

Becoming a Navigator or Certified Application Counselor

History & Background

Since October 2013, Navigators and Certified Application Counselors (or Assisters collectively) have provided free, in-person or virtual assistance for customers applying for health insurance through Washington Healthplanfinder™, operated by the Exchange.

Assisters help advance health equity for Washingtonians by identifying disparities in health care access and targeting uninsured and historically excluded populations within their community. Assisters must meet cultural competency standards, complete certification and meet ongoing training requirements to assist consumers through a community-based organization authorized to deliver outreach and enrollment assistance in a geographic area.

Assister Responsibilities

- Maintain expertise in eligibility, enrollment and program specifications.
- Provide information and services in a fair, accurate and impartial manner.
- Facilitate selection of a qualified health plan (QHP).
- Explain health care insurance options and available financial savings.
- Provide referrals to the Office of the Insurance Commissioner when appropriate.
- Provide information in a manner that is culturally appropriate.
- Ensure accessibility for individuals with disabilities.
- Ensure applicants are aware that assisters are not tax advisers or attorneys, and cannot provide tax or legal advice.
- Connect with partnered clients to inform them of updates and assist with reporting changes, etc.
- Enter all consumer information in Washington Healthplanfinder following security and confidentiality standards established by the Exchange.
- Complete onboarding and ongoing certification requirements.
- Access your Washington Healthplanfinder account every 60 days or less.

➤ Navigators

- ▶ Must be employed by an organization that has an agreement in place with a Navigator Lead Organization. The Exchange does not credential independent individuals.
- ▶ Use Enhanced Users as their first line of support. Enhanced Users have elevated access to Washington Healthplanfinder to help navigators with application, enrollment, and training support.

➤ Certified Application Counselors

- ▶ Must be employed by an organization that has an agreement in place with Washington Health Benefit Exchange. Typically assist uninsured individuals at point of service in hospitals, clinics and non-profit organizations.
- ▶ Use the Exchange Customer Support Center as their line of support.

➤ Steps to Becoming Certified

- ▶ Complete training in LMS
- ▶ Sign and return User Access Agreement via DocuSign
- ▶ Complete Job Shadow requirement

You're done! You will receive an email with your Washington Healthplanfinder Navigator account log in credentials.

➤ Contact Us

For support related to certification
navigator.lms@wahbexchange.org

