

March 14, 2018

Agents & Brokers: Selling in the Marketplace

HealthCare.gov

Marketplace News for Agents & Brokers

Resources Are at Your Fingertips with a New Web Search Tool

Based on your feedback, the Centers for Medicare & Medicaid Services (CMS) redesigned the [Agent/Broker General Resources webpage](#) to include a new search tool that makes it easier for you to find guidance, regulations, newsletters, previous webinar slides, quick reference guides, and more.

How does it work?

Enter a date, topic name, topic title, or type of resource you are looking for into the **Filter On**

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Upcoming Key Dates

- **April 16, 2018:** Tax Day for Year 2017; Filing deadline for federal income tax returns

Upcoming Events

CMS is hosting upcoming webinars to help you assist consumers after the Open Enrollment period ends, including:

search bar as shown below.

General Resources

This page contains a dynamic list of resources that provide helpful information for agents and brokers as well as web-brokers who enroll consumers in the Health Insurance Marketplace and small employers in Small Business Health Options Program (SHOP) health insurance. This list includes guidance, regulations, newsletters, previous webinar slides, quick reference guides, and more.

Search the list below for a topic or by keyword to find resources that are relevant to your questions.

Show entries: 10 ▾			
Filter On: Help On Demand			
Date	Topic	Title	Type of Resource
2017-12	Help On Demand	Tips for Maximizing Your Participation in Help On Demand	General Resources
2017-10	Help On Demand	Help On Demand Overview	General Resources
2017-10	Help On Demand	Help On Demand	General Resources

Showing 1 to 3 of 3 entries (filtered from 114 total entries)

Navigation: < < < 1 > > > >>

To view or download a resource, simply click the link in its date entry.

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CMS is always looking for ways to improve your user experience as you work hard to enroll consumers and help them maintain coverage all year round. Thank you for all that you do!

Live Today: Help On Demand Feedback Questionnaire

Today, the Centers for Medicare & Medicaid Services (CMS) launched the Help On Demand Feedback Questionnaire to get opinions from participating agents and brokers on how to

“Employer-Sponsored Coverage”

3/29/18, 2:00 PM-3:00 PM ET

More details on the registration for this webinar will be available soon on www.REGTAP.info.

Recently Released Resources

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

- [Overview of Proposed Changes to SHOP Enrollment](#)
- [Understanding Special Enrollment Periods](#)

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.

improve the new referral service. This is your chance to provide feedback. Please watch for the email to access the link and take five minutes to give us your feedback on topics central to Help On Demand design and operations, including:

- Referral Notifications
- Training
- Help Desk Assistance

This is your chance to help the Centers for Medicare and Medicaid Services (CMS) make the Marketplace, and Help On Demand, work better for you! We value your insights and look forward to hearing your opinions!

Hurry, as the questionnaire closes next week on **March 23, 2018**.

Consumers Still Need Your Help

Consumers need your help all year round. As an agent or broker, you play an important role in three key areas:

Enrollment Assistance

You can continue to assist small group clients with [Small Business Health Options Program \(SHOP\)](#) coverage. Consumers who are eligible for a [special enrollment period \(SEP\)](#) due to qualifying life events (e.g., a change in family composition, job, or income) can enroll in Individual Marketplace coverage throughout the year.

Post-Enrollment Assistance

You can help consumers understand their health coverage, [learn how to file appeals](#), and [report changes in circumstance](#).

Outreach and Education

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–7:00 PM ET. (Please note that SHOP Call Center hours will change to 9:00 AM–5:00 PM ET beginning March 28).

You can provide consumers with [educational information](#) about their coverage and the Marketplace.

Special Enrollment Period Verification (SEPV)

New applicants (i.e., those who are not already enrolled in Marketplace coverage) who attest to eligibility based on certain types of SEP qualifying events are subject to the SEPV process.

These consumers must submit documents that confirm their SEP eligibility before the Marketplace finalizes their enrollment and they can make their first payment and start using their Marketplace coverage.

Existing Marketplace enrollees who attest to SEP qualifying events are not subject to SEPV.

SEP qualifying events subject to SEPV are as follow:

- Loss of minimum essential coverage
- Permanent move
- Marriage
- Gaining or becoming a dependent through adoption, placement in foster care, or a child support or other court order
- Denial of coverage through Medicaid or the Children's Health Insurance Program (CHIP).

Click each hyperlink to access additional resources:

- [Understanding SEPs](#)
- [When the Marketplace Needs Documents to Confirm an SEP](#)

Be Sure Your Clients Review Form 1095-A

By now, consumers should have received their Health Insurance Marketplace Statement (Form 1095-A) by mail or in their [HealthCare.gov account](#). The Form 1095-A is a prepopulated tax form, which consumers use when preparing their federal income tax return to [reconcile advance payments of the premium tax credit \(APTC\)](#) and or to claim the [premium tax credit \(PTC\)](#).

As an agent or broker, you can help your clients understand that mistakes on their Marketplace enrollment application may lead to inaccuracies in their Form 1095-A.

Be sure that your clients log in to their [HealthCare.gov account](#) to both download their Form 1095-A and confirm their information is correct.

If your clients identify errors on their Form 1095-A, direct them to contact the [Marketplace Call Center](#) to resolve inaccuracies.

Note: You may want to let your clients know that the monthly enrollment premium listed on their Form 1095-A may be different from their plan's full monthly premium account. This difference does not always mean there are errors that need to be corrected. To learn more about how to use [Form 1095-A](#), click the link for more information.

Find Local Help Updates

The [Find Local Help tool](#) has been updated to make it easier for consumers to find you. Agents and brokers who have a primary residence in a state that uses a State-based Marketplace, and who are also licensed to sell health plans in a state that uses the Federally-facilitated Marketplace (FFM), will now appear in the FFM statewide search.

Remember, to be eligible to assist consumers any time with their Marketplace coverage, you must [complete all required registration and training steps.](#)

Thank You for Your Feedback

The Centers for Medicare & Medicaid Services (CMS) would like to thank everyone who completed the 2018 Marketplace Agent and Broker Feedback Questionnaire. CMS values your input and uses it to improve the Marketplace experience so we can better serve the agent and broker community. CMS will be analyzing the results in the weeks ahead. Stay tuned to learn more!

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