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January 23, 2025

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Nevada Health Link Reaches Record-Setting Enrollments in its 2025 Open Enrollment Period

*Over 110,000 Nevadans got enrolled, marking the largest enrollment
in the history of Nevada's marketplace*

CARSON CITY, Nev. – Nevada Health Link has achieved a historic milestone this year with its record-setting Open Enrollment Period for Plan Year 2025. With over 110,000 Nevadans enrolling in affordable and comprehensive health and dental coverage through the state-based marketplace, this achievement underscores the critical importance of providing accessible and affordable health insurance options to Nevadans across the state.

“Reaching the highest enrollment numbers in Nevada Health Link’s history is a milestone we’re incredibly proud of,” said Russell Cook, Executive Director of Nevada Health Link. “Health insurance is more than just a safety net in case of a medical emergency – it’s peace of mind, financial security, and, ultimately, a pathway to better health outcomes for individuals and families across our state. This record-setting enrollment underscores the importance of our mission to prioritize the well-being of Nevada’s communities.”

110,687 Nevadans enrolled in health insurance plans through NevadaHealthLink.com, with nearly 20% also enrolling in a dental plan. Additionally, 2,264 individuals enrolled in a dental plan only, bringing a grand total of 112,951 enrolling in coverage through the marketplace. **26,852 were new enrollees** to the marketplace, and **21,271 were active re-enrollees**, meaning they went to NevadaHealthLink.com to either upgrade or make changes to their current plan.

This year marks the first time since 2022 that Nevada Health Link reached a record-setting enrollment, having reached just over 101,000 enrollments that year. This year’s landslide enrollment is over 9,000 more enrollments than the previous record and about a 10% increase from last year’s open enrollment. Nevada Health Link’s enrollment success this year aligns with the national trend for 2025 ACA marketplace enrollments, which was reported by the Centers for Medicare & Medicaid Services (CMS) to be [over 24 million nationwide](#).

The Open Enrollment Period, which ran from November 1, 2024, to January 15, 2025, offered 141 Qualified Health Plans across eight private insurance carriers, providing a diverse range of options to meet the unique needs of individuals and families statewide.

“Since Nevada Health Link’s first Open Enrollment Period as a state-based exchange in 2019, we’ve continued to grow and expand plan options, giving Nevadans the best opportunity to find a plan that fits within their health needs and budget,” said Cook. “Cost-savings on name-brand health insurance ensures Nevadans have comprehensive coverage for a wide range of health services, including ambulatory and preventative care, mental health, and more. We’re proud that Nevada has consistently expanded its marketplace to give Nevadans more options to choose coverage plans within their means.”

Additionally, this year even more Nevadans were eligible to qualify for Nevada Health Link, as a recent federal rule change re-defined the term “lawfully present” to include DACA recipients, asylum-seekers, and other undocumented immigrants. It was expected that over 11,000 Nevadans would be made eligible through this ruling.

“Expanding access for more Nevadans to get coverage on the marketplace is a fundamental priority for our agency, and the DACA rule change advanced health care in the state by advocating for inclusivity and equity among health care accessibility,” said Nevada Health Link’s navigator program manager, Rosa Alejandre. “We remain dedicated to helping eligible Nevadans secure the coverage they need.”

Following the passage of the Inflation Reduction Act (IRA) by the federal government in August 2022, advanced premium tax credits were extended, providing vital financial assistance to reduce the cost of monthly premiums. As a result, nearly nine out of 10 Nevadans who enrolled in insurance through Nevada Health Link were eligible to receive financial support to help bring down the cost of monthly premiums. This translates to about 45% of enrollees securing coverage for less than \$100 per month. Nevada Health Link remains the only place that offers financial assistance and tax credits to lower monthly premiums in Nevada, making comprehensive health coverage more accessible and affordable.

For those who are still in need of health and dental insurance, Nevada Health Link offers Special Enrollment Periods year-round. If you have recently experienced a Qualifying Life Event, such as losing health insurance, getting married, having a child, or moving to a new service area, you may qualify for enrollment. To find out if you are eligible and to learn more, visit NevadaHealthLink.com or call 1-800-547-2927.

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ABOUT NEVADA HEALTH LINK

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 140 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, 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; 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.

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