

## Agents & Brokers: Selling in the Marketplace

HealthCare.gov

# Direct Enrollment Update

The Centers for Medicare & Medicaid Services (CMS) developed a new ‘enhanced’ direct enrollment pathway for consumers to enroll in health insurance coverage through the Federally-facilitated Exchange. This new pathway allows CMS to partner with the private sector to provide a more user-friendly and seamless enrollment experience for consumers by allowing them to apply for and enroll in an Exchange plan with the help of an agent or broker through an approved issuer or web-broker without the need to be redirected to HealthCare.gov or contact the Exchange Call Center.

For more information, please refer to this fact sheet, available at:  
<https://www.cms.gov/newsroom/fact-sheets/enhanced-direct-enrollment-pathway-health-insurance-exchange-coverage>

And a “frequently asked questions” document at:  
<https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/FAQs-EDE.pdf>

If you have any questions, please contact the Agent/Broker Email Help Desk at [FFMProducer-AssisterHelpDesk@cms.hhs.gov](mailto:FFMProducer-AssisterHelpDesk@cms.hhs.gov).



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