

Silver State Health Insurance Exchange

Monthly Meeting of Nevada's
On-Exchange Insurance Carriers

May 13, 2025



nevada
health link

Introductions - SSHIX

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Katie Charleson – Communications Director

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Agenda

- Six Month Look-Ahead
- Open Enrollment Metrics Summary
- Plan Certification Update
- Marketing & Communications Update
- May RCNI Submission
- Q&A

Six Month Look-Ahead

May, 2025

- 5/16: CMS QHP Enrollee Survey data submission deadline
- 5/21: HHS-approved QHP Enrollee Survey vendor securely submits the survey response data to CMS on behalf of the QHP issuer

June, 2025

- 6/2: Binders and Form & Rate submissions are due in SERFF
- 6/2 – 7/11: SSHIX initial review of binder data submitted in SERFF
- 6/13: QHP issuer submits validated QRS clinical measure data, with attestation, to CMS via NCQA's Interactive Data Submission System (IDSS)
- 6/17: Initial Objection Letter to be sent out

July, 2025

- 7/14: First data transfer from SERFF to the Nevada Health Link SBE Platform
- 7/14-8/22: Issuer Plan Preview begins on Nevada Health Link SBE Platform

Six Month Look-Ahead (cont'd)

August, 2025

- 8/1 – 9/30: QHP Quality Rating preview
- 8/15: Draft Plan Year 26 Issuer Agreements sent to issuers for review
- 8/22: Plan Preview ends, deadline for all plans to be verified; Letters of Good Standing submitted to the Exchange from DOI
- 8/22: Final deadline for issuers to change QHP application w/o state authorization
- 8/29: Rate filings approved by DOI; Final data transfer from SERFF to NVHL SBE Platform
- 8/29: Plans reverified for rates – rates must be approved by DOI

September, 2025

- 9/5/25: Final Plan Year 2026 Issuer Agreements sent to issuers with final plan confirmation list
- 9/5 – 9/12: Issuers send signed agreements and confirm final plan listings
- 9/15: SSHIX to send final plan confirmation list and countersigned issuer agreements to issuers
- 9/15: Plans Certified in SERFF

Six Month Look-Ahead (cont'd)

October, 2025

- 10/1: Approved rate changes posted on DOI website
- 10/1: Consumer window shopping begins on NevadaHealthLink.com
- 10/1: URL links need to be posted for window shopping to begin
- 10/6 – 10/10: Limited data correction window

November, 2025

- 11/1: Anticipated public display of QHP quality rating information
- 11/1: Open Enrollment Begins

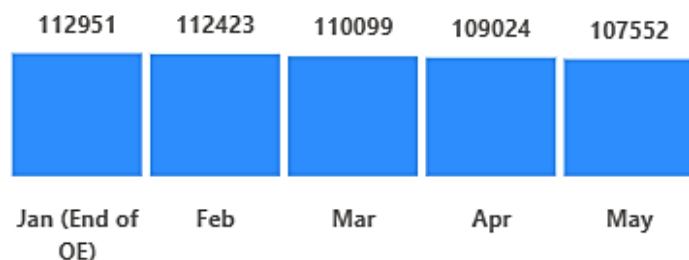
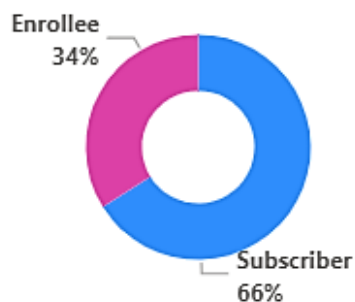
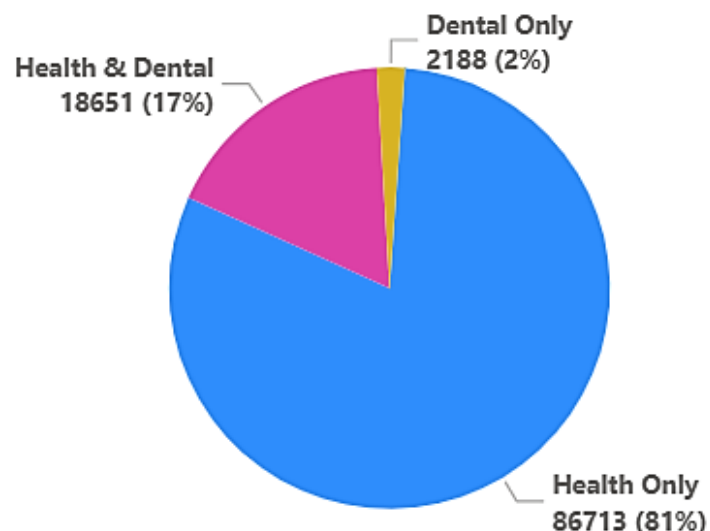
May 2025 Enrollment Summary

