

September 14, 2018

Agents & Brokers: Selling in the Marketplace

HealthCare.gov

Marketplace News for Agents & Brokers

Check Out the New Agent and Broker Marketplace Registration Tracker

Last month, the Centers for Medicare & Medicaid Services (CMS) launched a new tool that allows you to look up your Marketplace registration status using your National Producer Number (NPN) and ZIP Code.

The tool shows you a summary of your Marketplace registration status:

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Upcoming Events

CMS is hosting the following live sessions to answer your questions about plan year 2019 Open Enrollment. Please watch your email for an invitation:

Early October:
“Preparing for Plan Year 2019 Open Enrollment”

“Assisting Consumers with Redeterminations and Re-enrollments”

Portal (RIDP)		FFM Registered		SHOP Registered		Valid NPN	
	Complete		Complete		Incomplete		Complete

Registration Status Details by Components

Portal (RIDP)	Find Local Help & Help On Demand
Portal (RIDP) Status: Complete Complete all of the following items: <ul style="list-style-type: none"> Portal Account Active Status: Complete ID Proofing Status: Complete Links <ul style="list-style-type: none"> ELOM FAQs Portal FAQs 	Current Selection: I don't want my contact information displayed and do not want to participate in Find Local Help or Help On Demand. Links <ul style="list-style-type: none"> Find Local Help Find Local Help FAQ Help On Demand Training Help On Demand FAQ

Training and Registration

MLMS Profile Complete	SHOP Registered
MLMS Profile Complete Status: Complete	SHOP Registered Status: Incomplete Complete Sign Agreements: <ul style="list-style-type: none"> Complete Courses (Optional) <small>?</small> Status: Incomplete Sign Agreements <small>?</small> Status: Incomplete
FFM Training and Agreements Status: Complete Complete one of the following set: <ul style="list-style-type: none"> Individual Marketplace: New Complete Courses <small>?</small> Status: Complete Sign Agreements <small>?</small> Status: Complete 	Individual Marketplace: Returning Complete Courses <small>?</small> Status: Incomplete
Sign Agreements <small>?</small> Status: Complete	Sign Agreements <small>?</small> Status: Incomplete

In addition, the tool displays details of the Marketplace training and registration steps you have completed.

It also shows the status of CMS' validation of the NPN you provided in your Marketplace Learning Management System (MLMS) profile:

NPN Validation	
Valid NPN Status: Completed Complete all of the following items:	Links <ul style="list-style-type: none"> NPN Validation FAQs Approved LOAs
License Status Status: Complete	
Approved LOA Name Status: Complete	
LOA Active Status: Complete	

You can [access this tool](#) and use it to troubleshoot any issues if you believe you have completed the Marketplace registration and training process, but your NPN does not appear

Recently Released Resources

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

- [Avoiding the Creation of a Duplicate CMS Portal Account](#)
- [Help On Demand Overview](#)
- [Cancelling or Terminating Consumer Marketplace Coverage](#)
- [States Offering Continuing Education \(CEU\) Credits for 2019 Vendor Training](#)
- [Pricing for Plan Year 2019 CMS-approved Vendor Training](#)

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 and Broker Marketplace Registration Tracker](#)
- [Agent/Broker Help Desks](#)

Contact Us

Agent/Broker Email Help Desk:

on the [Agent and Broker FFM Registration Completion List](#) (RCL) for plan year 2019. The tracker is refreshed once daily by 5:00 PM ET during business days, so the information displayed will not reflect real time updates. This tool is not intended to replace the RCL, but rather to serve as a support tool for you to track your status.

Help On Demand Training Is Now Live

[Help On Demand](#) is a consumer assistance referral system that connects consumers seeking Marketplace assistance with registered agents and brokers in their area, at no cost to you.

To participate in Help On Demand, you must:

- Complete Marketplace registration and training on <http://portal.cms.gov>
- Ensure you have an active state license and health line of authority for the state(s) where you plan to offer assistance with enrollment in Marketplace plans
- Confirm your NPN is listed on the [RCL on Data.HealthCare.gov](#) (see the preceding article)

Once you register in the Marketplace for plan year 2019, you will be ready to breeze through training for Help On Demand!

Simply complete these four steps:

1. Complete the required, self-paced Help On Demand training by [clicking here](#).
2. Certify your completion by filling out the last slide of the training with your name, email address (be sure to use the same

[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.

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 2019. 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.

email address you used to set up your MLMS profile), and NPN.

3. After you complete training, you'll receive an email from BigWave Systems to activate your Help On Demand account.
4. Complete your Help On Demand profile, and start receiving free referrals.

Even if you don't currently have the availability to assist new clients, but will at a later time, you can still register to participate in Help On Demand. You're able to set your availability or sign on whenever you're available to help consumers – 24 hours a day, 7 days a week.

[This resource](#) details how to change your availability status.

If you completed Help On Demand training for plan year 2018, CMS recommends taking the Help On Demand plan year 2019 training as a refresher. CMS has new featured enhancements in the training this plan year as a result of your great feedback! It is not, however, mandatory that you complete Help On Demand plan year 2019 training to be an active participant; you only need to complete Marketplace registration and required training.

Please note that if you took Help On Demand training during plan year 2018, you will not get an email invitation to set up a new profile following plan year 2019 training completion from BigWave Systems – the account you created last year is still active. Simply enter your username and password after completing Marketplace registration and training to continue receiving referrals and helping consumers.

For more information about how to use Help On Demand, please review the [Help On Demand Training and Registration Guide](#), [Help](#)

[On Demand Overview](#) and [Tips for Maximizing your Participation in Help On Demand](#).

Avoid the Creation of a Duplicate CMS Enterprise Portal Account

The [CMS Enterprise Portal](#) is a convenient single point of entry to numerous CMS applications, systems, and databases used for agent and broker Marketplace registration and training, including the MLMS.

While you must have an active CMS user account to log in to the [CMS Enterprise Portal](#), it is important that users not create multiple CMS user accounts. Having multiple or duplicate accounts can cause applicants to not be listed on the RCL and/or impact credit or compensation from issuers for assisting consumers with Marketplace enrollment transactions.

Note: If you previously created a CMS user account, but did not complete Marketplace registration, you can still use your existing account and do not need to create a new one.

For more information on avoiding the creation of a duplicate CMS enterprise portal account, [click here](#).

Be Sure You're Ready to Assist Consumers

Once you've [registered for the Marketplace for plan year 2019](#), you're able to assist consumers with enrolling in and managing coverage until the plan year 2020 open enrollment period begins.

There are two types of new clients who may need your help:

- Clients who experience a qualifying event can enroll through a [special enrollment period \(SEP\)](#).
- Small businesses and non-profits can enroll in [Small Business Health Options Program \(SHOP\) coverage](#).

What's more, you play a key role in supporting your existing clients in the following areas:

- **Post-Enrollment Assistance:** You can help your clients understand their health coverage, [learn how to file appeals](#), and [report changes in circumstance](#).
- **Outreach and Education:** You can provide your clients with [educational information](#) about their coverage and the Marketplace.

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