

# What's New on HealthSherpa

Fall 2022

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## Agenda

Account changes

**Quoter Improvements** 

Shopping Improvements

Application Improvements

Recap of 2021 launches

Account Management

**Technical Changes** 

**PY23** Renewals

Resources and Q&A

# Who We Are

HealthSherpa empowers agents and agencies with the **tools and technology** they need to manage their client base and **enroll as many people in health insurance as possible**. The largest platform for ACA coverage, we support enrollment in Qualified Health Plans (QHPs) from **all insurers with no bias** in sorting, recommendation, or display and also support **Medicaid submission** for qualifying consumers.



**33%** Total ACA Enrollment Volume **14K** Agencies 45k Unique Agents



# **Account Changes**

### Avoid duplicates in your client list

- In the event that you Search & Claim a client who already appears in your "Clients" tab, you will now be able to update the application and view it instead of creating a duplicate by selecting the "View in Dash" button.
- An Agent may need to do a Search & Claim on one of their existing applications if they want to make sure they have the most up to date information (e.g. payment statuses, document statuses, premium amounts) in their HealthSherpa account.

#### Search the Marketplace

#### Or search by SSN

#### Search results

By selecting a result, you attest that you are speaking to and have permission from the consumer to access their information.



Not the results you were expecting? Start a new application

You can also search using our Healthcare.gov redirect (?)

### **Bulk Archive Capabilities**

- Agents can now archive multiple clients or multiple leads at a time
- Select checkboxes next to customer names then choose 'archive'



#### View more rows at once!

• At the bottom of the 'Clients' and 'Leads' tables, you can now select to see 10, 20 or 50 rows on one page



• When you select a new row amount, it will scroll you to the top of the page and start on page 1. If you refresh the page, it will default to 10 rows

#### **Documents Column**

- Realtime document statuses on your Client List no more clicking "Refresh" links!
- In your Clients table, you will now see due dates for your clients' follow-up documents

e	Submitted	٥	Documents	Payment	Actions
21	01/22/2022		Insufficient docs Due 03/17/22	<ul> <li>Action required</li> <li>As of today</li> </ul>	Vie
21	01/12/2022		Action required  Due 04/07/22	Completed As of today	Vie
21	01/12/2022		Processing Due 04/07/22	Processing As of 01/24/22	Vie
21	01/01/2022		Expired	Cancelled S As of 01/24/22	Vie

### **Follow-Up Documents**

- You can now also sort the Documents column by due date. Rows in the Documents column will sort based on date and status
- If you sort to see clients with the closest due dates first, the statuses will sort in this order:
  - Action Needed
  - Insufficient Documentation
  - Processing
  - Expired
  - Completed
  - Not required

<u>Click here</u> for descriptions of what each of these statuses mean and directions on how to upload follow-up documents.

### **Upload documentation on Healthsherpa**

After clicking the 'Verify' button, you'll be taken to a page where you can upload the appropriate documentation for the client.

• This page includes information about what documents satisfy the requirement.



### **Bulk Renewal Email Improvements**

- You can send an email to every clients who hasn't renewed through the "Renewal email" button at the top of your Clients table
- We've made the following improvements to let agents better customize their outreach:
  - Editable email subject line
  - Toggle the call to action button on or off
- Please note you can only send a Renewal email to the same client 3 times in a week

Read our help article for more information

# **Quoter Improvements**

### Medicaid/CHIP Denied Toggle

In the past, if a member of your client's household was eligible for Medicaid/CHIP, HealthSherpa would take them out of the quote. Now, you can keep applicants on a quote who were denied Medicaid or CHIP.

Savings	\$ <b>785</b> /mo
Cost sharing reduction	CSR
Non-eligible applicants	
• Male, 17	
May be eligible for Medicaid	
Medicaid was denied or is end	ing

# **Shopping Improvements**

### **Off-exchange expansions**

 Currently live for select carriers in AZ, CO, FL, GA, IL, IN, KS, MI, MS, MO, NV, NH, NJ, NM, NC, OH, PA, TN, TX, UT, and VA



- Off-exchange shopping is a good option for:
  - Those who make too much to qualify for premium tax credits on-exchange could get Silver plans that are up to 30% cheaper off-exchange!
  - Those offered both an Individual Coverage HRA and Cafeteria (salary deduction) benefit for the cost of premiums.
- If your client is interested in savings through premium tax credits or Medicaid / CHIP, you should check their eligibility on-exchange first.

