



## PY 2021 Marketplace Agent and Broker Video

### Background

To improve engagement with agents and brokers as they prepare for the plan year 2021 Open Enrollment, the Centers for Medicare & Medicaid Services (CMS) will create a new version of its annual short video, highlighting relevant Marketplace changes and improvements as well as key reminders regarding registration, training, tools, and resources. The video will be disseminated via various communications channels, including emails, social media (i.e., YouTube, LinkedIn, Twitter), webinars, and the agent/broker resources website.

### Format

To boost engagement and align with the interests of agents and brokers, CCIIO will limit this video’s duration and only include essential information. In addition, CCIIO will provide relevant resources for agents and brokers in the video description to further expand their knowledge about certain topics.

### Production

The Duty First Consulting (DFC) staff will film this video, and DFC and SBABI will perform all production and post-production activities. The video will be posted to the CMS YouTube channel under the *Marketplace Agent and Brokers Resources* playlist.

### Timeline

Date	Activities
June 1–June 16	<ul style="list-style-type: none"> <li>Script development and SBABI review</li> </ul>
June 17–June 29	<ul style="list-style-type: none"> <li>Clearance of video script by the CCIIO Front Office</li> </ul>
June 30–July 28	<ul style="list-style-type: none"> <li>Production of video by DFC</li> <li>SBABI review</li> </ul>
July 29 –August 10	<ul style="list-style-type: none"> <li>Clearance of final video by the CCIIO Front Office</li> </ul>
August 11	<ul style="list-style-type: none"> <li>Posting on CCIIO Agent and Broker Resource page and various outreach channels</li> </ul>

### Video Script

Video	Script
Angela plugs in the game system and picks up a controller. Start screen with a list of characters appears. An icon of Angela’s head with “Registered Agent: Angela” to the right is highlighted and then selected. The next screen has “Start Open Enrollment PY2021” being pressed.	<p>Registered agents and brokers play a valuable role in assisting consumers with Marketplace health coverage.</p> <p>There are many new Marketplace features, tools, and resources to help agents and brokers step up their game during plan year 2021.</p>
Player One and other characters start walking through a level during the beginning narration. As	Returning agents and brokers may notice new features on the Marketplace application for plan year 2021. One



<p>the narration begins to reference the reasons to remove an individual from the application, characters leave the screen. Potential ideas could include a UFO abduction or one member of a group walking away from the group.</p>	<p>new feature is the ability for consumers to remove individuals from their HealthCare.gov application after it has been submitted, usually due to a change in circumstance like death, divorce, or any other qualifying reason.</p>
<p>Player One approaches a pedestal with several levers on top. After interacting with a few of them, a treasure chest falls, and when it hits the ground, it opens, allowing many coins to pop out onto the ground. The main character then collects them.</p>	<p>This year, consumers can also indicate if they have a health reimbursement arrangement, or HRA, offer from their employer on their application.</p> <p>Consumers who select that they participate in or have been offered an individual coverage HRA will be asked additional questions to determine the affordability of their individual coverage.</p>
<p>Player One jumps on a large button on the ground. As the button presses, a board in the background lights up, revealing a main character icon (head) and a coin with "000."          A dialogue box opens with several different options for sources of income and amounts, and as the arrow scrolls over each, the slot-machine-style wheel reveals a different number of coins representing the estimated income.</p>	<p>HealthCare.gov also released a new income calculator tool that can help your clients estimate their annual income. This includes assistance estimating income from various sources including unemployment.</p> <p>Check the video description below for a link to the tool.</p>
<p>Player One approaches a pitfall with a complicated series of jumps and obstacles above it indicating the normal path. The player misses a jump and loses a life, representing losing an enrollment. An action block with "EDE partner" is near the ground. Upon hitting the action block, a powerup pops out. Player one takes the powerup (Wings/jetpack/spring shoes, etc.) which changes their outfit and gives them the ability to traverse the obstacles with ease.</p> <p><b><i>Indicate the security of the option</i></b></p>	<p>Another way to power up during this year's Open Enrollment is to use one of the Marketplace-approved private direct enrollment partners. These Marketplace approved companies offer secure platforms that allow consumers to enroll in Marketplace coverage and get tax credits, just like they would on HealthCare.gov.</p> <p>Through Enhanced Direct Enrollment, or EDE, some of these companies offer an advanced experience for agents and brokers, with no redirects to HealthCare.gov and additional post-enrollment client management capabilities. A growing list of private companies offer Enhanced Direct Enrollment, which means you have even more options to enroll consumers faster and more efficiently this year.</p>



