

November 29, 2017

**Agents & Brokers:
Selling in the Marketplace**

HealthCare.gov

Marketplace News for Agents & Brokers

Open Enrollment Ending Soon



Plan year 2018 Open Enrollment ends on **December 15, 2017**, which means you have two weeks left to help your clients enroll. There are no opportunities to make an Open Enrollment plan selection after December 15.

Need help finding sales leads? [Marketplace-registered](#), licensed agents and brokers can sign

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Upcoming Key Dates

- **November 15-December 15:** Small employers do not have to meet SHOP's minimum participation requirement to enroll in January 1 coverage.
- **December 15, 2017:** Deadline to enroll in Individual Marketplace coverage to begin on January 1, 2018

up for [Help On Demand](#), a new referral service that helps consumers connect with you in real-time. Complete Help On Demand training [here](#) to get started.

Thank you for continuing your hard work during Open Enrollment to help millions of consumers find the coverage they need.

Assisting Consumers Without an Email Address

You may encounter instances where a consumer you are trying to help doesn't have an active email account.

Check out these [frequently asked questions](#) to understand the guidelines for [Marketplace-registered](#), licensed agents and brokers to follow in this situation.

Build Your Business with Marketplace Materials

It's easy for you to market your services to consumers by printing and customizing Marketplace materials. While you may not change the content of Marketplace materials in any way, you may print Marketplace materials, and add a physical sticker (or stamp) to these documents with your contact information.

CMS suggests the following content for agent and broker stickers or stamps added to Marketplace materials:

For in-person help with your application, contact:

- Name (licensed and Marketplace registered insurance broker)
- National Producer Number
- State License Number

- **December 31, 2017:** Coverage ends for 2017 Marketplace plans
- **January 1, 2018:** Plan year 2018 coverage begins

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:

- [Plan Year 2018 Open Enrollment resources](#)
- [Direct Enrollment Partners Using Single Site Application](#)
- [Overview of Proposed Changes to SHOP Enrollment](#)

Stay Connected

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

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

- Work Address
- Contact Phone Number
- Email Address

Go to Marketplace.cms.gov for more information on printing and ordering Marketplace materials.

HealthCare.gov Tools: Income

As you assist consumers in the Marketplace, they may have questions about financial assistance and income. HealthCare.gov has information and tools you can use to help, including:

- The income calculator to help consumers [determine if they qualify for lower costs](#)
- Steps for [estimating expected income](#) for 2018
- Information about [who to include in their household](#)

Have additional questions? Ask an expert at the next [“Marketplace Open Enrollment Office Hours for Agents and Brokers”](#) session on December 6, 2017.

Direct Enrollment Partners Approved to Use Single Site Application

CMS has launched a new streamlined and simplified direct enrollment process for plan year 2018. Consumers with simple eligibility scenarios applying for Marketplace coverage during this year’s Open Enrollment (November 1, 2017 – December 15, 2017) through approved direct enrollment partners can now fully complete their application using the issuer’s or web-broker’s website.

- Follow [@HealthCareGov](#) on [Twitter](#)

Contact Us

Agent/Broker Email Help

Desk: FFMProducer-AssisterHelpDesk@cms.hhs.gov

[v](#) (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, 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.

Review [this list](#) of direct enrollment partners approved to use single site application. This list is updated on a regular basis as more partners are approved by CMS.

SHOP Call Center: 800-706-7893 (for all SHOP Marketplace inquiries), Monday–Friday, 9:00 AM–7:00 PM ET.

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