

Agents & Brokers: Selling in the Marketplace

HealthCare.gov

Marketplace News for Agents & Brokers

New Trends Report Shows Agent and Broker Impact

The Centers for Medicare & Medicaid Services (CMS) released a [trends report](#) that details the impact agents and brokers have on consumer enrollments through the Federally-facilitated Marketplace (FFM).

The report is part of a larger information sharing effort announced by CMS today in [this official press release](#).

Below are some of the highlights from the agent/broker section (pages 5-7) of the [trends report](#):

- For plan year 2018, 49,100 agents and brokers registered with the FFM.
- These agents and brokers supported 42 percent of overall Marketplace enrollments (3,660,668 health plan enrollments during the Open Enrollment period).
- To date, CMS has implemented 93 percent of recommendations received via

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Upcoming Events

CMS is hosting the following webinar to help you assist consumers. Please watch your email for an invitation:

“Healthcare for the Homeless and Medicare Periodic Data Matching”

7/20/18, 2:00 PM-3:00 PM ET.

Recently Released Resources

survey responses from our agent and broker partners.

- In responding to a recent survey, agents and brokers expressed increased satisfaction with communications, training, registration, and consumer-facing tools like Help On Demand. Of 5,000 survey respondents, 85 percent reported that they are likely to participate in the Marketplace for plan year 2019.

A few ongoing concerns for agents and brokers are frustrations with the online HealthCare.gov consumer application and enrollment process, the burden of establishing annual authorizations to represent their clients with the call center over the phone, and the shortage of agent/broker-focused customer service resources with the ability to resolve complex consumer issues.

CMS is working to address some of these concerns. Notably, for plan year 2019, CMS is launching new capabilities with its private sector direct enrollment (DE) partners, including both approved carriers and web-brokers. Agents and brokers working with CMS-approved DE partners will have access to new enrollment and client management portals and services, making it easier to assist clients with eligibility determinations, plan selections, and year-round account management for Marketplace coverage, while reducing the need to use HealthCare.gov or the Marketplace Call Center.

CMS will continue to work collaboratively with its agent and broker partners to find additional solutions to challenges impacting the agent and broker community, and improve agents' and brokers' ability to assist

Visit the [Agents and Brokers Resources webpage](#) for up-to-date information, including these helpful resources:

- [MLMS Closing Quick Tips](#)
- [Part II: Marketplace Privacy & Security Requirements for Agents and Brokers](#)
- [Tips for Working with Marketplace Assisters](#)
- [Overview of Marketplace Requirements for Agents and Brokers](#)
- [Assisting Rural Consumers](#)

Stay Connected

Here are some other ways you can stay in the know on Marketplace updates:

- Join the agent/broker community on [LinkedIn](#)

Quick Links

- [Find Local Help](#)
- [Help On Demand](#)
- [Registration Completion List](#)
- [Agent/Broker Help Desks](#)

Contact Us

Agent/Broker Email Help Desk: FFMProducer-AssisterHelpDesk@cms.hhs.gov for policy questions, escalated registration questions, or issues with your ID proofing, the Registration Completion List, Find Local Help, and Help On Demand Monday-Friday, 8:00 AM–6:00 PM ET.

consumers in enrolling in Marketplace plans and using coverage.

Marketplace Learning Management System (MLMS) Closing

The plan year (PY) 2018 Federally-facilitated Marketplace registration and training for agents and brokers will close on the MLMS on Wednesday, July 18 at 6:00 PM Eastern Time (ET) as we prepare to launch registration and training for plan year 2019.

Before this “go-dark” period begins on July 18 at 6:00 PM ET, you should:

- Check that your MLMS profile is up-to-date
- Print your Registration Completion Certificate(s) to document your plan year 2018 registration for the Individual and/or Small Business Health Options Program (SHOP) Marketplace

Certificates showing you have completed plan year 2018 registration and training will **not** be available after the MLMS closes.

To print your plan year 2018 Registration Completion Certificate(s), follow these three steps:

1. Log in to the [CMS Enterprise Portal](#).
2. On the “My Status” page, the “Complete Agent Broker Training” entry will show “Complete” in the “Status” column if you have completed training.
3. Select the “Print Certificate(s)” link and follow the prompts.

During the go-dark period, the Centers for Medicare & Medicaid Services (CMS) will be

Marketplace Service Desk:

855-267-1515 (for CMS Enterprise Portal account issues, Enterprise Portal password resets, and general registration questions), Monday–Friday, 8:00 AM–8:00 PM ET.

Agent/Broker

Training/Registration Email Help Desk:

MLMSHelpDesk@cms.hhs.gov

(for technical or system-specific issues related to the Marketplace agent/broker training/registration system), Monday–Friday, 9:00 AM–5:30 PM ET.

Individual Marketplace

Agent/Broker Partner Line:

855-788-6275 (for Individual Marketplace consumer account password resets, special enrollment periods not available online, and eligibility and enrollment issues). Open 24/7. Available only to registered agents and brokers for Plan Year 2018. Enter your NPN when prompted to enter an ID number.

SHOP Call Center:

800-706-7893 (for all SHOP Marketplace inquiries), Monday–Friday, 9:00 AM–5:00 PM ET.

preparing for plan year 2019 registration and training. Stay tuned for updates, or visit the [Resources for Agents and Brokers webpage](#).

New Resource Available on the 2019 Payment Notice

The Centers for Medicare & Medicaid Services (CMS) recently hosted a webinar that provided an overview of [the HHS Notice of Benefit and Payment Parameters for 2019 Final Rule](#) that was released in April 2019.

For an overview of key final policies, follow this [link](#) and scroll to slides 13-18.

Learn More About Privacy Notice Statements

Prior to collecting your clients' personally identifiable information (PII), you must provide them with a Privacy Notice Statement that is prominently displayed:

- On a public-facing website, if applicable, or
- On the electronic and/or paper form you use to gather and/or request PII.

The statement must be written in plain language and provided in a manner that is accessible and timely to people living with disabilities and with limited English language proficiency.

Failure to comply with the Privacy Notice Statement requirement could result in termination of your Agreement(s) with CMS and registration with the Marketplace.

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