



**Media Contacts:**

Janel Davis, Nevada Health Link, 775-687-9934  
[j-davis@exchange.nv.gov](mailto:j-davis@exchange.nv.gov)

Alexis Keith, The Abbi Agency, 775-446-0273  
[alexis@theabbiagency.com](mailto:alexis@theabbiagency.com)

**FOR IMMEDIATE RELEASE**

**April 26, 2024**

**Link to Photo:** [Here](#).

**Photo credit:** Nevada Health Link

**Nevada Health Link Extends Special Enrollment Period for  
Medicaid-ineligible, Launches SMS Text Campaign to Boost Awareness**

*A Special Enrollment Period through NevadaHealthLink.com is extended through November 30  
for those redetermined ineligible for Medicaid benefits*

**Carson City, Nev.** – In response to the ongoing Medicaid eligibility redetermination process that resumed in April 2023, Nevada Health Link is extending the Special Enrollment Period through November 30, 2024, for those who no longer qualify for Medicaid or Children’s Health Insurance Program (CHIP). This initiative aligns with similar adjustments made by Centers for Medicare & Medicaid Services (CMS) and HealthCare.gov, and aims to support any Nevadan who was deemed ineligible for Medicaid benefits since Medicaid began its redetermination process following the COVID-19 pandemic. Eligible Nevadans can enroll even if they lost their Medicaid benefits more than sixty days prior, and [NevadaHealthLink.com](https://NevadaHealthLink.com) is the only place where consumers can qualify for financial assistance to help offset the cost of premiums.

In tandem with the extension of its Special Enrollment Period, Nevada Health Link is rolling out an SMS texting initiative designed to reach and engage Nevadans who no longer qualify for Medicaid/CHIP. The primary goal of this outreach strategy is to enhance awareness of continued NevadaHealthLink.com eligibility by providing simple instructions and links to enrollment assistance in a convenient format.

“Our new SMS texting initiative is a direct-to-consumer approach to connect with Nevadans who’ve lost their Medicaid coverage, and to simplify the process of securing affordable and high-quality health insurance,” said Russell Cook, Executive Director of Nevada Health Link. “We are committed to helping our community understand their options and enroll in a plan that meets their needs and budget, and we believe we’ll be able to effectively reach over 80,000 Nevadans through this campaign.”



Since Nevada Medicaid began redetermining eligibility in April 2023, only about 4% of Nevadans who were deemed ineligible for Medicaid benefits have enrolled in a plan through NevadaHealthLink.com. While there are several factors that may have impacted engagement levels, such as the availability of coverage through other sources like an employer or family member, Nevada Health Link is committed to continuing its outreach to ensure Nevadans are being met exactly where they are and to make the enrollment process as convenient as possible.

“One challenge we are seeing among individuals who have recently lost Medicaid is that they may not have a current mailing address on file with Medicaid, so they might not have received their Medicaid termination letter, and therefore might not be aware that their coverage has ended,” Cook continued. “This campaign is meant to bolster existing communications efforts from the Division of Welfare and Supportive Services (DWSS) by informing individuals who have lost their Medicaid coverage, including those who lost their coverage last year, that they’re still eligible to enroll through NevadaHealthLink.com. We want these Nevadans to know that Nevada Health Link is their best option for affordable coverage, and we have a call center and a statewide team of enrollment professionals ready to help them get the coverage they need.”

Nevada Health Link will only be reaching out via its SMS texting initiative to those households whose information was received as part of their account transfer process from Medicaid. All Nevada Health Link texts can be distinguished by knowing Nevada Health Link will attach an image to each text with the Nevada health logo and the Nevada State Seal.

The extension of this temporary Special Enrollment Period provides a critical opportunity for individuals and families affected by the Medicaid redetermination process to secure affordable, qualified health insurance without waiting for the annual Open Enrollment Period in November.

Nevadans who have lost Medicaid coverage are urged to contact Nevada Health Link for enrollment support. Assistance is available online, over the phone, or in person through a network of trained professionals, including brokers and navigators and most recently, an AI Chatbot that has been implemented onto the Nevada Health Link website. For more information about Nevada Health Link, visit [NevadaHealthLink.com](https://NevadaHealthLink.com) or call 1-800-547-2927. The Nevada Health Link Call Center is open Monday through Friday from 9 a.m. to 5 p.m.

###

#### **ABOUT NEVADA HEALTH LINK**

[NevadaHealthLink.com](https://NevadaHealthLink.com) is Nevada’s online health insurance marketplace for qualified and affordable health plans. NevadaHealthLink.com is operated by the state agency, the Silver State Health Insurance Exchange, and is the only place where qualifying consumers can receive federal tax credits to help lower the costs of monthly premiums. The state-based marketplace offers over 160 different plan options across eight health insurance carriers. Nevada Health Link also partners with multiple dental carriers and offers vision plans through VSP. 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 Period 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 (including Medicaid determinations), getting married or divorced, moving or having a baby, can qualify for a Special Enrollment Period. For Nevadans who are not renewed for Medicaid benefits during the redetermination process, qualifying accounts will automatically be transferred to Nevada Health Link. For more information, visit [NevadaHealthLink.com](https://NevadaHealthLink.com); subscribe to Nevada Health Link's [YouTube](#) channel; like us on [Facebook](#) or follow on [Twitter](#), [Instagram](#) and [TikTok](#). Nevada Health Link 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).