



SMALL BUSINESS HEALTH OPTIONS PROGRAM (SHOP)
Marketplace

SHOP Marketplace Agent & Broker User Guide

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The Small Business Health Options Program (SHOP) Marketplace on HealthCare.gov has an agent/broker portal that allows agents and brokers to manage and help clients with their online application, enrollment, and renewal. To work with the SHOP Marketplace, all agents and brokers must keep an active SHOP Marketplace registration. As an agent/broker, you must complete the SHOP Marketplace Agreement on the Marketplace Learning Management System (MLMS) and an identity verification process on the Centers for Medicare & Medicaid Services' (CMS) Enterprise Portal.

For details on how to complete the SHOP Marketplace registration and training requirements for agents and brokers, visit [CMS.gov/ccio/programs-and-initiatives/health-insurance-marketplaces/a-b-resources.html](https://www.cms.gov/ccio/programs-and-initiatives/health-insurance-marketplaces/a-b-resources.html).

When you complete the SHOP Marketplace registration requirements, you'll need to create a searchable profile on the SHOP Marketplace Agent/Broker Portal to start helping clients in the SHOP Marketplace. Visit [HealthCare.gov/marketplace/small-businesses/agent](https://www.healthcare.gov/marketplace/small-businesses/agent) to log into the portal with your Marketplace User ID and password.

Help Employers Enroll in the SHOP Marketplace

You should follow the same process as employers to complete a SHOP Marketplace application. You can complete the entire application on behalf of the employer and do the same things that an employer can do, except for making payments. Follow the steps below to help employers enroll. For more detailed instructions to help employers enroll, visit [Marketplace.cms.gov/outreach-and-education/enroll-in-shop.pdf](https://www.marketplace.cms.gov/outreach-and-education/enroll-in-shop.pdf). Remember, employers have to give you authorization before you can help them in the SHOP Marketplace.

Create a profile on the SHOP Marketplace Agent/Broker Portal

- Log into the SHOP Marketplace Agent/Broker Portal. Visit [HealthCare.gov/marketplace/small-businesses/agent](https://www.healthcare.gov/marketplace/small-businesses/agent), and enter your CMS Enterprise Portal User ID and password. Select **LOG IN**.

CMS.gov Enterprise Portal
Centers for Medicare & Medicaid Services

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Health Care Quality Improvement System Provider Resources

Terms and Conditions

OMB No. 0938-1238 | Expiration Date: 04/30/2017 | [Paperwork Reduction Act](#)

You are accessing a U.S. Government information system, which includes (1) this computer, (2) this computer network, (3) all computers connected to this network, and (4) all devices and storage media attached to this network or to a computer on this network. This information system is provided for U.S. Government-authorized use only.

Unauthorized or improper use of this system may result in disciplinary action, as well as civil and criminal penalties.

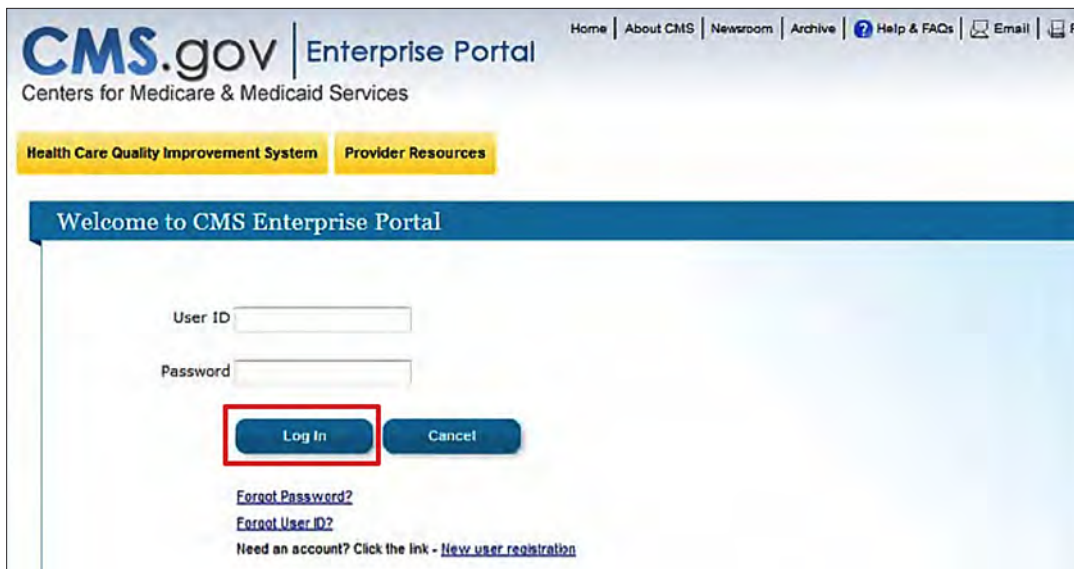
By using this information system, you understand and consent to the following:

You have no reasonable expectation of privacy regarding any communication or data transiting or stored on this information system.

