Florida Blue

MARKETPLACE APP 3.0

2020 Open Enrollment

98309 1019

At the end of this lesson you will be able to:

- Identify the changes made to the Marketplace application completed via SalesConnect Direct Enrollment for 2020 Open Enrollment and when you will complete the new App 3.0 vs. the original Classic Application for this years Open Enrollment.
  - **CLICK HERE TO REVIEW THE CHANGES FOR 2020**

- Understand the flow of the Marketplace Application 3.0, which will be the version agents will complete for Direct Enrollment.
  - **CLICK HERE TO REVIEW THE MARKETPLACE 3.0 APPLICATION**

MARKETPLACE APP 3.0 – WHAT'S CHANGING?

Marketplace Application Up-Front Screen Changes

- In today's current process for completing the Marketplace Eligibility Application via Direct Enrollment, agents and consumers are routed through a set of screener questions prior to completing their application.
- The screener determines whether they need to complete the Classic App, which was the original Marketplace application, or the new App 3.0 version.
- For 11/1, CMS is expanding App 3.0 for completing most application scenarios through Direct Enrollment. To support this, the screener has been reduced to a small set of questions.
- After 11/1, the Classic version of the application will only be presented for Special Enrollment changes to a 2019 policy and associated applications.

Agent Attestation Checkbox

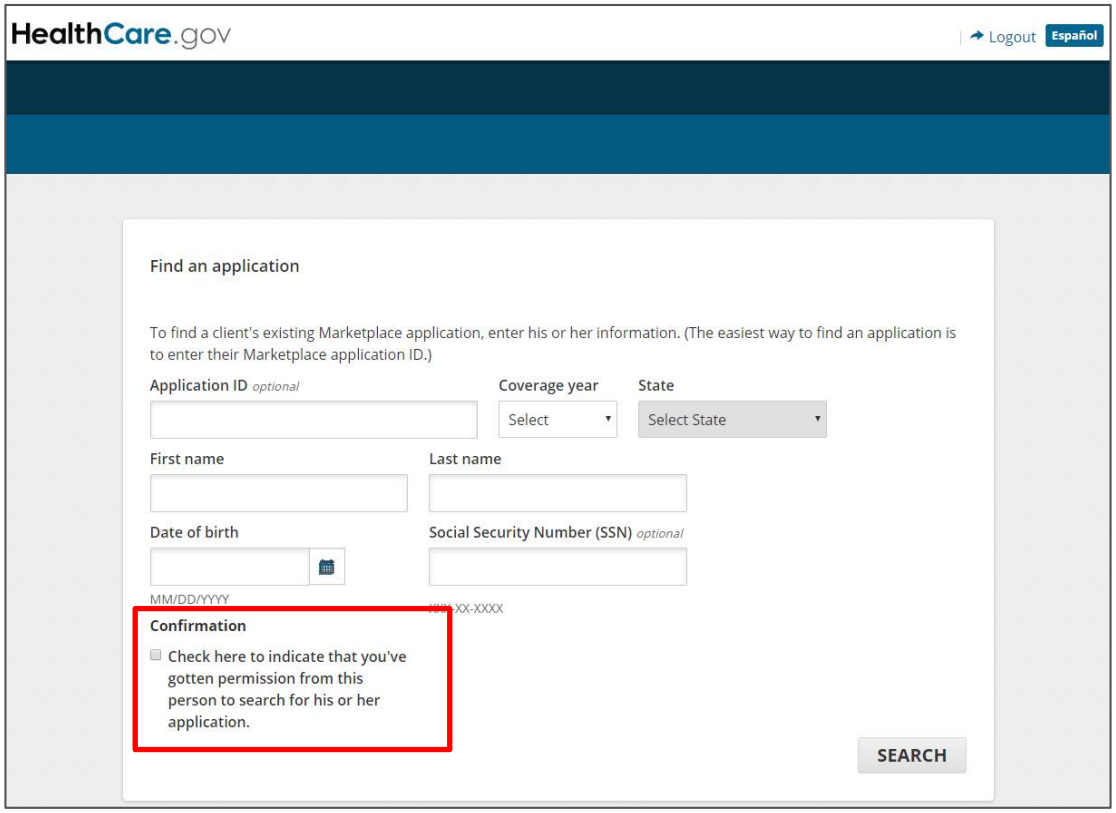
- The Marketplace has added a checkbox for agents to check that attests the consumer has given them approval to access their application and make changes on their behalf.

Other Changes

- The ability to navigate to previous pages within the application has been removed. Agents can use the Application Summary to navigate to sections that need updates.
- The Marketplace Application ID now displays on all application pages under the "Save & Continue" button.

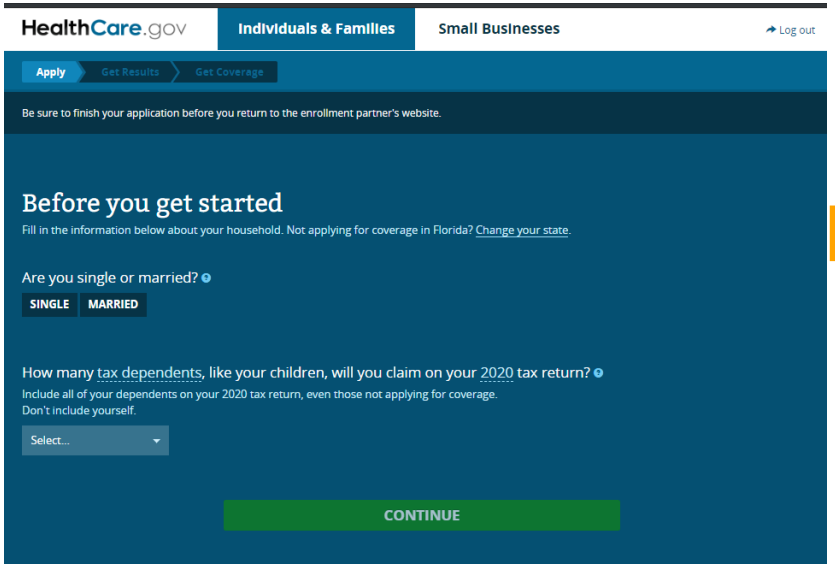
MARKETPLACE APP 3.0 – WHAT'S CHANGING?

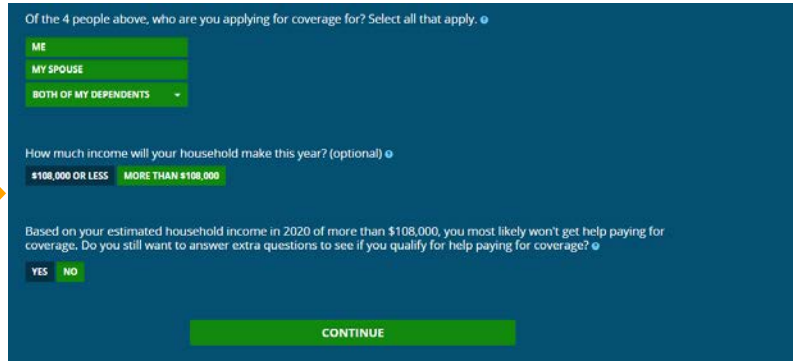
- **New agent attestation**
  - Agents will need to select a new checkbox prior to searching for their customers application.
  - Agents will need to select the checkbox prior to each new search.



MARKETPLACE APP 3.0 – WHAT'S CHANGING?

- **Eliminated Up-Front Screener**
  - The up front set of questions that determined which application to route the consumer/agent to is now reduced to 5 basic household questions.
  - These pages collect only high level household information and now will route to the new Marketplace App 3.0 for all 2020 applications.

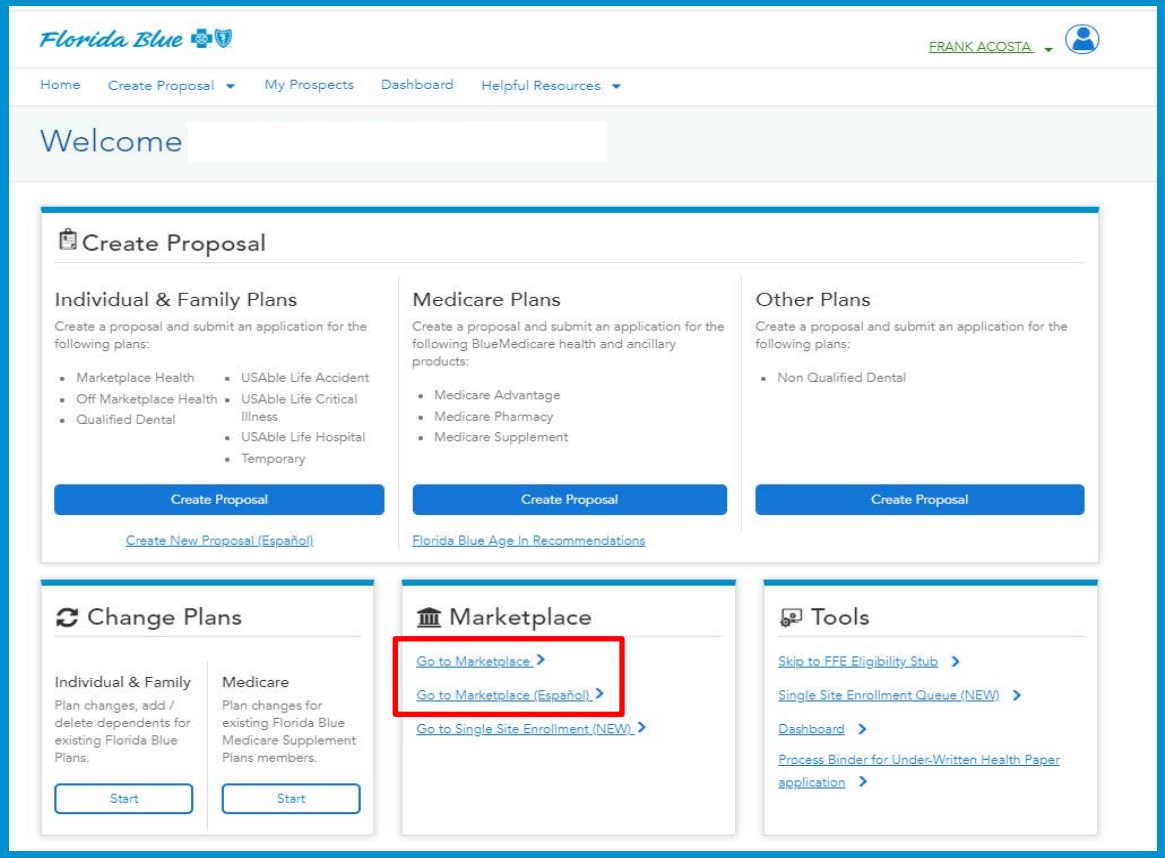




MARKETPLACE APP 3.0 – WHAT'S CHANGING?

- **Marketplace Application ID – New display location**
  - The Marketplace Application ID is now displayed on every page under the Save & Continue button.
  - Note the new location if you need to locate the Marketplace App-ID.

MARKETPLACE APP 3.0



Direct Enrollment (DE) is initiated from the Sales Connect landing page. Select the Go to Marketplace option under Marketplace. As a reminder, DE is where you are re-directed out to the Marketplace to complete the Marketplace application.

