery Examples



Campaign Examples

Campaign highlights:

- Bright colors
- Unique Medicaid elements within HPN brand
- Promote mix of messages to appeal to different beneficiaries, including value-added benefits, access to services, health programs, and local support.
- Anniversary stamp to showcase longevity in Nevada.
- Media buy includes TV, radio, digital ads, social media ads, and out of home.



Marketing 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. 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.

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. Any one of the variable content/values may be used individually or in combination. **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.

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



- Specialty items for families
- Extra support when you need it
- Extras to help you stay healthy
- Apply for a <TIMEFRAME> SAM'S CLUB membership just for being an HPN Medicaid member.
- Membership limited to one per household.
- Get a gym membership at many popular fitness facilities around town. Members age 18 and over are eligible for this benefit.
- Apply for a free <Android> smartphone.
- Bring your HPN health plan ID card to a Boys & Girls Club near you. This benefit is for kids ages 5-18.
- Must be an HPN Medicaid member at the time of enrollment.
- Get baby essentials like diapers and wipes, as well as a car seat or portable crib.
- Nursing mothers may qualify for a free electric breast pump.
- One per member.
- Receive a haircut gift card (<AMOUNT> value) to <VENDOR>. Eligible members can get <NUMBER> card every <TIMEFRAME>.
- Earn your Nevada high school equivalency.
- Get your state ID, social security card, birth certificate or driver's license.
- Get a ride to and from medical and mental health appointments, the pharmacy or social services.
- One reward per member per year
- Get a free bus pass to medical and social service appointments.
- Take care of you and your children. Complete recommended preventive care and vaccinations to qualify for a VISA® gift card.
- Complete our 6-week Health Education and Wellness weight loss program and you may qualify for <AMOUNT> of WW sessions and access to WW's online weight loss tools.
- Complete the Health Needs Survey and you may receive a <AMOUNT> healthy food savings card.
- Members must be 18 and over to qualify.
- If you changed your plan <during> <DATE> <open enrollment>
- On/effective <DATE>
- You can change your plan once <by <DATE>>
- During the 90-day choice period
- Did you know <PLAN> is a part of UnitedHealthcare?
- Part of <VALUE>
- And your family
- Healthy food boxes
- <Here> for you.
- <Here> for your family.
- <VALUE> will come to where you live/your house/your home
- We have
- Personal support system
- Our team <is>
- Dedicated
- Supportive
- Understanding
- National strength
- National company
- Strength of a national company

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

- Help with
- Care coordinators
- Appointments
- Local teams
- To support you
- More
- Behavioral health coordinators
- Want
- Looking for
- Enroll <with>
- Caring <for>
- We want to take care of
- <PLAN> is committed to
- Quality
- Improving birth outcomes
- Reducing health care inequalities that impact African-American women
- We're part of the UnitedHealthcare family
- Doula program
- Doulas are non-medical professionals trained to coach women at every stage of their pregnancy and after giving birth
- Local support.
- Different ways to get care
- With
- Together with <VALUE>
- <The> most
- Focused on <VALUE>
- You/your family
- If you didn't enroll in <PLAN>
- If you didn't switch to <PLAN>
- You don't just get
- You also get
- Experts to help with
- From <DATE> to <DATE>
- You can <switch/change/enroll>
- To support <VALUE>
- Care team
- Care for your family
- Let's take on healthy together
- We support <you>
- Ready to support you <and your family>
- Compassionate
- Understanding
- Full
- Here when you need us
- Taking care of you <and your family>
- Care
- The right way
- Compassion
- Services
- Programs
- Teens/Adults
- Can get up to/Up to
- <DOLLAR AMOUNT>



THANK YOU!

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