At any time, and for any lawful Government purpose, the government may monitor, intercept, and search and seize any communication or data transiting or stored on this information system.

Any communication or data transiting or stored on this information system may be disclosed or used for any lawful Government purpose.

To continue, you must accept the terms and conditions. If you decline, your login will automatically be cancelled.



You must keep an active profile on HealthCare.gov to work with the SHOP Marketplace. On the **My Profile** page, enter basic information about you and your agency. All required fields are marked with an asterisk (*). All employers will be able to access this information.

Manage clients Manage enrollments **My account** Get assistance ▾ Español

Log out AGENT4TEST0

My profile

You're authorized to work in the Small Business Health Options Program (SHOP) Marketplace.

A field with an asterisk () before it is a required field.*

Basic information

*First name	Middle name	*Last name	Suffix
<input type="text" value="Mattle"/>	<input type="text"/>	<input type="text" value="Boyd"/>	<input type="text" value="Suffix"/>
*Email address		Agent/broker username	
<input type="text" value="Agent4Test0@yopmail.com"/>		<input type="text" value="AGENT4TEST0"/>	
Phone number	Ext.	Phone type	
<input type="text" value="(555) 666-7777"/>	<input type="text"/>	<input type="text" value="Home"/>	
Second phone	Ext.	Phone type	
<input type="text"/>	<input type="text"/>	<input type="text" value="Cell"/>	
Preferred language		Preferred method of contact	
<input type="text" value="English"/>		<input type="text" value="Email address"/>	

Agency information

*Agency name

AGENT 4 for TEST

Agency website URL

Agent/broker address

*Street address

4313 CLARNO DR

Apt./Ste. #

*City

Austin

*ZIP code

78749

*County

TRAVIS

*State

TX

*Agent/broker Tax Identification Number (TIN)

44-4444445

Marketplace ID

1417368176510

*National Producer Number (NPN)

468931

SHOP Agreement status

VALID

MLMS Training Status

VALID

Working hours

*From (HH:MM)

08:00

AM/PM

AM

*To (HH:MM)

05:00

AM/PM

PM

*Working days

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

SAVE & CONTINUE

Add a client

You can add clients only after the employer requests an authorization. To add an employer:

- Select the **Manage clients** tab. On the **My clients** page you'll see a list of your clients.
- Select **Add** under the **Client status** field. The client's status should be **Prospective client**.
- On the **Edit client** page you'll see the employer details.
- Select **Add** to enter an employer. On the **My clients** page, the client's status will change from **Prospective client** to **Client**.

The screenshot displays the 'Manage clients' interface on HealthCare.gov. At the top, there are navigation tabs: 'Manage clients', 'Manage enrollments', 'My account', and 'Get assistance'. A 'Log out AGENT@IMPL' button is visible in the top right. The main content area has a 'My clients' sidebar and a 'Manage clients' header. Below the header, there is a search section with a search bar and a 'Search by' dropdown menu set to 'Client name'. A 'DOWNLOAD IN EXCEL' button is located above the search bar. The 'Client list' section shows a table with 11 rows and 5 columns: Client name, Phone number, Company, Client status, and Action. The third row is highlighted with a red box, indicating the 'Prospective client' status and the 'Add' button.

