

# Improvements to Direct Enrollment this Year

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Selling in the Marketplace**

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## Learn More About Direct Enrollment Improvements

The Centers for Medicare & Medicaid Services (CMS) is committed to making Marketplace enrollment easier for consumers! During Open Enrollment, CMS will support a streamlined Direct Enrollment (DE) Pathway for approved issuers and web-brokers to help consumers shop for and enroll in Marketplace coverage.

The improved DE Pathway will provide consumers a more **direct** and **easy-to-use** route for getting health and/or dental coverage by eliminating the need to log into the Marketplace when enrolling a client on an approved DE partner's website.

Join our upcoming webinar on October 11, "**Preparing for Plan Year 2018 Open Enrollment**," from 1:00 to 2:00 PM Eastern Time (ET) to learn more. Log in to [REGTAP](#) or [create a REGTAP account](#) to sign up. Once you log in, select **Training Events** from **My Dashboard**. Then, click the **View** icon next to "Health Insurance Marketplace Updates for Agents and Brokers" to register.

Learn More

If you have questions, please reach out to the Agent/Broker Email Help Desk Monday through Friday from 8:00 AM to 6:00 PM ET at [FFMProducer-AssisterHelpDesk@cms.hhs.gov](mailto:FFMProducer-AssisterHelpDesk@cms.hhs.gov).



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