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Link to photos: [here](#).

**Nevada's Exchange Promotes Two Long-Time Employees to Leadership Roles**  
*The Silver State Health Insurance Exchange announces Janel Davis as COO and Katie Charleson as Communications Officer*

**CARSON CITY, NV** – Two long-time employees have been promoted at the state agency, [The Silver State Health Insurance Exchange \(Exchange\)](#), including **Janel Davis as new Chief Operations Officer (COO)** and **Katie Charleson as the new Communications Officer**. The announcement comes shortly after Ryan High, former COO, was appointed as the new Executive Director of the Exchange earlier this year.

The Silver State Health Insurance Exchange is the state agency operating the online health insurance marketplace, [NevadaHealthLink.com](#), which connects Nevadans to comprehensive and affordable health and dental plans.

Before Davis assumed her role as COO, she served as the Communications Director for seven years, managing the Exchange's marketing and advertising operations during Open Enrollment and Special Enrollment Periods. She also played a pivotal role in developing integrated communication strategies and outreach campaigns and worked closely with Nevada's diverse landscape of media outlets and reporters. Prior to joining the Exchange, Davis worked at the Nevada State Legislature as a Committee Secretary in the Assembly Committee on Health and Human Services and Commerce and Labor, as well as the Education and Transportation Committees. She graduated from the University of Nevada, Reno with a Bachelor of Arts Degree in Communications.

As COO, Davis will assist the Executive Director set strategic priorities for the Exchange in consultation with the Board of Directors and agency staff. She will also oversee the Quality Assurance team and the 50+ person contracted call center team to ensure consumers are getting proper and reliable enrollment assistance.

"After seven years in the communications and marketing space, I am excited to continue working at the Exchange and ensuring all Nevadans have access to quality and affordable health insurance," said Davis. "As Chief Operations Officer, it is my utmost priority to make sure



Nevadans can take advantage of free enrollment assistance and get the support they need to sign up for health insurance with a plan that meets their family’s health and budgetary needs.”

Charleson has worked at the Exchange since 2019 as the Marketing Assistant and IT Analyst, where she supported the communications department through marketing strategy and monitored systems within the NevadaHealthLink.com platform, especially during peak times like during Open Enrollment. Now, as the new Communications Officer, she will manage the communications efforts with the Exchange’s PR and Marketing vendors including The Abbi Agency, Marketing for Change and Ericka Aviles Consulting; and will provide strategic oversight to internal and external communications messaging.

“The work the dedicated employees do at the Exchange is important and personal to me,” said Charleson. “I am thrilled to become the new Communications Officer and lead strategic efforts to reach Nevadans with important messaging surrounding the Exchange and enrollment.”

Both Davis and Charleson played significant roles in the Exchange’s most recent and successful Open Enrollment Period, with more than 100,000 Nevadans using Nevada Health Link to access comprehensive, affordable health insurance. For more information about free enrollment assistance, call 1-800-547-2927 or visit [NevadaHealthLink.com](https://NevadaHealthLink.com).

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**ABOUT NEVADA HEALTH LINK:**

[NevadaHealthLink.com](https://NevadaHealthLink.com) is the online insurance marketplace operated by the Silver State Health Insurance Exchange (Exchange), which was established per *Nevada Revised Statutes* (NRS) in 2011 by the State of Nevada and began operations in 2013 on the belief that all Nevadans deserve access to health insurance. In 2019, the Exchange transitioned away from the federal marketplace, HealthCare.gov and became a fully operational State Based Exchange (SBE), in time for its seventh Open Enrollment Period (OEP). This is the fourth year Nevada Health Link is operating as a state based exchange. NevadaHealthLink.com connects eligible Nevada residents to budget-appropriate health and dental coverage and is the only place where qualifying consumers can receive federal tax credits to help cover premium costs. For more information or to see if you’re eligible, [visit our website](#); subscribe to Nevada Health Link’s [Blog](#) and [YouTube](#) channel; like them on [Facebook](#) or follow on [Twitter](#), [Instagram](#) and [TikTok](#). Nevada Health Link always encourages consumers to use the free assistance of a licensed enrollment professional by calling 1-800-547-2927 or by visiting [NevadaHealthLink.com](https://NevadaHealthLink.com).