Client name	Phone number	Company	Client status	Action
LOTT-BYTHER, ROSLYN	(202) 554-7416		Inactive client	Client notes
LOTT-BYTHER, ROSLYN	(202) 554-7416	employer 1	Client	Client notes
LOTT-BYTHER, ROSLYN	(202) 554-7416	employer 2	Prospective client Add	Client notes
LOTT-BYTHER, ROSLYN	(202) 554-7416	employer 3	Prospective client Add	Client notes
LOTT-BYTHER, ROSLYN	(202) 554-7416	employer 4	Prospective client Add	Client notes
Parker, Earl	(333) 444-5555	01232015-HP-LINUX Agent	Client	Client notes
Parker, Earl	(333) 444-5555	ACA-AFS SMOKE TEST IMPL1A	Client	Client notes
Parker, Earl	(333) 444-5555	ACA-AFS SMOKE TEST IMPL1A KS	Client	Client notes
Parker, Earl	(333) 444-5555	Browser Testing Company	Client	Client notes
WEISS, anton	(410) 394-3208	TestCaseone-Agent-BS-chrome	Client	Client notes

My clients

Edit client

BACK TO MANAGE CLIENTS

Status: CLIENT

CHANGE CLIENT STATUS TO INACTIVE

A field with an asterisk (*) before it is a required field.

*First name	Middle name	*Last name	Suffix
John		Carson	Suffix ▾

*Business name

MyBusiness

Primary business address

*Street address	Apt./Ste. #
824 DEBORAH ST	

*City	*ZIP code	*County	*State
Jackson	39208	RANKIN ▾	MS

*Phone number	Ext.	Second phone	Ext.
(785) 243-5897			

Email address

draeclae@fakeinbox.com

Contact preferences

*Preferred method of contact	*Preferred language
Email address ▾	English ▾

CANCEL

SAVE & CONTINUE

Review client list

In the SHOP Marketplace Agent/Broker Portal, you'll see a list of your existing clients. When you have authorization from an employer, you can make edits to a specific employer's information and sort by client name, phone number, company name, client type, or client status. You can also add client notes to an employer's account.

Employers can authorize an agent or broker by selecting the **Get assistance** tab and searching for a list of agents and brokers registered to work with the SHOP Marketplace by location, name, or National Producer Number (if available).

To review your list of clients, select the **Manage clients** tab. On the **Manage clients** screen, select the drop down menu under the **Employer** tab.

Select one of these search criteria from the drop down menu:

- Client name
- Phone number
- Company
- Client status

Select **Search**. You'll see the employer's information in the search results. If the employer isn't found, you'll see an error message. You can select other search criteria from the drop down menu to try again.

The screenshot displays the 'Manage clients' page on HealthCare.gov. At the top, there are navigation tabs: 'Manage clients', 'Manage enrollments', 'My account', and 'Get assistance'. A 'Log out AGENT/IMPL' button is visible in the top right. Below the navigation, there's a 'My clients' button and a 'Manage clients' header. A message states: 'You can add, search, and view client information here.' A 'DOWNLOAD IN EXCEL' button is present. A search section includes a search input field and a 'Search by' dropdown menu. The dropdown menu is highlighted with a red box and shows 'Client name' selected. A 'SEARCH' button is next to the dropdown. Below the search section is a 'Client list' table with 11 rows and 5 columns: Client name, Phone number, Company, Client status, and Action. The table shows various clients, including 'LOTT-BYTHYER, ROSLYN' and 'Parker, Earl'.

Client name	Phone number	Company	Client status	Action
LOTT-BYTHYER, ROSLYN	(202) 554-7416		Inactive client	Client notes
LOTT-BYTHYER, ROSLYN	(202) 554-7416	employer 1	Client	Client notes
LOTT-BYTHYER, ROSLYN	(202) 554-7416	employer 2	Prospective client Add	Client notes
LOTT-BYTHYER, ROSLYN	(202) 554-7416	employer 3	Prospective client Add	Client notes
LOTT-BYTHYER, ROSLYN	(202) 554-7416	employer 4	Prospective client Add	Client notes
Parker, Earl	(333) 444-5555	01232015-HP-LINUX Agent	Client	Client notes
Parker, Earl	(333) 444-5555	ACA-AFS SMOKE TEST IMPL1A	Client	Client notes

Download a client list

On the **Manage clients** page, you can view a list of your authorized clients. You have to get an authorization from an employer before they can become a client. Once an authorization is requested by an employer, you can log into your account to accept or decline the pending authorization. If you accept the pending authorization, that employer will appear on your client list. You can download a list of existing clients in Microsoft (MS) Excel .xls format. To download a list of clients:

- Select the **Manage clients** tab. On the **My clients** page, you'll see a list of your clients.
- Select **DOWNLOAD IN EXCEL**. Choose the file you want and confirm.
- After the file downloads, you can save it to your computer.

