

Department of Health & Human Services
Centers for Medicare & Medicaid Services
Center for Consumer Information & Insurance Oversight
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Washington, DC 20201



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From: Center for Consumer Information and Insurance Oversight (CCIIO) Centers for Medicare & Medicaid Services (CMS)

Title: Classic Direct Enrollment Web-broker Public List

The Centers for Medicare & Medicaid Services (CMS) is making the Classic Direct Enrollment (DE) Web-broker Federally-facilitated Exchange (FFE) Registration Completion List (“Classic DE Web-broker List”) available to the public. The list includes web-brokers approved to use the Classic DE pathway, which redirects the consumer or agent/broker to HealthCare.gov to complete the eligibility application and redirected back to the web-broker’s classic DE non-Exchange website to complete enrollment. CMS maintains a separate list for Entities approved to use the Enhanced Direct Enrollment (EDE) pathway, including web-brokers.

CMS regulations establish additional requirements that apply when an agent or broker uses their own website, or that of another agent or broker, to facilitate enrollment in a Qualified Health Plan (QHP) through the FFE. CMS refers to such agents or brokers who enroll qualified individuals, employers, and employees through public-facing websites as “web-brokers.”

The information within the Web-broker List may be used only for the following purposes:

1. To confirm that a web-broker has successfully completed program and registration requirements for the FFE; and
2. To allow states and other stakeholders to conduct oversight, monitoring, and enforcement activities related to web-brokers, and to educate consumers about web-brokers who may provide assistance to consumers who are interested in obtaining health care coverage through the FFE in their states.

The information contained in the DE Web-broker List may be used and/or disclosed only to the extent necessary to accomplish these purposes and never to discriminate inappropriately.

All national producer numbers (NPNs) and other DE web-broker information are self-reported by the agent or broker and should be validated against state and/or other National Association of Insurance Commissioners records to confirm state licensure.

This list contains the names of Classic DE web-brokers who have completed FFE registration (including execution of the required agreements) and have valid, active Partner IDs for plan year 2026. As a reminder, pursuant to 45 C.F.R. § 156.340, issuers still have the obligation to confirm their affiliated agents, brokers, DE web-brokers, and other downstream or delegated entities comply with all federal and state licensure, certification, and other applicable requirements.

To access the list of licensed agents and brokers (including, but not limited to DE web-brokers) who have completed FFE registration and have valid, active Partner IDs for plan year 2026, navigate here: <https://www.cms.gov/ccio/programs-and-initiatives/health-insurance-marketplaces/a-b-resources.html#> (Registration Completion List).

Centers for Medicare & Medicaid Services Classic Direct Enrollment Web-broker Public List

Web-broker Company Name	Public- facing Name	Website	Supports Consumers Outside of the OEP¹
Broker Source, LLC	Broker Source	www.broker-source.com	✓
HealthMarkets (Insphere)	HealthMarkets	https://www.healthmarkets.com/	✓
Ideal Concepts, Inc.	iWebQuotes	https://www.iWebQuotes.com/	✓
Infinite Spark, LLC	InsureSync	https://insuresync.com	✓

¹ Eligible consumers are those consumers who qualify for a special enrollment period (SEP) and/or who had a qualifying life event (QLE).