



**FOR IMMEDIATE RELEASE**

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## **104,286 Nevadans Enrolled in Health Insurance During 2026 Plan Year Open Enrollment**

*More Nevadans actively engaged in their health coverage this year, with 10% enrolled in the new public option, known as the Battle Born State Plans*

**CARSON CITY, Nev.** – Nevada Health Link’s Open Enrollment Period for Plan Year 2026 concluded on January 15 with 104,286 Nevadans enrolling in comprehensive health coverage through the state-based marketplace, including the new Battle Born State Plans, which accounted for 10% of total enrollments. Of the 104,286, there were 63,563 Nevadans who actively shopped, showing a 32% increase in engagement of active enrollments from last year’s Open Enrollment.

104,286 Nevadans enrolled in health insurance plans through NevadaHealthLink.com, with nearly 20% also enrolling in a dental plan. Additionally, 2,930 individuals enrolled in a dental plan only, bringing a grand total of 107,216 enrolling in coverage through the marketplace. 20,911 were new enrollees to the marketplace, and 42,652 were active re-enrollees, meaning they went to NevadaHealthLink.com to either upgrade or make changes to their current plan.

“This year, more than ever, we saw Nevadans come to the marketplace to actively update their information, compare options, and shop for plans, rather than just auto-renewing,” said Janel Davis, Executive Officer of Nevada Health Link. “Our expanded outreach and education efforts encouraged more people to engage with Nevada Health Link, and many who did were able to find meaningful savings on their monthly premiums.”

Nevada’s public option, known as the Battle Born State Plans (BBSPs), was offered on the marketplace for the first time this year. These plans are required to be available statewide and must meet specific premium reduction targets to help lower costs. Combined with Nevada’s new market wide reinsurance program, BBSPs expanded coverage options for rural Nevadans. In total, 10,762 Nevadans enrolled in a BBSP. Like all health plans offered through Nevada Health Link, BBSPs cover all ten essential health benefits, including hospitalization, doctor visits, emergency care, prescription drugs, and more.

Nevada Health Link’s free enrollment assistance continued to be one of the most valuable resources available to Nevadans seeking coverage. During the Open Enrollment Period, 70% of all enrollments were assisted by a Nevada Health Link certified brokers or navigators, who provide in-person and virtual support at no cost. These trained professionals offer expert guidance in multiple languages, helping individuals navigate their coverage options with

confidence. In addition, Nevadans who utilized the call center reported an average satisfaction rate of 94%.

While Open Enrollment has ended, those who experience a Qualifying Life Event (QLE), such as losing health insurance, getting married, having a child, or moving to a new service area, may qualify for a Special Enrollment Period within 60 days of the life event. For more information, call the customer support line at 1-800-547-2927 or visit [www.NevadaHealthLink.com](http://www.NevadaHealthLink.com).

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### **ABOUT NEVADA HEALTH LINK**

[NevadaHealthLink.com](http://NevadaHealthLink.com) is Nevada's official health insurance marketplace for qualified and affordable health plans. NevadaHealthLink.com is operated by the state agency, the Silver State Health Insurance Exchange, under the Division of Consumer Health Services. It is the only place where qualifying Nevadans can receive federal tax credits to help lower the costs of monthly premiums. The state-based marketplace offers over 100 Qualified Health Plans from eight health insurance carriers. Nevada Health Link is also partnered with multiple dental carriers to offer qualified dental plans. Nevada Health Link is ideal for those who do not qualify for Medicare or Medicaid and do not have employer-sponsored health insurance. Open Enrollment runs from November 1 through January 15. Outside of the Open Enrollment Period, Nevadans who have experienced a Qualifying Life Event (QLE) such as loss of insurance, getting married or divorced, moving or having a baby, may be eligible for a Special Enrollment Period. For more information, visit [NevadaHealthLink.com](http://NevadaHealthLink.com); subscribe to Nevada Health Link's [YouTube](#) channel; like us on [Facebook](#) or follow on [Twitter](#), [Instagram](#) and [TikTok](#). Free help is available statewide through licensed enrollment professionals. To learn more, call 1-800-547-2927 or visit [NevadaHealthLink.com](http://NevadaHealthLink.com).

### **ABOUT NEVADA HEALTH AUTHORITY**

The Nevada Health Authority (NVHA) was created during the 2025 state legislative session through the passage of Senate Bill 494. Proposed by Governor Joe Lombardo, the agency was established to unify similarly aligned health and human services agencies to leverage the state's purchasing power, reduce healthcare costs, improve the quality of care, attract more providers to Nevada, and streamline the delivery of services and programs. The Nevada Health Authority is committed to achieving these goals while upholding the values of public service, fiscal responsibility, and accountable leadership. Visit <https://nvha.nv.gov/> to learn more.

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