

2024 Essential Plan Communications Campaign Overview

January 2024



“I can’t afford health insurance, and don’t qualify for Medicaid”

2,900 Monthly google searches • 817% increase in search volume year-over year

The focus of the 2024 Essential Plan Campaign will be to create a unique marketing funnel that reaches users that **do not qualify for Medicaid or CHP** and need quality, affordable coverage.

This campaign will include paid advertising, content marketing, PR strategies and online SEO tactics that will systematically attract qualified leads that will **convert into Essential Plan members.**

Essential Plan Campaign Goals

Business Goals:

- Generate 3,712 EP leads during Q1 2024 (50% increase)
- Generate 500 Click-to-Calls from landing pages
- Add 306 Essential Plan member enrollments during Q1 2024 (75% increase)
- Add 1,225 enrollments into the Essential Plan in 2024 (75% increase)
- Product Awareness and Overall Engagement
 - Drive 38,259 Users to the landing pages during Q1 2024 (50% increase)
 - Drive 195,750 Pageviews to landing pages within 12 months (50% increase)

Campaign goals:

- Promote "Essential Plan" Product Name
- Promote EP 5 Expansion
- Highlight affordable plan costs (\$0 or \$15 Monthly Premium)
- Promote Plan Benefits (Preventive care, chronic disease management, Emergency Services and hospitalization, Maternity and newborn care, Prescription drugs, Dental, Vision).
- Reach Audiences that are not eligible for Medicaid or CHP and qualify for EP
- Answer search queries about what the Essential Plan is, and explain how this product addresses the needs of this segment and solves their problems



2024 Essential Plan Campaign

Creative Samples





Now Available to More New Yorkers!

The Essential Plan from Fidelis Care

.....

Medical, dental, and vision covered at low or no cost



 To learn more about applying for health insurance, including Medicaid, Child Health Plus, Essential Plan, and Qualified Health Plans through NY State of Health, The Official Health Plan Marketplace, visit www.nystateofhealth.ny.gov or call 1-855-355-5777.

Post Text: Do you need health insurance but don't qualify for Medicaid? The Essential Plan from Fidelis Care may be for you.

Link Text: www.fideliscare.org/Essential-Plan

Medical, Dental, and Vision with \$0 premium

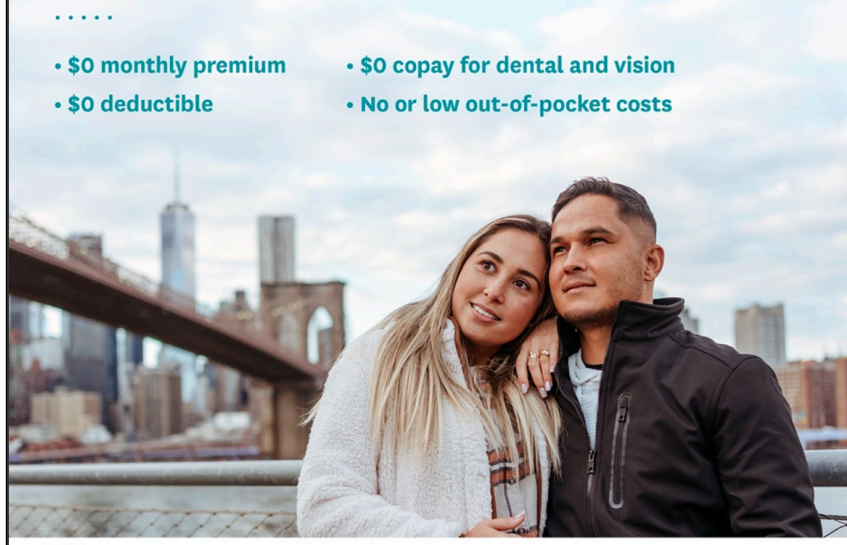
Learn more about The Essential Plan from Fidelis Care


Now Available to More New Yorkers!

The Essential Plan from Fidelis Care

.....

