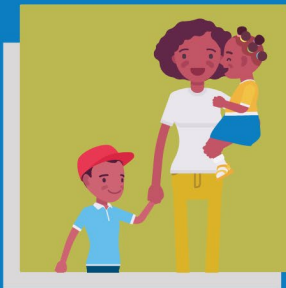
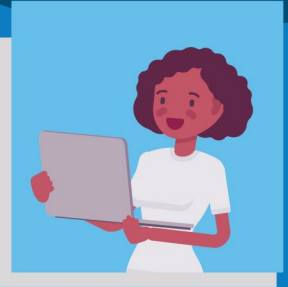
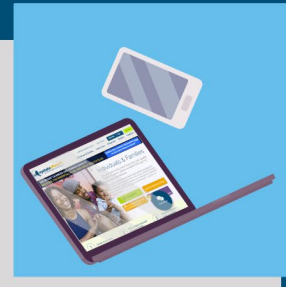


**Connecting With
Consumers
Through Characters
In Motion**

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**HOW TO RENEW YOUR
NY STATE OF HEALTH INSURANCE
WITH MICHELLE**



Public Health Emergency (PHE) Unwind

The White House announced on January 30, 2023 that the COVID-19 Public Health Emergency would end on May 11, 2023. To unwind from the PHE, New York State will resume eligibility reviews and renewals for people enrolled in New York State Medicaid, Child Health Plus or the Essential Plan.

To support our client, our goal was to bring resources and awareness to New Yorkers to take action to renew their health insurance.

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Character Campaign

- The goal of this campaign was to humanize the NY State of Health brand and connect with underserved communities throughout New York State
- Content provides enrollment and renewal resources to New Yorkers who have health plans through NY State of Health
- Using characters who have health plans affected by the PHE Unwind, we can direct our consumers to resources and actions they can follow to ensure they renew and avoid a gap in coverage

Creating The Characters

Luis (40)

Health Plan: **Medicaid**
Occupation: **Waiter**
Resource: **At-A-Glance, #HowTo Tutorials**



Marcus (26)

Health Plan: **Essential Plan**
Occupation: **Grad Student**
Resource: **At-A-Glance, PNDS Tool**



Kevin (47) & Sofia (43)

Health Plan: **QHP (ARPA)**
Occupations: **Relocated To NY**
Resource: **Roadmap to Health, Hospital Participation Tool**



Linda (54)

Health Plan: **Small Biz**
Occupation: **Real Estate**
Resource: **Small Business Marketplace**



Angelo (30)

Health Plan: **QHP (ARPA)**
Occupation: **Freelancer**
Resource: **Compare Plans, QHP Map**



Michelle (35), Jasmine (5) & Will (7)

Health Plan: **Medicaid/CHP**
Occupation: **Nurse**
Resource: **Text Alerts, Dental Tool, Events**



Zoe (28)

Health Plan: **Essential Plan**
Occupation: **Gig Worker**
Resource: **Assistors, #HowTo Tutorials**



- Developed from **data received from actual consumers** and **common enrollment situations**
- Our cast is diverse and **representative of underserved communities** across New York State
- Our **cast, health plans, and resources** were developed based on **demographic research** of each character's location in New York

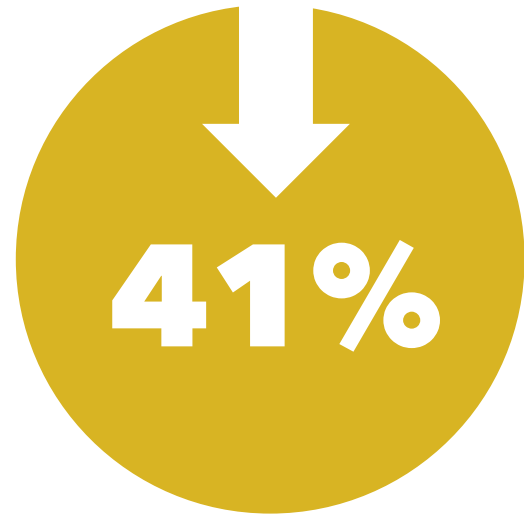
Public Health Emergency Unwind Character Video Ads

To align with our client's goals, we created a Character Video Ad Campaign to further reach New Yorkers with information on how to renew their health insurance.



Character short-form vertical video ad campaign was run on Facebook and Instagram, capitalizing on our large audience of mobile users with a full screen immersive vertical format and captions for accessibility.

Campaign Success



**Cost Per Click
(CPC)**

*compared to the health
care industry average*



**Cost Per Mile
(CPM*)**

*compared to the health
care industry benchmark*

We saw incredible ROI from this campaign, it garnered:

- **Over 1,700 link clicks**
- **Over 365,000 impressions**
- **Over 350,000 video plays**

**Paid marketing metric term for the average cost for 1,000 impressions.*

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 **nystateofhealth**
The Official Health Plan Marketplace