<p>Player One approaches a set of two platforms. The player jumps on to the first platform and hits a small box which opens a prompt box with an arrow. The prompt box that looks similar to the Directory and has a list of types of partners, options, and locations. As the arrow scrolls over each option, a “partner” (non-playable character) appears on the other platform for each option scrolled over.</p> <p><b><i>Use non-person icons/images for the partner, don’t reference any actual partners</i></b></p>	<p>If you are new to direct enrollment or are looking to see what other partners are available this year, the Issuer and Direct Enrollment Partner Directory has a list of web-brokers and issuers that want to work with you.</p> <p>Improvements have been made to the Directory for plan year 2021, including the ability to search for by partner name. You can also search based on the state you are working in or functionalities offered!</p> <p>Check the video description for a link to the directory.</p>
<p>Player One enters a room with many doors, each with a symbol. Unsure of which direction to go, the player selects an FAQ button. After selecting it, the symbols on the doors glow and change to become readable, allowing the character to progress in the correct direction. The player goes through a door labeled “Help On Demand”</p>	<p>Agents and brokers of all levels may get stuck from time to time. If you aren’t sure where to go during Open Enrollment, you can always check the Agent and Broker Frequently Asked Questions, or FAQs, website.</p> <p>This website answers the common questions you may have both during and after Open Enrollment.</p> <p>Navigating the FAQ website is as simple as searching by keywords or browsing by category using the drop-down menu. Be sure to check out the new HRA category while you’re on the FAQ website!</p>
<p>The player enters a blank level and selects a “Help On Demand Training” button/item. After using Help On Demand Training, consumers appear in the level as a bonus round. If the player does not get to a consumer character quickly, they disappear, indicating that the opportunity to help them has passed.</p>	<p>To connect with more consumers who need assistance, agents and brokers can access Help On Demand. Help On Demand is a real-time referral service connecting consumers with local, registered agents and brokers.</p> <p>Agents and brokers must complete a self-paced training available through the Marketplace Learning Management System portal to participate in Help On Demand.</p> <p>If you actively participate in Help On Demand, your account may remain active year-round. Agents and brokers who consistently fail to respond to consumers in a timely manner may have their account deactivated and will need to re-complete the training to participate again.</p> <p>In addition to Help On Demand, be sure to also update your profile on Find Local Help, including your spoken languages. Consumers use Find Local Help to connect with agents and brokers in their area and can filter agents and brokers based on their needs.</p>



<p>Player One approaches the end of the level indicated with a waving flag that changes from white to green as she passes it. The character then jumps off the edge of the screen, landing on a podium with a trophy beside her as she cheers.</p>	<p>Each consumer you actively enroll this year will count toward your spot in the Marketplace Circle of Champions, a program that recognizes your hard work, expertise, and service!</p> <p>When you qualify, you will receive this year’s unique recognition package with materials to celebrate your achievement.</p> <p>Each time you level up in the Circle of Champions program, you will receive a new recognition package indicating your new standing as a high performing agent or broker.</p>
<p>Phone, email, and website icons appear one at a time next to an agent and broker. Text appears at the top of the screen above the icons “Help is available!”</p>	<p>Agents and brokers are important Marketplace partners. CMS values the contributions of agents and brokers to the Marketplace and is here to support you throughout the year.</p> <p>For more information on the Marketplace and resources available to you, check the video description below.</p>