



## Washington Health Benefit Exchange QHP Enrollment Affiliate Program 2018 Coverage Year

### What is a Washington Healthplanfinder enrollment Affiliate?

Washington *Healthplanfinder* QHP enrollment Affiliates are brokers or broker agencies who rely on Qualified Health Plan enrollments through Washington *Healthplanfinder* as a key part of their business strategy. Exchange Affiliates have substantial experience, are affiliated with multiple Exchange carriers, and are enthusiastic about expanding this business.

Affiliates align their business with the Washington *Healthplanfinder* brand, signifying to the public that the Affiliate is a trusted partner and knowledgeable resource regarding health insurance options and benefits available through the Exchange. From their existing offices or sites, Affiliates offer application and enrollment assistance to individuals and families seeking to enroll in a Qualified Health Plan.

The term for Affiliates is from the date the agreement is signed by HBE through September 30, 2018. Affiliates must reapply each year.

### What are the benefits of becoming an Affiliate?

Affiliate status will promote your organization's partnership with the Exchange and increase its visibility as a Washington *Healthplanfinder* enrollment resource. To support our Affiliates, the Exchange will:

- Highlight Affiliate sites through its website, social media, and press releases
- Send email messaging to current *Healthplanfinder* customers
- Refer callers from the Washington *Healthplanfinder* customer support center to Affiliates
- Provide direct access to the Exchange broker team for application questions and system support
- Provide reimbursement up to \$5,000.00 to cover advertising, marketing, or other approved Affiliate expenses
- Provide internal and external signage, marketing and educational materials at no cost
- Provide referral lists for individuals impacted by anticipated market changes who need to select new coverage for 2018
- Facilitate a partnership with a Navigator Lead Organization

### Affiliate Sites

The Exchange will select up to 10 affiliate sites for 2018, with priority to affiliates located in areas estimated to have higher numbers of uninsured people, including:

- Tacoma
- Kent
- Lynnwood
- Yakima
- Renton
- Everett
- Puyallup

## Reimbursement for Approved Expenses

The Exchange will reimburse affiliates up to \$5,000 for expenses related to QHP enrollment activities conducted during open enrollment. Approved expenses include marketing, advertising, enrollment events, or other costs approved by HBE and related to enrollment strategies outlined in the affiliate's application.

## Affiliate Requirements

1. The Exchange will accept Affiliate applications from brokers or broker agencies with current Exchange registration and multiple Exchange carrier appointments.
2. The Exchange will select Affiliate sites in high traffic, high visibility surroundings near other businesses that attract a variety of consumers. The site must reflect a professional appearance inside and out, be easily accessible, and be able to display Washington *Healthplanfinder* signage.
3. Preference may be given to Affiliates that do not charge customers a fee for enrollment assistance.
4. The company principal must sign an Affiliate Agreement (see Attachment 1). The Agreement contains the Exchange's standard terms and conditions. Any exceptions to these terms and conditions must be identified in the Affiliate's application in order to be considered. The Exchange will not negotiate agreement terms and conditions after award that were not provided in the application.
5. Brokers selected as Affiliates shall:
  - Post and keep regularly scheduled hours during the Exchange's 2018 open enrollment period
  - Assist individuals to complete an application and receive eligibility results
  - Explain eligibility results and all plan options, and facilitate plan selection
  - Assist with renewing coverage, including assessing new plan options
  - Update accounts and report changes
  - Answer questions and assist people to enroll in new Qualified Dental Plan options
  - Refer individuals to a Navigator organization when in the best interests of the customer

## Evaluation Process

A team will evaluate applications using a standardized scoring tool. Evaluation criteria will include:

1. **Organizational experience, capacity, and service delivery:** The Exchange will consider the volume of current QHP enrollees, team member experience and carrier appointments, current QHP volume, and the capacity for new enrollments based on the size of the agency and geographic location. Brokers who are fluent in language(s) other than English common to the local community are also preferred, as well as those who do not charge customers for Healthplanfinder enrollment assistance.
2. **Business objectives and plan for 2018:** The Exchange will evaluate the company's plan for achieving QHP goals for 2018, including marketing, advertising, and other strategies.
3. **Affiliate Site/Location:** Applications will be evaluated based on geographic area, accessibility, surroundings, and general office appearance.

## How to apply

Interested organizations can apply by completing the affiliate application template that accompanies this overview and submit the application template **via email** by 5:00pm PT on September 19, 2017 to:

Ellen Foley  
Washington Health Benefit Exchange  
[Ellen.Foley@wahbexchange.org](mailto:Ellen.Foley@wahbexchange.org)

HBE will notify applicants by October 1, 2017 on the outcome of their application.