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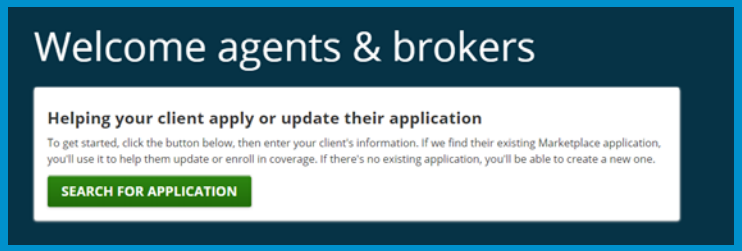

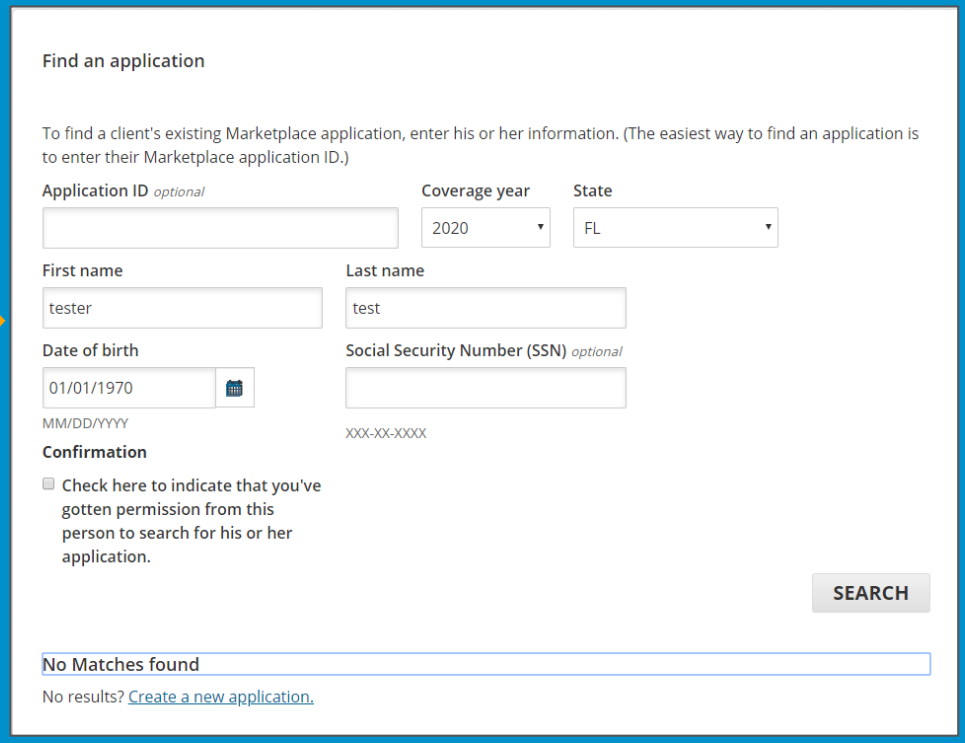

After selecting Go to Marketplace and logging in, the agent will perform a search for any existing applications for their consumer. Note you will need to gain permission to perform these functions for your consumer and select the new checkbox indicating this before each search.

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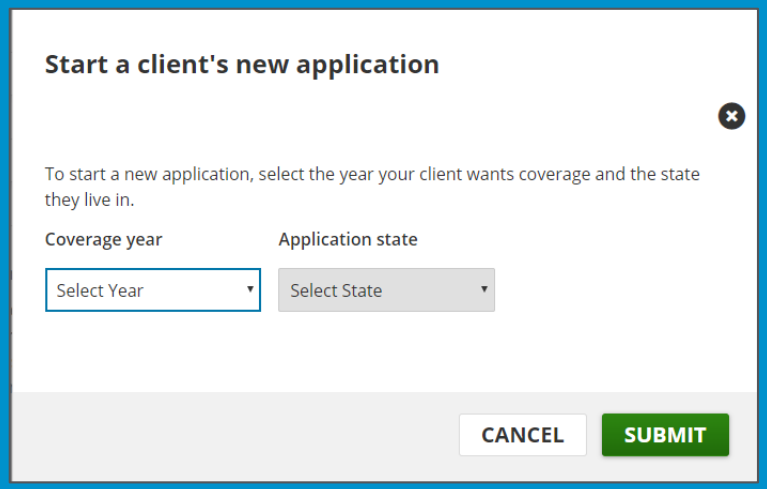

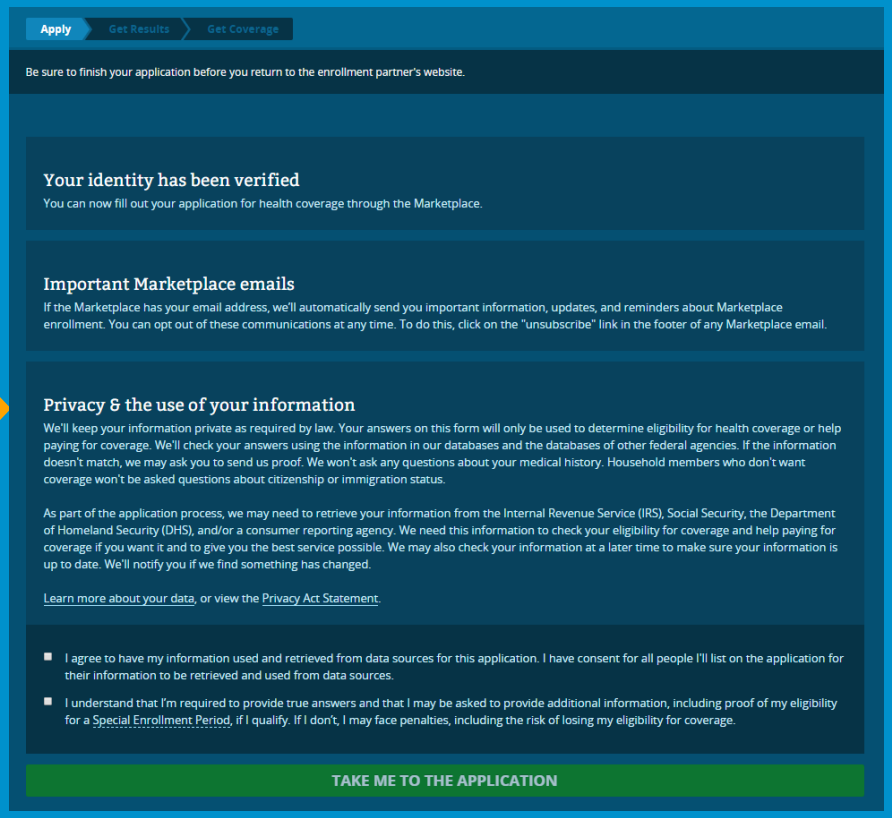

Select the Coverage Year and State then review the Privacy and Use of your Information page with your customer before continuing.

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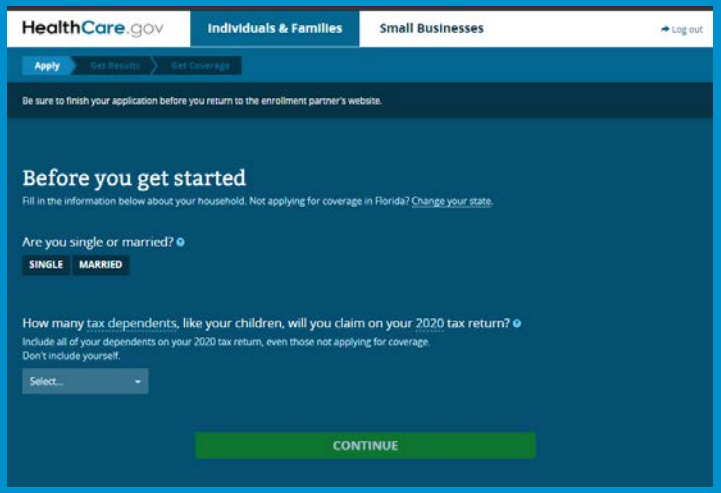

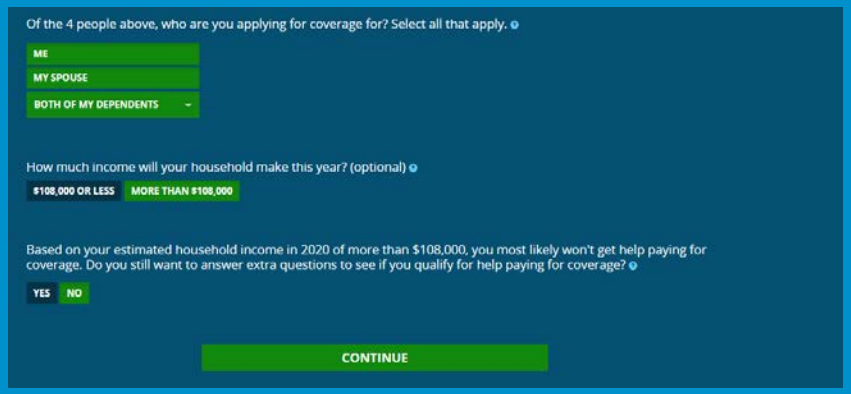

The up-front screening questions are eliminated, and now only high level household information is collected begin the application process.

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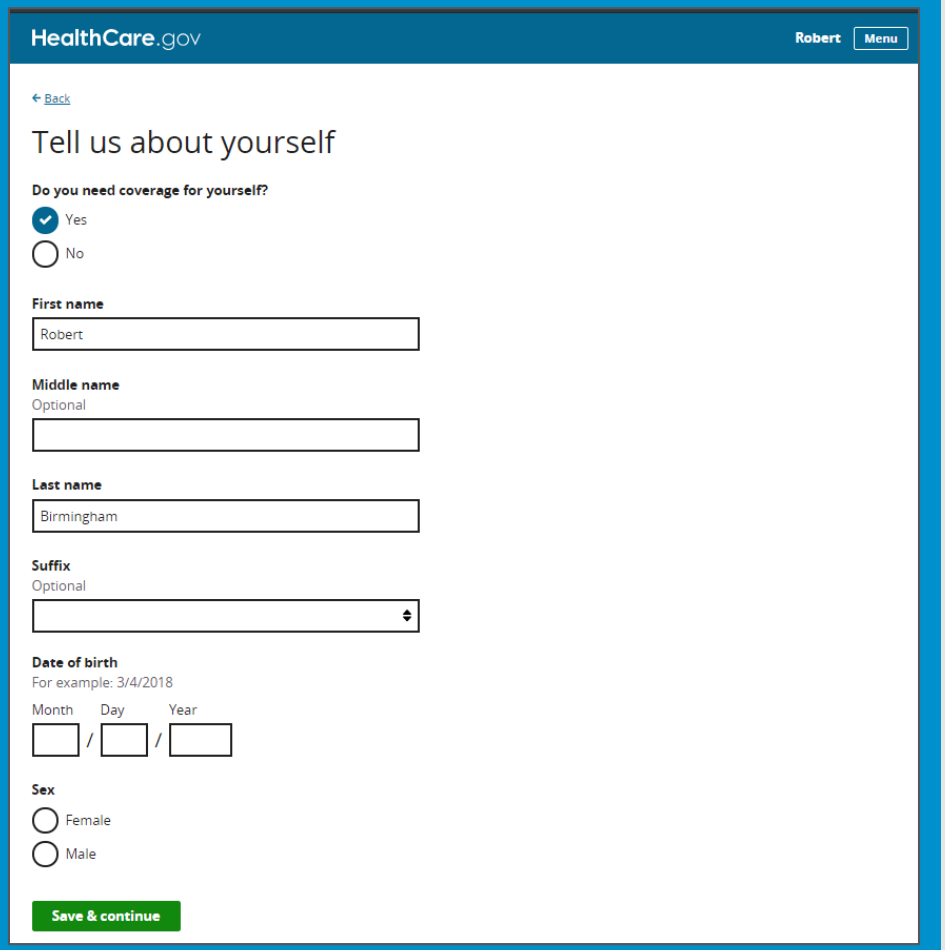

First step of the application collects information for the household and household contact.

Provide this information and select "**Save & Continue**".

