

Circle of Champions

July 2019



Disclaimer

The information provided in this presentation is intended only as a general, informal summary of technical legal standards. It is not intended to take the place of the statutes, regulations, and formal policy guidance that it is based upon. This presentation summarizes current policy and operations as of the date it was presented. Links to certain source documents have been provided for your reference. We encourage audience members to refer to the applicable statutes, regulations, and other interpretive materials for complete and current information about the requirements that apply to them.

This document generally is not intended for use in the State-based Marketplaces that do not use HealthCare.gov for eligibility and enrollment. Please review the guidance on our Agents and Brokers Resources webpage (<http://go.cms.gov/CCIIOAB>) and Marketplace.CMS.gov to learn more.

Unless indicated otherwise, the general references to “Marketplace” in the presentation only includes Federally-facilitated Marketplaces (FFMs) and State-based Marketplaces on the Federal Platform.

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Agenda

- Circle of Champions Program Overview
- How to Qualify for the Circle of Champions
- Circle of Champions Program Benefits
- Circle of Champions Program Feedback
- Preparing for Plan Year 2020 Open Enrollment

Program Overview

What is the Marketplace Circle of Champions?

The Marketplace Circle of Champions is an **annual recognition program** for Marketplace-registered agents and brokers who assist with at least 20 active enrollments in Marketplace coverage during Open Enrollment.

- Agents and brokers are huge contributors to the Marketplace and important partners for the Centers for Medicare & Medicaid Service (CMS).
- As such, CMS created this program to recognize the hard work, expertise, and service of agents and brokers.

What is the Marketplace Circle of Champions? (Continued)

There are three Circle of Champions recognition levels for agents and brokers.



Circle of Champions

Agents and brokers who complete 20-99 active enrollments



Elite Circle of Champions

Agents and brokers who complete 100-499 active enrollments



Elite Plus Circle of Champions

Agents and brokers who complete 500+ active enrollments

How to Qualify

How do I qualify for the Circle of Champions?

To be eligible for the Circle of Champions, you must have:

- **Completed the current-year Marketplace registration and training requirements** for agents and brokers;
- A **valid National Producer Number (NPN)**; and
- An **approved, active health-related line of authority** in the states in which you are licensed to operate.

How do I qualify for the Circle of Champions? (Continued)

- To be eligible for the Circle of Champions, you must have assisted with at least **20 active new enrollments and/or re-enrollments** in Marketplace coverage during Open Enrollment.
- An enrollment is considered “active” when the agent or broker helps:
 - A new enrollee apply for and enroll in Marketplace coverage, or
 - An existing enrollee review his or her application, make updates, and select a plan.

How do I qualify for the Circle of Champions? (Continued)

Enrollments through HealthCare.gov and approved partner (i.e., qualified health plan issuer or web-broker) websites via the Direct Enrollment (DE) and Enhanced Direct Enrollment (EDE) Pathways count toward qualification for the Circle of Champions.

- For enrollments to count, your clients must **include your NPN on their Marketplace applications**.
- Enrollments are **counted by individual and not groups** (e.g., if you help enroll a family of four, you receive credit for four enrollments).
- **Prior year, special enrollment period, and auto re-enrollments DO NOT** count toward Circle of Champions eligibility.

How can I see the number of enrollments I have assisted?

- The Marketplace **does not** currently provide a report of clients assisted during Open Enrollment to agents and brokers, and there are no tools available for you to pull a report on your own.
- However, some DE and/or EDE partner websites may offer these features. Contact the specific partner you use for more information.

Program Benefits

What do I receive for joining the Circle of Champions?

- If you achieve Circle of Champion status at any of the three levels, you will receive a recognition package with the following materials:
 - **Appreciation letter** from CMS
 - Personalized **certificate of recognition**
 - Commemorative **digital badge**
 - **Digital and social media toolkit**
- Recognition materials can be used to promote your accomplishment among your peers and within your community.

How do I receive my recognition materials?

- Recognition materials are **electronically delivered by email** to Circle of Champions qualifiers regularly throughout Open Enrollment and **are not** sent via postal mail.
- All recognition materials are digital and can be downloaded from links in the email.

Program Feedback

Thank You for the Feedback!

- Each year, CMS sends out a questionnaire to agents and brokers to request feedback on various Marketplace programs, including the Circle of Champions.
- We would like to thank you for the feedback you have provided to help us improve the Circle of Champions!

