



# WAHBE Broker Academy

Health Equity Technical Advisory Committee  
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# Producer Development Program

## Broker Academy

One of the core missions of the Washington Health Benefit Exchange is to reduce the uninsured rate in Washington State.

We also seek to creatively look for solutions to eliminate traditional barriers to accessing health Care.

This program which costs the participant nothing, will place trained and licensed insurance Producers in areas that are experiencing the highest uninsured rates in the state.

This will also develop small insurance businesses in communities where these producers live and serve.

The long-term goal of this program is to develop a group of producers that have a relationship with WAHBE. They understand and are focused on the individual market in counties experiencing the highest uninsured rates in the state.

# Minimum Student Requirements

- 18 Years old or older
- High School Diploma or GED
- 1-3 Letter 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 \$35
- 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

- 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.
- Producer Team members or Mentors will also teach classes.
  1. WAHBE Mission and Overview
  2. Implicit Bias Training
  3. Individual insurance market
  4. Medicare / MA/MAPD/PDP and Medicare Supplements
  5. Building a book of business
  6. Advanced *Healthplanfinder* training
  7. Using interpreter services
  8. Working for an agency or creating your own agency

# Course Overview continued

- Leverage Enrollment Centers when possible (Internships)
- Possible second year students will increase their knowledge of the individual insurance market and develop business skills
- Side by Side working internships with WAHBE Staff. Triaging applications in Producer in box, Attend planning meetings, etc.

# Mentors

- Recruit mentors from currently 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 will also mentor and teach classes.
- Mentorship program can scale as the overall program grows in size and reach.

Questions / Comments





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