Read more about off-exchange plans on HealthSherpa here.

## **Application Improvements**

### **Existing coverage question**

To improve clarity, we've added a second question to the existing coverage section in the application.

Existing co	verage information	n
Is Jane Gome	z currently enrolled in he	ealth coverage?
Yes	No No	
Will Jane Go	nez's current health cove	erage end on or before 2/12/2021?
O Yes	O No	

### **Dependents aging off applications**

- In situations where a newly-independent member\* is aging off of an application and needs to create their own, they are now able to complete their application on HealthSherpa without redirecting to HealthCare.gov
- Specifically, the newly-independent member's application on HealthSherpa will not erroneously sync with their parent's application from the prior year
- Prior to starting the new application, remember to remove the newly-independent member from the previous application
- This can be done by visiting the Who's Applying for Coverage page via Report Changes, removing the member, and then resubmitting the application

\*Defined as an individual who was a dependent during the prior Open Enrollment period, but are now independent (for e.g. turning 26 during the Open Enrollment period).

### Multiple Enrollment Groups (Split Policies) Update

Agents can now opt out of grouping applicants who've chosen the same plan. This feature was designed to support the needs of Agents in the following scenarios:

- When one applicant is Al/AN, and the others aren't — the Al/AN applicant can retain their Al/AN benefit (\$0 deductible/OOP)
- When one applicant qualifies for CSR, and the others don't — the CSR eligible applicant can keep their extra savings
- When applicants want separate deductibles, etc. — the applicants can avoid having a family deductible

To opt out of grouping applicants who choose the same plan, remove the checkmark.

#### Read more about multiple enrollment groups here

1. Select which applicants you	'd like to shop for	
Applicant	Health plan	Dental plan
Dwayne Curtis	Oscar HMO 4 Silver	None selected
Jennifer Curtis	Oscar HMO 4 Silver	None selected
Steven Curtis	Highmark PPO	Delta Dental PPO
Jaime Curtis	None selected	None selected
Group applicants who are 2. Shop for plans for these ap Choose a plan	on the same plan. <u>Learn more</u> . plicants	
	Back	Continue

# **Recap of 2021 Launches**

### **Referral flexibility on the appointments page**

- Only visible if participating in HealthSherpa's Referral Program
- Select carriers you want to refer <u>learn more about these settings</u>

anage your s	icensed in, then select your appointed carriers	and any carriers you'd	like to refer. Lear	n more
dd new state 🗸 🗸				
Arkansas	Carrier	Appointed	Refer (?)	>
	United Healthcare			
	Ambetter from Sunshine Health			
	Florida Blue (BlueCross BlueShield FL)			

### **Sort the Client list & Lead list alphabetically**

0	MarkSmith	Joanna Sn NPN: 3456777	nith 7889					Start applicati	on Search Mar	ketplace	Quote
8	Clients	Clien	ts						Q Search		
đ	Leads										
al	Insights	Carri	ier	State	Docur	nents	Payment	Archived	Re	newal need	ded
\$	Bonuses	Sel	ect 🗸	Select V	Sele	ct 🗸	Select 🗸	Yes	No	Yes I	No
₽	Agency										
3	Associates		Client 🗘	Plan	O Pre	mium Effectiv	ve 🔷 Submitted 🔿	Documents	Payment	Actions	
Ě	Marketing		Jane Esposito	Health First 2021 HMO	3 \$13	8.22 5/17/20	021 4/30/2021	Processing	Action required	View	~
			Tina Ander	Health plan PPO Silver	5000 \$11	3.22 5/15/20	021 4/25/2021	Completed	Completed	View	~
			Ray Sendak	Health plan HMO 5000	\$14	4.33 5/11/20	021 4/22/2021	Processing	Processing	View	-

