



Help On Demand: Training and Registration Guide

What is Help On Demand?

Help On Demand is a consumer assistance referral system that quickly connects consumers seeking assistance with Marketplace-registered, state-licensed agents and brokers in their area who can provide immediate assistance with Marketplace plans and enrollments. Only licensed agents and brokers who have completed Marketplace training and registration and signed the applicable agreements with CMS for the current plan year are eligible to participate in Help On Demand



Note: This is a Centers for Medicare & Medicaid Services (CMS)-contracted service developed and hosted by Help On Demand. Help On Demand referrals are not provided by CMS or the Marketplace and they do not constitute an endorsement by the Department of Health & Human Services or the U.S. Government of the individual agents or brokers.

Participate in Help On Demand: Training

To participate in Help On Demand, agents and brokers must:

- ✓ Complete Individual Marketplace registration and training and sign privacy and security agreements at: <https://portal.cms.gov>.
- ✓ Complete Help On Demand specific coursework on the Marketplace Learning Management System (MLMS), only available after signing CMS agreements at: <https://portal.cms.gov>.
- ✓ Ensure that they have an active state license and health-related line of authority for the state(s) where they plan to offer assistance with enrollment in Marketplace plans.
- ✓ Confirm that their National Producer Numbers (NPNs) are listed as valid on the Agent and Broker Federally Facilitated Marketplace (FFM) Registration Completion List at https://data.healthcare.gov/ffm_ab_registration_lists.



Note: The information entered by agents and brokers in the MLMS profile, including name, Social Security Number, and NPN, is validated against the National Insurance Producer Registry (NIPR) Public Database at <https://nipr.com/help/look-up-your-npn> to determine state licensure status. For additional information if you are having registration problems, check your status at <https://data.healthcare.gov/ab-registration-tracker/>. Help On Demand is available to agents and brokers licensed in either a Federally-facilitated Marketplace (FFM) state or a State-based Marketplace on the Federal Platform (SBM-FP).

Participate in Help On Demand: Registration

After successfully completing Help On Demand training, CMS will confirm your eligibility to participate in Help On Demand, and then you can register with Help On Demand.

1. Help On Demand will send an email invitation from noreply@helpondemand.com with a secure link to the email address listed in your MLMS profile.
 - This email will contain a unique link to activate your Help On Demand account.



- The link expires after 48 hours. Select the link provided in the email to activate your account and follow the instructions to begin your registration.



Note: You will receive an email to register and create your Help On Demand profile within approximately two (2) business days of completing training. If you are a returning Help On Demand user, you will NOT receive a new registration email, but you can continue to log into the Help On Demand system with your existing credentials. If you do not receive an email invitation after completing the Help On Demand training, **check your spam folder**. If you are brand new to the Marketplace, it may take additional time to verify your state licensure information with NIPR. If you do not receive an email, please contact the Agent Broker Email Help Desk at FFMProducer-AssisterHelpDesk@cms.hhs.gov for assistance.

2. Once you receive access to Help On Demand, you must complete the registration page shown here. The required fields for registration include your **Phone Number, Preferred Contact Method, and Zip Code**.

- Be sure to include your cell phone number, not a landline, since this number will be used to send you text messages.
- Your email address will be linked to the email address provided in your MLMS profile; you will only receive email notifications to this email address.
- Other information within Help On Demand, including first name, last name and email, is driven by your CMS Portal Profile and the Marketplace Learning Management System (MLMS). If you wish to update any information for these fields, please log into your MLMS account on the CMS Enterprise Portal at <https://portal.cms.gov>.

Once you have completed your information, review and agree to the Help On Demand Terms of Use and select **Sign Up**.



Note: When setting up your username and password, remember that your password must be at least eight (8) characters long, contain at least one (1) upper case letter, one (1) lower case letter, one (1) special character, one (1) number, and must not contain more than three (3) repetitive characters, more than three (3) sequential characters or any spaces.



