

# Silver State Health Insurance Exchange

Monthly Meeting of Nevada's  
On-Exchange Insurance Carriers

July 13, 2021



nevada  
**health link**

# Introductions - SSHIX

**Heather Korbulic** – Executive Director

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**Ryan High** – Chief Operations Officer

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**Janel Davis** – Communications Director

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**Russell Cook** – Information Systems Manager

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**Meagan Ranson** – Plan Certification Manager

[mranson@exchange.nv.gov](mailto:mranson@exchange.nv.gov)

# Agenda

- Plan Cert Update
- Update on ARPA Metrics
- Reminder: ARPA SEP Ending in August
- ARPA Communications Update
- July RCNI Submission
- Q&A

# Plan Cert Update

- All 2022 Plan Data has been successfully transferred from SERFF to the SBE Platform.
- This milestone marks the beginning of the Plan Preview period of the plan certification timeline. Plan Preview ends August 19, 2021. It is essential that carriers review all plans and mark them as “Verified” prior to the completion of Plan Preview.
- Please note that Plan Preview requires access to the Plan Representative user role of the SBE Platform. If you or any members of your team require access to the platform please submit a completed [Access Request Form](#) to [reconsupport@exchange.nv.gov](mailto:reconsupport@exchange.nv.gov).

# Update on ARPA Metrics

Since ARPA Phase I functionality was deployed on 4/19:

- 11,629 consumers actively updated their applications due to ARPA (Please Note: this number represents a combined total of new and existing consumers).
- 79% of those 11,629 enrollees have selected a Silver Plan
- 94% of ARPA enrollees are eligible for APTC

In addition, the Average Net Premium amount across all consumers at end of OE in January was \$232/month, whereas the Average Net Premium as of July 13th—which includes both unsubsidized consumers as well as consumers using the ARPA SEP—is \$167/month.

# Reminder: ARPA SEP Ending in August

- The ARPA SEP will close at 11:59 pm PST on 8/15.
- The Nevada Health Link call center will be open until midnight PST on that date, which is a Sunday.
- Textual references and published guidance regarding the ARPA SEP will be taken down at the conclusion of 8/15, but unemployment insurance eligibility/enrollment functionality will be available in the Single Streamlined Application (SSAP) until the end of 2021.
- SSHIX would appreciate your support in getting the word out to consumers and encouraging them to take advantage of the ARPA eligibility rules, including consumers enrolled in unsubsidized plans or off-exchange plans.

# ARPA Communications Update

## ARPA CAMPAIGN TIMELINE & TACTICS

- April 2021: Launch Press Releases, Collateral & Toolkits, Email Marketing, Blog Posts, Organic Social Media
  - All ARPA resources and collateral can be located and downloaded on the Nevada Health Link website:  
<https://www.nevadahealthlink.com/americanrescueplan/>
- May 2021--August 15, 2021: Google Search Engine Marketing, Radio, Boosted Social Media, Social Media Paid Ads - A/B concept testing, continued media relations and press opportunities
- June 2021--August 15, 2021: [ARPA Landing Page](#), Google Display, YouTube, Connected TV/OTT, Out of Home, Static Mobile Billboards, Print Advertising

# Additional ARPA Resources

Please note that the latest information regarding the Exchange's ARPA implementation will always be available on our website at the following link:

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

For additional information regarding the Exchange's Messaging and Community Relations Plans please contact Janel Davis, SSHIX Communications Director, at:

[j-davis@exchange.nv.gov](mailto:j-davis@exchange.nv.gov)



# July RCNI Submission

- The next RCNI Submission Deadline is **Monday, July 19**
- Please note that submission of Plan Year 2020 enrollments is not required in July
- SSHIX has published a calendar of [monthly RCNI Submission Deadlines](https://www.nevadahealthlink.com/partner-resources/carriers/) to Nevada Health Link's Carrier Resources Page at <https://www.nevadahealthlink.com/partner-resources/carriers/>

Month	Submission Deadline	2021 RCNI?	2020 RCNI?
January	Thursday, January 21 <sup>st</sup>	X	X
February	Monday, February 22 <sup>nd</sup>	X	X
March	Monday, March 22 <sup>nd</sup>	X	X
April	Monday, April 19 <sup>th</sup>	X	
May	Thursday, May 20 <sup>th</sup>	X	
June	Monday, June 21 <sup>st</sup>	X	
<b><u>July</u></b>	<b><u>Monday, July 19<sup>th</sup></u></b>	<b><u>X</u></b>	
August	Thursday, August 19 <sup>th</sup>	X	
September	Monday, September 20 <sup>th</sup>	X	
October	Thursday, October 21 <sup>st</sup>	X	
November	Monday, November 22 <sup>nd</sup>	X	
December	Monday, December 20 <sup>th</sup>	X	X

# Personal Update from Russ

Nora Cook was born at 4:14 pm on July 1<sup>st</sup>. Mama and baby are happy and healthy, and papa is very tired!



# Questions and Answers

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

[reconsupport@exchange.nv.gov](mailto:reconsupport@exchange.nv.gov)

Please submit questions re: Plan Certification to Meagan Ranson,  
SSHIX Plan Certification Manager at:

[pmanagement@exchange.nv.gov](mailto:pmanagement@exchange.nv.gov)