



WAHBE Broker Academy

Exchange Agents & Brokers Technical Advisory Committee
August 2, 2022

Kris Lattimore, Producer Program Manager



Health Equity Statement

Equity is a fundamental pillar to the society we seek to build. The process of advancing toward equity will be disruptive and demands vigilance, dismantling deeply entrenched systems of privilege and oppression. We must focus our efforts on people and places where needs are greatest, especially communities of color, and go beyond remedying a particular inequity to address all determinants of health.

Producer Development Program

Broker Academy

The Washington Health Benefit Exchange aims to reduce the uninsured rate in Washington State and implement creative solutions to eliminate traditional barriers to accessing health insurance coverage.

Funded by WAHBE, this Broker Academy will place trained and licensed insurance Producers in areas experiencing the highest uninsured rates in the state.

Broker Academy will develop small insurance businesses in communities where these producers live and serve.

The long-term goal of this program is to develop a producers committed to the vision of WAHBE's health equity statement.

Minimum Student Requirements

- 18 Years old or older
- High School Diploma or GED
- 1-3 Letters of reference
- Resume
- Must reside in Franklin, Benton, Yakima, Walla Walla, Douglas, Chelan, and Clallam counties. *(All counties have an 8% or higher uninsured rate according to the WA OIC Uninsured report dated 12-30-2021)*
- Community Service experience a plus but not required
- Bilingual a plus but not required

Estimated Costs

- Pre-licensing course - Slater Insurance School self-study. Life and Disability \$125, Disability only \$100 per student.
- Licenses Fee \$60 per student.
- Exam Fee TBD
- WAHBE Certification \$50 per student.
- Potential second year Community College business course. Cost TBD
- Mentors zero costs. (Volunteers from the producer community and WAHBE staff)

Course Overview: Year 1

- Classes will begin in July and run through October. The intent is to have licensed producers in place by Open Enrollment.
- Students will be enrolled in a self-study insurance course to obtain a Washington state Disability license.
- All students should be licensed and prepared to solicit insurance in their community by OE.
- Suggested educational topics taught by WAHBE:
 - WAHBE Mission and Overview
 - Implicit Bias Training
 - Individual insurance market
 - Medicare / MA/MAPD/PDP and Medicare Supplements
 - Building a book of business
 - Advanced Healthplanfinder training
 - Using interpreter services
 - Working for an agency or creating your own agency

Course Overview: Year 2

- Leverage Enrollment Centers when possible (Internships)
- Support second year students in increasing knowledge base of the individual insurance market and developing business skills
- Potential for side-by-side working internships with WAHBE Staff

Mentor Recruitment

- Recruit mentors from pool of certified producers
- Must have been certified on *Washington Healthplanfinder* for a minimum of 3 years
- Use Enrollment Centers as internships if geographically feasible
- Licensed members of the WAHBE Producers Program could serve as mentors
- Mentorship program can scale as the overall program grows in size and reach

Questions / Comments



WWW.WAHEALTHPLANFINDER.ORG | WWW.WAHBEXCHANGE.ORG