All Enrollees – All Counties

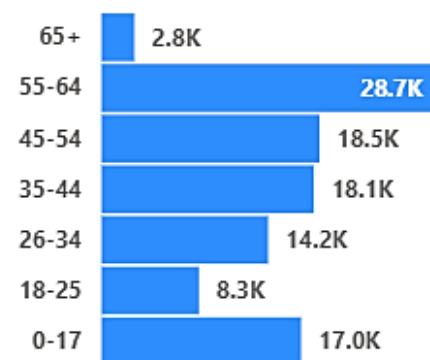
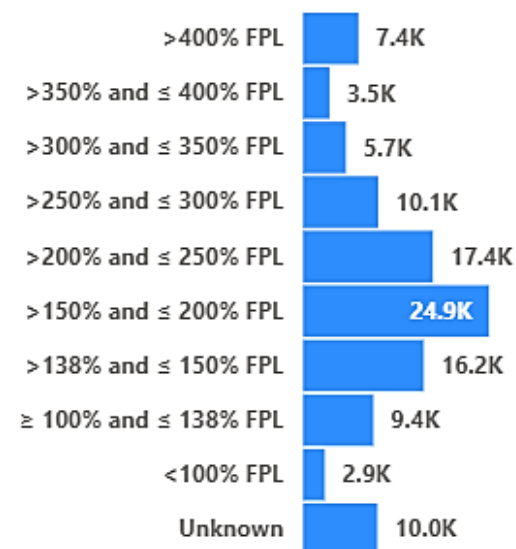


Total Enrollees*

107,552



Clark	84,782
Washoe	13,477
Douglas	2,472
Carson City	1,527
Nye	1,295
Lyon	1,242
Elko	802
Churchill	731
Humboldt	467
Storey	185
Pershing	129
White Pine	128
Lincoln	93
Lander	85
Eureka	66
Mineral	63
Esmeralda	15



*Includes unique enrollees with a 2025 plan selection in Confirmed or Pending status as of 5/2/25. Consumers with Terminated or Cancelled policies have been removed from these counts.

May 2025 Enrollment Summary

Health Enrollees – All Counties



Total Enrollees*

105,364

Pending

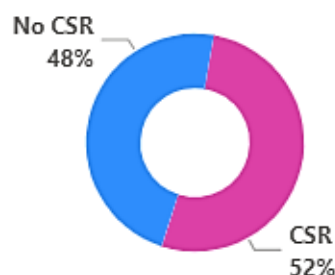
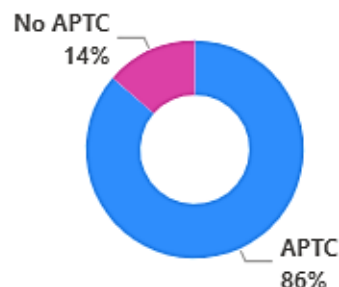
1,470

Confirmed - Passive

55,756

Confirmed - Active

48,138



Avg Premium Before APTC**

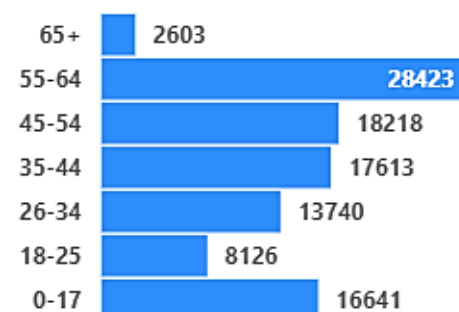
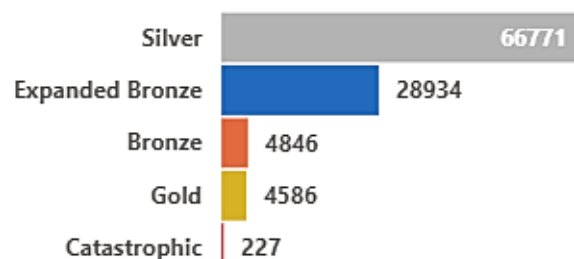
\$555