- \$0 monthly premium
- \$0 deductible
- \$0 copay for dental and vision
- No or low out-of-pocket costs



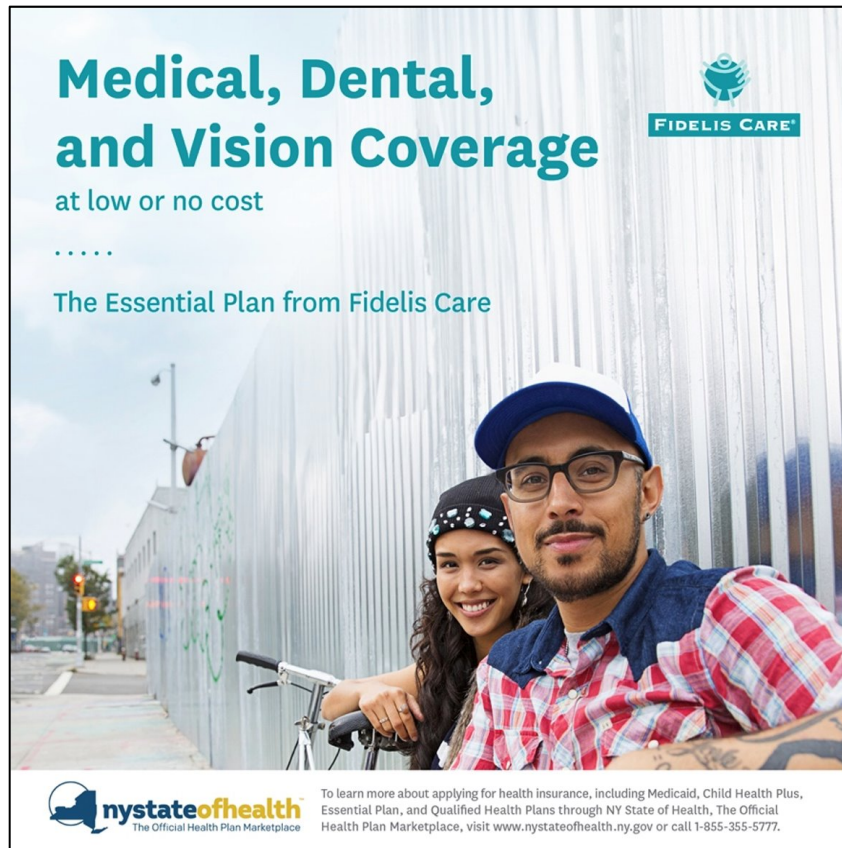
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Post Text: Do you need health insurance but don't qualify for Medicaid? The Essential Plan from Fidelis Care may be for you.

Link Text: www.fideliscare.org/Essential-Plan

Essential Plan from Fidelis Care

Learn if you qualify





**Medical, Dental,
and Vision Coverage**

at low or no cost

.....

The Essential Plan from Fidelis Care

 **FIDELIS CARE**

 **nystateofhealth**
The Official Health Plan Marketplace

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Post Text: More New Yorkers than ever before qualify for The Essential Plan from Fidelis Care.

Link Text: www.fideliscare.org/Essential-Plan

Full coverage with \$0 premium and \$0 deductible
Find out if you qualify



**One plan for all
your healthcare
needs**

.....

Quality, affordable medical,
dental, and vision coverage

 **FIDELIS CARE**

 **nystateofhealth**
The Official Health Plan Marketplace

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Post Text: More New Yorkers than ever before qualify for The Essential Plan from Fidelis Care.

Link Text: www.fideliscare.org/Essential-Plan

The Essential Plan from Fidelis Care
Featuring \$0 premium and \$0 deductible



Do you need health insurance?

More New Yorkers than ever before qualify for the Essential Plan from Fidelis Care.

.....

Quality, low-cost medical, dental, and vision coverage – with a \$0 premium



 **nystateofhealth**
The Official Health Plan Marketplace

To learn more about applying for health insurance, including Medicaid, Child Health Plus, Essential Plan, and Qualified Health Plans through NY State of Health, The Official Health Plan Marketplace, visit www.nystateofhealth.ny.gov or call 1-855-355-5777.

Post Text: The Essential Plan for Fidelis Care is for people who do not qualify for Medicaid, but still need access to quality healthcare.

Link Text: www.fideliscare.org/Essential-Plan

The Essential Plan from Fidelis Care
Find out if you qualify

Affordable Health Coverage

The Essential Plan from Fidelis Care



FIDELIS CARE®



FIDELIS CARE®

One plan for all your healthcare needs

Quality, affordable medical,
dental, and vision coverage

[Learn More](#)



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Child Health Plan, Essential Plan, and Qualified Health Plans
through NY State of Health, The Official Health Plan Marketplace,
visit www.nystateofhealth.ny.gov or call 1-855-355-5777.



