

## Agents & Brokers: Selling in the Marketplace

HealthCare.gov

# Marketplace News for Agents & Brokers

## Final Open Enrollment Snapshot

CMS released [the final snapshot](#) for the Federal Health Insurance Exchange 2019 Open Enrollment period. A total of 8,411,614 million people selected plans on the HealthCare.gov platform. Here's a final breakdown of enrollment activity via HealthCare.gov for November 1 through December 22:

- 2,072,115 people who selected plans were new Marketplace consumers.
- 6,339,499 people who selected plans were consumers renewing coverage.
- HealthCare.gov had 15,857,282 unique users who viewed or interacted with the website.

### IN THIS ISSUE

- [Final Open Enrollment Snapshot](#)
- [You Can Keep Receiving Consumer Referrals from Help On Demand](#)
- [Enrollment Partner Directory for Agents and Brokers](#)
- [Year-Round Client Management Support Available from Some Direct Enrollment Partners](#)

### Upcoming Key Dates

CMS is hosting the following live office hour session to answer agent and broker questions.

January 24, 2:00-2:30 PM ET

- 5,781,920 calls were received by the Call Center.

This final snapshot reports new plan selections, active plan renewals, and automatic enrollments. It does not report the number of consumers who paid premiums to effectuate their enrollment. This snapshot also does not include plan selections from State-based Exchanges (SBEs), other than those using the HealthCare.gov platform.

CMS will release additional data in March, including final plan selection data from SBEs that do not use the HealthCare.gov platform.

## You Can Keep Receiving Consumer Referrals from Help On Demand

Even though Open Enrollment has ended, you can continue to use [Help On Demand](#) to help consumers who are seeking assistance with enrollment in the Marketplace.

**Help On Demand is currently available to accept new requests from consumers.** You can receive new referrals from consumers seeking assistance with special enrollment periods (SEPs) and other changes in circumstance. If you do not want to receive referrals outside of Open Enrollment, please update your availability in your [Help On Demand profile](#) under **Availability Settings** by setting an extended absence.

To update your availability settings, follow these steps:

1. Log into Help On Demand operated by BigWave Systems at: <https://app.bigwavesystems.com>.

## Recently Released

### Resources

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

- [Frequently Asked Questions for How to Ensure You Get Credit for Assisting with Annual Re-enrollments](#)
- [Medicare & the Health Insurance Marketplace](#)
- [Pathways for Agents and Brokers to Assist Consumers Enrolling in Marketplace Coverage](#)

### Stay Connected

Here is another way you can stay in the know on Marketplace updates:

- Join the agent/broker community on [LinkedIn](#)

### Quick Links

- [Agent/Broker Frequently Asked Questions \(FAQs\)](#)
- [Find Local Help](#)
- [Help On Demand](#)
- [Registration Completion List](#)
- [Agent/Broker Help Desks](#)

### Contact Us

**Agent/Broker Email Help Desk:** [FFMProducer-AssisterHelpDesk@cms.hhs.gov](mailto:FFMProducer-AssisterHelpDesk@cms.hhs.gov) for policy questions, escalated registration questions, or issues with your ID proofing, the Registration Completion List, Find Local Help, and Help On Demand, Monday–Friday, 8:00 AM–6:00 PM ET.

2. Select the **Profile**
3. Then select the **Availability Settings** tab and set your availability by using one of the alternatives below.

There are three ways that you can specify your availability:

- **Specify standard Hours of Availability** for each day you are available for referrals.
- **Manually override your schedule** using the **Today's Availability** button in the top-right corner of the screen. Simply move the **Today's Availability** button to green when you want to start receiving referrals and then move it to red when you are ready to stop taking referrals.
- **Mark your calendar as unavailable** for an extended absence, such as vacation.

The goal of Help On Demand is to provide consumers with quick assistance. When you receive a referral notification, you must log into the BigWave Systems app or desktop site and **actively accept or reject the referral within 15 minutes**. If you fail to do so, the referral will be reassigned to another available agent or broker. If you consistently fail to be responsive to referrals, you may be suspended or deactivated from Help On Demand.

Update your availability regularly on your Help On Demand profile to ensure that you receive referrals when you're ready to help consumers.

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](#).

### **Marketplace Service**

**Desk:** 855-267-1515 (for CMS Enterprise Portal account issues, Enterprise Portal password resets, general registration questions, and login issues on the Direct Enrollment agent/broker landing page), Monday–Friday, 8:00 AM–8:00 PM ET.

### **Agent/Broker**

#### **Training/Registration Email Help Desk:**

[MLMSHelpDesk@cms.hhs.gov](mailto:MLMSHelpDesk@cms.hhs.gov) (for technical or system-specific issues related to the Marketplace agent/broker training/registration system), Monday–Friday, 9:00 AM–5:30 PM ET.

### **Individual Marketplace**

**Agent/Broker Partner Line:** 855-788-6275 (for Individual Marketplace consumer account password resets, special enrollment periods not available online, and eligibility and enrollment issues). Open 24/7. Available only to registered agents and brokers for Plan Year 2019. Enter your NPN when prompted to enter an ID number.

**SHOP Call Center:** 800-706-7893 (for all SHOP inquiries), Monday–Friday, 9:00 AM–5:00 PM ET.

# Enrollment Partner Directory for Agents and Brokers

The Centers for Medicare & Medicaid Services (CMS) recently released a [Private Partner Enrollment and Client Management Capabilities Directory](#), which you can use to find approved issuer and web-broker partners in your state.

Using this tool, you can easily search within your state and view key information for each issuer and web-broker partner, such as:

- Partner name
- State(s) the partner operates in
- Level of service offered (e.g., Classic Direct Enrollment functionality and simplified, expanded, or full application Enhanced Direct Enrollment capabilities)
- Service availability (i.e., year-round or only during Open Enrollment periods)
- Agent/broker-specific contact information
- Information on whether the partner offers Small Business Health Options Program (SHOP) plans and/or stand-alone dental plans

As a reminder, you must use an approved issuer or web-broker partner to access the Marketplace's **enhanced** private partner enrollment and client management capabilities.

CMS will update this directory as it approves additional partners. If you are working with an issuer or web-broker partner that is not listed in the directory, check with them to determine what agent/broker tools and services they have had

approved by CMS and can make available to you to help consumers enroll in Marketplace coverage.

# Year-Round Client Management Support Available from Some Direct Enrollment Partners

Private partners offering enhanced direct enrollment functionality are required to offer a range of client management functions for you to more easily assist consumers year-round.

These capabilities vary, but will generally include the ability to:

- Complete and update the application
- Upload documents to resolve data-matching issues (DMIs) and SEP verification issues (SVIs)
- View the status of DMIs and SVIs
- Download Marketplace notices, such as the Eligibility Determination Notice (EDN) and Form 1095-A
- Make initial binder payments
- Submit enrollments

Interested to learn more about the new enhanced private partner website pathway or specific features offered by the issuers or web-brokers with which you represent? Review this [resource](#) or contact the issuer or web broker directly.