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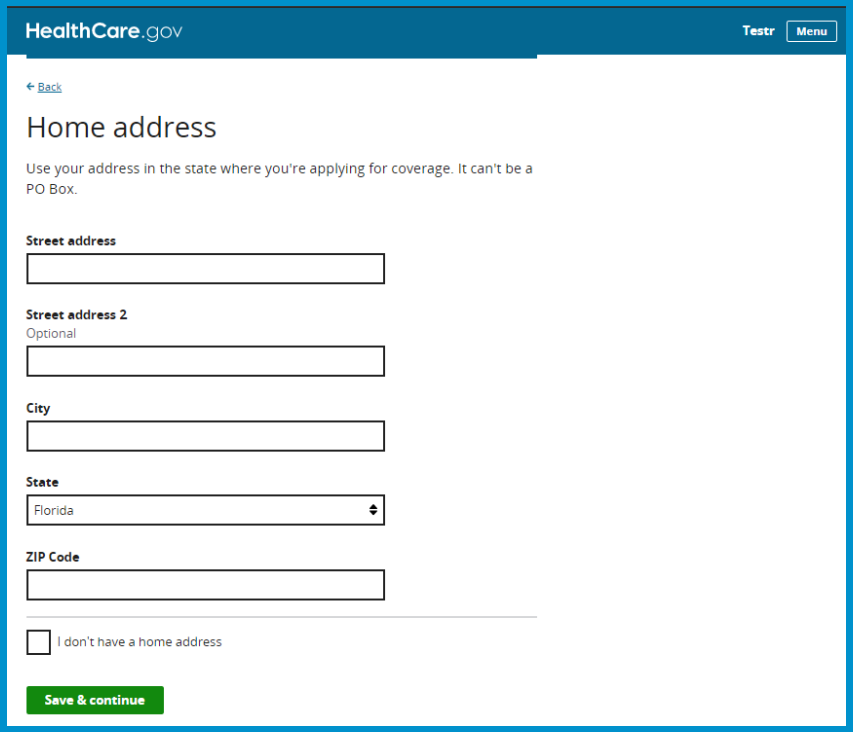

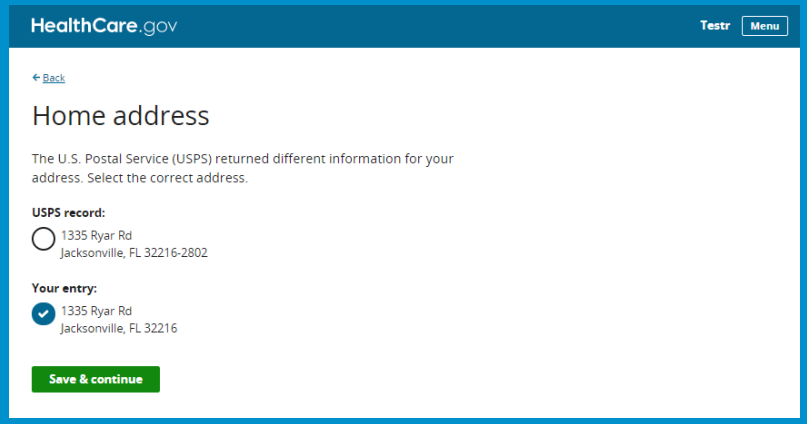

Continue completing the information for the Household and Household contact.

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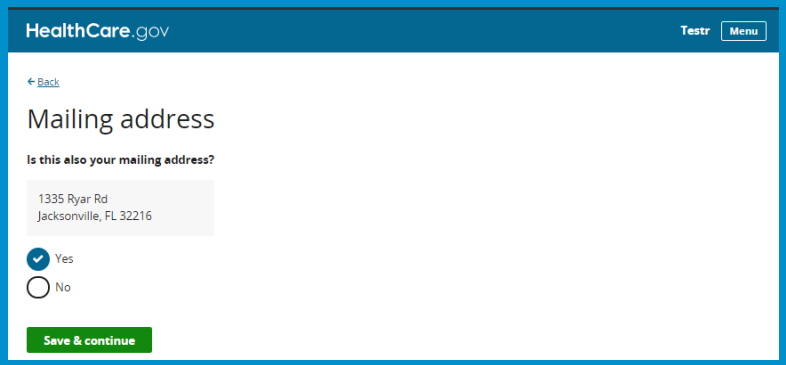
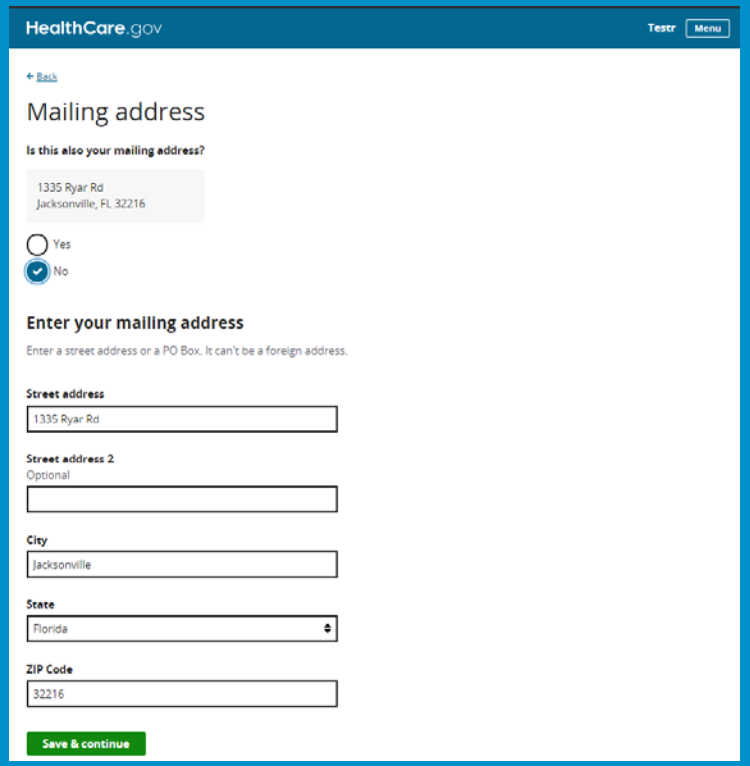
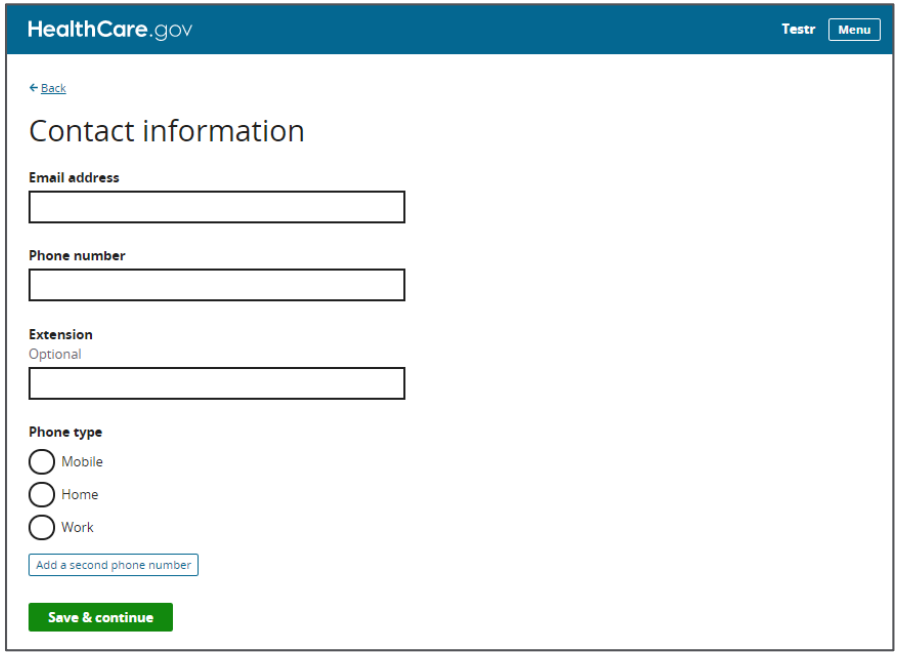


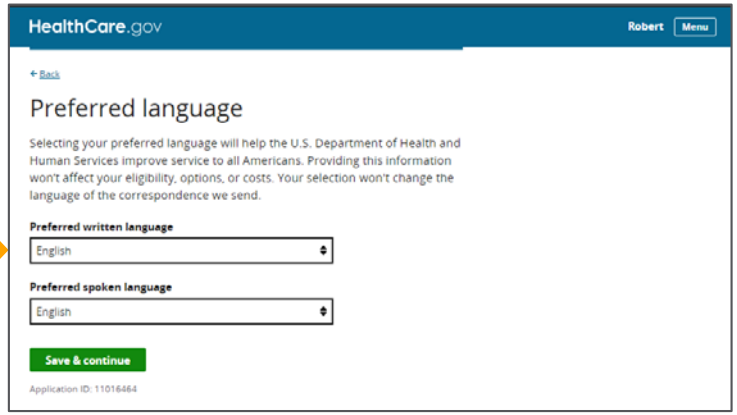


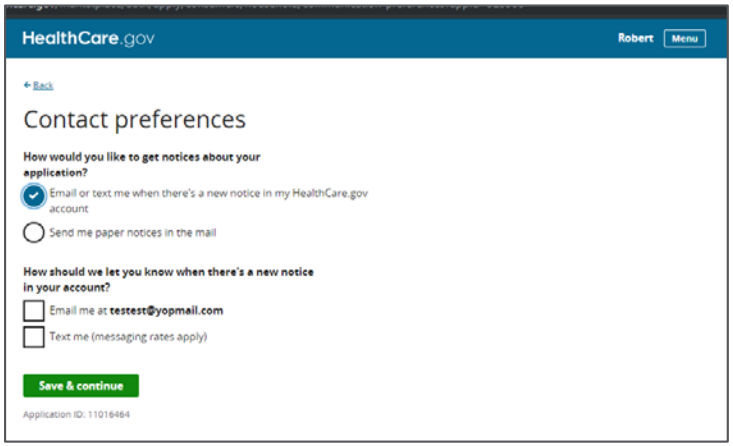
Continue completing the information for the Household and Household contact.

MARKETPLACE APP 3.0

Continue completing the information for the Household and Household contact.







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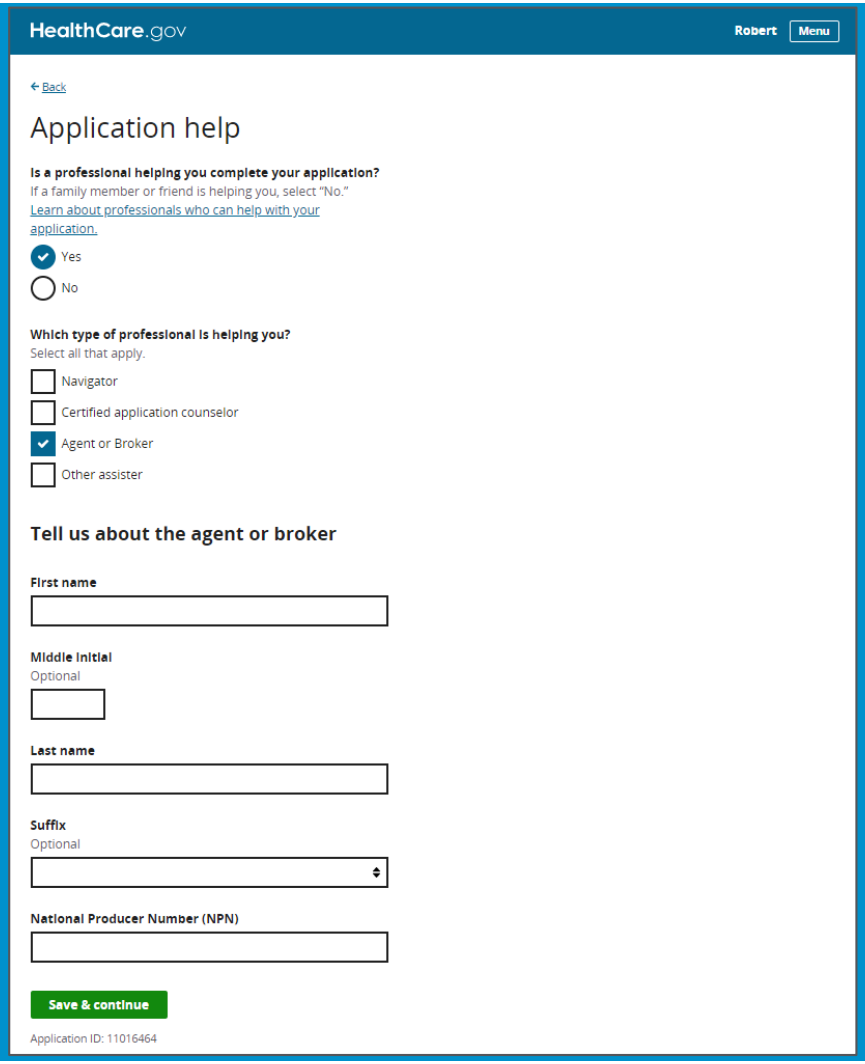

After the Household Contact information is collected, the application will ask if the applicant is receiving any assistance applying for coverage.

