

## Agents & Brokers: Selling in the Marketplace

HealthCare.gov

# Marketplace News for Agents & Brokers

## Why Register After Open Enrollment?

There are many reasons to register with the Marketplace outside of Open Enrollment. You can still assist consumers who qualify for a special enrollment period and help enrolled clients make effective use of their Marketplace coverage.

To be eligible to assist consumers any time of year, you must [complete all required registration and training steps](#).

After completing registration your contact information will be added to [Find Local Help](#) on HealthCare.gov to allow clients to easily find you for assistance.

Remember that if you complete plan year 2017 registration, you will also be eligible to take the refresher training next year, which takes half the amount of time it takes to complete the full training required by newly registered agents and brokers.

Additionally, the Small Business Health Options Program (SHOP) Marketplace is open year-round, which means that you can still complete your Marketplace registration and earn commissions on SHOP plan sales now.

If you need help completing registration and training, [register for our upcoming “Plan Year 2017 Federally-facilitated Marketplace \(FFM\) Registration and Training for Agents and Brokers” webinar on May 18](#), which will include a question and answer session following the presentation.

## Understanding Your Role

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### Upcoming Events

CMS sponsors webinars to share information on topics to help you be successful in assisting consumers throughout the year. To register for these webinars, use the links below to log in to REGTAP. Registration closes 24 hours prior to each event.

#### [“Plan Year 2017 Marketplace Registration and Training for Agents and Brokers”](#)

- 5/18/17, 1:00 PM – 2:30 PM ET

You can [view FAQs from previous webinars on REGTAP](#), including new answers to tax readiness questions.

# in Medicaid/CHIP Periodic Data Matching

CMS conducts periodic data matching (PDM) to determine if consumers are dually enrolled in Marketplace coverage with advance payments of the premium tax credit (APTC) and in Medicaid or the Children's Health Insurance Program (CHIP). If consumers are identified as dually enrolled, they will receive notices from CMS asking them to immediately end their Marketplace plans with APTC.

Consumers who receive these notices may contact you for the following reasons:

- Help understanding the notices
- Help responding to the notices by ending their Marketplace coverage or updating their application
- If they don't think they are enrolled in Medicaid/CHIP
- If they believe they are eligible to remain enrolled in a Marketplace plan with APTC

For more information about the Medicaid/CHIP PDM process and how you can help consumers, [check out the slides from the March 22 "Medicaid/CHIP PDM: An Overview for Agents and Brokers" webinar](#).

## Combat Heart Disease by Assisting Consumers

February was American Heart Month and although heart disease risk factors can be prevented or controlled, heart disease is still the leading cause of death for both men and women in the United States.

The good news is that Americans of all ages can reduce their risk for heart disease by making simple lifestyle changes and managing medical conditions through appropriate treatment plans.

[Visit the American Heart Month webpage for additional information about heart disease and the follow-up actions you can take.](#)

## Are Your Clients Getting the Most Out of Their Marketplace Insurance?

Now that your clients have Marketplace coverage for 2017,

### Recently Released Resources

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

- [Marketplace Agent and Broker Toolkit: Standard Operating Procedures Manual for Agents and Brokers in the Individual Marketplaces](#)
- [Application Spotlight: Family and Household Composition](#)

### Contact Us

#### Agent/Broker Email Help

**Desk:** [FFMProducer-AssisterHelpDesk@cms.hhs.gov](#) (for policy questions, escalated registration questions, issues with ID proofing, the Registration Completion List, and Find Local Help), available Monday – Friday, 8:00 AM – 8:00 PM ET

#### Exchange Operations Support

**Center** (for CMS Enterprise Portal and HealthCare.gov account issues, general registration questions, and specific enrollment policy questions): 855-267-1515, Monday – Sunday, 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), open Monday – Friday, 8:00 AM to 5:00 PM ET

#### Individual Marketplace

**Agent/Broker Line** (for consumer eligibility and enrollment issues): 855-788-6275, open 24/7

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

make sure they understand how to get the care they need.

[Check out this HealthCare.gov blog post](#) to help consumers understand their health coverage, find a doctor in their plan, learn about prescription benefits, and take advantage of free preventive services.

## SHOP Marketplace Corner

### **It's Not Too Late! Are Your Small Group Clients Eligible for a Tax Credit?**

Have clients with fewer than 25 employees, or thinking of enrolling in SHOP Marketplace coverage? They may be eligible to claim the Small Business Health Care Tax Credit—only available through the SHOP Marketplace and can be applied for retroactively.

Find out if your clients might be eligible for this tax credit, worth up to 50% of their premium contributions, by using [HealthCare.gov's Tax Credit Tool](#). You can also find more information on the tax credit and find the forms to file on [www.IRS.gov](http://www.IRS.gov).

### **NEW Agent/Broker Feature in the SHOP Marketplace Agent/Broker Portal**

Agents and brokers helping small employers enroll in and manage their SHOP Marketplace coverage now have more ways to stay organized and view their clients' payment history. The SHOP Marketplace Agent/Broker Portal now lets you view and download client payment delinquency reports, as well as SHOP Marketplace payments made to insurance companies for purposes of tracking your commissions. To access the reports:

1. Log in to your SHOP Marketplace Agent/Broker Portal account.
2. Select an employer from your list of clients. Remember, you must be authorized by an employer to access a client's account information.
3. Select "Employer Payment and Billing" in "My account" to enter the online payment system.
4. Select "Broker Reports" to view the Client Delinquency Report and Client Payment History Report, which can also be exported into an Excel spreadsheet.

The Client Delinquency Report shows all clients who currently have a delinquent monthly payment, as well as the total delinquent amount, due date of the oldest invoice, termination date, and reinstatement date.

The Client Payment History Report lets agents and brokers view up to 15 months of SHOP Marketplace payment history to insurance companies, including the total premium paid, month paid, coverage month, and more. This new report will make it easier for you to track commission payments made to you from insurance companies for your SHOP Marketplace enrollments.

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