



# UnitedHealthcare Health Plan of Nevada Medicaid

MCAC Submission

June 2024

United  
Healthcare

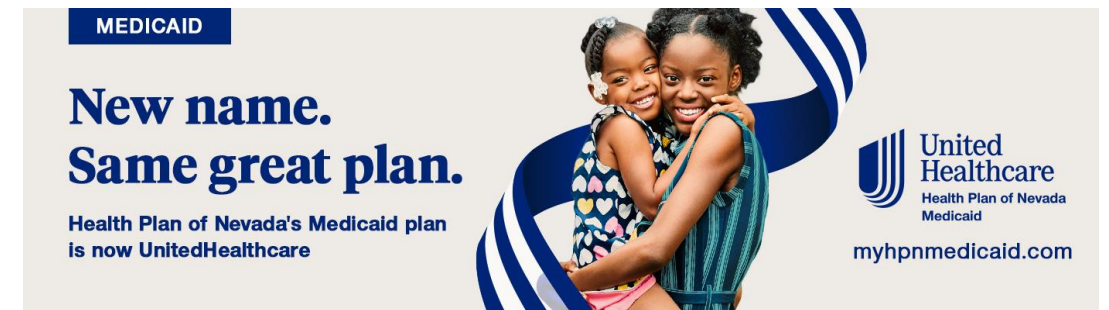
# Brand transition started in 2023

Brand change to more closely align with other UnitedHealthcare Medicaid plans

New logo



Sample campaign assets:



# Taking Care of Our Members for 40+ years



## Commitment

- 27 years of service to Medicaid members
  - The only MCO contracted with the DHCFP since the inception of Medicaid managed care in 1997 and partnered through service, category, and benefit expansions
- 



## Quality

- Top rated health plan; NCQA, HEDIS, CAHPS
  - Multi Cultural Distinction
  - 350 Nevada-based clinicians who follow members through their health care journey using a whole person care approach
- 



## Local teams

- Inpatient case management
  - Outpatient case management
  - OB case management
  - Community health workers
  - Community engagement
  - Health equity
  - SDOH
  - Behavioral health
  - Health education and wellness
  - Housing supports
  - Justice liaisons
- 

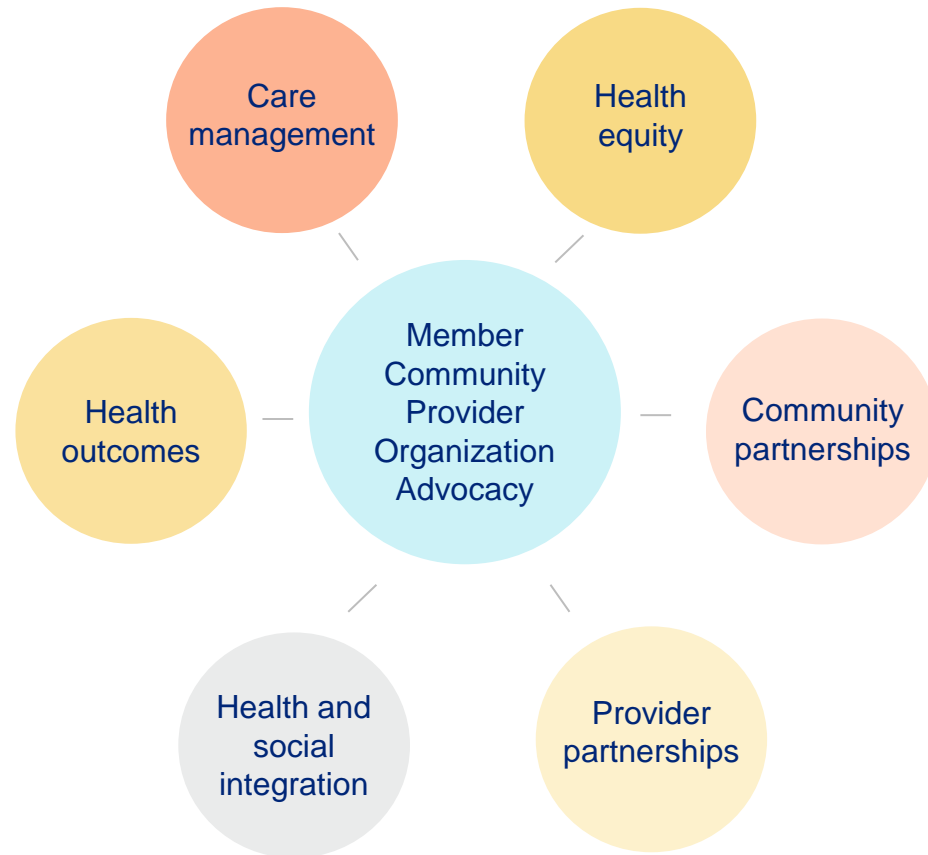


## Access to care

- Largest provider network in Nevada
- 24/7 NowClinic® virtual visits
- OB/GYN urgent care
- Mobile medical center
- Urgent care at home
- 24/7 advice nurse



# Working together for our members



- Cultural competency
- Community engagement
- Digital resources
- Health related social needs
- Community reinvestment
- Primary care investments
- Value added benefits
- Education and health literacy
- Population focused
- Health disparities





# Marketing

# Marketing Approach



Each year, we review campaign performance and make adjustments to increase engagement and effectiveness. All of these are looked at from a regional and language lens.

- Imagery
- Messaging
- Tactic



We continually look at new strategies to educate our members and the community-at-large.

- New advertising opportunities
- New partnerships and collaborations
- New community or “feet on the street” activities



Assess utilization and knowledge of our programs and services

- Determine priorities by engagement or impact
- Promote new programs when needed



# Sample Campaign Elements

New Brand Elements



Icons and Illustrations



Imagery



Sample campaign assets:



# Marketing Assumptions

**This is UnitedHealthcare Health Plan of Nevada Medicaid’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 UHC HPN Medicaid flexibility to adjust approved content as needed. Using variable data gives UHC HPN Medicaid 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 UnitedHealthcare and UnitedHealthcare Health Plan of Nevada Medicaid logos may be included on any material. UHC HPN Medicaid may substitute UnitedHealthcare Health Plan of Nevada Medicaid 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.**

- Employment programs
- Employment support
- Housing support
- Community health worker assistance
- Health education
- Value-added benefits
- Fitness benefits
- Childcare <support>
- UnitedHealthcare Health Plan of Nevada Medicaid
- UHC HPN Medicaid
- There for what matters <, VALUE>
- That matters
- Here for what matters <, VALUE>
- Matters
- Everything matters
- Make it matter
- You have <90> days to switch
- Don't miss your chance to switch <to>
- Don't miss your chance to switch your <health> plan
- Just <XX> days <left> <to switch/act/change> <to>
- When it comes to your health, everything matters, big and small
- Now's the time to switch your plan
- <PLAN> gives you access to the coverage you need and benefits you deserve
- Connecting you to better health
- Staying connected
- Helping people live healthier lives
- 24/7 access to care
- Mail it back
- We're here <, VALUE>
- Changes received by <VALUE> are effective <VALUE>
- Medicaid provided by UnitedHealthcare's Health Plan of Nevada
- Get ready <, VALUE>





**Thank you**