Agents should add their agent information here to ensure their information is associated with the Marketplace application.

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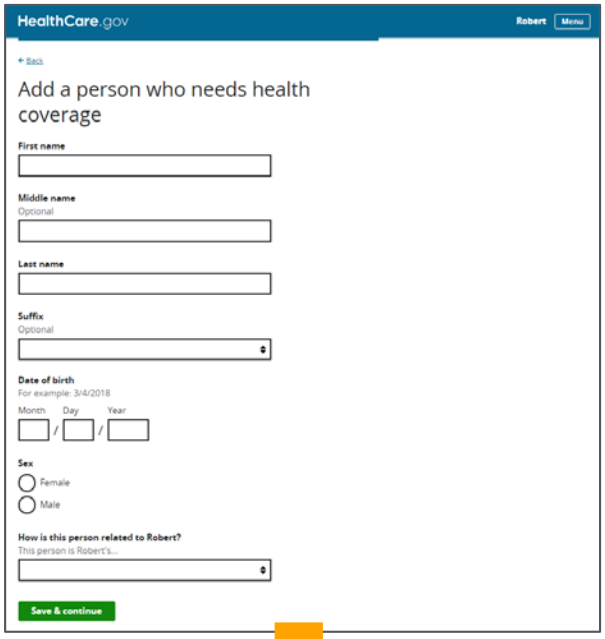
After collecting high level information on the household, the application will then collect more detailed information for the household members, including who is applying for coverage. The user will submit answers for each member of the household.



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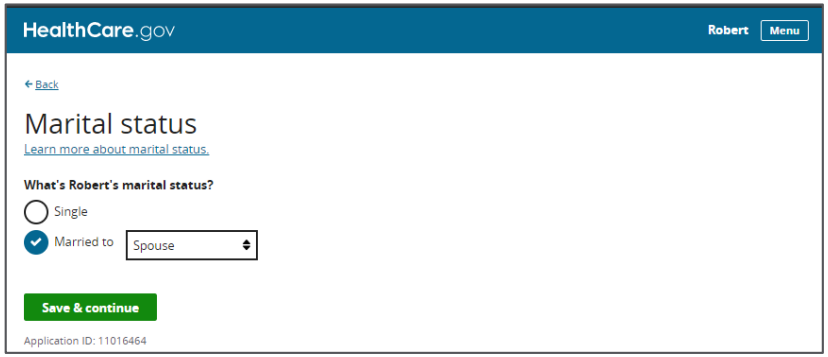
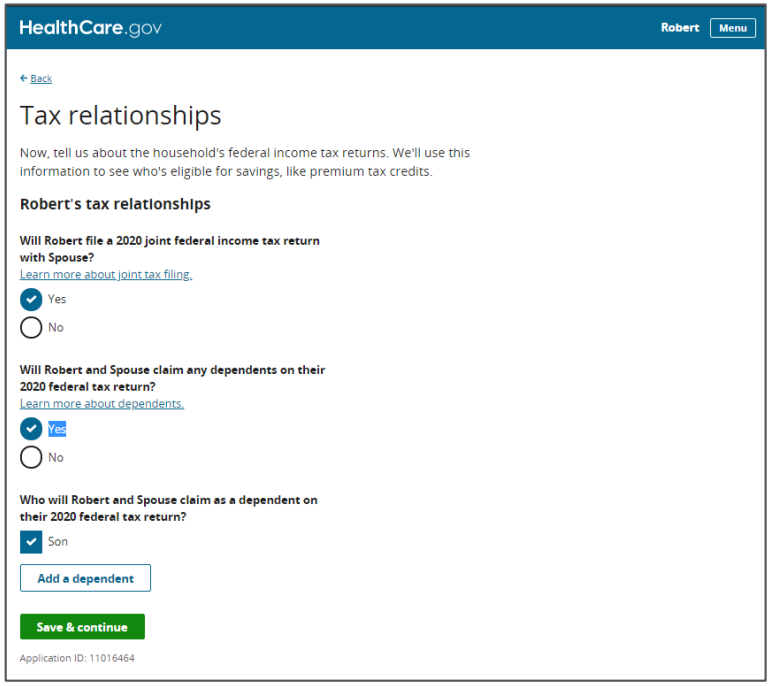
Continue providing information on the household including the tax filing status.





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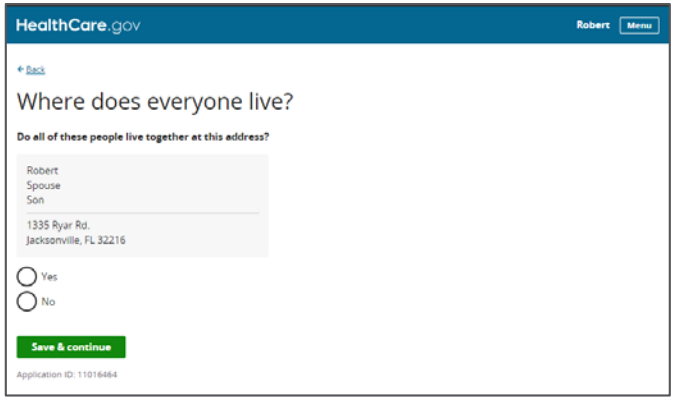
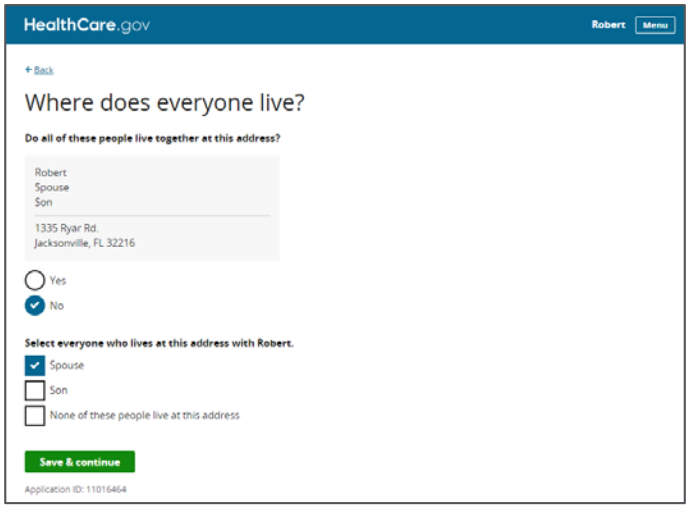
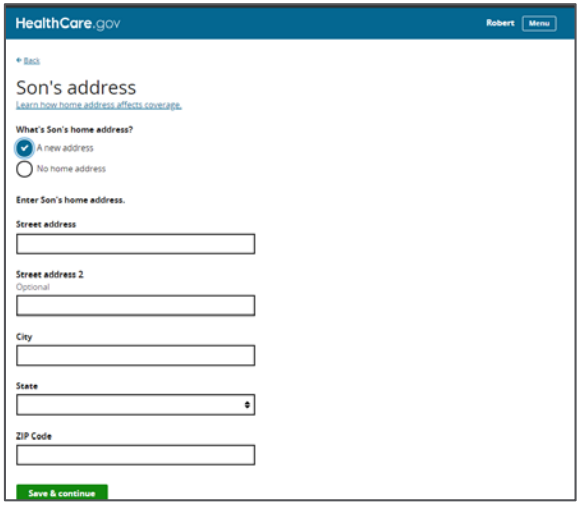
Continue providing information on the household including the living situation for all members.







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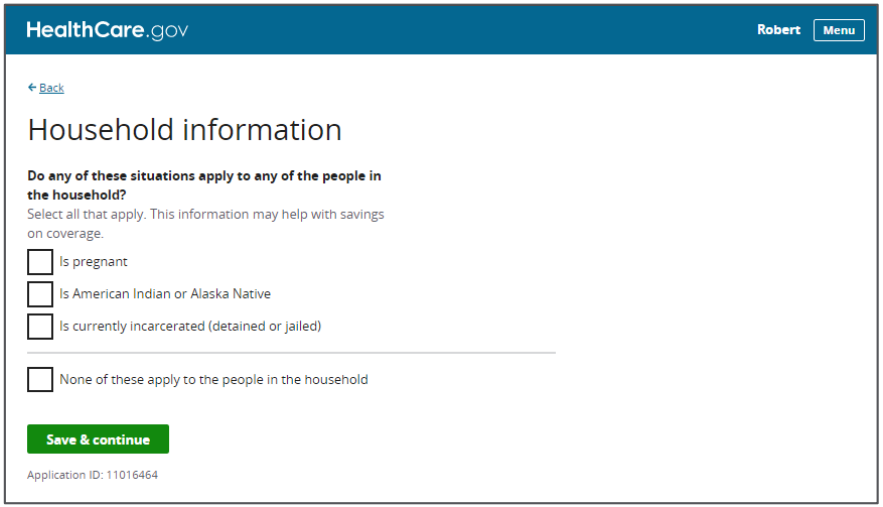
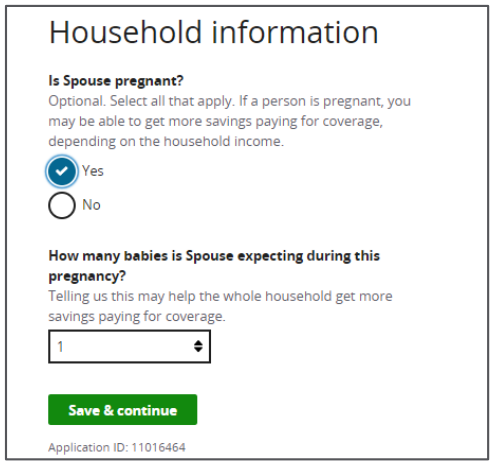
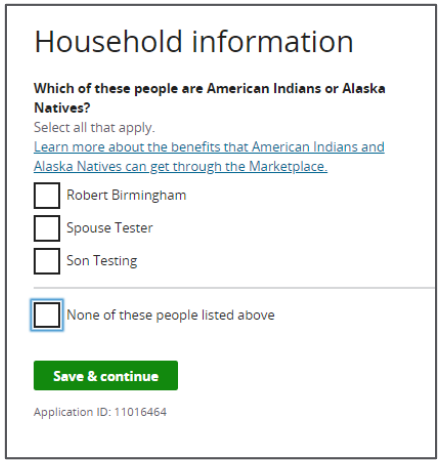
Continue providing information on the household.