Note: The 1997-2003 Excel templates are available to download on the employee roster page. Only the 1997-2003 MS Excel file can be uploaded. You'll get an error message if the file isn't in the right format.

HealthCare.gov Manage clients Manage enrollments My account Get assistance - Español

Log out AGENTSIMPL

My clients

Manage clients

You can add, search, and view client information here.

DOWNLOAD IN EXCEL

Search Search by Client name SEARCH

Client list 11 - 20 of 26

Client name	Phone number	Company	Client status	Action
LOTT-BYOTHER, ROSLYN	(202) 554-7416		Inactive client	Client notes
LOTT-BYOTHER, ROSLYN	(202) 554-7416	employer 1	Client	Client notes
LOTT-BYOTHER, ROSLYN	(202) 554-7416	employer 2	Prospective client Add	Client notes
LOTT-BYOTHER, ROSLYN	(202) 554-7416	employer 3	Prospective client Add	Client notes
LOTT-BYOTHER, ROSLYN	(202) 554-7416	employer 4	Prospective client Add	Client notes
Parker, Earl	(333) 444-5555	01232015-HP-LINUX Agent	Client	Client notes
Parker, Earl	(333) 444-5555	ACA-AFS SMOKE TEST IMPL1A	Client	Client notes
Parker, Earl	(333) 444-5555	ACA-AFS SMOKE TEST IMPL1A KS	Client	Client notes
Parker, Earl	(333) 444-5555	Browser Testing	Client	Client notes

Create a Proposal

You can create a proposal for your client to review through the SHOP Marketplace Agent/Broker Portal. If the employer gives you authorization, you can use the proposal to create an enrollment for your client.

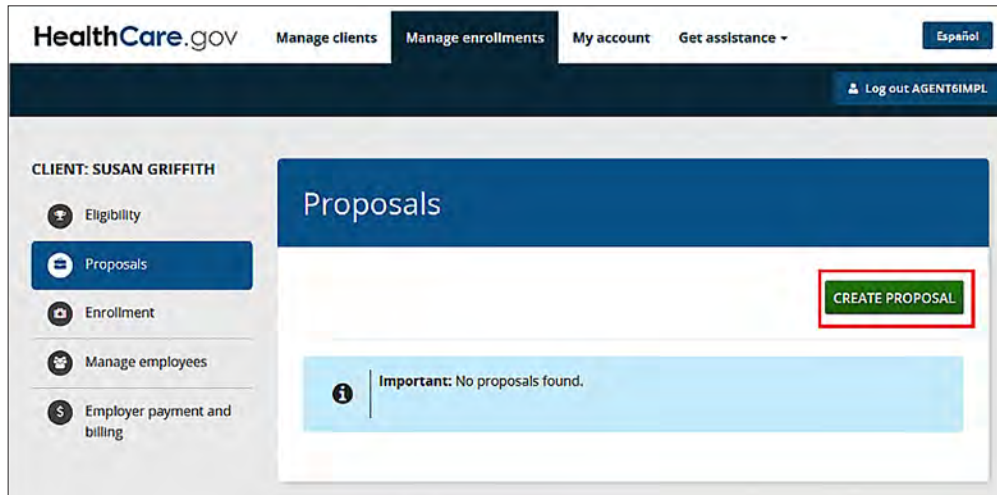
To create a proposal:

- Select **Proposals** under the **Manage Enrollments** tab.
- Select **Create Proposal**.

The steps you'll take to create a proposal are the same steps you would take to create an enrollment. For more information on the enrollment application, visit marketplace.cms.gov/outreach-and-education/shop-employer-enrollment-user-guide-2016.pdf. You can also watch the SHOP Marketplace [enrollment video](https://www.youtube.com/watch?v=zz3wZY3VJmQ) for employers at [YouTube.com/watch?v=zz3wZY3VJmQ](https://www.youtube.com/watch?v=zz3wZY3VJmQ).

Once the proposal is created, save it and send it to your client for review and approval.

NOTE: If your client reviews the proposal and wants to make any changes, you'll have to create a new proposal.



