



Marketplace News for Agents & Brokers

Live Now: Find Local Help Update

CMS has updated the [Find Local Help tool](#). This tool allows consumers looking for Marketplace assistance to search for nearby registered agents and brokers based on a ZIP code, city or state.

The update includes a new badge that shows the number or years you have been registered for the Marketplace, as shown below:



CMS is always looking for new ways to improve your Marketplace experience as we know you work hard to enroll consumers and help them maintain coverage year-round. Thank you for all that you do!

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Upcoming Events

CMS is hosting the following webinar to help you assist consumers:

“Compliance with Marketplace Requirements: Considerations for Agents and Brokers”

5/24/18, 2:00 PM–3:00 PM ET.

To register for the 2018 Health Insurance Marketplace Updates for Agents and Brokers series, visit www.REGTAP.info.

Recently Released Resources

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

- [Overview of Changes to SHOP Enrollment](#)

Please note: Your contact information will not be listed in the Find Local Help tool until you have completed [Marketplace registration and training](#) for plan year 2018, have a valid [National Producer Number \(NPN\)](#) recorded in the Registration Completion List, and have a valid [health line of authority](#).

Assist Your Clients with Identity Proofing in the Marketplace

Consumers who fill out a Marketplace application need to provide specific information before they can enroll for the first time. Identity proofing is an important part of this process. Identity proofing is necessary only for consumers who are new to the Marketplace.

Consumers returning for annual renewal during the Open Enrollment period, or consumers who experience a qualifying event to enroll in or change plans through a SEP do not have to recomplete identity proofing.

Identity Verification

The Marketplace verifies identity by asking a series of questions, based on information in your client's credit report maintained by a consumer reporting agency. These questions will depend upon the client's situation, but may include questions that only the client is likely to know the correct answer to, such as address history, a current or previous employer, or a previous phone number.

Successful Identity & Eligibility Verification

If your client passes the identity verification process, a "Privacy & Use of Your Information" page will appear. This page tells consumers how the Marketplace will use the information they entered and that the Marketplace may access data from other sources to verify their information. Integrated systems will check consumers' eligibility by verifying consumer information with other entities, such as the Internal Revenue Service, Social Security Administration, and the Department of Homeland Security.

If your client wishes to continue with the application process, he or she should check the boxes at the bottom of this page to indicate agreement to have the Marketplace use and retrieve his or her information

- [Agent and Broker Compensation and Commission](#)
- [Assist Your Clients with Identity Proofing in the Marketplace](#)
- [Agents and Brokers: Tips for Working with Marketplace Assisters](#)
- [Maintaining Compliance Requirements](#)

Stay Connected

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

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

Quick Links

- [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 (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.

Marketplace Service

Desk: 855-267-1515 (for CMS Enterprise Portal account issues, Enterprise Portal password resets, and general registration questions), Monday–Friday, 8:00 AM–8:00 PM ET.

Agent/Broker

Training/Registration Email Help Desk:

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.

from these trusted data sources to verify the information provided on the application.

Unsuccessful Identity Verification

If the Marketplace cannot verify your client's identity, he or she will get a message to re-verify the information entered and try again. If that does not work, the Marketplace will direct your client to call the consumer reporting agency help desk at 1-(866) 578-5409 and provide the reference code shown on his or her Marketplace application screen.

If the consumer reporting agency help desk cannot verify your client's identity, he or she will need to upload documents to the Marketplace via his or her account on HealthCare.gov or mail copies of the requested documents to Health Insurance Marketplace, 465 Industrial Blvd, London, KY 40750-0001.

The Marketplace will process the information received and alert your client via written notice about the status of his or her identity verification within 7-10 business days following receipt of the documents, if not sooner.

SHOP Marketplace Corner

The [Small Business Health Options Program \(SHOP\)](#) is always open! Small businesses or non-profit organizations with 1-50 employees need your enrollment help all year.

The IRS recently released guidance regarding the availability of the Small Business Health Care Tax Credit for employers who do not have access to a SHOP qualified health plan. For more information, please [view the guidance here](#).

If you haven't registered to sell SHOP coverage for plan year 2018, you won't be able to help small business clients enroll in SHOP. Registration is fast and easy. [Register online and sign the SHOP Privacy and Security Agreement today](#).

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 2018. Enter your NPN when prompted to enter an ID number.

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