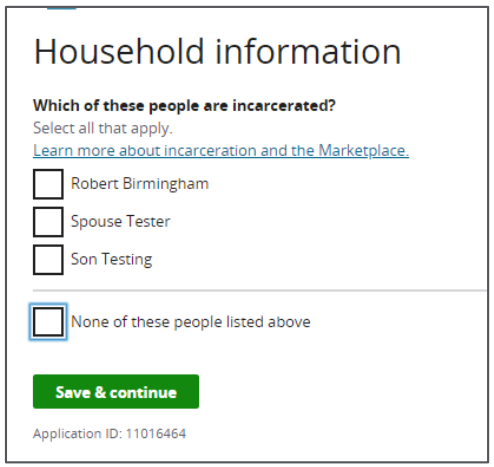
Is Pregnant



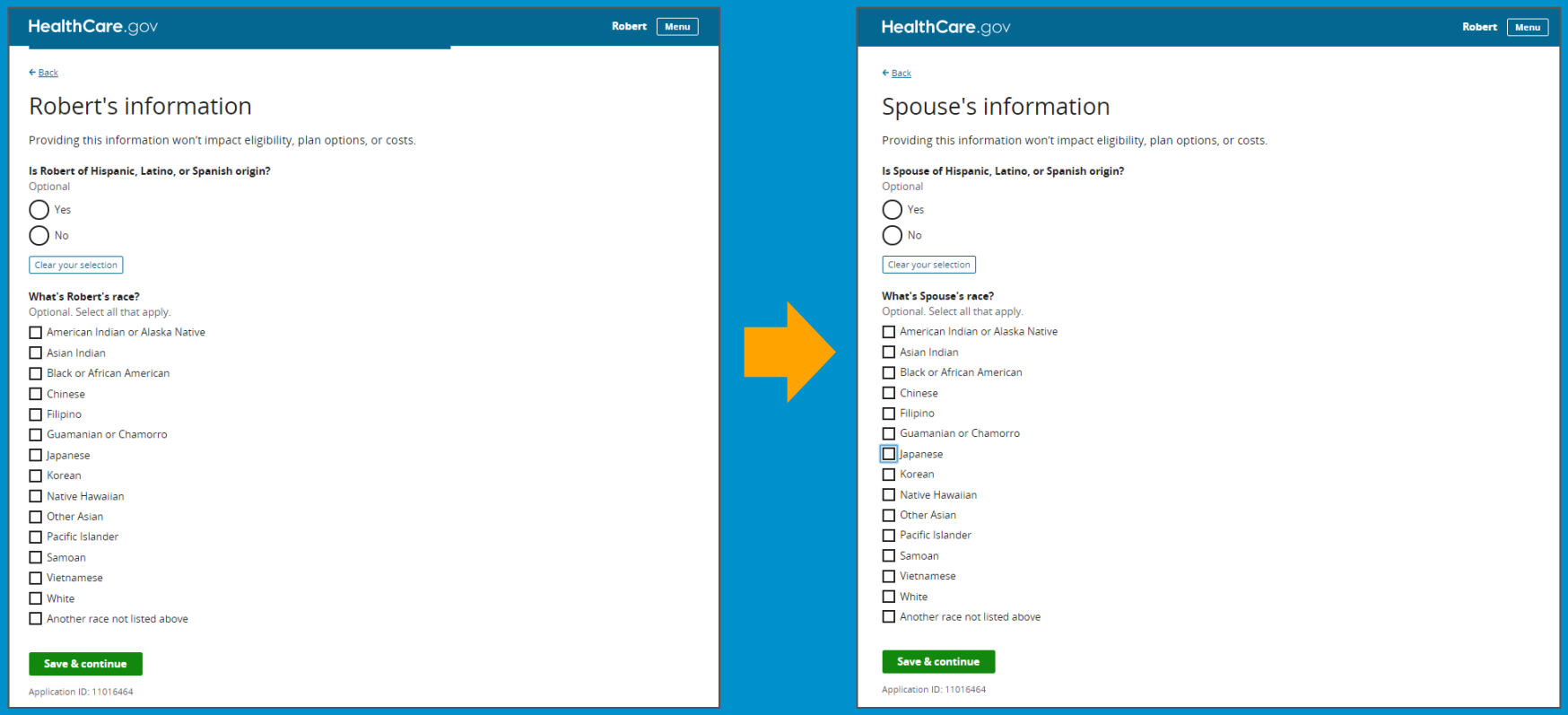
Is American Indian/Alaskan Native



Is currently incarcerated



MARKETPLACE APP 3.0

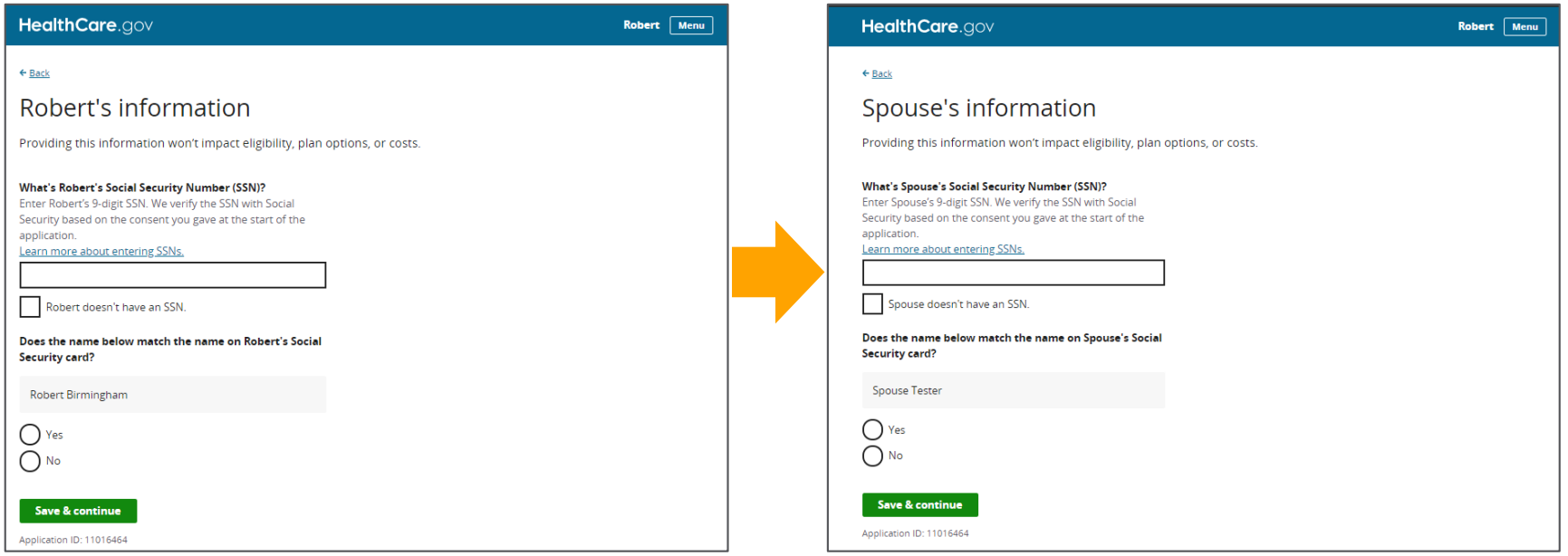


Next the application will collect ethnicity information for all household members.

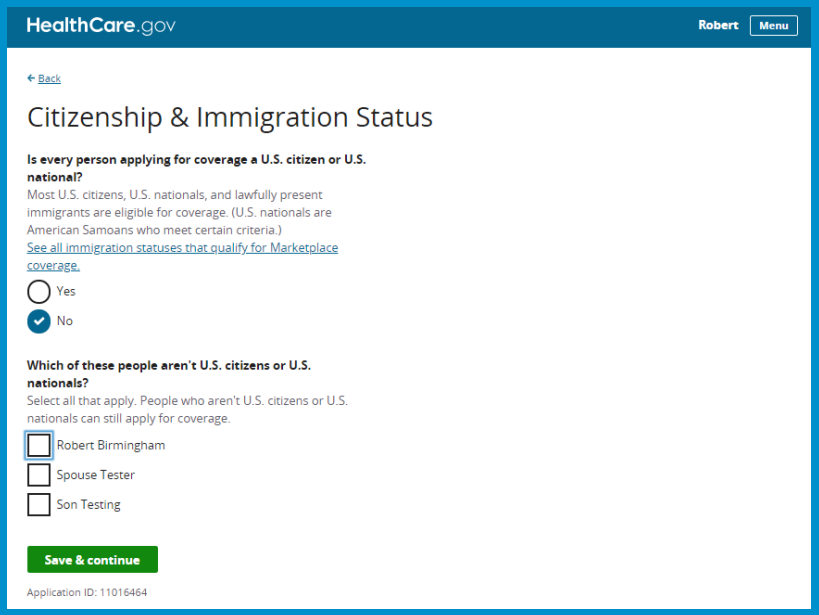
These questions are optional to answer and do not impact eligibility.

MARKETPLACE APP 3.0

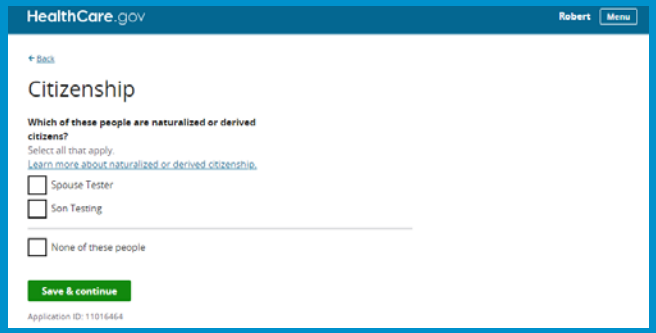
After collecting high level information on the household, the application will then collect more detailed information for the household members. The user will submit answers for each member of the household.



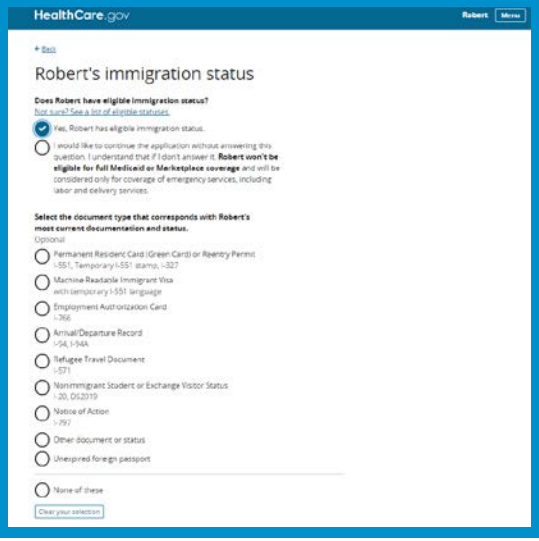
MARKETPLACE APP 3.0



Citizenship



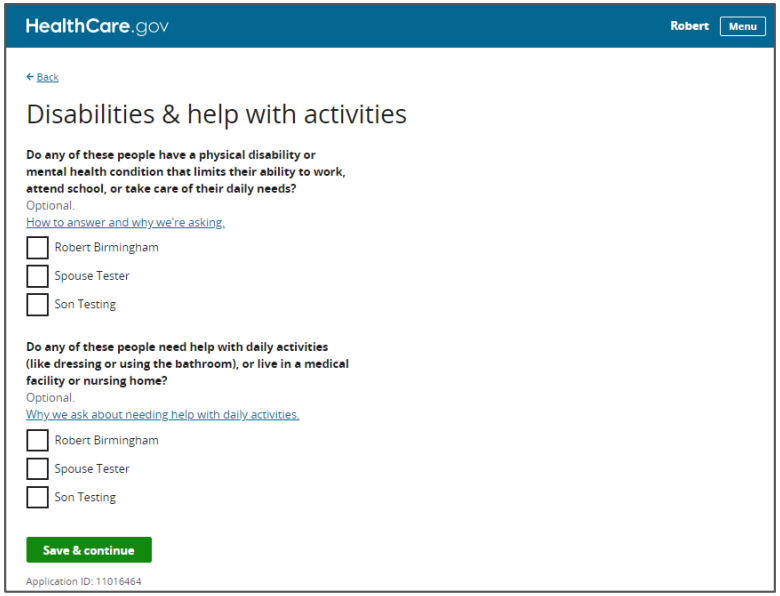
Immigration

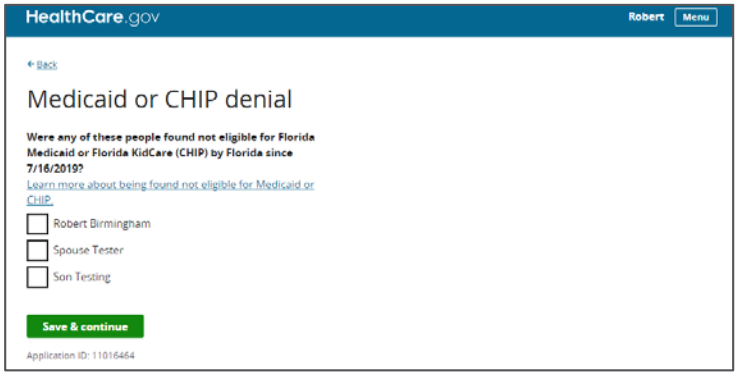


Next the application will collect the immigration status for the members in the household.