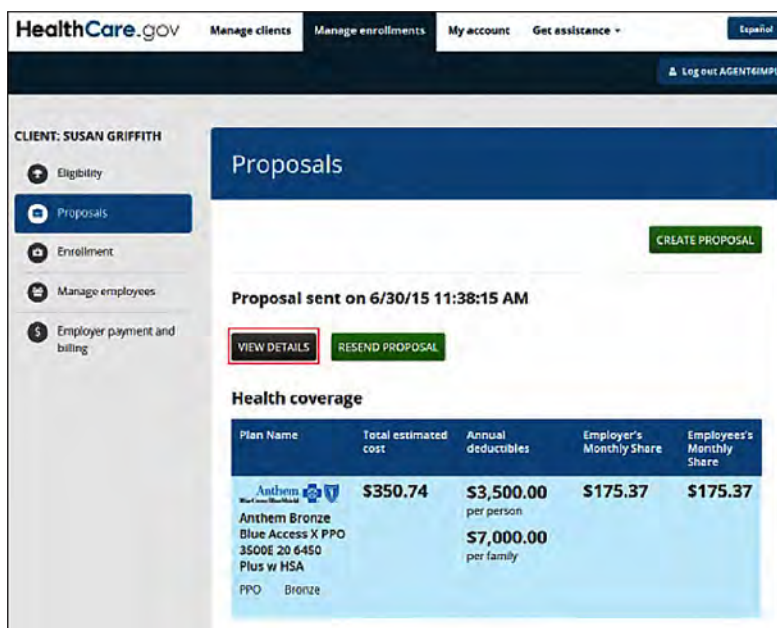
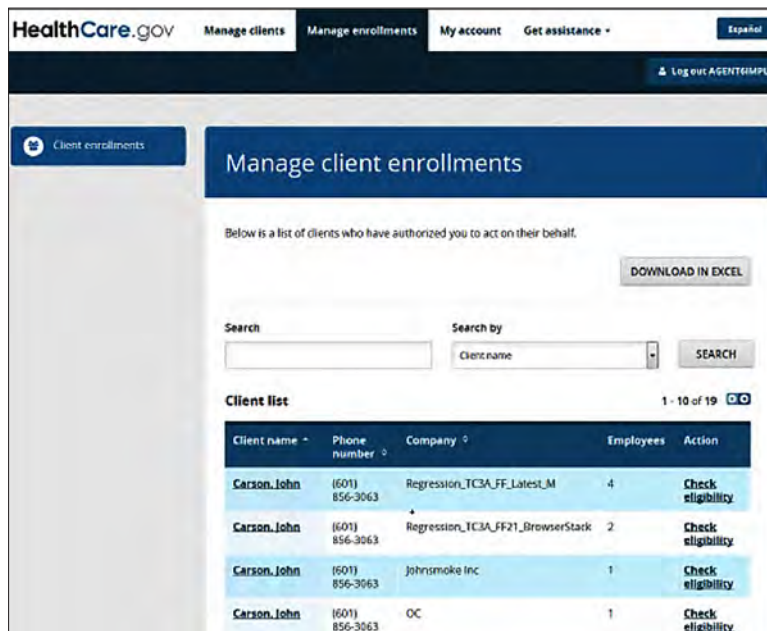
Create an Enrollment

You can help with the enrollment process after you've accepted the employer's pending authorization to become your client. The employer must take the first step to request authorization. Once the employer gives authorization, you can create an enrollment proposal or finish the employer's enrollment application that's already started.

Remember, you can only create an enrollment for an employer if the employer gives you authorization.

To create an enrollment from a saved proposal:

- Select the **Manage enrollments** tab. On the **Client enrollments** page, you'll see a list of your clients.
- Select **Check eligibility** under the **Action** field of the client list for a specific employer.
- On the **Proposals** page, you'll see the saved proposals for the selected employer.
- Select the **VIEW DETAILS** button on the **Proposals** screen to see the **Employer Enrollment Details** page.



Create an Enrollment (continued)

- Select **CREATE ENROLLMENT** on the **Employer Enrollment Details** page to confirm your selection and return back to the **Client enrollment** page.