FIDELIS CARE®

Medical, Dental, and Vision Coverage

at low or no cost

The Essential Plan from Fidelis Care

[Learn More](#)



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FIDELIS CARE®

Now Available to More New Yorkers!

The Essential Plan from Fidelis Care

- \$0 monthly premium
- \$0 deductible
- \$0 copay for dental and vision
- No or low out-of-pocket costs

[Learn More](#)



To learn more about applying for health insurance, including Medicaid,
Child Health Plan, Essential Plan, and Qualified Health Plans
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visit www.nystateofhealth.ny.gov or call 1-855-355-5777.

Do you need health insurance?

More New Yorkers than ever before
qualify for the Essential Plan
from Fidelis Care



[Learn More](#)



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through NY State of Health, The Official Health Plan Marketplace,
visit www.nystateofhealth.ny.gov or call 1-855-355-5777.



Marketing Flyers – English, Spanish, Chinese, Russian

Essential Plan from Fidelis Care

Do you need health insurance? With expanded coverage for the Essential Plan through NY State of Health Marketplace, more New Yorkers qualify than ever before!


\$0 monthly premium

\$0 deductible

No or low out-of-pocket costs

Benefits to Support Your Health and Wellness


- FREE preventive care like checkups with your primary care provider and routine screenings
- Hospital care
- Prenatal care
- Prescription drugs
- Lab tests, X-rays, and more
- \$400 fitness reimbursement each year
- And much more!



Contact your Fidelis Care Representative today!

To learn more about applying for health insurance, including Medicaid, Child Health Plus, Essential Plan, and Qualified Health Plans through NY State of Health, The Official Health Plan Marketplace, visit www.nystateofhealth.ny.gov or call 1-855-355-5777.

Fidelis Care complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. Fidelis Care cumple con las leyes federales de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, edad, discapacidad o sexo. Fidelis Care 遵守適用的聯邦民權法律規定，不因種族、膚色、民族血統、年齡、殘疾或性傾向歧視任何人。ATENCION: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-888-343-3547 (TTY: 711). 注意：如果您使用繁體中文，請以免費專線與我們提供協助。請電 1-888-343-3547 (TTY: 711)。



1-888-FIDELIS (1-888-343-3547) • TTY: 711

fideliscare.org @fideliscare




El Essential Plan de Fidelis Care

¿Necesita un seguro médico? Ampliamos la cobertura para el Essential Plan a través del mercado NY State of Health, ¡nunca antes hubo tantos neoyorquinos que califiquen!

\$0 de prima mensual

Deductible de \$0

Sin costos de desembolso personal o con costos mínimos

Beneficios de apoyar su salud y bienestar

- Atención preventiva gratuita como chequeos con su proveedor de atención primaria y exámenes de detección

El Essential Plan está diseñado para los adultos menores de 65 años con bajos ingresos que no califican para Medicaid o Child Health Plus.

¡Comuníquese con su Representante de Fidelis Care hoy mismo!



1-888-FIDELIS (1-888-343-3547)

fideliscare.org




由飛達利斯保健提供的基礎計劃

您是否需要健康保險？基本計劃透過紐約州健康計劃市場提供的承保範圍擴大，相比以往，將有更多的紐約人有資格參加！

免月保費

免自負額

免除或低自付金額

福利優厚，為您健康保障護航

- 免費預防保健，例如：到家或個人衛生或體檢和例行檢查
- 住院護理
- 產前護理
- 處方藥物
- 化驗和X光等
- 每年福利健身價值\$400
- 及更多！

基本計劃專門針對不符合醫療補助計劃或兒童保健計劃資格的65歲以下低收入成年人

請立即聯絡您的飛達利斯保健代表！



1-888-FIDELIS (1-888-343-3547) • 聽力障礙傳呼: 711

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Essential Plan от Fidelis Care

Вам нужно оформить медицинскую страховку? Благодаря расширенному покрытию в рамках Essential Plan от Fidelis Care через NY State of Health Marketplace критерии плана соответствуют все больше жителей Нью-Йорка!

Ежемесячный страховой взнос 0 долл. США

Франшиза 0 долл. США

Покрываемые услуги, позволяющие сохранить здоровье и хорошее самочувствие

- БЕСПЛАТНОЕ профилактическое обслуживание, например: медицинские осмотры и плановые скрининги
- Больничная помощь
- Пренатальный уход
- Рецептурные препараты
- Лабораторные анализы, рентген и многое другое
- 400 долл. США в год на возмещение стоимости занятий фитнесом
- И многое другое!

