



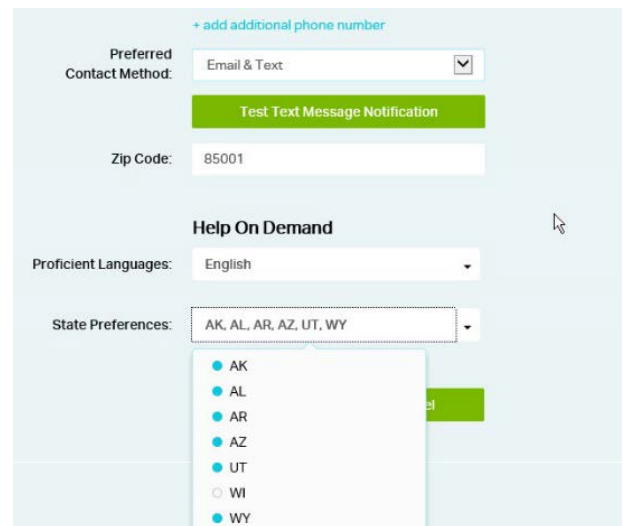
New Help On Demand Features for Plan Year 2019

In response to feedback from agents and brokers, Help On Demand has added several features that make it easier to connect with consumers for the plan year 2019 Open Enrollment period. The Centers for Medicare & Medicaid Services (CMS) hopes the following features help you get the most out of your participation in Help On Demand!

State Selection

Rather than receiving referrals from all states in which you have a valid license, you can limit state preferences directly from your Help On Demand profile.

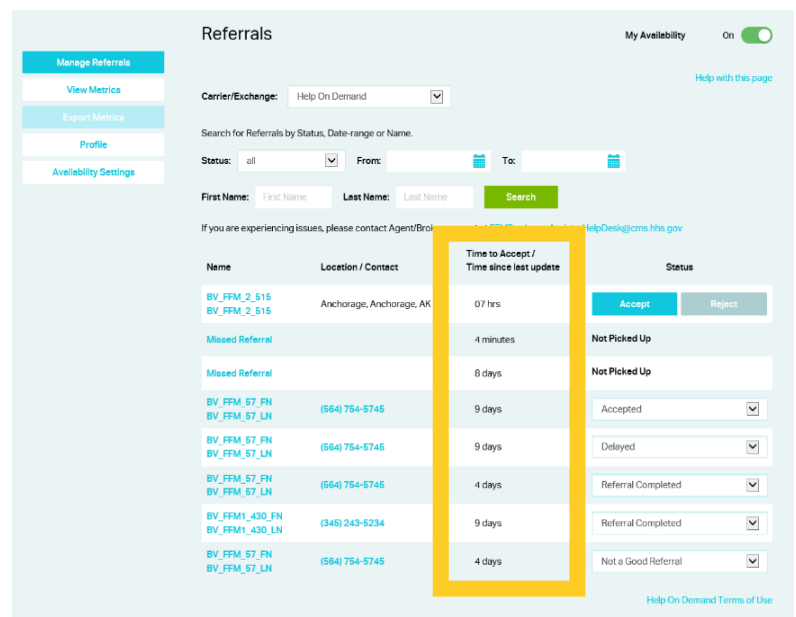
- Using the customizable **State Preferences** field in your profile, select only the states in which you want to receive referrals.
 - This dropdown menu automatically populates to include all states where you hold a valid license and health line of authority.
 - Select or deselect states to indicate where you would like to receive referrals.
- Once you have updated your **State Preferences**, you will only receive referrals from the states you select.
- For more details, please reference the [Help On Demand: Update Your Profile](#) tip sheet.



Time Stamp for Consumer Referrals

Help On Demand now includes a **Time to Accept/Time Since Last Update** time stamp for you to see when a consumer submitted his or her referral on HealthCare.gov.

- Having the time stamp features allow you to tell how long a consumer has been waiting and decide how and when to reach out to that consumer for timely assistance.
- Additionally, Help On Demand has a new feature in the Manage Referrals page that provides you with a **Time to Accept/Time Since Last Update**.



Name	Location / Contact	Time to Accept / Time since last update	Status
BV_FFM_2_515 BV_FFM_2_515	Anchorage, Anchorage, AK	07 hrs	Accept Reject
Missed Referral		4 minutes	Not Picked Up
Missed Referral		8 days	Not Picked Up
BV_FFM_57_FN BV_FFM_57_LN	(564) 754-5745	9 days	Accepted
BV_FFM_57_FN BV_FFM_57_LN	(564) 754-5745	9 days	Delayed
BV_FFM_57_FN BV_FFM_57_LN	(564) 754-5745	4 days	Referral Completed
BV_FFM_430_FN BV_FFM_430_LN	(348) 243-5234	9 days	Referral Completed
BV_FFM_57_FN BV_FFM_57_LN	(564) 754-5745	4 days	Not a Good Referral



Missed Referral Alert Banner

Keep track of missed referrals that you failed to accept or reject within the 15-minute window using Help On Demand's red **Alert Banner**.

- If you have recently missed a referral, you will see a red **Alert Banner** at the top of your screen.
- This banner displays the number of referrals you have missed in the past 7 days.
- The new missed referral alert banner and status updates (described on page 3) allow for tracking of *all* Help On Demand referrals.
- When you log in to Help On Demand, you will be able to see how many referrals you have missed and when each was originally received.
- Each of your missed referrals will appear within your referral list. Under **Name** you will see the title **Missed Referral** and under **Status**, you will see **Not Picked Up**.
- You will *not* be able to see the consumer's information for missed referrals.