The screenshot shows the HealthCare.gov interface for managing enrollments. The top navigation bar includes 'HealthCare.gov', 'Manage clients', 'Manage enrollments', 'My account', 'Get assistance', and a 'Español' button. A user is logged in as 'AGENT10IMPL'. The main content area is titled 'Employer enrollment details' and includes a sidebar with navigation options: Eligibility, Proposals (highlighted), Enrollment, Manage employees, and Employer payment and billing. The main content area contains an 'Enrollment period' table, an 'Employer's offer of coverage' section with explanatory text, and two columns of plan options: 'Health coverage' and 'Dental coverage'. The 'Enrollment period' table shows start and end dates for both enrollment and coverage. The 'Employer's offer of coverage' section explains that employees can accept the selected plan or choose from a list of options. The 'Health coverage' options include Blue Cross and Blue Shield of Texas, Firstcare Health Plans, and UnitedHealthcare. The 'Dental coverage' options include Dentegra Insurance Company, Renaissance Dental, DentaQuest Dental Plan, MetLife, Guardian, BEST Life, Delta Dental Insurance Company, and Alpha Dental Programs, Inc.

HealthCare.gov Manage clients Manage enrollments My account Get assistance Español

Log out AGENT10IMPL

CLIENT: SUSAN GRIFFITH

Eligibility

Proposals

Enrollment

Manage employees

Employer payment and billing

Employer enrollment details

BACK TO PROPOSAL PRINT

Enrollment period

Start date	End date
06/25/2015	07/01/2015
Coverage start date	End coverage on
08/01/2015	07/31/2016

Employer's offer of coverage

Employees can accept the health insurance company and plan you selected, or select any plan from the plan category and insurance company below (if applicable).

Health coverage	Dental coverage
<ul style="list-style-type: none">Blue Cross and Blue Shield of TexasFirstcare Health PlansUnitedHealthcare	<ul style="list-style-type: none">Dentegra Insurance CompanyRenaissance DentalDentaQuest Dental PlanMetLifeGuardianBEST LifeDelta Dental Insurance CompanyAlpha Dental Programs, Inc.
Health plan category	
<ul style="list-style-type: none">Bronze	

Coverage selected for employees



Important: It's your responsibility to ensure that all your employees get information about how to enroll in a health plan through SHOP.

Health coverage

Insurance Carrier	Total estimated cost	Annual deductibles	Estimated employer contribution	Estimated employee contribution
 BEST Life and Health Insurance Company BEST Dental Choice-L PPO LOW coverage category	\$23.74	Not applicable per person Not applicable per family	\$11.87	\$11.87

[CREATE ENROLLMENT](#)

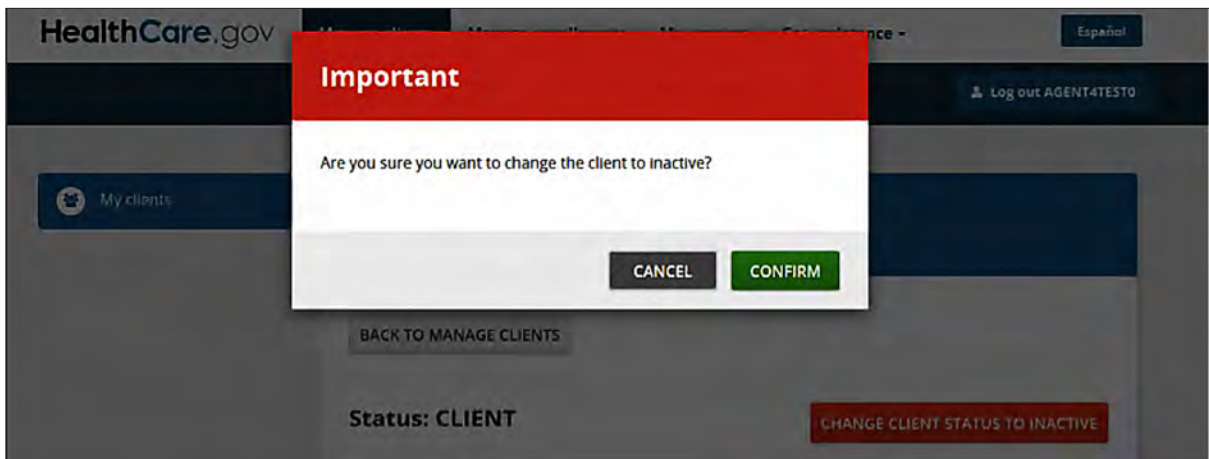
Change an Employer's Authorization Status

If an employer's authorization status is **INACTIVE**, you can update it to **ACTIVE**. If an employer decides not to use your services, the employer's status will automatically update to **INACTIVE**.