Thank You for the Feedback! (Continued)

Some feedback received from agents and brokers includes:

- **Increase awareness** of the prestige of the Circle of Champions among consumers
- **Increase information** available to agents and brokers on the Circle of Champions
- **Make enrollment counts accessible** so that agents and brokers can better understand how close they are to achieving the next Circle of Champions level
- **Highlight Circle of Champions status** on Find Local Help and Help On Demand so that it is visible to consumers

Thank You for the Feedback! (Continued)

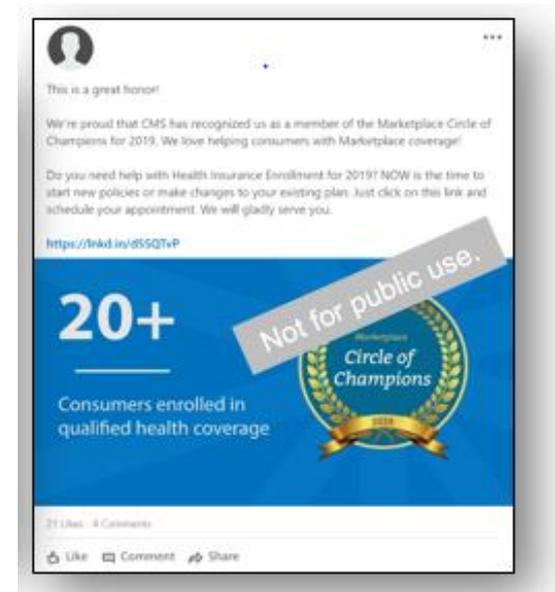
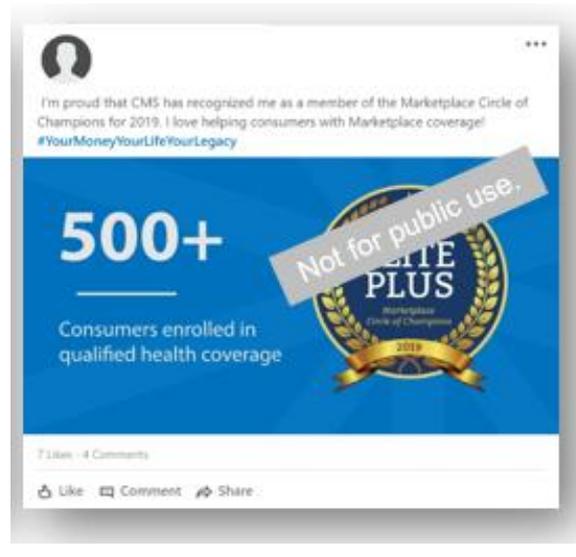
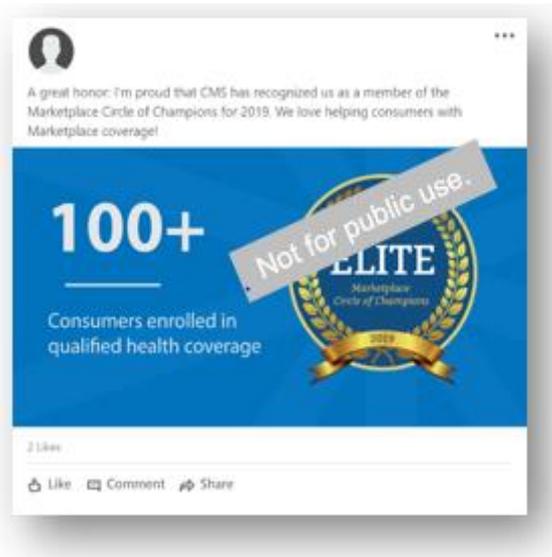
- CMS is considering enhancements to the Circle of Champions to address your feedback.
- CMS may not be able to implement all enhancements in the near future, but we will keep seeking ways to improve the Circle of Champions and appreciate your help doing that.

Plan Year 2020

How can I get ready for plan year 2020 Open Enrollment?

With the plan year 2020 Open Enrollment Period right around the corner, we wanted to again congratulate plan year 2019 qualifiers on reaching the Circle of Champions!

- We encourage you to use your recognition materials to show off your expertise and promote your accomplishment for the upcoming Open Enrollment.
- More information on the Circle of Champions for plan year 2020 will be sent via email later this fall.



We hope you are aiming to join the Circle of Champions again this year!

Acronym Definitions

Acronym	Definition
CMS	Centers for Medicare & Medicaid Services
DE	Direct Enrollment
EDE	Enhanced Direct Enrollment
FFM	Federally-facilitated Marketplace
NPN	National Producer Number

Additional Resources

For additional information about the Marketplace Agent and Broker Program, please visit <http://go.cms.gov/CCIIOAB>