Name	Location / Contact	Time to Accept / Time since last update	Status
Missed Referral		17 minutes	Not Picked Up
Missed Referral		22 days	Not Picked Up
Missed Referral		22 days	Not Picked Up
Missed Referral		22 days	Not Picked Up

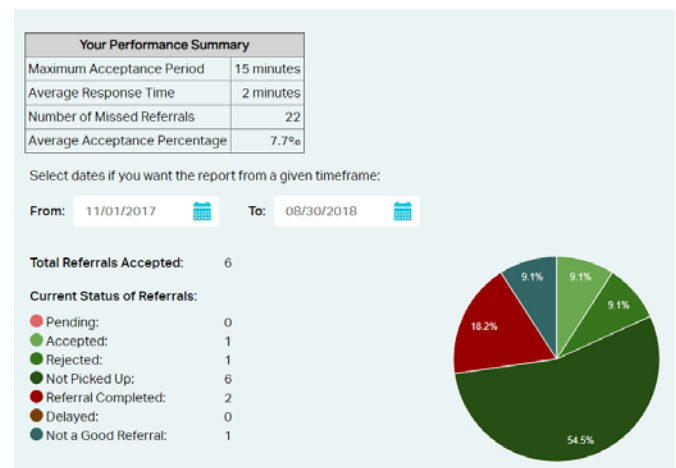


Note: To retain a referral, you must accept it within **15 minutes** before it is reassigned to another agent or broker. After you accept the referral, CMS expects that you will contact the consumer as soon as possible, preferably within 15 minutes of accepting the request. Alternatively, if you reject a referral within the 15-minute window, you will not be penalized.

New Performance Metrics

Track your overall performance on the **View Metrics** page.

- Through the **View Metrics** page, you can see:
 - Maximum acceptance period
 - Average response time to accept referrals
 - Number of missed referrals
 - Percent of referrals accepted
- Use these metrics to gain insight on and improve your overall performance in the Marketplace.





Additional Consumer Information

Consumers now have the option to provide both a phone number and email address when they submit a request for assistance on HealthCare.gov. Help On Demand provides both contact options when sending you consumer referrals so you can quickly and easily contact consumers to get them the help they need.



Note: Please be sure to use consumers' **Preferred Contact Method** when reaching out to them. If a consumer requested a phone call, his or her email address should only be used if you fail to reach the individual by phone – for example, if the phone number provided in the referral is incorrect.

Get help now!

A Marketplace-registered agent or broker will contact you in 30 minutes or less* to help you enroll. Agents' and brokers' services are generally free to you. They're usually paid for by insurance companies.

The information you enter below will be sent to a state-licensed agent or broker registered with the Marketplace who will contact you by email, text, or phone to help you enroll.

Do **NOT** click "Submit" if you don't agree to this condition and those listed below.

Please fill in your contact information below.
ALL FIELDS ARE REQUIRED UNLESS OTHERWISE INDICATED AS OPTIONAL.

First name:

Last name:

Preferred Contact Method: ☒

Cell Phone:

Email (Optional):

Zip Code:

City: ☒

Preferred Language: ☒

SUBMIT

Simplified Referral Statuses:

Help On Demand has the following, simplified referral statuses for you to set for referral reporting and tracking:

- **Accepted:** You have accepted the referral in Help On Demand.
- **Rejected:** You have rejected the referral because you were not available to provide assistance.
- **Delayed:** You are experiencing delays helping the consumer (e.g., left a message, waiting on an eligibility determination).
- **Not a Good Referral:** You are unable to assist the consumer. Reasons could include that the consumer is Medicaid-eligible, provided incorrect contact information, does not speak your language, is working with another broker, or has already obtained health insurance.
- **Referral Completed:** You have successfully completed your interaction with the consumer, who has selected a qualified health plan (QHP) or other non-Marketplace coverage or has been referred to another entity for assistance. Sub-categories include:
 - Selected a Marketplace QHP
 - Selected other non-Marketplace coverage
 - Referred to Medicaid
 - Referred to Navigator/Assister
 - Other

Referral Detail Today's Availability ☒

[Manage Referrals](#)
[View Metrics](#)
[Export Metrics](#)
[Profile](#)
[Availability Settings](#)

Status:

First Name:

Last Name:

Preferred Contact Method:

Phone:

Cell Phone:

Email:

ZIP Code:

Preferred Language:

Save **Cancel**



Help On Demand Homepage

You can now view, update, and manage your referrals directly from your Help On Demand homepage.

Manage Referrals
View Metrics
Export Metrics
Profile
Availability Settings

Referrals

My Availability ☒

Help with this page

Carrier/Exchange: Help On Demand

Search for Referrals by Status, Date-range or Name.

Status: all From: To:

First Name: Last Name: Search

If you are experiencing issues, please contact Agent/Broker support at FFMProducer-AssisterHelpDesk@cms.hhs.gov

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BV_FFM_57_FN BV_FFM_57_LN	(564) 754-5745	4 days	Referral Completed
BV_FFM1_430_FN BV_FFM1_430_LN	(345) 243-5234	9 days	Referral Completed
BV_FFM_57_FN BV_FFM_57_LN	(564) 754-5745	4 days	Not a Good Referral

Help On Demand Terms of Use

Forgot Username?

Did you forget your Help On Demand username? No problem!

- You can now recover your username by entering the email address associated with your profile and selecting "Forgot Username?".
- BigWave Systems will send you an email with steps to recover it.

Log in

Username:

Password:

Forgot Username? Forgot password?

☐ Remember my username

Log in

To learn more, check out these [Tips for Maximizing Your Participation in Help On Demand](#).

To learn more about Help On Demand, how to register, and what you need to know to receive consumer referrals, visit the Help On Demand section of the [Agents and Brokers Resources webpage](#).