Avg Premium After APTC**

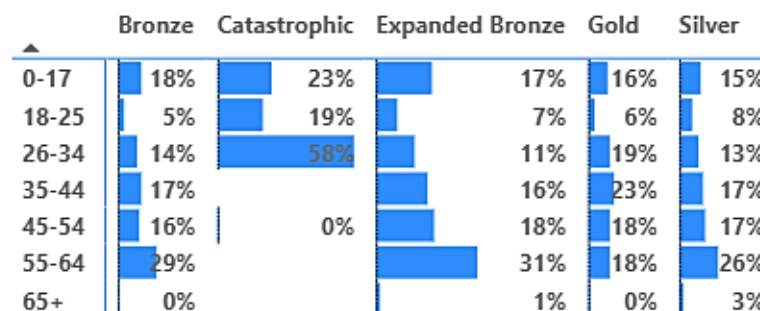
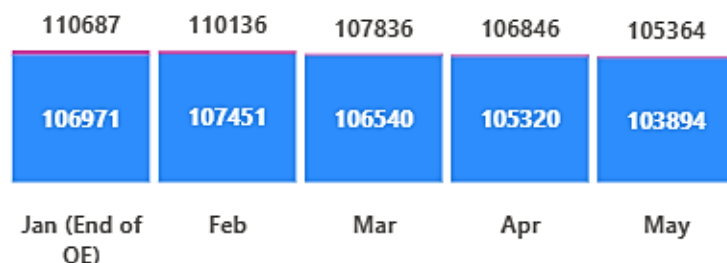
\$155

Avg APTC**

\$463



● Confirmed ● Pending



*Includes unique enrollees with a 2025 plan selection in Confirmed or Pending status as of 5/2/25. Consumers with Terminated or Cancelled policies have been removed from these counts;

**Average Premium values are monthly averages for all enrollees; Average APTC is the monthly average for enrollees with monthly APTC > \$0.

May 2025 Enrollment Summary

Dental Enrollees – All Counties



Total Enrollees*

20,839

Pending

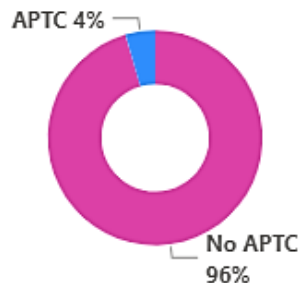
299

Confirmed - Passive

12,219

Confirmed - Active

8,321



Avg Premium Before APTC**

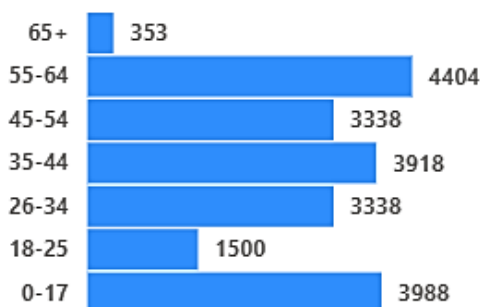
\$21

Avg Premium After APTC**

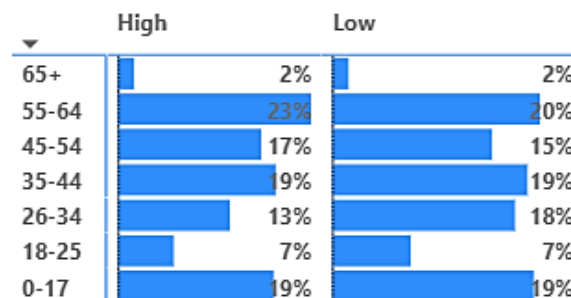
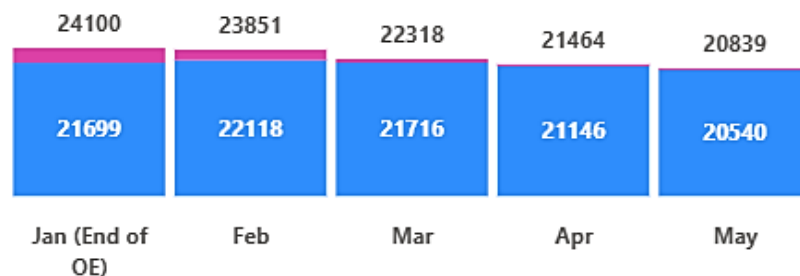
\$21

Avg APTC**

\$10



● Confirmed ● Pending



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**Average Premium values are monthly averages for all enrollees; Average APTC is the monthly average for enrollees with monthly APTC > \$0.

