Agents & Brokers: Selling in the Marketplace

HealthCare.gov

Get Credit for Marketplace Enrollments!

When assisting clients enrolling in coverage through HealthCare.gov and the Marketplace (or Side-by-Side) Pathway, make sure to include your National Producer Number (NPN) on both the application AND on Plan Compare. Your NPN must be listed correctly for you to receive compensation for enrollment transactions.

Application NPN Data Entry Locations:

- In the longer Classic application on the "Help applying for coverage" tab, the consumer is asked if he or she is receiving help applying for coverage. The consumer or call center representative should select the "Agent or Broker" radio button and enter your information (see upper part of screenshot below).
- In the shorter 2.0 Marketplace Application, the consumer or call center representative should select click on the "Another person helping me complete my application" check box and enter your information (see lower part of screenshot below).

• As a best practice, if you are using the Direct Enrollment Pathway (i.e, an issuer's or web-broker's website) to help a consumer complete enrollment, you should also enter your NPN at this point on the application.

0	GET STARTED											
*	Privacy policy	vacy policy										
~	Contact information	Help applying for coverage										
3	Help applying for coverage	Tell us if you	I're getting h	eln from one d	of these people							
4	Help paying for coverage	Navigator										
5	Who needs coverage	Certified application counselor Non-Navigator assistance personnel										
0	FAMILY & HOUSEHOLD	Agent or broker										
•	ADDITIONAL INFORMATION	First name	Middle optional	Last name	Suffix optional							
0	REVIEW & SIGN				Select							
		Organization nam	e optional	ID number optional								
	_	FFM User ID option	al	NPN number								
				SA SA	VE & CONTINUE							
	 Another person is helping me cor 	nplete my application. 9										
OF	First name	Middle	Last nar	ne	Suffix -							
	Select type	Organization name	ID num	ber								

Plan Compare NPN Data Entry Location:

- Later in the Marketplace Pathway enrollment process, there's a question on the Plan Compare screen that asks consumers "Did someone help you select a plan and enroll?" The consumer or call center representative should select this link at the bottom of this screen to enable the pop-up box (see screenshot below).
- The consumer or call center representative should then select "Agent or broker" from the drop-down menu in the pop-up box and enter your information, including your NPN.
- To ensure you're compensated, make sure the same NPN is listed on the application AND here in Plan Compare.

1 2 3 4 5	6 7 10 9 10 Confirm				10-00 LIT	T CHANGE	MY INFORMATION					
	Who helped you											
Confir	Tell us about the person w Agent or broker	ho's helping you.										
	First Name	Middle Name Optional	Last Name		Suffix Opti	tonal						
Health Pla					Suffix		1					
Mumana	Organization Optional		ID Number Option		_							
Humana B							596.86					
X Adult Den	FFM User ID Optional			NPN Number		_	218.00					
X Child Dem							10.00					
	CANCEL	SAVE					278.86					
X John Carson won't have dental coverage from the selected health plan. Are you interested in a separate dental plan? You may want this if the health coverage you thoose doesn't include dental coverage, or if you want different dental coverage. YIS												
Did someone he	elp you select a plan and	Lenroll?										

If you're assisting a consumer with enrollment via the Direct Enrollment Pathway, your NPN should be automatically populated. However, if the issuer's or web-broker's online application process offers opportunities to enter your NPN, in addition to the entry points noted above, it's a best practice to do so to be sure you're credited for the enrollment.