

Oregon Health Insurance Marketplace

Agent Newsletter

Training for new HealthCare.gov **Help On Demand** feature is now available

Help On Demand is a real-time referral service that instantly connects consumers with agents and brokers who can help them select a plan and enroll in coverage. The service is powered by BigWave Systems, which has significant experience with insurance exchanges and carriers. The service (much like Uber for agents/brokers) is intuitive and easy to use, and is powered by a patent pending technology that matches the consumer and agent/broker on proximity, language preference, and most importantly availability of the agent/broker to respond "on demand."

As a division, we had given serious consideration to bringing this technology to Oregonians and are excited that this will now be available through HealthCare.gov. Help On Demand has proven to be a valuable service for other health insurance exchanges. Connect for Health Colorado has used this service for three years and Covered California for two years, matching consumer needs with agent and broker availability.

With Help On Demand:

- **Consumers can connect instantly with agents and brokers.** Consumers who request assistance through Help On Demand are matched with an agent or broker who accepts their referral in less than 15 minutes.
- **Agents and brokers can maintain a flexible schedule.** Agents and brokers can set standard operating hours on Help On Demand, or sign on whenever they are available to help consumers – 24 hours a day, 7 days a week.
- **Agents and brokers can avoid unnecessary costs.** Unlike other industry services, Help On Demand referrals are provided to consumers and agents and brokers at no cost.

Accessing Help On Demand

To register for Help On Demand, you **must have completed Marketplace registration and training for plan year 2018**. If you haven't done so already, complete [registration and training](#) today.

Once you've completed Marketplace registration and training, you will be provided with a link to complete the required self-paced Help On Demand training. Once you complete the training, certify your completion by providing your name, email address, and National Producer Number (NPN) at the end of the training.

After completing Help On Demand training, you will receive a secure link from BigWave Systems to activate your account and complete your profile so you're ready to begin receiving referrals from consumers in real time starting November 1.

Learn more [here](#).

Have questions about Help On Demand? Contact the Agent/Broker Email Help Desk, Monday through Friday from 8:00 AM to 6:00 PM Eastern Time (ET) at FFMProducer-AssisterHelpDesk@cms.hhs.gov.



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