Этот план разработан для взрослых в возрасте до 65 лет с низкими доходами, которые не имеют права на Medicaid или Child Health Plus.

Свяжитесь со своим представителем Fidelis Care прямо сейчас!



1-888-FIDELIS (1-888-343-3547)

fideliscare.org



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要瞭解如何申請健康保險，包括醫療補助、兒童健康計劃、基本計劃和合格健康計劃，請訪問 www.nystateofhealth.ny.gov 或撥打 1-855-355-5777。

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2024 Essential Plan Campaign

Website Tactics



Optimized Web Pages


On-page SEO tactics are crucial for optimizing individual web pages to rank higher and earn more relevant traffic in search engines. We have included several on-page SEO tactics including Keyword Optimization, High-Quality Content Creation, Optimized Meta Tags, User Experience (UX) Optimization and On-Page Technical Optimization tactics.

**FIDELIS CARE**


EnglishEspañolРусский中文A A ALoginSearch

MemberProvidersShop For a Plan

HOME > Shop For a Plan > Essential Plan



**Essential coverage.
\$0 monthly premium.**



EP-Landing-Page

Essential Plan (EP)

The Essential Plan is for New Yorkers who do not qualify for Medicaid or Child Health Plus, but still need access to quality health care. Fidelis Care offers four income-based tiers of the Essential Plan – all with \$0 premium.

Essential Plan benefits include:

- FREE preventive care like routine doctor exams and screenings
- Dental and vision coverage
- Inpatient and outpatient hospital care
- Prescription drugs
- Prenatal care, including free BabyCare program
- Lab tests, X-rays, and more
- Fitness reimbursement

Contact Me

FIRST NAME

LAST NAME

ZIP CODE


COUNTY

PHONE NUMBER

EMAIL


☐ By checking this box you are agreeing to have a Fidelis Care representative contact you about health insurance.

Contact Me


**FIDELIS CARE**

EnglishEspañolРусский中文A A A

Do you need health insurance?
The Essential Plan through the NY State of Health Marketplace has a \$0 monthly premium*



ESSENTIAL PLAN



Contact Me

FIRST NAME

LAST NAME

ZIP CODE

COUNTY

PHONE NUMBER

EMAIL

☐ By checking this box you are agreeing to have a Fidelis Care representative contact you about health insurance.

Contact Me

New York Essential Plan (EP) Highlights

- The Essential Plan is for New Yorkers who do not qualify for Medicaid or CHP, but still need access to high quality health care.
- The Essential Plan through the NY State of Health Marketplace has a \$0 monthly premium.
- The Essential Plan includes FREE preventive care like routine doctor exams and screenings to keep you healthy.
- Prescription drugs, and dental and vision coverage are included in the Essential Plan.

Fill out the form above and a Fidelis Care Representative will contact you. We can answer your questions and help you enroll in health insurance or renew your coverage by phone.

Paid and Organic Keyword Research

Tailoring message points around “don’t qualify for Medicaid” will be an effective way to target users who will convert into the Essential Plan.

The communications strategy should be deployed through organic and paid communication strategies simultaneously to have the greatest impact.

Paid Search Ad Group targeting the needs of Essential Plan Members

Google Ads Keyword Plan (8.28.2023)						
"Essential Plan" + "Don't qualify for Medicaid" + "Minimum Essential Coverage" (MEC)						
Keyword	Currency	Avg. Mon/searches	YoY change	Competition		
i cant afford health insurance and dont qualify for medicaid	USD	2,900	817%	Medium		
minimum essential coverage	USD	1,600	14%	Low		
essential plan	USD	1,000	30%	Low		
pregnant no insurance don t qualify for medicaid	USD	1,000	39%	Medium		
pregnant no insurance	USD	720	22%	Medium		
mec plan	USD	720	0%	Low		
fidelis essential plan	USD	590	23%	Low		
healthfirst essential plan	USD	590	126%	Low		
essential plan 4	USD	390	85%	Low		
mec health insurance	USD	320	0%	Medium		
essential plan 1	USD	320	50%	Low		
pregnant without insurance	USD	320	0%	Medium		
dont qualify for medicaid	USD	240	250%	Medium		