### New plan filtering option: prescription search



### **Client email now optional**

- Clients will not be able to <u>self-service through HealthSherpa</u>.
- Clients will still receive snail mail from HealthCare.gov

Primary contact		Primary contact
Your information	~	
Home address	~	
Contact details		
Verify identity		Contact details
Household		Email address (Optional)
Members		
Additional questions		Go paperless! Get your notices by email, instead of paper copies in your mailbox.
Finalize		Phone number Extension Type
		(415) 123-1212 Home 🗙 🗸 🗸

# **Account Management**



#### **Best Practices**

- Include complete and accurate information on consumer applications
  - Full name (should match documentation e.g., if their SSN card lists their middle name, include their middle name)
  - SSN
  - Email
  - Race/Ethnicity
- Submit follow-up documents in a timely manner
  - Data Matching Issues (DMIs)
  - SEP Verification Issues (SVIs)
- Encourage customers to make their binder payments
  - \$0 Premium plans

### **Agent Email notifications for follow-up documents**

With Follow-up Document Notification Emails, you'll receive an email at 1:00AM EST if there are any follow up document status changes for your clients. The email will include a simple, digestible table like the example below of all the status changes that occurred that day.

Client	Follow-up	Status update	Due date
Jose Gomez	Citizenship	Action needed	02/30/2022
Jane Parker	Immigration status	Processing	03/31/2022
Lindsey Jane	Social security number	Completed	04/30/2022
Lindsey Jane	Non Medicaid / CHIP coverage	Insufficient documentation	03/31/2022
Joe Danielson	Income	Expired	01/01/2022

The table you receive via email is not a running list — it will only include information on client statuses that have changed within the last 24 hours.

Click here to read full details about this new feature

### **Customer Email notifications for follow-up documents**

- New email notification feature ensures that your clients never miss a follow-up document deadline
- Clients who meet this critera will receive an email 15, 5, and 1 days before their follow-up deadline:
  - Their application is active (not cancelled or terminated), and
  - They have 1 or more follow-up documents in either of these 2 statuses:
    - "Action needed" (no document has been uploaded)
    - "Insufficient docs" (the document uploaded was rejected)

Hello [Client name],
This is a reminder that in order to secure your health coverage, you need to submit documents which prove the following items by the deadlines listed below:
<ul> <li>Submit proof of [Follow-up type] for [Client name] by [Deadline]</li> <li>Submit proof of [Follow-up type] for [Client name] by [Deadline]</li> <li>Submit proof of [Follow-up type] for [Client name] by [Deadline]</li> </ul>
Note: If you don't submit these by the deadline, you may lose your subsidy, or lose your health coverage entirely!
Please reach out with these documents right away, or with any questions about which documents qualify, so that we can get this resolved for you before the deadline.
Thank you,
Jose Gomez
. Gomez Insurance
(555) 555-5555
jgomez@insurance.com
· · · · · · · · · · · · · · · · · · ·

### **Added Client Export Report Flexibility**

- When clicking the 'Export' button from the Clients or Agency pages, a modal will now appear that lets you choose an export date range. Agencies are also able to include archived clients in the export.
- We made this change so you can get an export for a shorter date range instead of all of your clients every time. This lessens the load on our system, and means faster delivery of the information you need!





### New columns in the export report

- The export feature allows you to download a CSV of your book of business
- Notable additions this SEP:
  - EDE sync timestamp (last\_ede\_sync): shows the last time this application was synced with the Marketplace and helps you ID where you need to refresh statuses
  - More details about an application's NPN (npn\_reason): tells you whether you're the AOR, if the NPN is an 'Other Party', or if there is 'No AOR'

Learn more about this feature here.