Plan Certification

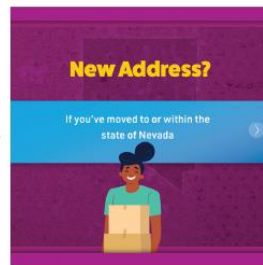
- QHP and QDP binder submissions are due in SERFF on June 2, 2025. The QHP and QDP Plan Certification timelines can be located in the Plan Year 2026 Final Letter to Issuers, published on the Carriers Resources page of Nevada Health Link.
- At this point in the PY26 Plan Certification process, it is recommended that Issuers check the Carrier Resources page of Nevada Health Link regularly for updates.

Marketing & Communications Update

- **Updated Social Media Toolkit:** <https://www.nevadahealthlink.com/toolkits/>
 - Download updated resources and graphics aligned with our upcoming campaigns.
- **Updated Nevada Health Link Brand Guidelines**
 - Ensure consistent, on-brand communications across all partner materials.
- **Special Enrollment Campaign**
 - Paid traditional and digital ads are out in the market
 - Running the same Open Enrollment commercial with an awareness/ evergreen message
- **Coming Soon:** Updated Special Enrollment Landing Page
- **Find Us at Community Events:**
 - Check out our event calendar here: <https://www.nevadahealthlink.com/calendar/>



Social Carousel Frames



Let's Collaborate!

We're excited to highlight our valued carriers in an upcoming social media campaign!— let's showcase your unique value to our community together!

Marketing & Communications Update

2025 Open Enrollment Campaign Timeline

May 2025

- Conduct Research & Message Testing

June 2025

- Begin Campaign Development

August 2025

- Press Release: Announce Navigator and Broker Awardees

September – October 2025

- Launch Window Shopping Messaging in Market

October 2025

- Press Release: Carriers, Plans, and Rate Information
- Host Prep Rally Event (Southern and Northern Nevada)

November 2025

- Official Open Enrollment Campaign Launch
- Virtual Press Conference + Press Release

December 2025

- Community Event to Promote Final Open Enrollment Deadline
- Press Release: Deadline

Stay Connected!

Want to stay up-to-date on Nevada Health Link marketing updates, campaign resources, and collaboration opportunities?



Email me at kcharleson@exchange.nv.gov to be added to our listserv.

May RCNI Submission

- The next RCNI Submission Deadline is **Monday, May 19.**
- Carriers are expected to submit an RCNI for Plan Year 2025.
- SSHIX has published a calendar of [2025 Monthly RCNI Submission Deadlines](#) to Nevada Health Link's [Carrier Resources Page](#)

Month	Submission Deadline	2026 RCNI	2025 RCNI	2024 RCNI
January 2025	Monday, January 20		X	X
February 2025	Thursday, February 20		X	X
March 2025	Thursday, March 20		X	X
April 2025	Monday, April 21		X	
<u>May 2025</u>	Monday, May 19		<u>X</u>	
June 2025	Thursday, June 19		X	
July 2025	Monday, July 21		X	
August 2025	Thursday, August 21		X	
September 2025	Thursday, September 18		X	
October 2025	Monday, October 20		X	
November 2025	Thursday, November 20	X	X	
December 2025	Thursday, December 18	X	X	X

Questions and Answers

Please submit questions re: EDI/Reconciliation or Carrier Connector to the SSHIX Recon Team at:

reconsupport@exchange.nv.gov

Please submit questions re: Plan Certification to SSHIX Plan Certification Manager at:

pmanagement@exchange.nv.gov

Please submit Policy questions to Meagan W. Ranson at:

mranson@exchange.nv.gov