Paid and Organic Keyword Research

Organic research targeting the needs of Essential Plan Members

<input type="checkbox"/> Keyword	Intent	Seed keyword	Volume	Trend	Click potential	KD %	CPC (USD)	Com. Density
<input type="checkbox"/> i can't afford health insurance and don't qualify for ...	I	don't qualify for medicaid	1,900		90	50	2.53	0.53
<input type="checkbox"/> essential plan	T	essential plan	880		75	59	1.52	0.22
<input type="checkbox"/> pregnant no insurance don't qualify for medicaid	I	don't qualify for medicaid	720		90	60	2.52	0.38
<input type="checkbox"/> ny essential plan	I	essential plan	480		90	50	1.65	0.11
<input type="checkbox"/> pregnant no insurance don t qualify for medicaid	I	don't qualify for medicaid	480		90	57	2.52	0.38
<input type="checkbox"/> essential plan income eligibility 2023 + Add tag	C	essential plan	390		90	59	1.09	0.08
<input type="checkbox"/> fidelis essential plan	N	essential plan	390		90	17	1.73	0.16
<input type="checkbox"/> nys essential plan 2023	T	essential plan	320		90	57	2.81	0.21

Blog and Content Strategy

Essential Plan Blog/Content Topics:


Lead nurturing through regular content marketing including creative blogs and social media will continue throughout 2024 to build ranking authority specific to the Essential Plan and its product features.

- 1."Pregnant without insurance and don't qualify for Medicaid?.." *(e.g. 'Here are a few options')*
- 2."Can't afford health insurance, but don't qualify for Medicaid?.." *(e.g. 'Essential Plan may be the plan for you')*
- 3."What is the essential plan income eligibility for 2023?"
- 4."What is Minimum Essential Coverage (MEC)?" *(....any insurance plan that meets the Affordable Care Act requirement for having health coverage, etc.)*
- 5."What are the differences between Essential Plan 1,2,3 and 4?" *(e.g. Blog post simplifying the core differences between EP 1,2,3 and 4)*




Blog Example

Pregnant and Uninsured – Social Media and blog post

**Fidelis Care**
December 26, 2023 at 9:00 AM · 🌐


If you are pregnant, uninsured, and do not qualify for Medicaid, you may still have health coverage options. Fidelis Care offers the Essential Plan (EP) for New Yorkers who do not qualify for Medicaid, but still need access to quality health care. Additionally, pregnant people who enroll in Fidelis Care EP also are eligible for our free BabyCare program. To learn more, visit <https://www.fideliscare.org/Blog?id=808>.



If you're pregnant and need health insurance, we can help.

.....

Learn about your options for quality, affordable coverage.



The Fidelis Care Blog

I'm pregnant, uninsured, and don't qualify for Medicaid. What are my options for health insurance?
12/12/2023 · Posted by Fidelis Care in [Health and Wellness](#), [Women's Health](#)



If you're pregnant and need health insurance, we can help.

Learn about your options for quality, affordable coverage.





Are you pregnant or planning to become pregnant? Health insurance makes it easier to get prenatal medical exams and screening tests. These can help keep you and your unborn child healthy.




Fidelis Care offers the **Essential Plan (EP)** for New Yorkers who do not qualify for Medicaid or Child Health Plus, but still need access to quality health care. EP is a low-cost plan with \$0 monthly premium. If you meet eligibility requirements, then you can enroll in EP at any time throughout the year.

Pregnant people who enroll in Fidelis Care EP also are eligible for our free BabyCare program. When members join BabyCare, a Fidelis Care Maternal Care Associate is assigned to help them every step of the way. The Maternal Care Associate has special training in prenatal care and is the person members can reach out to when they have questions or concerns about their pregnancy. The Maternal Care Associate can help members find programs, services, or resources they may need.

Use the Income Guidelines chart below to see if you may qualify for EP or contact Fidelis Care for help by clicking [here](#) or calling 1-888-FIDELIS (1-888-343-3547), TTY: 711.


**FIDELIS CARE**

English Español Русский 中文  A A Login Search Q

 Member  Providers  Shop For a Plan

HOME > Shop For a Plan > Essential Plan

Essential coverage.
\$0 monthly premium.



Essential Plan (EP)

The Essential Plan is for New Yorkers who do not qualify for Medicaid or Child Health Plus, but still need access to quality health care. Fidelis Care offers four income-based tiers of the Essential Plan – all with \$0 premium.

Contact Me

FIRST NAME

LAST NAME

ZIP CODE

COUNTY

PHONE NUMBER

EMAIL