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**From: Center for Consumer Information and Insurance Oversight (CCIIO) Centers for Medicare & Medicaid Services (CMS)**

**Title: Entities Approved to Use Enhanced Direct Enrollment**

Enhanced direct enrollment (EDE) is a pathway for consumers to enroll in health insurance coverage through the Federally-facilitated Exchange. This pathway allows CMS to partner with the private sector to provide a more user-friendly and seamless enrollment experience for consumers by allowing them to apply for and enroll in an Exchange plan directly through an approved issuer or web-broker without the need to be redirected to HealthCare.gov or contact the Exchange Call Center.

For additional information on EDE, please view the fact sheet, available at: <https://www.cms.gov/newsroom/fact-sheets/enhanced-direct-enrollment-pathway-health-insurance-exchange-coverage>

For frequently asked questions about EDE, visit: <https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/FAQs-EDE.pdf>

The public list of third-party entities approved to use an EDE pathway is provided below. This list is current as of October 1, 2020, but CMS will update the list as it approves more partners.

**Table Key**

- **Approved Entity Name:** Name of entity offering an approved EDE platform
- **Hosting an EDE Platform:** The checkmark indicates that the entity (referred to as a “primary EDE Entity” in CMS guidance) developed and is hosting an approved EDE platform that may be available for leasing to upstream EDE Entities
- **Entity Type:** Qualified health plan (QHP) issuer, web-broker, or Direct Enrollment (DE) Technology Provider
- **Website:** The entity’s homepage hyperlink

## DE Entities Approved to Use Enhanced Direct Enrollment

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
Acosta Insurance	✓	Web-broker	<a href="http://www.acostainsurancegroup.com">www.acostainsurancegroup.com</a>
Anthem	-	Issuer	<a href="http://www.anthem.com">www.anthem.com</a>
Arise Health Plan	-	Issuer	<a href="http://www.wecareforwisconsin.com">www.wecareforwisconsin.com</a>
Arkansas Blue Cross and Blue Shield	-	Issuer	<a href="http://www.arkansasbluecross.com">www.arkansasbluecross.com</a>
Aspirus Arise Health Plan of Wisconsin	-	Issuer	<a href="http://www.aspirusarise.com">www.aspirusarise.com</a>
AultCare Insurance Company	-	Issuer	<a href="http://www.aultcare.com">www.aultcare.com</a>
Blue Cross Blue Shield of Arizona	-	Issuer	<a href="http://www.azblue.com">www.azblue.com</a>
Blue Cross Blue Shield of Michigan Mutual Insurance Company and Blue Care Network	-	Issuer	<a href="http://www.bcbsm.com">www.bcbsm.com</a>
Blue Cross Blue Shield of North Carolina	-	Issuer	<a href="http://www.bluecrossnc.com">www.bluecrossnc.com</a>
Bright Health Plan	-	Issuer	<a href="http://www.brighthealthplan.com">www.brighthealthplan.com</a>
CareSource	-	Issuer	<a href="http://www.caresource.com">www.caresource.com</a>
Centene Corporation	-	Issuer	<a href="http://www.centene.com">www.centene.com</a>
Cigna	-	Issuer	<a href="http://www.cigna.com">www.cigna.com</a>
Community Health Choice, Inc.	-	Issuer	<a href="http://www.communityhealthchoice.org">www.communityhealthchoice.org</a>
Cox Health Plans	-	Issuer	<a href="http://www.coxhealthplans.com">www.coxhealthplans.com</a>
Dean Health Plan	-	Issuer	<a href="http://www.deancare.com">www.deancare.com</a>
FirstCare Health Plans	-	Issuer	<a href="http://www.firstcare.com">www.firstcare.com</a>
Florida Blue	-	Issuer	<a href="http://www.floridablue.com">www.floridablue.com</a>
GetInsured	✓	Web-broker	<a href="http://www.getinsured.com">www.getinsured.com</a>
GuideWell Connect	✓	DE Technology Provider	<a href="http://www.guidewell.com">www.guidewell.com</a>
Harvard Pilgrim Health	-	Issuer	<a href="http://www.harvardpilgrim.org">www.harvardpilgrim.org</a>
HealthFirst	-	Issuer	<a href="http://www.hf.org">www.hf.org</a>
HealthSherpa	✓	Web-broker	<a href="http://www.healthsherpa.com">www.healthsherpa.com</a>
HGS Colibrium	✓	DE Technology Provider	<a href="http://www.colibrium.com">www.colibrium.com</a>

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
Highmark	-	Issuer	<a href="http://www.highmark.com">www.highmark.com</a>
Independence Blue Cross	-	Issuer	<a href="http://www.ibx.com">www.ibx.com</a>
MercyCare Health Plans	-	Issuer	<a href="http://www.mercycarehealthplans.com">www.mercycarehealthplans.com</a>
Molina Healthcare	-	Issuer	<a href="http://www.molinahealthcare.com">www.molinahealthcare.com</a>
Paramount	-	Issuer	<a href="http://www.paramounthealthcare.com">www.paramounthealthcare.com</a>
Physicians Health Plan	-	Issuer	<a href="http://www.phpmichigan.com">www.phpmichigan.com</a>
Security Health Plan of Wisconsin	-	Issuer	<a href="http://www.securityhealth.org">www.securityhealth.org</a>
Sendero Health Plans	-	Issuer	<a href="http://www.senderohealth.com">www.senderohealth.com</a>
Softheon	✓	DE Technology Provider	<a href="http://www.softheon.com">www.softheon.com</a>
Stride Health	✓	Web-broker	<a href="http://www.stridehealth.com">www.stridehealth.com</a>
WellFirst	-	Issuer	<a href="http://www.wellfirstbenefits.com">www.wellfirstbenefits.com</a>
Welltheos	-	Web-broker	<a href="http://www.welltheos.com">www.welltheos.com</a>