Get Started by Creating a Profile

First Name Jane	Last Name Doe
Email jane.doe@mailinator.com	Preferred Contact Method Email, Text & App Notification
Phone (555) 555-5555	
Zip Code 99502	
Username	
Password	Confirm Password

New Password
Does not contain spaces
Contains 8 to 20 characters
Contains at least one number
Contains at least one lower case letter
Contains at least one upper case letter
Contains at least one special character
Contains no more than three repetitive characters
Contains no more than three sequential characters

I read and agree to [Help On Demand Terms of Use](#)

Sign Up

Already a member? [Log in](#)

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On the Agent Broker Registration page, you will be able to indicate your contact preference – this is important because your **Preferred Contact Method** is the way Help On Demand will notify you when you receive a new referral.

- There are four options within the drop-down box:
 - **Email, Text & App Notification**
 - **Email & Text**
 - **Email & App Notification**
 - **Email Only**

It is important that you respond to notifications as quickly as possible, so we strongly recommend that you select **Email, Text & App Notification** as your preferred contact method on your Help On Demand profile. Notifications via **Email Only** can cause delays and lost referrals.



Note: If you select **App Notification**, you will have the option to download Help On Demand as a mobile app to your [iPhone](#) or [Android](#).

3. Following successful registration, Help On Demand will display a notification that your registration is almost complete. You will also receive an email confirming your access to Help On Demand.

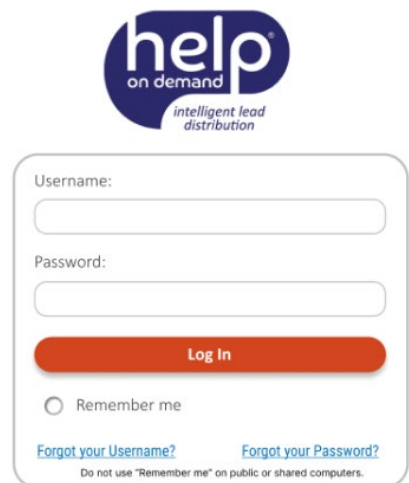
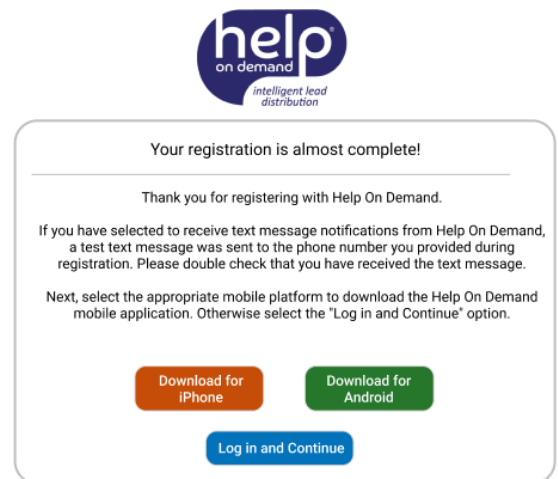
Be sure to save this email, which contains the link to log into Help On Demand:
<https://Marketplace.HelpOnDemand.com>.



Note: At this time, you will also have an opportunity to download and use the Help On Demand mobile app to your [iPhone](#) or [Android](#).

4. You are now ready to log into Help On Demand at <https://Marketplace.HelpOnDemand.com>.

To log in, use the username and password that you just created during the registration process. If you are using the Help On Demand app on your mobile phone, you may enable fingerprint scan or face recognition for fastest log in access to accept referrals.





5. Once you have logged into the Help On Demand website you must read and accept the Help On Demand Agents and Brokers Terms of Use. As you register, be sure to review and accept both the Help On Demand Agents and Brokers Terms of Use and the Help On Demand Terms of Use. Failure to do so will result in an incomplete registration, which means you will not receive any referral notifications.



Help On Demand Registration

You have been invited to manage referrals using Help On Demand.
Please read the Help On Demand Terms of Use to continue.

Proficient Language: State Preferences:

I have read and agree to the [Help On Demand Terms of Uses](#)

6. After completing Help On Demand registration and accepting both the Help On Demand Agents and Brokers Terms of Use and the Help On Demand Terms of Use, be sure to review your profile information **provided by MLMS** including contact information, languages you speak, and states where you would like to receive referrals to begin using Help On Demand!
 - For more information, check out this Help On Demand resource: [Help On Demand: Update Your Profile](#).

To learn more about [Help On Demand](#), how to register, and what you need to know to receive consumer referrals, visit the [Help On Demand section](#) of the [Agents and Brokers Resources webpage](#).