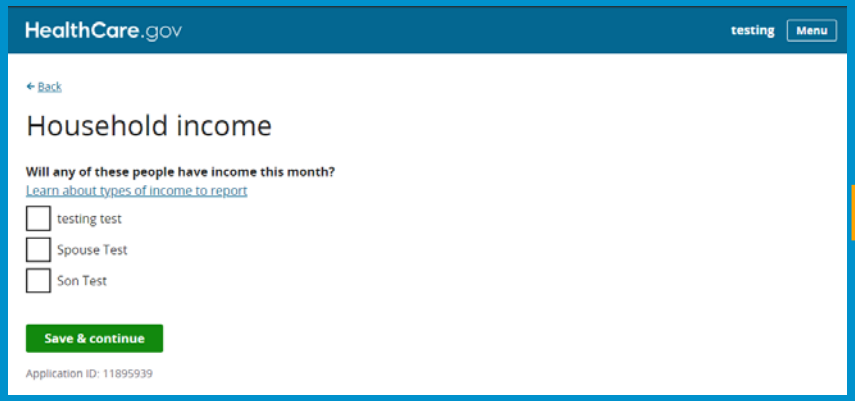
MARKETPLACE APP 3.0

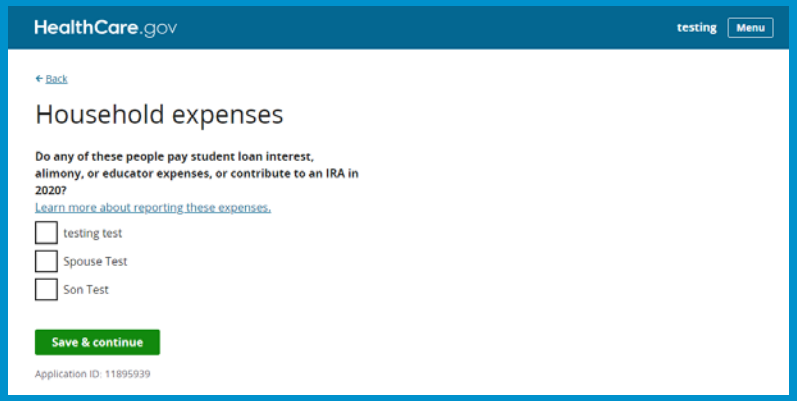
After collecting information for each household member, the application will ask questions in order to determine if anyone is preliminarily eligible for Medicaid or CHIP. These preliminary questions will determine if additional follow up questions will be asked later in the application.





MARKETPLACE APP 3.0



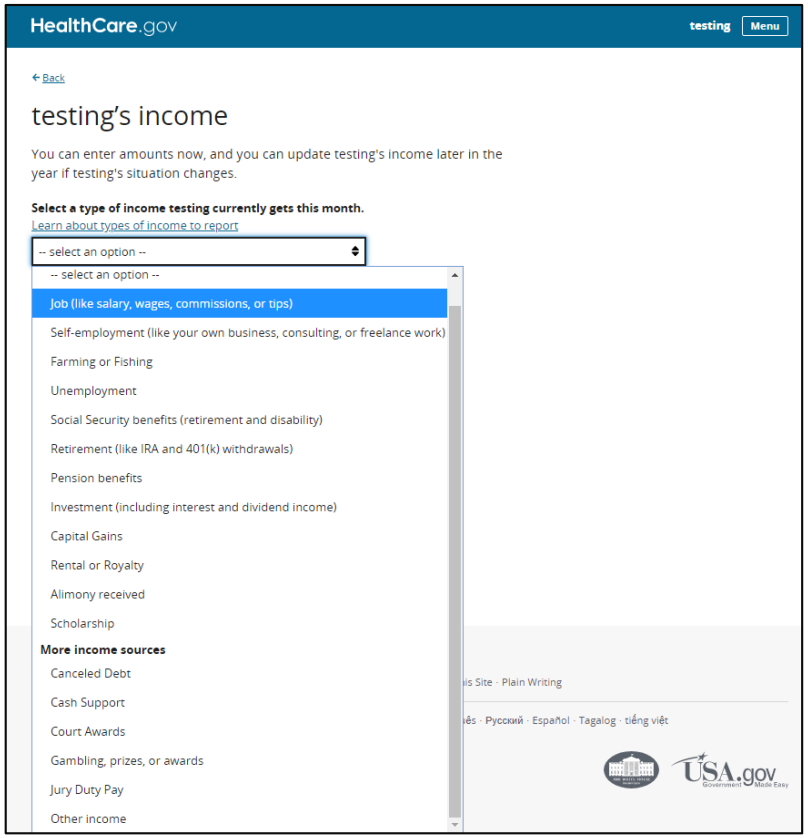


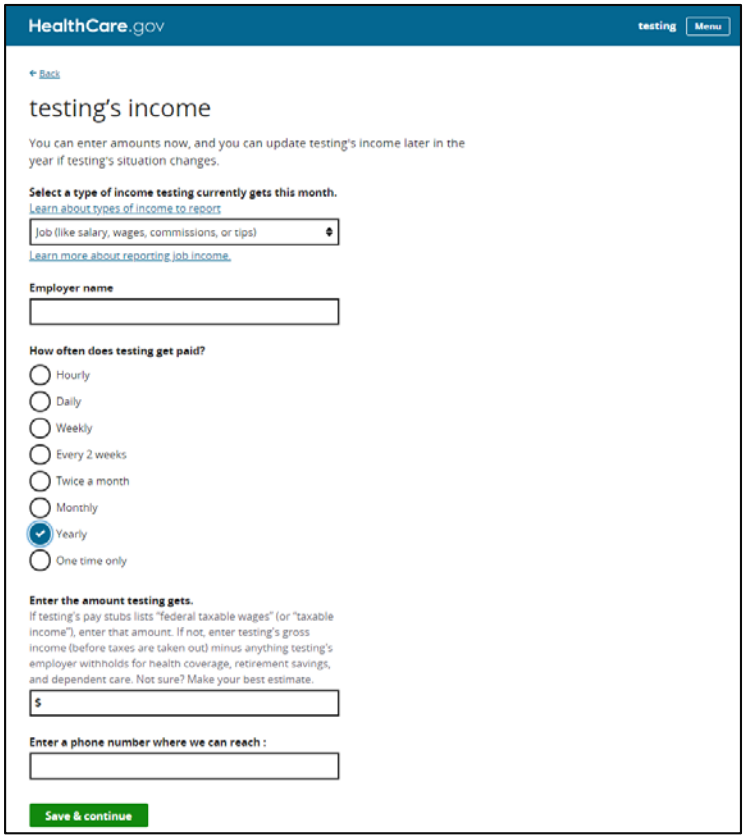
After collecting preliminary information for Medicaid or CHIP, the application will collect income and expenses for all household members.

Note that these questions are only asked when the applicants are seeking financial assistance.

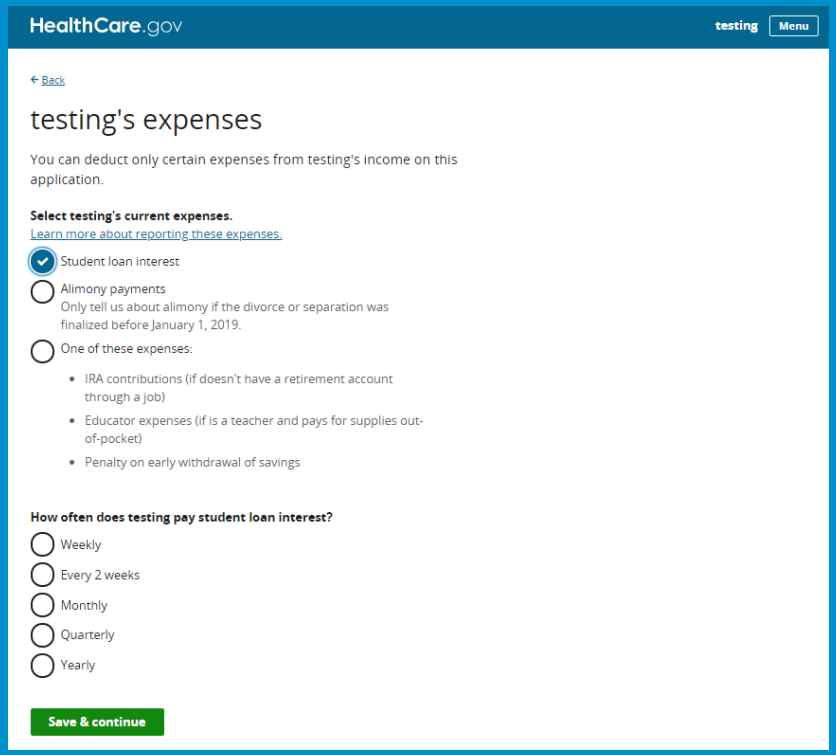
MARKETPLACE APP 3.0 – PHASE 1

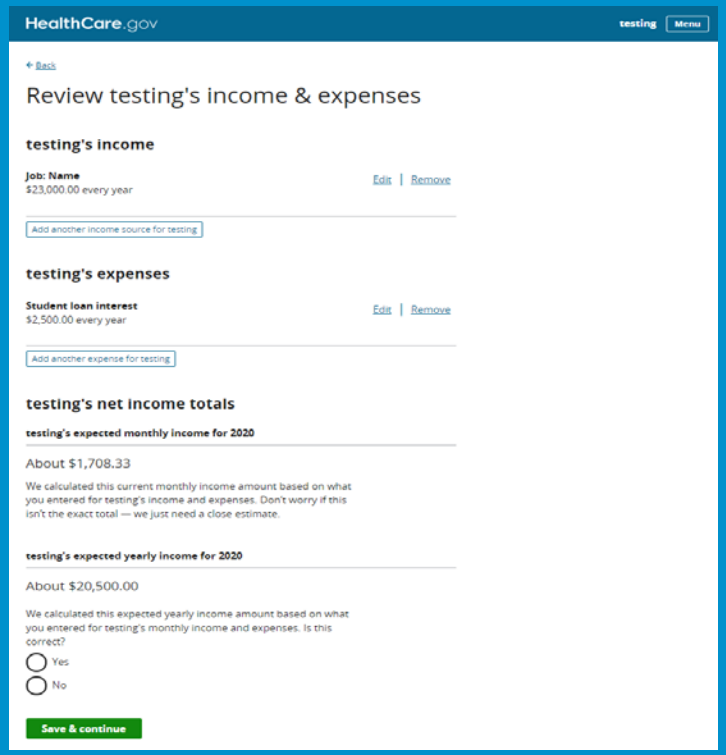
If the applicant indicates they are receiving some form of income, the application will then collect the details for all selected applicants.





MARKETPLACE APP 3.0 – PHASE 1



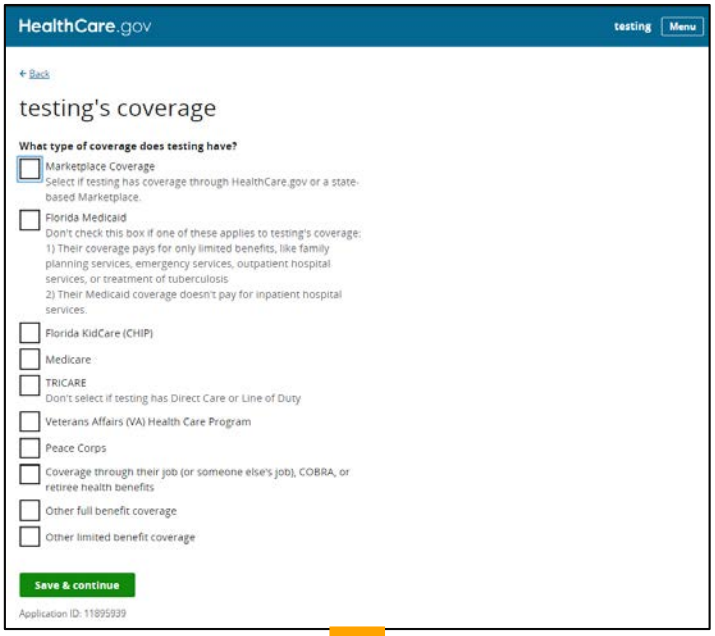


If any household member was selected as having expenses, the application will collect those details next after income. After providing the expenses, the application will have the applicant confirm their expected income for the year in which they are enrolling. If the Marketplace detects a discrepancy with the income information provided, the application will ask follow up questions.

Note: The discrepancy questions are asked in order to prevent the need to provide documentation post submission of the Marketplace application.

