

# Silver State Health Insurance Exchange

NV Division of Insurance Network  
Adequacy Advisory Council

July 21, 2022



nevada  
**health link**



# ARPA Subsidy Extension

- ARPA benefit extensions through 2025
- ASPE report – impact on Nevadans:  
<https://aspe.hhs.gov/sites/default/files/documents/1647ad29528ee85a48d6ffa9e7bfbc8f/arp-ptc-sunset-impacts-03-22-22%20Final.pdf>
- Increases premium tax credit improvements
  - Removing 400% FPL cliff and continuing to provide subsidies
  - Increase subsidies to lower-income people who previously qualified for APTC
  - \$0 plans for consumers who receive Unemployment Insurance at some point during the year.

# Unwinding of the Public Health Emergency (PHE) General Strategy

- Coordinating messaging and communications with DWSS and NV State Medicaid, DHCFP
- Investing marketing and outreach funds towards educating consumers to 1) update their information w/ Medicaid; 2) create awareness that Nevada Health Link is here for them
- Utilizing federal CMS funds towards growing GetInsured's call center by an additional 5 CSRs for ~8 months to make outbound outreach to Account Transferred consumers
- Educating and providing resources to Brokers/Navigators to assist transitioning consumers
- Pre-populating Exchange applications with Account Transfer information and sending a unique invite code to claim account
- Performing manual quality assurance on the Exchange's automated Account Transfer process that has been in place since 2019

# Unwinding of the PHE: Marketing & Outreach

## Phase I – Education

- Timing: March 15, 2022 - Until the Public Health Emergency has officially ended
- Target Audience: Current Medicaid Enrollees
- Goals:
  - Awareness of ending the Public Health Emergency and the potential loss of Medicaid coverage for tens of thousands of Nevadans.
  - Push all current Medicaid enrollees to update their physical address (sign up for newsletter, download the app?) Update contact information with Medicaid (address, phone number and email address)
- Tactics:
  - Update NVHL Medicaid specific webpages
  - Blog Post(s)
  - Social Media Posts
  - Public Relations
  - Consumer Facing Flyer/Poster
  - Navigators/Brokers (NVHL)
  - Carriers (NVHL)
  - Paid Media Plan

# Unwinding of the PHE: Marketing & Outreach, cont.

## Phase II - Enrollment & Action

**Timing:** End of Public Health Emergency to 60 days after last notification

**Target Audience:** Newly Medicaid Ineligible Nevadans

**Goals:**

- Awareness of the low cost and high quality of Nevada Health Link Plans
- Awareness of the qualification for subsidies and APTC
- Drive those that have recently loss coverage with Medicaid to enroll with Nevada Health Link

**Tactics:**

- Medicaid Ineligible Email Newsletter Campaign Direct mailer utilizing the Medicaid Office's mailing lists (stuffer)
- Blog Post(s)
- Social Media Posts
- Public Relations More Robust & Targeted Paid Media Plan

# What We've Done So Far

## MEDICAID ELIGIBILITY CHANGES

### & Your Insurance Options

The Public Health Emergency declared during the COVID-19 pandemic is ending and Medicaid eligibility is changing as a result. If you or anyone you know is losing Medicaid coverage because of this change, Nevada Health Link may be able to help. Nevada Medicaid and Nevada Health Link are working together to make sure those losing Medicaid have access to the best insurance options available.



### 4 THINGS TO REMEMBER

STAY UP TO DATE ON MEDICAID CHANGES

- 1 **Make sure all your contact information is up to date** on the Nevada Medicaid database by going to [AccessNevada.nv.gov](https://accessnevada.nv.gov)
- 2 **Losing Medicaid eligibility** may qualify you for special enrollment through Nevada Health Link
- 3 **You have 60 days** from loss of Medicaid coverage to find coverage that's right for you through Nevada Health Link
- 4 **If you lose coverage** but believe you may still qualify call 702-486-1646

### 4 THINGS TO KNOW

IF YOU ARE CONSIDERING COVERAGE THROUGH NEVADA HEALTH LINK

- 1 **Nevada Health Link is the state-based health exchange** for the state of Nevada and all health plans offered on the platform are qualified plans
- 2 **Nevada Health Link offers a wide range of private insurance plans** to choose from
- 3 **Nevadans can shop and compare plans** on a single, easy-to-use platform
- 4 **Deep discounts on coverage** means that you can find the best insurance prices in the state



EXPLORE NEVADA HEALTH LINK COVERAGE

Scan to Learn More

Call us at 1-800-547-2927



## Attention Medicaid Enrollees

Don't risk a gap in your Medicaid or CHIP coverage, get ready to renew now.


Please update your contact information. It is important to keep your contact information with Department of Welfare and Supportive Services (DWSS) as current as possible to receive all communications regarding your eligibility. Your contact information should include your residence and mailing addresses, your phone number or message number, and your email address. Log into your account on [Access Nevada](https://accessnevada.nv.gov) or call 800-992-0900 to update your contact information.

Following these steps will help determine if you still qualify:

- Make sure your contact information is up to date.
- Complete your renewal form (if you get one).
- Check your mail for a letter.

LOGIN (ACCESS NEVADA)

<https://www.nevadahealthlink.com/medicaid-ineligible/> and <https://www.nevadahealthlink.com/start-here/about-the-aca/medicaid/>: **29,505 Unique Pageviews**




**Nevada Health Link**  
Published by Sprout Social · June 11 at 8:11 AM ·

Changes are coming to Nevada Medicaid benefits. Be sure to stay up to date on your health insurance and update your contact information to ensure you don't lose access: <https://accessnevada.dwss.nv.gov/>.

Los cambios están llegando a los beneficios de Medicaid de Nevada. Asegúrese de mantenerse al día con su seguro y actualizar su información de contacto para asegurarse de que no pierda el acceso: <https://www.medicaid.nv.gov/>.

See Translation

**STAY UP TO DATE ON YOUR INSURANCE!**



Check that Nevada Medicaid Office has your current mailing address

**¡MANTÉNGASE AL DÍA CON SU SEGURO!**



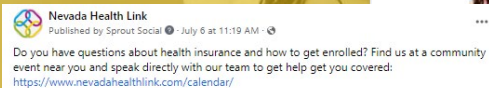
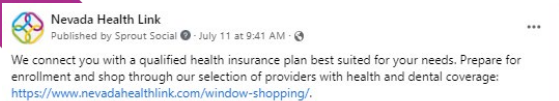
Asegúrese de que oficina de Medicaid de Nevada tenga su dirección postal actual

Posted to:  
Instagram,  
LinkedIn,  
Facebook, Twitter  
Reach: 64,460  
Engagements: 166

NV Health Link will post this flyer out in the community & share w/ community partners (WIC offices, community centers, JobConnect, etc..)

# SEP/OEP Outreach/Education to NV Consumers

## Social Posts



## Wedding Bells Mean New Benefits FOR YOU AND YOUR SPOUSE

Your wedding is the beginning of a shared journey with the love of your life, buying a home, starting a family — and living a long, healthy life together. Under the Affordable Care Act, if you have gotten married in the past 60 days, it's considered a qualifying life event for a Special Enrollment Period to enroll in an affordable health plan for you and your spouse.



## Affordable health insurance starts here

Did you know Nevadans who do not have insurance through their job and are not eligible for Medicaid and Medicare may be eligible for a Qualified Health plan through Nevada Health Link?



NV Health Link certified navigators participate in community events statewide. These events are promoted through social media stories, posts, emails, and the Governor's newsletter.

<https://www.nevadahealthlink.com/calendar/>