

Case Study

INDUSTRY

HEALTHCARE

CLIENT



NINICO®

COMMUNICATIONS ADVISORY

SERVICES PROVIDED:



COMMUNICATIONS STRATEGY



GOVERNMENT RELATIONS ALIGNMENT



EARNED MEDIA



INFLUENCER ENGAGEMENT



CONTENT CREATION





OVERVIEW

In anticipation of the California Department of Health Care Services (DHCS) issuing a Request for Proposal (RFP) for Medi-Cal services across all 58 counties, Anthem Blue Cross sought to enhance its public visibility and strengthen its messaging to align with business development goals.

Anthem was looking to make a change from its incumbent agency. NINICO won the bid and Anthem tasked NINICO with designing and executing a comprehensive outreach and communications strategy to help position Anthem Blue Cross as a leader in Medi-Cal services and healthcare solutions for Californians.

OBJECTIVES

01



02



BUILD AWARENESS

Build public awareness of Anthem Blue Cross's Medi-Cal services across California.



DRIVE ENGAGEMENT

Drive engagement with local influencers and decision-makers.

OBJECTIVES

03



SUPPORT ALIGNMENT

Support Anthem's RFP efforts by aligning communications and messaging with county-specific needs.

04



EDUCATE STAKEHOLDERS

Develop collateral to educate stakeholders on Anthem's healthcare offerings, emphasizing its role as a trusted partner for Medi-Cal services.



EARNED MEDIA STRATEGY




THE APPROACH

NINICO implemented a multi-faceted outreach plan focused on earned media, influencer engagement, and strategic content creation to boost Anthem's visibility. This approach was rooted in tailoring messages to key stakeholders across different regions of California.



INFLUENCER ENGAGEMENT



CONTENT & COLLATERAL
CREATION

I. EARNED MEDIA STRATEGY

- NINICO secured extensive media coverage across various channels in key regions throughout the state, targeting both rural and urban areas. The campaign garnered notable reach through a blend of digital, radio, print, and television outlets, ensuring Anthem's messages were received by diverse audiences. Highlights of the earned media coverage include:

CENTRAL VALLEY (DIGITAL, RADIO, TV):

ESTIMATED 10K+
COMBINED VIEWS.

- [The Fresno Center unveils new mobile office van | CBS47 and KSEE24 | YourCentralValley.com, Fresno CA](#)
- [The Fresno Center's New Mobile Mental Health Unit Hopes To Reach More People In Need \(kvpr.org\)](#)
- [New mental health mobile unit aims to reach underserved communities in Fresno County - ABC30 Fresno](#)

RURAL NORTH (DIGITAL & PRINT):

ESTIMATED 578 VIEWS,
COVERAGE THROUGH
LOCAL PUBLICATIONS.

- [One plan or two? Placer County weighs Medi-Cal model options | Gold Country Media](#)

CENTRAL COAST (TV):

ESTIMATED 3.18K VIEWS.

- [Anthem Blue Cross donates \\$50,000 to California Firefighters Benevolent Fund in honor of 9/11 | News Channel 3-12 \(keyt.com\)](#)

SACRAMENTO (DIGITAL & PRINT):

ESTIMATED 13.6K VIEWS,
WITH COVERAGE IN
HIGH-AUTHORITY
PUBLICATIONS.

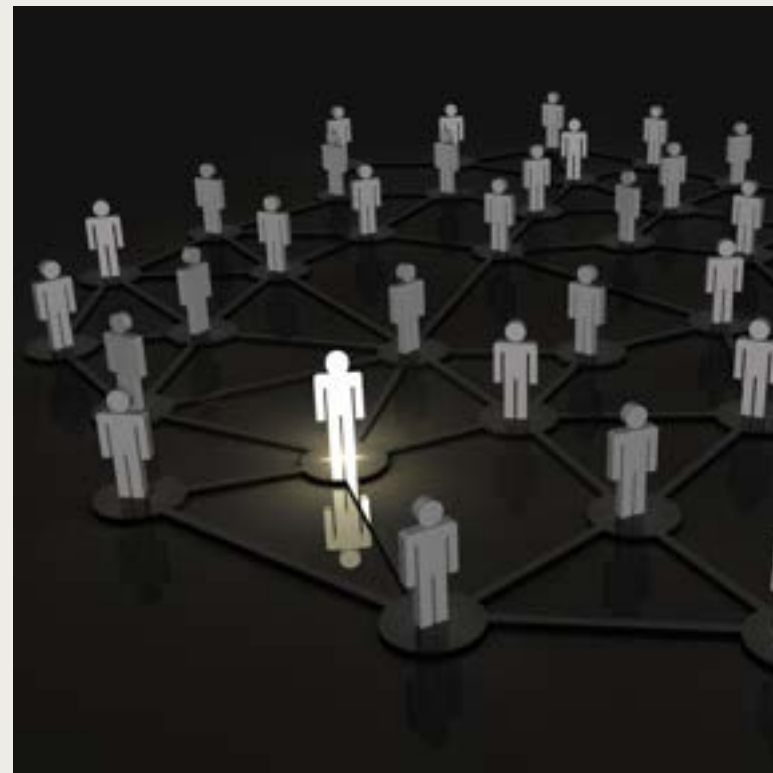
- [California's housing crisis is affecting our health - Sacramento Business Journal \(bizjournals.com\)](#)