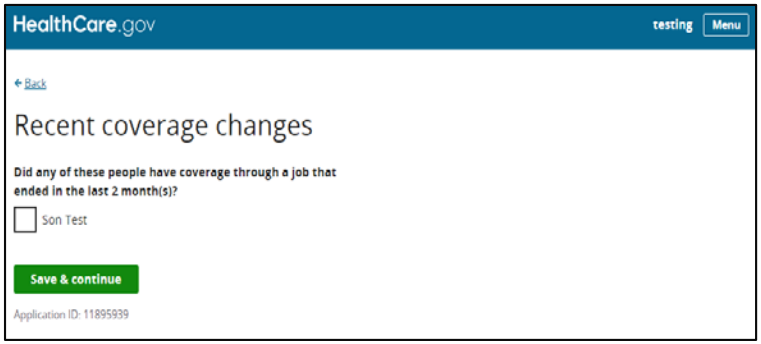
MARKETPLACE APP 3.0 – PHASE 1

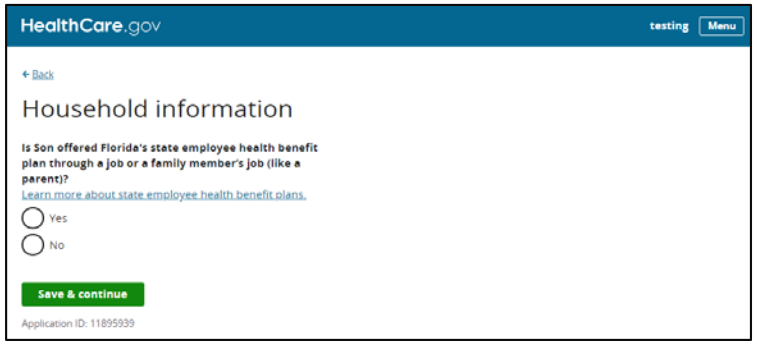
After the Income and Expenses are collected, the application will ask about current coverage for anyone applying for coverage and who are preliminarily eligible for APTC/QHP, Medicaid, or CHIP based on answers to previous questions.



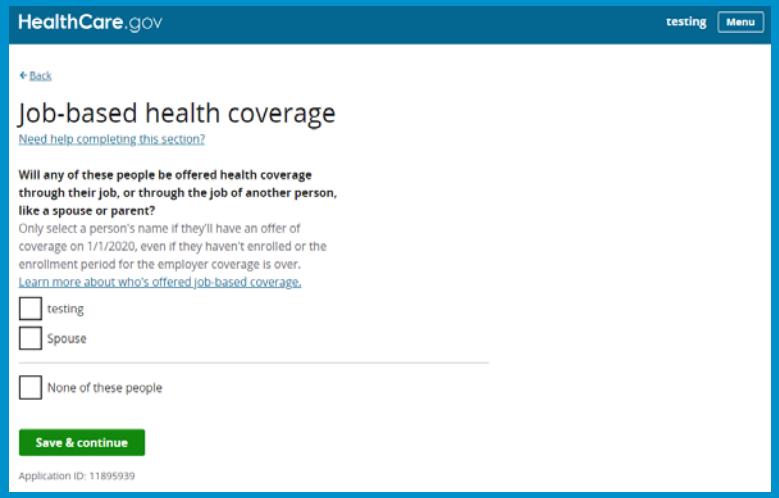
MARKETPLACE APP 3.0 – PHASE 1

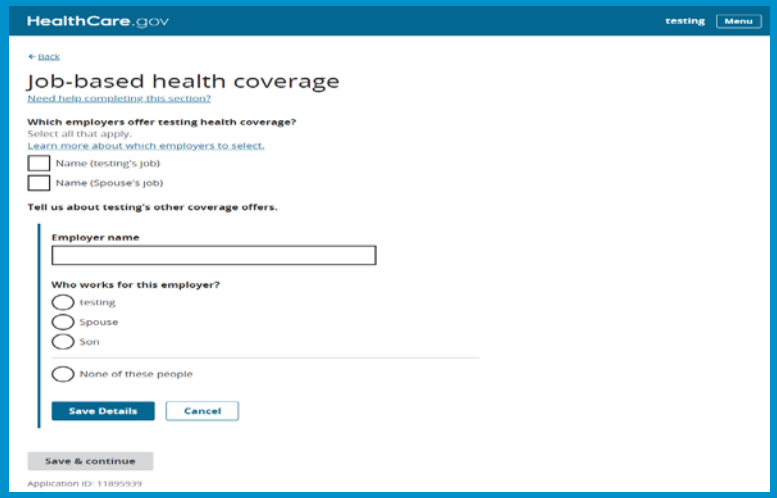
Continue providing information for the households current coverage. These display to applicants who are preliminarily eligible for CHIP/Medicaid.





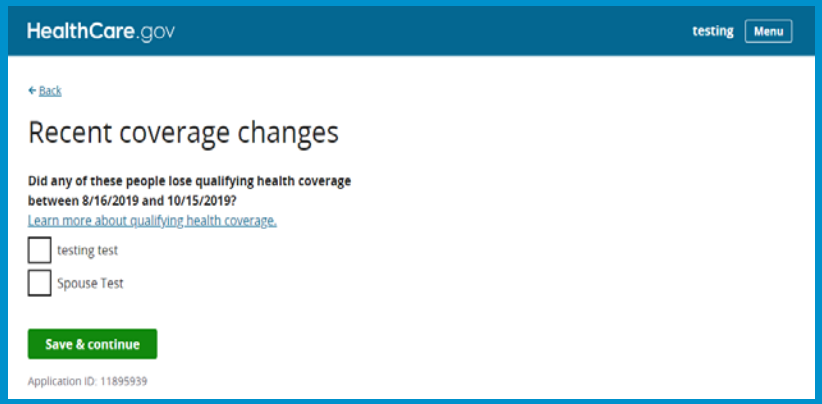
MARKETPLACE APP 3.0 – PHASE 1

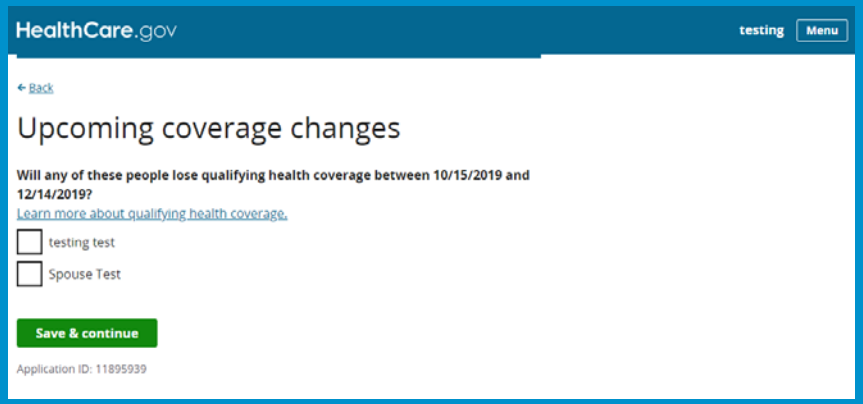




Continue providing information for the households current coverage. These questions are asked of applicants who are QHP eligible.

MARKETPLACE APP 3.0 – PHASE 1

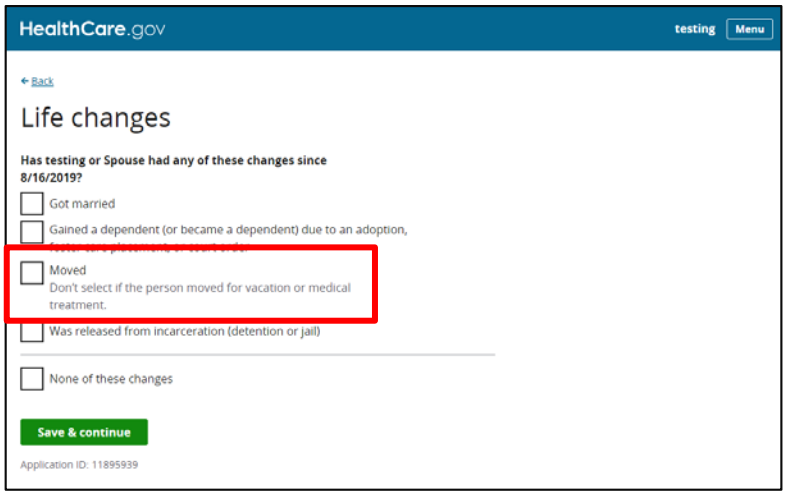


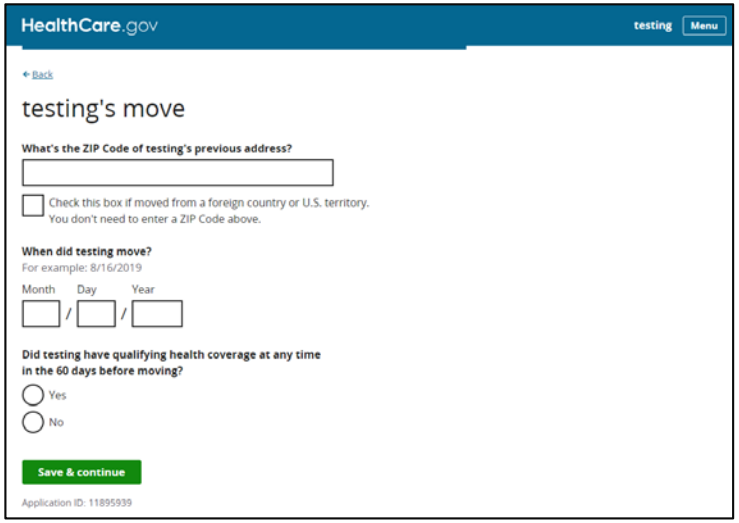


Continue providing information for the households current coverage. These questions are asked of applicants who are QHP eligible.

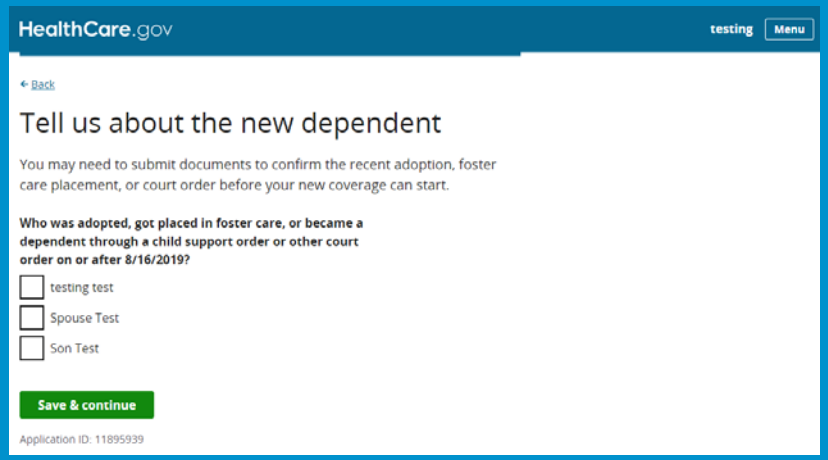
MARKETPLACE APP 3.0 – PHASE 1

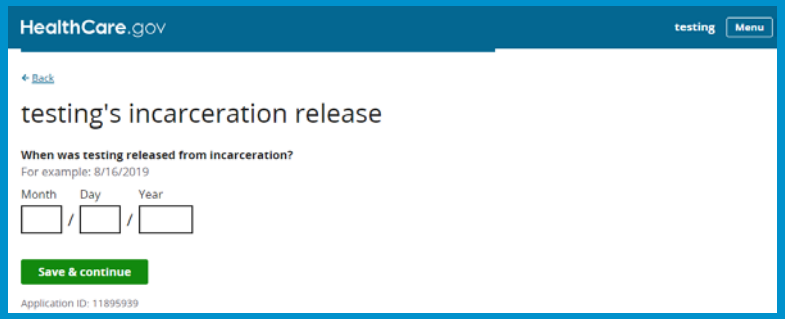
The application will then ask about recent changes, such as marriage or a move, to QHP eligible applicants only. These questions will determine eligibility for a Special Enrollment Period (SEP) in addition to the prior question on loss of Minimal Essential Coverage (MEC).

