

Department of Health & Human Services

Centers for Medicare & Medicaid Services
Center for Consumer Information & Insurance Oversight
200 Independence Avenue SW
Washington, DC 20201



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From: Center for Consumer Information and Insurance Oversight (CCIIO),

Centers for Medicare & Medicaid Services (CMS)

Title: Direct Enrollment Partners Approved to Use Single Site Application

CMS launched a new streamlined and simplified direct enrollment process for consumers signing up for individual market coverage through Exchanges that use HealthCare.gov. Consumers applying for individual market coverage during this year's Open Enrollment Period (November 1, 2017 – December 15, 2017) through direct enrollment partners can now complete their application using one website. This reduces needless regulatory burden for businesses that provide direct enrollment services and offers consumers easier access to healthcare comparisons and shopping experiences for coverage offered through HealthCare.gov.

In prior years, consumers who signed up for health coverage using a third-party website were redirected to HealthCare.gov to complete their application. Consumers indicated that the process was confusing and completing the application was difficult. This new process allows consumers to start and finish their application through the third-party website of direct enrollment partners approved to use the proxy direct enrollment pathway.

This new Exchange functionality is part of a larger CMS effort intended to stabilize the health insurance market by providing more ways for consumers to access coverage.

The Public List as of November 30, 2017 is below. (List to be updated as more partners are approved by CMS)

Direct Enrollment Partners Approved to Use Single Site Application

Direct Enrollment Partner Name	Website
Aspirus Arise Health Plan of Wisconsin	www.aspirusarise.com
Blue Cross Blue Shield of Michigan and Blue Care Network	www.bcbsm.com
Centene	www.centene.com
Dean Health Plan	www.deancare.com
eHealth	www.ehealthinsurance.com
FirstCare Health Plans	www.firstcare.com
Florida Blue	www.floridablue.com
GetInsured	www.getinsured.com
GoHealth	www.gohealthinsurance.com
GuideWell Connect	www.guidewellconnect.com
Health Sherpa	www.healthsherpa.com
Horizon Blue Cross Blue Shield of New Jersey	www.horizonblue.com
KindHealth	www.kindhealth.co
MercyCare Health Plans	www.mercycarehealthplans.com
Oscar Health	www.hioscar.com
Paramount Insurance Company	www.paramounthealthcare.com
Physicians Health Plan	www.phpmichigan.com
Security Health Plan of Wisconsin	www.securityhealth.org
Softheon	www.softheon.com
Stride Health	www.stridehealth.com
Welltheos	www.welltheos.com