To change an employer's authorization status:

- Select the **Manage clients** tab. On the **My clients** page, you'll see a list of your clients.
- Select the employer's name under the **Client name** field. On the **Edit client** page, you'll see employer details.
- Select **CHANGE CLIENT STATUS TO INACTIVE**. You'll get a confirmation that the employer's status has changed.
- Select **SAVE & CONTINUE** to see the updates.

The screenshot shows the 'Edit client' page on HealthCare.gov. The page has a dark blue header with the HealthCare.gov logo and navigation tabs: 'Manage clients', 'Manage enrollments', 'My account', and 'Get assistance'. A 'Logout' button is in the top right. Below the header is a 'Log out AGENT4TEST3' button. The main content area has a 'My clients' sidebar and a 'Edit client' title. A 'BACK TO MANAGE CLIENTS' button is at the top left of the form. The form displays 'Status: CLIENT' and a red-bordered button 'CHANGE CLIENT STATUS TO INACTIVE'. Below this is a note: 'A field with an asterisk (*) before it is a required field'. The form fields include: *First name (John), Middle name, *Last name (Carson), Suffix (dropdown), *Business name (MyBusiness), Primary business address (Street address: 824 DEBORAH ST, Apt./Ste. #), *City (Jackson), *ZIP code (39208), *County (RANKIN), *State (MS), *Phone number ((785) 243-5897), Ext., Second phone, Ext., Email address (dreecloe@fsenbox.com), Contact preferences (*Preferred method of contact: Email address, *Preferred language: English). At the bottom right, there are 'CANCEL' and 'SAVE & CONTINUE' buttons, with the latter highlighted by a red box.



HealthCare.gov Manage clients Manage enrollments My account Get assistance - Español

Log out AGENT4TEST0

My clients

Manage clients

You can add, search, and view client information here.

DOWNLOAD IN EXCEL

Search

Search by Client name SEARCH

Client list 11 - 20 of 26

Client name	Phone number	Company	Client status	Action
LOTT-BYTHER, ROSLYN	(202) 554-7416		Inactive client	Client notes
LOTT-BYTHER, ROSLYN	(202) 554-7416	employer 1	Client	Client notes
LOTT-BYTHER, ROSLYN	(202) 554-7416	employer 2	Prospective client Add	Client notes
LOTT-BYTHER, ROSLYN	(202) 554-7416	employer 3	Prospective client Add	Client notes
LOTT-BYTHER, ROSLYN	(202) 554-7416	employer 4	Prospective client Add	Client notes
Parker, Earl	(333) 444-5555	01232015-HP-LINUX Agent	Client	Client notes
Parker, Earl	(333) 444-5555	ACA-AFS SMOKE TEST IMPL1A	Client	Client notes
Parker, Earl	(333) 444-5555	ACA-AFS SMOKE TEST IMPL1A KS	Client	Client notes
Parker, Earl	(333) 444-5555	Browser Testing Company	Client	Client notes
WEISS, anton	(410) 394-3208	TestCaseone-Agent-BS-chrome	Client	Client notes

Edit an Employer's Information

You can edit an employer's information once you've added the employer as a client. **Remember, an employer must authorize you before you can help them in the SHOP Marketplace.**

To edit an employer's information:

- Select the **Manage clients** tab. On the **My clients** page, you'll see a list of your clients.
- Select the employer's name under the **Client name** field. On **Edit client** page, you'll see employer details.
- Select **SAVE & CONTINUE** to confirm the changes.

The screenshot shows the 'Edit client' page on HealthCare.gov. The page has a dark blue header with the HealthCare.gov logo and navigation tabs: 'Manage clients', 'Manage enrollments', 'My account', and 'Get assistance'. A 'Español' button is in the top right. Below the header is a dark blue bar with a 'Log out AGENT4TE5TD' button. The main content area has a 'My clients' sidebar on the left and a 'Edit client' form on the right. The form includes a 'BACK TO MANAGE CLIENTS' button, a 'Status: CLIENT' indicator, and a 'CHANGE CLIENT STATUS TO INACTIVE' button. A note states: 'A field with an asterisk (*) before it is a required field.' The form fields are: *First name (John), Middle name (empty), *Last name (Carson), Suffix (Suffix), *Business name (MyBusiness), Primary business address: *Street address (824 DEBORAH ST), Apt./Ste. # (empty), *City (Jackson), *ZIP code (39208), *County (RANKIN), *State (MS), *Phone number ((785) 243-5897), Ext. (empty), Second phone (empty), Ext. (empty), Email address (draeclae@fakeinbox.com), Contact preferences: *Preferred method of contact (Email address), *Preferred language (English). At the bottom right, there are 'CANCEL' and 'SAVE & CONTINUE' buttons, with the latter highlighted by a red box.