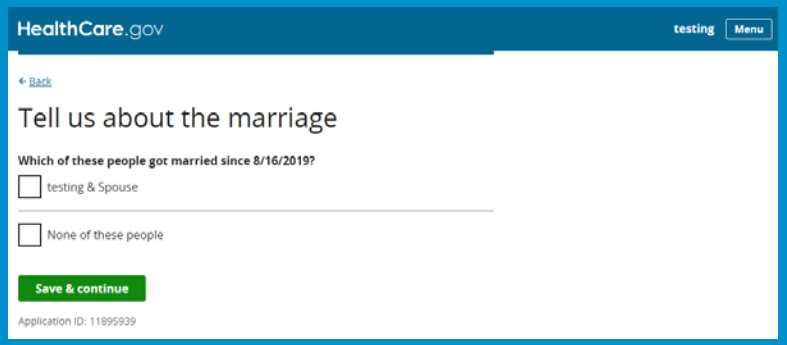




MARKETPLACE APP 3.0 – PHASE 1





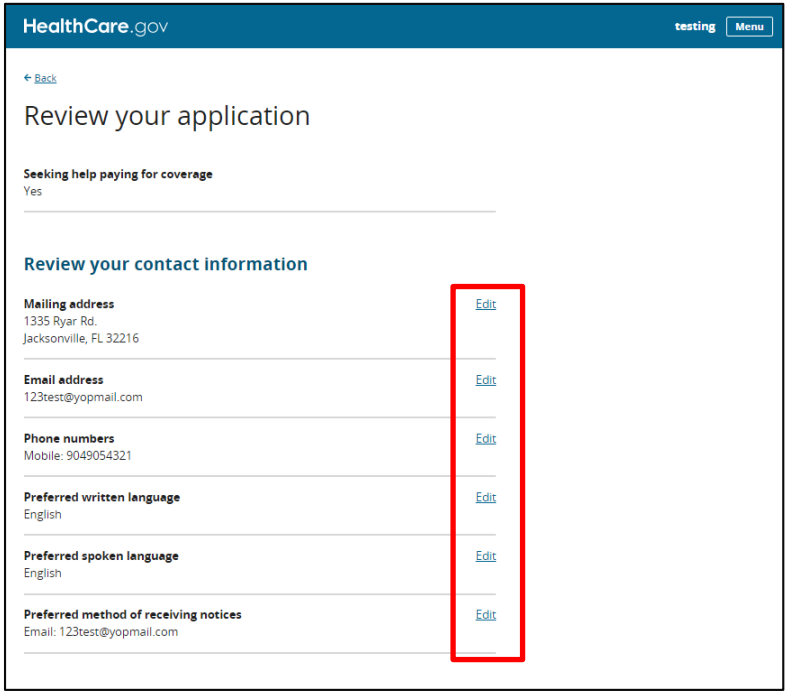


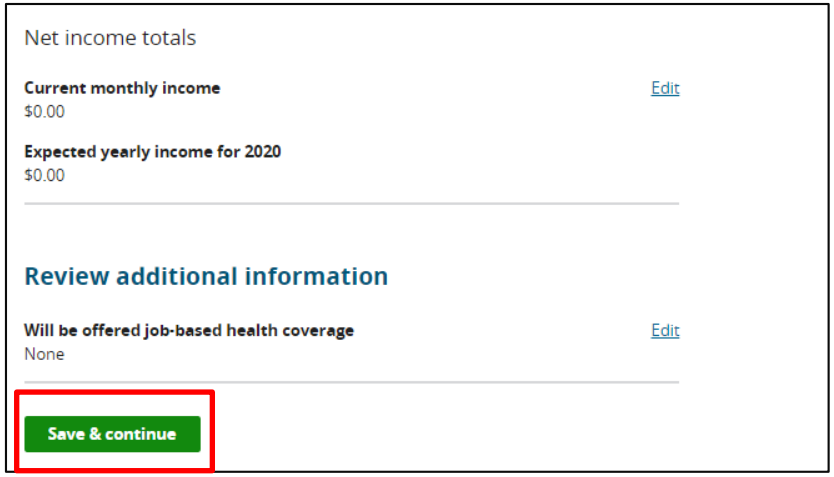
Above are additional Recent Change scenarios that help determine eligibility for a Special Enrollment Period.

MARKETPLACE APP 3.0 – PHASE 1

After the application questions are complete, the user will review the application to ensure all information is accurate. Note: Below is only a sample of the beginning and end of the summary page.

- Click "**Edit**" in either of the sections to be routed back to the beginning of that section to edit information.
- Click "**Save & Continue**" to continue to agreements and final submission.





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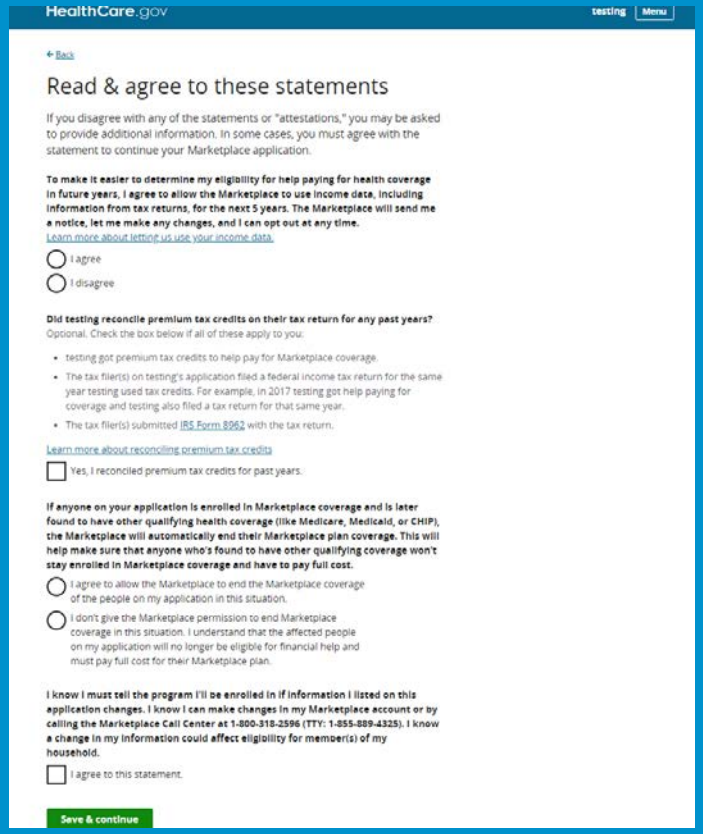
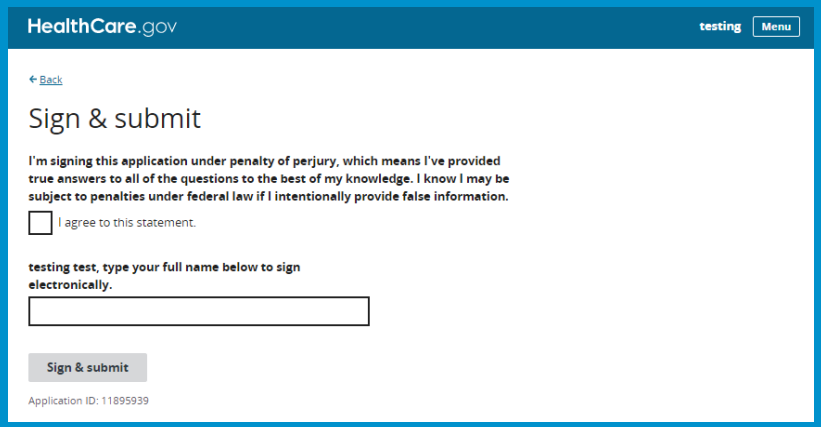




Once the details on the Application Summary are confirmed, the last step before submission is to agree and sign the application. After the user acknowledges all agreements and signs the application, it can then be submitted for final eligibility determination.

MARKETPLACE APP 3.0 – PHASE 1

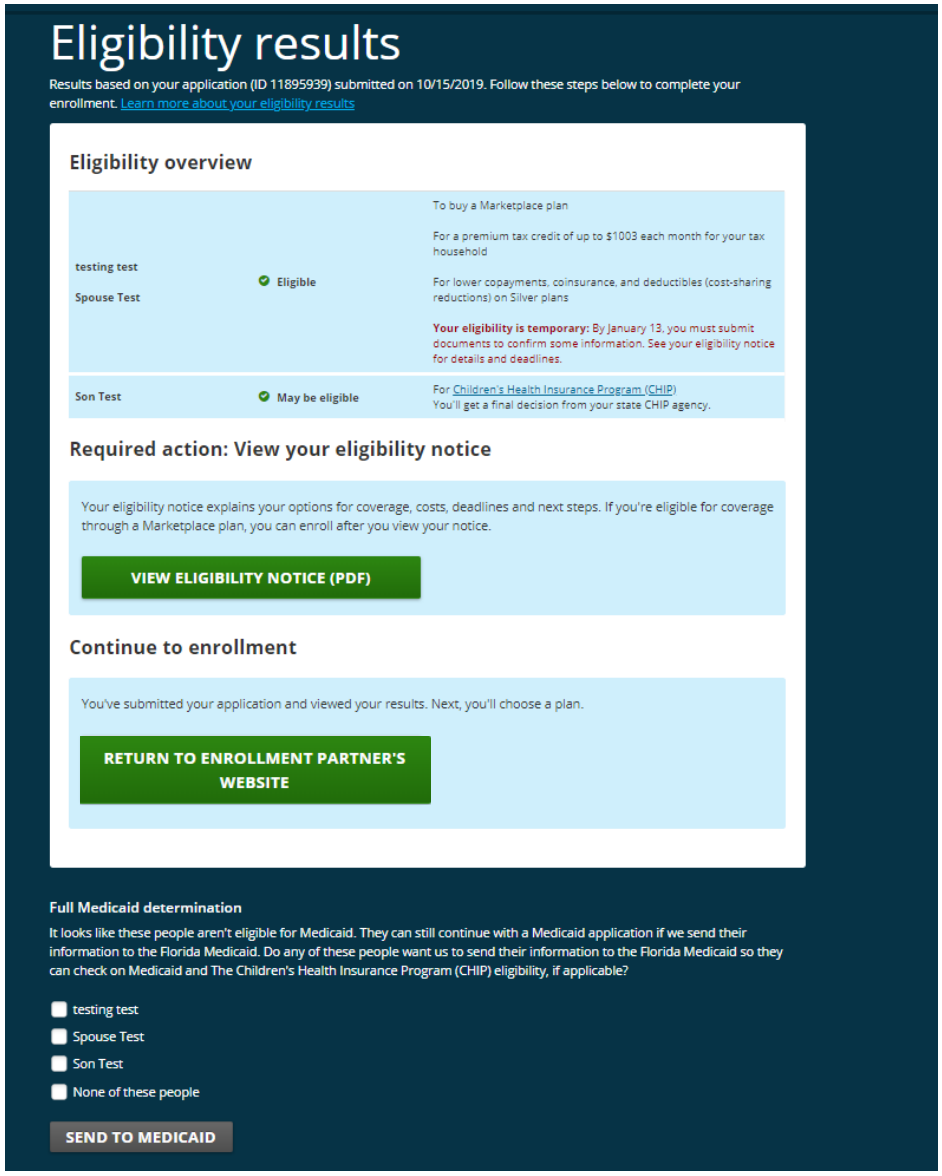
After successful submission of the application, you will be taken to the Eligibility Results page.

Step1 - Review the Eligibility Overview which provides the high level eligibility for the applicants.

Step2 – Download the Eligibility Notice (PDF) and review with your customer.

Step 3 – Click the "**Return to Enrollment Partner's Website**" to return to SalesConnect for final plan selection and submission.

This completes the changes to the Marketplace application for OE 2020.



In this presentation you learned how to:

- Identify the changes made to the Marketplace application completed via SalesConnect Direct Enrollment for 2020 Open Enrollment and when you will complete the new App 3.0 vs. the original Classic Application for this years Open Enrollment.

- Understand the flow of the Marketplace Application 3.0, which will be the version agents will complete for Direct Enrollment.

THANK
YOU!