

October 31, 2017

Agents & Brokers: Selling in the Marketplace

HealthCare.gov

Marketplace News for Agents & Brokers

Get Ready: Open Enrollment Begins Tomorrow!

This year's Open Enrollment begins November 1, 2017 and runs through December 15, 2017.

Remember that you **must** complete plan year 2018 Marketplace registration and training prior to assisting consumers.

Need help completing the required training? Check out our resources on the [Agents and Brokers Resources webpage](#) to get started. For an optimum training experience, check your computer's configuration prior to launching the training in the Marketplace Learning Management System (MLMS) by following [this guide](#).

Make sure you confirm you have completed all registration steps and required training prior to assisting consumers by checking to confirm your National Producer Number (NPN) is correctly listed in the [Agent and Broker FFM Registration](#)

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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

[Completion List](#). This list is updated as frequently as daily.

Earn sales leads during Open Enrollment with [Help On Demand](#), a new service that helps consumers connect with agents and brokers like you.

Is Your NPN Entered Correctly?

As part of the MLMS profile modernization enhancements for plan year 2018, the system can check the validity of the NPN you entered in your MLMS profile and notify you if there are any issues. If you receive a warning after entering your NPN, double check to confirm it is entered correctly in your profile.

Entering a correct NPN ensures you can:

- Assist consumers during Open Enrollment
- Receive compensation or credit from issuers
- Be searchable on Find Local Help
- Get sales leads through Help On Demand

Don't miss out on these benefits. Double check to confirm your NPN in your MLMS profile today! Check out [these FAQs](#) for more information.

Introducing the 2018 Circle of Champions

When you help 20 or more consumers select plans through the Individual Marketplace or sign up 20 or more small business employers through the Small Business Health Options

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:

- [Marketplace Agents and Brokers Agreements Job Aid](#)
- [Preparing for Plan Year 2018 Open Enrollment webinar slides](#)
- [Plan Year 2018 Registration and Training 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-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.

Program (SHOP) by December 15, 2017, you will become a member of our 2018 HealthCare.gov Circle of Champions!

How the Circle of Champions Helps You

After we verify the 20 consumers or small businesses you assisted with enrollment, CMS will provide you with your **exclusive Circle of Champions marketing materials**—a special certificate, a badge you can use on emails and your website, and a customizable press kit. Verification will occur monthly through January 2018. You can use these materials to showcase your expertise to potential customers.

New for 2018: Elite Circle of Champions

Based on your feedback, we will include a special designation for all agents and brokers who helped 100 or more customers or small business employers select a plan—the 2018 HealthCare.gov Elite Circle of Champions.

Make sure you [complete plan year 2018 registration and training](#) so you can enroll consumers and be recognized for your hard work!

Status of Marketplace Open Enrollment Notices

Each year, Marketplace Open Enrollment Notices (MOENs) are sent to all consumers currently enrolled in Marketplace plans. These notices remind consumers about Open Enrollment and provide guidance on how to update their personal information and either select a new plan or confirm re-enrollment in their current plan. MOENs also provide direction for groups of consumers who may be at risk for losing the advance premium tax credit (APTC).

- The **first round** of MOENs for consumers without financial assistance

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.

or who *have not* authorized the Marketplace to check for updated IRS data was recently generated, posted to consumers' online HealthCare.gov accounts, and mailed to consumers at their address of record.

- The **next round** of MOENs for consumers with financial assistance who *have* authorized the Marketplace to check for updated IRS data was mailed to consumers and posted to their HealthCare.gov accounts in October.

MOENs are not a determination of eligibility, but a way to inform consumers about their current status and explain why it's important they update their Marketplace application information during Open Enrollment.

During Open Enrollment, you can help returning consumers update their Marketplace application to ensure they select the best coverage for their situation. **Updating each returning consumer's application information will also help ensure you receive compensation for every enrollment.**

To review examples of MOENs, visit [Marketplace.CMS.gov](https://www.cms.gov/marketplace).

Direct Enrollment Improvements for 2018

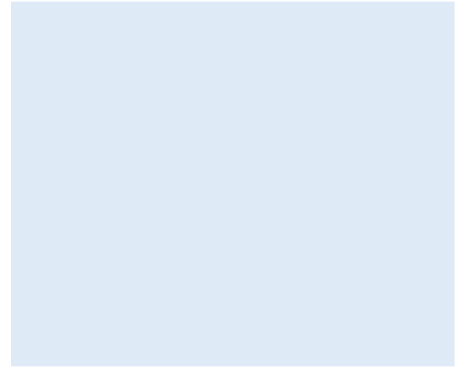
CMS is committed to making Marketplace enrollment easier for you and your clients. During Open Enrollment, CMS will support a streamlined Direct Enrollment (DE) Pathway for approved issuers and web-brokers to help consumers shop for and enroll in Marketplace coverage.

The improved DE Pathway will provide consumers a more direct and easy-to-use route for getting health and/or dental coverage by

eliminating the need to log into the Marketplace when enrolling a client on an approved DE partner's website.

Issuers and web-brokers who do not participate in the streamlined DE Pathway will continue to have the classic DE Pathway available to use.

Check out the October 11 [“Preparing for Plan Year 2018 Open Enrollment” webinar slides](#) to learn more.



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