2. INFLUENCER ENGAGEMENT

NINICO FOSTERED STRATEGIC
RELATIONSHIPS WITH KEY
INFLUENCERS AND DECISION-
MAKERS, ENHANCING ANTHEM'S
CREDIBILITY AND FORGING NEW
PARTNERSHIPS:

ESTABLISHED CONNECTIONS

to the Blue Zones initiative in San
Jose, which promotes healthier
communities.



FACILITATED CONVERSATIONS

with key local government figures such as
Santa Clara County Supervisor Susan
Ellenberg.



ENGAGED WITH THE CALIFORNIA DEPARTMENT OF AGING

for potential collaboration, ensuring that
Anthem's services aligned with state health
priorities.

3. CONTENT & COLLATERAL CREATION

- To bolster Anthem's messaging and enhance its RFP response, NINICO produced targeted content and collateral to support county-level outreach:



DEVELOPED DETAILED TWO-PAGER DOCUMENTS

for counties like Alameda and Butte, focusing on localized healthcare needs.



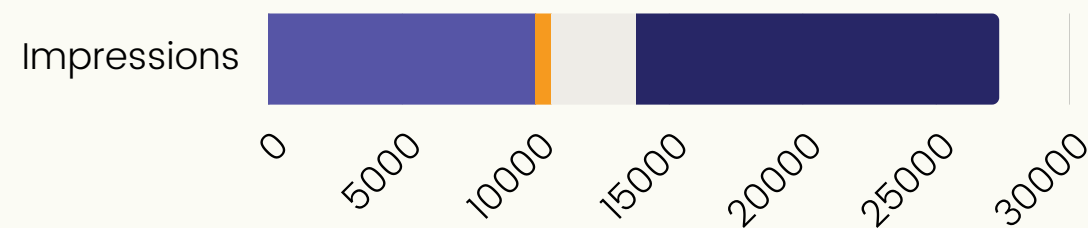
CREATED EDUCATIONAL RESOURCES

Such as:

- "5 Questions to Ask If You Are Considering a County Organized Health System (COHS) Model" and
- "5 Things to Consider Before Transitioning to a COHS/Single Plan Model."

These pieces were integral in educating county stakeholders on Anthem's capabilities.

01 EARNED MEDIA STRATEGY



Total Earned Media Impressions (Estimated): Over 27,000 across digital, print, radio, and television platforms.

02 INFLUENCER ENGAGEMENT

Established connections with government officials, health initiatives, and aging-focused organizations.

THE RESULTS:

NINICO successfully positioned Anthem Blue Cross as a frontrunner in Medi-Cal services across California.

The earned media campaign alone resulted in substantial coverage, with hundreds of thousands of potential impressions across different media formats and regions. Anthem was able to connect with key decision-makers, such as government officials and influencers, building strong relationships that have potential for long-term partnerships and collaboration.

Additionally, NINICO's strategic content creation and county-specific outreach materials provided Anthem with essential resources for engaging with local stakeholders during the RFP process, ensuring Anthem's messaging aligned with county health priorities.

03 CONTENT & COLLATERAL CREATION

Collateral Production: Multiple documents supporting RFP efforts and stakeholder education across counties.

NINICO®

CONCLUSION:

Through a robust communications and outreach strategy, NINICO helped Anthem Blue Cross enhance its brand visibility, engage with critical stakeholders, and support its bid for Medi-Cal services across California. The success of this campaign illustrates NINICO's expertise in public affairs and communications, positioning it as a key partner in Anthem's continued growth and public service initiatives in the healthcare sector.

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