

November 15, 2017

Agents & Brokers: Selling in the Marketplace

HealthCare.gov

Marketplace News for Agents & Brokers

The Marketplace Is Open for Business!

Have you completed Marketplace registration and required training for plan year 2018? If so, you can now help consumers evaluate their options and enroll in health coverage that starts January 1, 2018.

Here are some tools and resources to help you get started:

- This [CMS fact sheet](#) outlining key Open Enrollment updates, information about HealthCare.gov maintenance and waiting rooms, window shopping, re-enrollment, and the Consumer Call Center.
- The [Marketplace Application Checklist](#) to help consumers understand what they need to apply for coverage.
- The [See Plans & Prices tool](#) is now updated for 2018.
- Open Enrollment resources are available on the [Agents and Brokers Resources webpage](#).

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Upcoming Key Dates

- **December 15, 2017:** Deadline to enroll in Individual Marketplace coverage to begin on January 1, 2018
- **December 31, 2017:** Coverage ends for 2017 Marketplace plans
- **January 1, 2018:** Plan year 2018 coverage begins

Marketplace Application Walkthrough

If this is your first Open Enrollment as an agent or broker, or if you want to refresh your application knowledge, check out this [Marketplace Application Walkthrough](#) video. This instructional video provides a walkthrough of the Marketplace application at HealthCare.gov. It highlights application features for a new consumer, as well as someone who is re-enrolling.

Be Recognized for Your Hard Work

Remember that when you help 20 or more consumers or small business employers enroll in Marketplace health coverage by December 15, 2017, you will become a member of our **2018 HealthCare.gov Circle of Champions!**

You will also receive a special designation as an **Elite** Circle of Champions member if you help 100 or more consumers or small business employers select a plan.

After your enrollments are verified, CMS will provide you with your exclusive Circle of Champions marketing materials, including a special certificate and a badge you can use on emails and your website.

These materials will be sent out frequently during Open Enrollment to make sure you receive your marketing materials as soon as possible after reaching the amount of qualifying enrollments, including these upcoming dates:

- November 17, 2017
- November 24, 2017
- December 1, 2017
- December 8, 2017

Upcoming Events

The Centers for Medicare & Medicaid Services (CMS) is hosting upcoming webinars and office hours to help you during Open Enrollment, including:

[“Marketplace Open Enrollment Office Hours for Agents and Brokers”](#)

- Weekly on Wednesdays 11/8/17–12/13/17, 1:00 PM–1:30 PM ET

Go to www.REGTAP.info to find more information and register.

Recently Released Resources

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

- [Help On Demand Overview](#)
- [Marketplace Privacy & Security Requirements for Agents and Brokers webinar slides](#)
- [Plan Year 2018 Open Enrollment resources](#)

Stay Connected

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

- Join the agent/broker community on [LinkedIn](#)
- Follow @HealthCareGov on [Twitter](#)

Contact Us

Agent/Broker Email Help Desk: [FFMProducer-](#)

- December 22, 2017
- January 5, 2018

Help On Demand Training Now Available

[Help On Demand](#) is a new real-time referral system that connects consumers seeking assistance on HealthCare.gov with Marketplace-registered, licensed agents and brokers in their area who can provide immediate assistance with Marketplace plan selection and enrollment. Help On Demand is hosted by BigWave systems.

If you have completed plan year 2018 registration and required training, you can now complete training to use the Help On Demand service to receive more client referrals. It's as easy as completing these simple steps:

1. Complete the required, self-paced Help On Demand training by clicking [here](#). Certify your completion by filling out the last slide of the training with your name, email address, and National Producer Number (NPN). *Be sure to use the same email address you used to set up your Marketplace Learning Management System (MLMS) profile.*
2. After you complete training, you will receive an email from BigWave Systems to activate your Help On Demand account. This link expires after 48 hours, so don't delay in activating your account!
3. Complete your Help On Demand profile and begin receiving referrals from customers in real time.

If you have completed Help On Demand training, but have not yet received an email to set up your profile in BigWave Systems, please proceed to the final slide of the training [located here](#) to enter

AssisterHelpDesk@cms.hhs.gov (for policy questions, escalated registration questions, or issues with your ID proofing, the Registration Completion List, and Find Local Help), Monday–Friday, 8:00 AM–6:00 PM ET.

Marketplace Service Desk:
855-267-1515 (for CMS Enterprise Portal account issues, password resets, and general registration questions), Monday–Friday 8:00 AM–8:00 PM ET; Weekend hours in October–November: Saturday & Sunday 10:00 AM–3:00 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. 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.

your **name, email address, and NPN**. Please resubmit the certificate of completion.

Be sure to check your spam folder if you don't receive the registration email following completion of the training, and please allow 24 hours to receive the registration link.

Encourage Consumers to Actively Re- enroll

The Marketplace annually re-determines consumers' eligibility for re- enrollment in qualified health plans (QHPs) and financial assistance through the Marketplace through the batch auto re-enrollment (BAR) process.

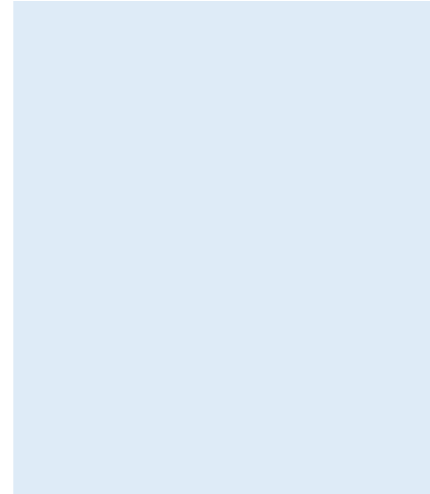
Enrollees who do **not** contact the Marketplace to obtain an updated eligibility determination and select a QHP by December 15, 2017 will receive an updated eligibility notice from the Marketplace based on the most recent household income data available. If consumers do not actively select a plan by the December 15 deadline, this auto re-enrollment will become visible to them in their accounts on HealthCare.gov on December 16, 2017.

BAR will also occur in cases where a current issuer has no re-enrollment QHP option available to them. In these instances, the enrollee will receive:

- A discontinuation notice from the old issuer;
- A notice and emails from the Marketplace encouraging active selection and enrollment in a new plan; and,
- An acknowledgment of the pending enrollment from the new issuer that was selected by the enrollee's State Department of Insurance or the Marketplace.

Encourage consumers to return to the Marketplace to update the information on their application and help them select a plan by December 15, 2017. **Make sure your NPN is entered correctly** during the application process to ensure you are appropriately compensated.

Find out more information about the BAR process [here](#).



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