### **Agency Roster Exports**

Agency Admins can now export information on their downline agents. We added this feature to help Agencies do the following:

- Email their downline agents who have linked HealthSherpa agent accounts
- Check whether their downline agents' settings are accurate
- Confirm their downline agents have enabled EDE
- Assess enrollment volume at the downline agent-level

Export a .csv fi	le with n	nany additional o	data points	. ⑦ Exports FAQ
Clients exp	oort			
mm/dd/yyyy		mm/dd/yyyy		
Include arch	ived clien	ts		
Export clients				
Downline	agent	export		
Export agents				

To download your Agency Roster export, click the 'Export'

button from the Agency tab. A modal similar to the example below will appear, and you will click 'Export agents' to receive a copy of your roster. <u>Learn more about Export reports here</u>

### **Agency DMI exports**

We've created an agency admin export called "Agency DMI Report' that includes the following pieces of information:

- Agent Name
- Submission date
- Client FFM app id
- DMI Type
- DMI Status
- DMI Due Date
- URL Link to Client Details page

This export will pull DMIs with a due date from the past 2 months to anytime in the future.

The DMI report will be available through your 'export' button, which you

I	0	,			· ·	,					
will be able to pull anytime and will a	lso	be sent	out on	a we	eekly bas	sis. I	If you wish to	opt-out of t	hese emails	, you can o	do so by
going to your HealthSherpa settings	and	d changi	ing the	statu	IS.						

Export a .csv file	with many addit	ional data points.	② Exports F/	40
Clients expo	rt			
mm/dd/yyyy	mm/dd/yyyy	Include archived clients		
Export clients				
Export agents				
DMIs export				
Contraction of the local division of the loc				
Export DMIs				

# **Technical Changes**

#### **Error Message Explanations**

- Error messages now show you a bit more about what went wrong
- Proactively assists you when troubleshooting

#### 🐦 HealthSherpa

Oops!

We're sorry, but something went wrong. If the problem persists, please contact us at support@healthsherpa.com.

The error that occurred (for admins only):

422 I Validation failed: Phone number is too short (minimum is 10 characters), Street address can't be blank, City can't be blank, State can't be blank, Zip code can't be blank, Zip code must be a 5-digit number, Email can't be blank, Contact preference can't be blank, Contact preference is not included in the list, Plan year can't be blank, Plan year is not included in the list

#### Home Page

You can check the status of HealthSherpa and the CMS APIs at any time by viewing the HealthSherpa Status Page.

(2022-01-20 17:47:08 +0000) [e3cfeb44-21f2-45d5-8042-c5c81a1fac8f]



## **New CMS Requirement**

#### Multi-factor Authentication (MFA)

CMS recently announced and went live with MFA.

- Must be setup through CMS portal
- MFA will be required if double redirecting to the MP from HealthSherpa
- MFA required when accessing CMS enterprise portal and Marketplace Learning Management System
  - For more information, visit <u>CMS MFA guide</u>



## CMS 2 Factor Authentication (Live 9/1)

CMS is requiring EDE partners like HealthSherpa to use additional authentication for all agents and brokers beginning September 1, 2022.

Integrate your HealthSherpa account with your FFM account to make sure you don't lose access to full functionality on HealthSherpa. <u>Click here to read about the</u> <u>change and review integration</u> instructions.

	anied	
Integrate My FFM Account 🕐		
By selecting 'Link My FFM Account' you will be direct	ed to <portal.cms.gov> to verify your log in credent</portal.cms.gov>	ials.
FIRST NAME		
Agent	1	
LAST NAME		
Name		
NPN		
17169718		
FFM USERNAME		
DATA1EXPO1179		
Your FFM Username is the same login you us	e when	

# **PY23 Renewals**

## **Agent Renewals**

#### **Option 1**

#### **Agent Renewal Email**

From Clients section of the agent's dashboard, agent can send out a renewal email with a link for Renewal.

**Best When:** Agent wants to invite one or more of their clients to update their information and renew on their own. **Option 2** 

#### Search Marketplace

For new and/or existing members, agent can utilize the "Search Marketplace" to retrieve their application and start the renewal process.

**Best When:** Agent meets a new client and wants to access their existing Marketplace information to assist with update/renewal.

**Option 3** 

#### **Client Profile**

From client's profile, agent can go directly to the renewal process.

