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NevadaHealthLink.com

Exchange Enrollment Facilitator (EEF), Navigator, and Certified Enrollment Counselor (CEC) Stakeholder Talking Points (9.2.19) Nevada Health Link's Transition to a State Based Exchange

Nevada Health Link is transitioning away from HealthCare.gov to operate as a fully functioning State Based Exchange (SBE) that utilizes a private and proven technology platform. Nevadans will be able to shop for and enroll in qualified health plans on Nevada Health Link for plan year 2020. Open enrollment is **November 1 – December 15, 2019** for coverage beginning January of 2020.

Advantages of a State Based Exchange:

- **Cost savings:** Nevada Health Link, as a fully operational SBE, is projected to save the Nevada Exchange more than \$4 million for fiscal year 2020 alone.
- **Improved customer experience:** The Exchange's selected vendor, GetInsured, offers a modern and proven product that provides users with robust and innovative tools created specifically for SBEs and their needs. Nevada Health Link will continue to serve as an online marketplace to shop for affordable and subsidized health plans for Nevadans but with enhanced features and technology, resulting in a more straightforward and intuitive process for the customer. GetInsured provides Exchange technology services in six other states.
- **More efficient and effective outreach:** operating on an SBE will give the Exchange real-time access to consumer data, allowing for targeted advertising and individual messaging, increasing the effectiveness and efficiency of outreach.


Key Dates in communications to Nevada consumers:

- **August 30, 2019:** CMS mails letter/notice to Nevada consumers regarding Nevada's transition to a SBE. *Should arrive to consumers' mailboxes around Sept. 3rd.
- **September 4, 2019:** Nevada Health Link's "soft launch" of SBE platform website and call center. Nevada Health Link sends activation email (PDF doc) to existing consumers with unique access code to allow consumers to activate their accounts. Please see the screenshot below to view the landing page that consumers will see to input access code on the new platform. Throughout September and early October, Nevada Health Link will also send reminder emails to consumers who have not yet activated their account.

During the month of September, consumers are able to do the following:

- ✓ Claim their migrated user account, login and activate their account
- ✓ Designate an agent/broker or enrollment professional (if they don't already have one designated)
- ✓ Sign up for auto renewal (if they haven't already)

Welcome to Nevada Health Link, Let's get started.



Individuals & Families

Enter the access code from your notification to get started with claiming your account, designating a broker, or opting in to auto-renewal. If you have questions or need assistance please contact us.

[START SHOPPING →](#)

Do you have an access code?

I'm not a robot

reCAPTCHA
Privacy • Terms

Submit

Already have an account?

[Log In](#)

Open Enrollment begins November 1, 2019 and ends December 15, 2019. If you need to make changes to your 2019 plan please visit www.HealthCare.gov

- **First week of October 2019:** Consumers can “window shop,” preview plans and prices until enrollment begins on Nov. 1
- **October 11, 2019:** Last day for consumers to designate a broker or sign up for auto renewal in the platform, until open enrollment begins.
- **November 1 – December 15, 2019:** Open Enrollment Period! Nevadans enroll on NevadaHealthLink.com

Messaging for consumers on claiming their account:

Beginning November 1, 2019 Nevada residents will no longer use HealthCare.gov for enrollment in Nevada Health Link health and dental plans. NevadaHealthLink.com is the only site for Nevadans to enroll for plan year 2020 and beyond.

For more information please visit www.NevadaHealthLink.com or call 1-800-547-2927, TTY 711.

All questions or issues related to plan year 2019 or any other previous plan year will need to be directed to HealthCare.gov for resolution. Nevada Health Link will be responsible for plan year 2020 and on-going.

What do we need from you? (Existing enrollees)

If you were previously enrolled in a plan on HealthCare.gov, you are considered an existing enrollee. In order to prepare for the upcoming plan year 2020 health insurance open enrollment window, we need you to claim your new user account by following these steps:

1. Visit <https://enroll.nevadahealthlink.com>
2. Enter your unique access code – *you should have received this access code via email from noreply@exchange.nv.gov*. Please call 1-800-547-2927 for technical assistance if you cannot locate this email
3. Answer the security questions to confirm your identity
4. Set up your unique username and password for your account

You may also do the following when you claim your new user account:

- Designate a certified agent/broker, navigator or certified enrollment counselor to provide you with free enrollment assistance for plan year 2020. Use the [Find Free Local Assistance](#) link in the portal.
- Consent to *Auto-Renewal* to be automatically re-enrolled in coverage for plan year 2020 and ongoing. This will greatly simplify your health insurance renewal process.

Here are some other things to be aware of:

- Your 2019 health and/or dental plan will continue to be managed through HealthCare.gov through the end of 2019. For questions or changes to 2019 or prior plan years, you will need to contact HealthCare.gov at 1-800-318-2596.
- Beginning October 3, 2019 you can visit NevadaHealthLink.com and “window shop” health and dental insurance plan options for 2020 by comparing plans and prices so you’ll be ready when enrollment begins on November 1st.
- Open enrollment runs November 1st – December 15. You must be enrolled by December 15th for coverage beginning January 1, 2020.

Resources for you as a licensed enrollment professional or CEC (as it’s known on the platform):

- Nevada Health Link’s [Brand Standards Guide and Media Assets](#)
- Overview of [SBE Transition Project](#)
- [SBE Transition Info page for Navigators and CEC Partners](#)
- [FAQs on SBE Platform](#)
- [Entity and CEC On-Boarding Guide](#)
- Activation email sent to NV consumers, PDF:



Claim Your Account
Notification_Initial C