Add Client Notes

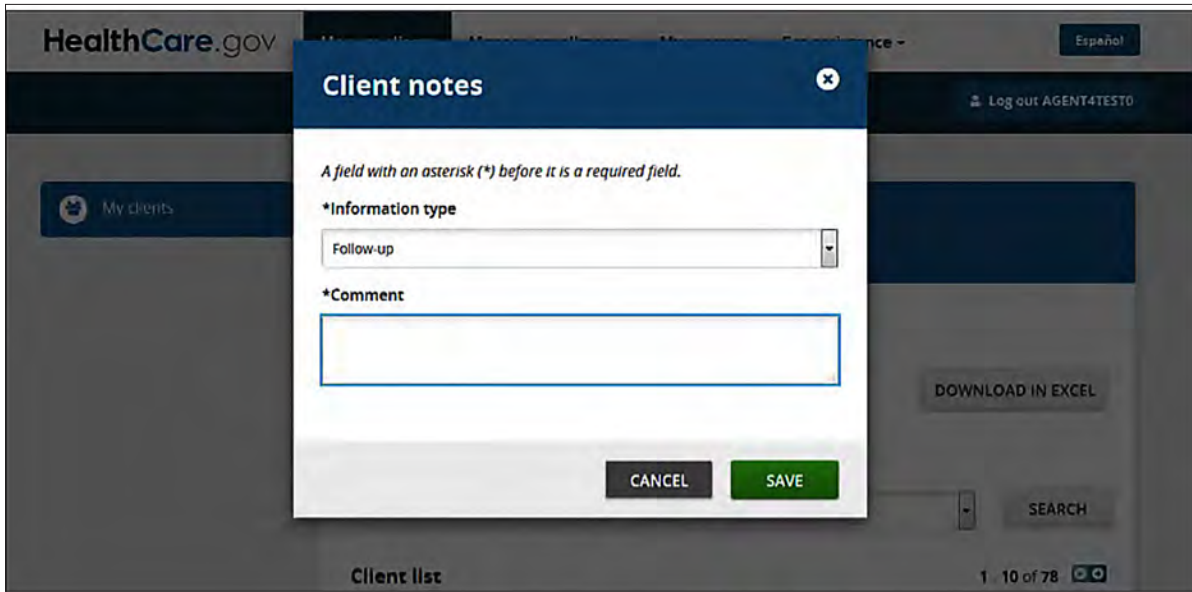
You can add client notes for any employer that you're working with. To add client notes:

- Select the **Manage clients** tab to see a list of your clients.
- Select **Client notes** in the **Client list** under the **Action** field to view the **Client notes** dialog box.
- Select the type of notes to be entered from the **Information type** drop down menu.
- Enter your comments in the **Comments** box, and select **SAVE**.

You can follow this same process to review your notes. You'll see saved comments in the **Comments** text box.

The screenshot displays the 'Manage clients' section of the HealthCare.gov portal. At the top, there are navigation tabs: 'Manage clients', 'Manage enrollments', 'My account', and 'Get assistance'. A 'Log out MLMSTESTAGENT34' button is also present. Below the navigation, a 'My clients' sidebar is visible. The main content area is titled 'Manage clients' and includes a 'DOWNLOAD IN EXCEL' button. A search section contains a search input field, a 'Search by' dropdown menu set to 'Client name', and a 'SEARCH' button. Below the search is a 'Client list' table with one entry:

Client name	Phone number	Company	Client status	Action
Weiss, Anton	(333) 444-5555	FD Employer 7 Business	Client	Client notes



Have Questions or Need Help?

For more information on the SHOP Marketplace, visit [HealthCare.gov/small-businesses](https://www.healthcare.gov/small-businesses). You can also contact the SHOP Call Center at 1-800-706-7893, Monday – Friday, 9 a.m. – 7 p.m. (ET). TTY users should call 711 to reach a call center representative.

If you have questions about the Health Insurance Marketplace for individuals and families, contact the Marketplace Call Center at 1-800-318-2596. TTY users should call 1-855-889-4325.





SHOP Marketplace
Health Insurance for Small Businesses

CMS Product No . 11880
Revised January 2016