

Will Your Clients Be Covered on January 1?

There are only two days left for consumers to enroll in coverage that starts on January 1. You play an important part by ensuring your clients understand that if they don't enroll in coverage by December 15, they won't have coverage at the start of the new year.

Reassure your clients that the Marketplace has plans that will be in effect through the 2017 plan year. Remind them that financial subsidies that make purchasing health care more affordable are only available through the Marketplace.

Remember to encourage your returning clients to evaluate whether their current plan is the best and most affordable option for them. Use the Direct Enrollment Pathway via an issuer's website or a web-broker's website or use the Marketplace Pathway via HealthCare.gov to help them identify and assess their options—and also confirm your National Producer Number (NPN) is included on their 2017 enrollment.

[Enroll Clients Now](#)