



## FY 2019 Solicitation for Partnership Proposals for Broker Enrollment Centers: Questions and Answers

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May 24, 2018

**Q: Are you looking for a particular number of locations/partners in any particular region or across the state?**

A: No. We are not looking for broker enrollment centers (BECs) to fill a particular number of locations in any region or area across the state. We will evaluate proposals by region based on specific capacity needs in that region or a subset of that region.

**Q: Are matching funds per location, per broker enrollment center, per proposal?**

A: Matching funds are provided per location.

**Q: How do we get paid?**

A: MNSure funding for the BECs is provided via matching funds for marketing and outreach activities from a minimum of \$2,500 to a maximum of \$10,000. Matching funds are to support a collaborative MNSure/BEC marketing and outreach campaign and can be used for the development of creative materials, as well as media planning and buying. MNSure funds will be paid directly to the marketing agency; no funds will be provided directly to BECs.

For example, a BEC contributes \$4,000 to a collaborative MNSure/BEC marketing outreach and campaign. MNSure matches the \$4,000 for a total MNSure/BEC marketing and outreach campaign budget of \$8,000.

Payment for actual broker-supported consumer enrollments is provided via carrier commission payments as it is handled for non-BECs.

**Q: How do you plan to handle a region if it has no submissions or no submission matches the MNSure standards?**

A: We will look at that on a case-by-case basis. If we do not have submissions, or the submissions do not match the MNSure standards, then we would consider that an unfilled region.

**Q: what do you anticipate this year's open enrollment period dates to be?**

A: Last year, state-based exchanges were explicitly granted authority by CMS to supplement the federal open enrollment dates of November 1, 2017, to December 15, 2017, with a special enrollment period (SEP).

MNsure, along with many other states, took advantage of this option and used the SEP to effectively extend open enrollment through January 14, 2018.

MNsure believes it will again have similar flexibility around open enrollment, and will be engaging its stakeholders like it did last year in determining if and for how long to supplement next year's open enrollment.

Last year MNsure announced its decision on August 1, 2017, and will be looking to make a decision earlier than that this year.

**Q: How is this program different than what is going on right now with us brokers?**

A: MNsure provides support to selected BECs by:

- Providing matching funds towards the collaborative MNsure/BEC marketing and outreach campaign. MNsure funds will be paid directly to the marketing agency; no funds will be provided directly to BECs.
- Sending consumer referrals via email to BECs on a regular basis throughout the year. These referrals contain contact information for consumers who have reached the MNsure Contact Center seeking assistance applying for and/or enrolling in a qualified health plan.
- Highlighting BECs on MNsure's website. To see how MNsure currently highlights the enrollment centers, visit MNsure's [Broker Enrollment Centers](https://www.mnsure.org/help/find-assister/broker-enrollment-centers.jsp) webpage (https://www.mnsure.org/help/find-assister/broker-enrollment-centers.jsp).
- Providing BECs with priority access to MNsure's Broker Line.