



Joe Lombardo
Governor

NEVADA HEALTH AUTHORITY
DIVISION OF CONSUMER HEALTH SERVICES
SILVER STATE HEALTH INSURANCE EXCHANGE

2310 S. CARSON STREET, SUITE 2
CARSON CITY, NV 89701
NEVADAHEALTHLINK.COM



Stacie Weeks, JD, MPH
Director

Jennifer Krupp, MPH, MBA, PMP
Administrator



REQUEST FOR APPLICATIONS
BROKER AWARD PROGRAM
STATE FISCAL YEAR 2027

- Purpose:** To promote awareness of, and facilitate enrollment in, Qualified Health and Dental Plans offered for sale through the Nevada Health Link Marketplace. To provide targeted outreach to rural, underserved and multilingual populations.
- Project Period:** July 1, 2026 – June 30, 2027
- Applications Due:** May 22, 2026, by 5:00 pm PST
- Funding Available:** **\$10,000**
- Website:** Nevada Health Link
- Contact:** k-fuentes@nvha.nv.gov



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EXECUTIVE SUMMARY

Following the passage of the Patient Protection and Affordable Care Act (ACA), Nevada established the Silver State Health Insurance Exchange (Exchange) in 2011 to serve as the state’s official health insurance marketplace. As of July 2025, the Exchange operates within the Division of Consumer Health Services under the Nevada Health Authority. The online health insurance Marketplace, known as Nevada Health Link, is where the Exchange connects eligible individuals and families who are not covered through employer-sponsored insurance, Medicaid, or Medicare with access to affordable coverage.

Through Nevada Health Link, the Exchange facilitates access to Affordable Care Act (ACA) compliant and state-certified Qualified Health and Dental Plans. Eligible consumers may qualify for financial assistance, including premium tax credits and cost-sharing reductions, to help lower monthly premiums and out-of-pocket costs. Licensed health insurance agents and brokers help support the Exchange’s mission by assisting consumers with education and enrollment into plans that best meet their health care needs.

BROKER AWARD PROGRAM OVERVIEW

The Broker Award Program is designed to fund and support up to eight (8) agents/brokers with up to \$10,000 each for an award period, which begins July 1, 2026, and ends June 30, 2027, to help educate and enroll Nevadans in Qualified Health and Dental Plans offered through NevadaHealthLink.com.

All funds must be used for promoting awareness of, and facilitating enrollment in, Qualified Health and Dental Plans offered for enrollment through Nevada Health Link. **Applicants are encouraged to describe how the funds will be used to:**

- **provide targeted marketing and outreach to rural and/or underserved communities**
- **provide multilingual marketing and outreach**
- **provide advertising initiatives to support outreach efforts that increase visibility and engagement of Nevada Health Link**

Funds must be used for the development and dissemination of promotional and marketing materials, including traditional advertising media (e.g., television, radio, or print advertisements), digital advertising media (e.g., website banner advertisements), and printed marketing materials (e.g., brochures or pamphlets). Funds may not be used for Search Engine Optimization (SEO) or sponsored internet search engine results.

All marketing or promotional assets:

- Must prominently display the most updated Nevada Health Link logo.
- Must adhere to the brand guidelines, social media brand style guide, and video best practices published at <https://nevadahealthlink.com/nevada-health-link-brand-guidelines/>;
- Must not promote any health or dental plans which are not offered through Nevada Health Link.
- Must not promote any insurance carriers not offering health or dental plans through Nevada Health Link.

Failure to comply with these requirements may result in grounds for immediate revocation of any broker’s reimbursement award. This program will be further embodied in an agreement pursuant to [45 CFR § 155.220 \(d\)](#) or an agreement that is supplemental thereto.



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ELIGIBILITY REQUIREMENTS

- Existing Nevada resident agent or broker with active state licensure and have a brick-and-mortar enrollment center which will be your place of business.
- Must complete Exchange-approved training and certification.
- Must comply with all roles and responsibilities established in 45 CFR § 155.220
- Prior cultural and linguistic experience and demonstrated success providing in-person outreach and education to similar populations newly eligible for coverage.
- Proven ability to deliver cost effective activities aligned with the Broker Award Program’s goals and principles.
- Sufficient management, administrative, and fiscal infrastructure to operate the program.
- Understanding of the Affordable Care Act and the coverage options available to Nevadans.
- Experience measuring the impact and success of outreach and education campaigns.

APPLICATION REQUIREMENTS

- Appendix A – Proposal Content
- Appendix B - Budget Template Form
- Appendix C – Fiscal Management Checklist
- Appendix D – General Conditions and Assurances
- Attend an orientation session to be conducted via videoconference/TEAMS.

APPLICATION & SUBMISSION INSTRUCTIONS:

RFA questions may be submitted via e-mail to k-fuentes@nvha.nv.gov with the subject line *BROKER RFA QUESTIONS* through May 15, 2026, and will be posted to the Nevada Health Link website, with responses, by May 19, 2026. The Q&A will remain on the website through the end of the application period. In addition, answers to some questions may be available at NevadaHealthLink.com.

Applications must be submitted electronically to k-fuentes@nvha.nv.gov by **May 22, 2026**, no later than 5:00 p.m. **A notice of receipt will be issued via email.** Late submissions **will** be disqualified. The Exchange is not responsible for lost or late e-mail delivery.

TIMETABLE

April 21, 2026	Request for application is published.
May 11, 2026	Broker orientation: Attendance at the orientation is required for all applicants. This session is an opportunity to ask questions, gain a better understanding of the application process, and walk through the program requirements. RSVP here: https://forms.gle/FMVQPnrYX4YVPjUgZ
May 15, 2026	Deadline for applicants to submit substantive questions about application to the Exchange by COB.



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May 19, 2026	Exchange posts final Questions and Answers on https://nevadahealthlink.com/sshix/grant-opportunities/ by 5:00 PM (PST)
May 22, 2025	Applications are due by close of business day, 5:00 PM (PST). Late submissions will not be accepted.
June 1, 2026, through June 5, 2026	Applications are reviewed by the Exchange Application Committee and recommendations are provided to the Exchange Executive Officer.
June 8, 2026	Award Selection Committee meets and makes final selections.
June 10, 2026	Notice of Awards released.
July 15, 2026	Fiscal Training for Awardees.

Applicants must attend the following orientation session to be conducted via videoconference and/or teleconference.

To receive an invitation to the May 11th orientation session, please RSVP by sending an email to [Kassandra Fuentes k-fuentes@nvha.nv.gov](mailto:k-fuentes@nvha.nv.gov).

MANDATORY ORIENTATION SESSION

DATE/TIME	LOCATION	VIDEOCONFERENCE	TELECONFERENCE
May 11, 2026 Time: 10:30am –11:30am	No Physical Location	TEAMS Meeting	RSVP here: https://forms.gle/Qs9QRENxeKuv88cq6

Please note: The Silver State Health Insurance Exchange is not responsible for any costs incurred in the preparation of the proposal. All submitted proposals become the property of the Exchange. The Exchange reserves the right to accept or reject any or all proposals. Resident Producer/Broker/Agent entities awarded funding are those deemed to be in the best interest of the people of the State of Nevada.