**Best When:** Agent has an existing client and wants to assist with update/renewal.

## Agent Renewal Email

V HealthShe	erpa	Agent Name NPN: 17169718									Start appli	ication Search Mark	etplace	Quote O	n-Ex 👻	0 8
② Clients	Clie	ents											٩	Search	1	
් Leads																
al Insights	Sele	<b>r</b> ct	~	Select	~	Select	ents :	~	Sel	ect	~	Yes No		Exchange Off-Ex	On-Ex	
③ Bonuses			-1											Incore		
Marketing	31-40	Client	Plan			Gro	ss premium	Net		Effective	Created	Doruments	Payment	Import	Actions	kport
Ø Settings		Rick Sanchez	Aqu	a Bronze HDHP	(HSA-Compatible	\$27	0 4.67	premium \$46		Resu	ıme you	ar progress	,	jed :021	View -	
		Keanu Smith	Bron	nze 8550		\$28	4.01	\$56	W	e found an ex	nd an existing application for you. To resume			ied 1021	View -	
		Mookie Bette		a Essential Care	1 (2021)	\$35	0.63	\$0.1	rer Vi	mew, please verify via email or text below. /ia email				ied 1021	View	
									W	o'll email <b>m**</b>	***x@email.c	com a link to resume	_			
It's time to r	enew y	our health ir	suran	ce plan!					_		Send (	əmail				
Hi {FirstNam	ne),								Vi	a text mes	sage					
It's time to re	enew yo	ur health insura	nce pla	n for 2022!					CO res	e'll send a tex de. Enter tha sume.	t to +1****** t code below	4567 with a verificat and press Verify to	ion			
If you need h	nelp, ple	ase give us a c	all or rej	ply to this ema	ail.						Send 1	text*				
						4			*St	andard text me	ssage rates will DE	apply.				
Renew your	plan on	ine now	•	• • •	•••	• •										
Agent Name HealthSherp	a										Veri	ify				
ou 19076443 hstest@healt	thsherpa	com							lf y ap	ou're this co plication.	nsumer's age	nt, sign in to work or	this			

From their Clients dashboard page, the Agent can **trigger a renewal email** to clients (members) that includes a member-specific encoded resume link. The filters can be used to narrow emails and the system will auto-remove any client who has finished renewal. Upon **clicking the link**, the member will be prompted to **verify their identity via email or text** and then view their dashboard.

NOTE: If the agent had started but not finished a renewal application for their client, the member will resume on the last page visited by the agent.

Renewal Shopping Experience

#### Option 2

## Search Marketplace



For new and/or existing members, agent can utilize the "Search Marketplace" to retrieve the member's application and start the renewal process. Agent will see the crosswalked plan by default but can change plan as appropriate.



## **Client Profile Renewal**



## Resources



#### Resources

Agent Test	Agent Test NPN: 17169718	8				St	art application Sea	irch Marketp	olace Quote On-Ex 🗸 🕐 🔅
② Clients	Client	s							🗎 What's new
	Gliotte								Getting started
∅ ⊂Leads									Help center
Insights	Take us	s for a spin!							☑ Email support
		Client	Plan	Premium	Effective	Created	Documents	Paym	Q (888) 824-5763 • Opling
Sonuses		<u>Jane (Example client)</u>	HealthNet Silver HMO 2020	\$138	07/01/2021	06/29/2021	O Processing	0 Act	tion needed View

#### What's new

A running list of product updates and feature releases.

#### **Getting Started**

Great resource for any new agent. Provides short videos and recap of this entire training to ensure you're all setup and ready to write your first application!

#### Help Center

Find answers to all your questions by typing in a keyword, you'll find amazing articles with step by step instructions on what it is you're looking for!

# Current Webinars

English: : HealthSherpa Agent Training

English: What's New on HealthSherpa

Español: Entrenamiento de HealthSherpa para Agentes

Español: ¿Qué hay de nuevo? Últimas actualizaciones y mejoras de 2022



#### HealthSherpa Broker Support

Agent Support Representatives strive to provide top-tier support to HealthSherpa agents, agencies, and health insurance carriers. In the event of feature questions or technical issues, HealthSherpa's broker support is available.



Hours of Operation:

January - October (Special Enrollment Period)

Mon - Fri 6AM - 4PM PST

November - December Enrollment Period)

Mon - Fri

(Open Extended Hours



CHAT

Chat from dashboard



# Thank you!