

November 15, 2016

Agents & Brokers: Selling in the Marketplace

HealthCare.gov

Marketplace News for Agents & Brokers

Welcome to the New Agent/Broker Newsletter

CMS has redesigned this newsletter to provide you with easy access to the information you need to help consumers on the Marketplace. With the new bi-weekly distribution schedule, you can expect to receive the most up-to-date information possible.

The Marketplace is Open for Business in 2017!

Have you completed Marketplace agent and broker registration for plan year 2017? If so, you can now help consumers evaluate their options and enroll in health coverage that starts as soon as January 1, 2017. If not, [learn about the registration steps here](#) and get started!

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Upcoming Key Open Enrollment Dates

- November 15, 2016 – December 15, 2016: Employers signing up for Small Business Health Options Program (SHOP) Marketplace coverage do not have to meet the Minimum Participation Rate (MPR) requirement
- December 15, 2016:

The Marketplace Presents Agents and Brokers with Real Sales Opportunities



[How Selling Marketplace Plans Builds Your Business](#)

shows you some of the ways HealthCare.gov makes it easier for you to sell affordable health and dental plans to your clients.

The [2017 Marketplace Application Walkthrough](#) provides a walkthrough of the Marketplace application at HealthCare.gov for new and re-enrolling consumers.

Make Yourself Stand Out from the Competition

When you help more than 20 consumers select a plan during Open Enrollment, you will receive a special certificate to use on emails and your website to showcase your expertise. You will also be added to the HealthCare.gov Champions Circle, which will be shared

Deadline for consumers to enroll in Individual Marketplace coverage through the Marketplace to begin on January 1, 2017

Upcoming Events

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

- [Health Insurance Marketplace 2017 Open Enrollment Operational Updates and Announcements for Agents and Brokers, 12/7/16, 1:00 PM – 2:00 PM ET](#)
- [Plan Year 2017 Federally-facilitated Marketplace \(FFM\) Registration and Training for Agents and Brokers, 12/21, 1:00 PM – 2:30 PM ET](#)

Recently Released Resources

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

- [Operational Tips for Agents and Brokers in the Marketplace](#)
- [Myths and Facts about Marketplace Plan Year 2017 Open Enrollment](#)
- [Plan Year 2017 Open Enrollment: A Primer for Agents and Brokers Participating in the FFM's webinar slides](#)

Contact Us

with local media. And you will be registered for a chance to win coffee with the President. Start working toward your certificate today!

Open Enrollment Tip: There's a Faster Way to Get Help

The Individual Marketplace Call Center is streamlining access for agents and brokers who have completed plan year 2017 registration. Call 855-788-6275 and enter your National Provider Number (NPN) for faster assistance with consumer passwords for HealthCare.gov, special enrollment periods, and other issues you may experience.

Don't Miss Out on the Benefits of the Marketplace

Why should you complete plan year 2017 registration and training as soon as possible? You will be:

1. Included in HealthCare.gov's "Find Local Help" tool, so consumers looking for help with enrollment can find you
 2. Eligible to receive compensation for enrolling consumers and small employers in Marketplace coverage
 3. Able to access the new Marketplace Direct Agent/Broker Call Line
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SHOP Marketplace Corner

Enroll Your Clients in SHOP Marketplace Coverage

Agent/Broker Email Help
Desk: [FFMProducer-
AssisterHelpDesk@cms.hhs.gov](mailto:FFMProducer-AssisterHelpDesk@cms.hhs.gov),
available Monday – Friday, 8:00
AM – 8:00 PM ET

without Meeting the Minimum Participation Rate

Do you have small group clients interested in purchasing health insurance, but who are having a hard time meeting the participation rate for your state? The SHOP Marketplace can help.

Small employers can enroll in SHOP Marketplace coverage between November 15 and December 15 without meeting participation rate requirements.

This one month window is available to small groups each year. Outside of this window, in most states, small groups generally must meet a minimum participation rate of 70% in order to enroll in SHOP Marketplace coverage.

Four Tips for Renewing SHOP Marketplace Coverage

- SHOP Marketplace renewals can be done online through [HealthCare.gov](https://www.healthcare.gov).
- You can begin assisting your clients with their SHOP Marketplace renewal as soon as quarterly rate becomes available, generally 60 days before the renewal date.
- If a client authorized you to work on their behalf last year, you don't need to be re-authorized upon renewal. As long as your SHOP Marketplace registration is active, you'll remain the agent or broker of record on your client's account.
- To see new SHOP Marketplace plans and pricing and for more information about renewals visit, visit [HealthCare.gov](https://www.healthcare.gov).

Recurring Payments in the SHOP Marketplace

Through the SHOP Marketplace, your clients can set up automatic recurring premium payments to ensure their SHOP Marketplace premiums are paid on time and that there is no lapse in coverage. Remember, you can help your clients with their SHOP Marketplace payments, but, they must submit the payments themselves.

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