



Broker Brief

Q2 2023



BOLO: Social Media training 2.0 – date TBA

Social Media Marketing for Insurance Agents & Brokers: Medicaid redetermination is a great opportunity for the broker community to gain new business and assist individuals that may really need some help navigating the Marketplace. Make sure you're ready to meet the moment by brushing up on the social tools, platforms and content types and how to use them. Training will include:

1. **Where: Short social platform 101** – Overview of various platforms, who frequents them and their advertising tools so that you can leverage the platform right for your audience.
 - a. Specifics include well know platforms like Facebook, Twitter, LinkedIn and platforms like BeReal, Twitch, Discord, TikTok with an eye toward their advertising or reputation building potential.
2. **What: Content Creation** – Learn how to leverage third party content (like the CareSource broker video), your own created content and other sources to build a robust pipeline of social media content.
 - a. Specifics include overview of Canva and Facebook Ad library.
 - b. Video versus Audio versus text versus picture – when to use what?

2024 Marketplace & DSNP Product Road show schedule

Save the date for a road show location near you! Invitations that include location and details will be released at the beginning of August.

State	Date	Time	City
Ohio	Wednesday 9/6/2023	11:00 - 1:00	Toledo
Indiana	Wednesday 9/6/2023	11:00 - 1:00	Evansville
Indiana	Thursday 9/7/2022	11:00 - 1:00	Fort Wayne
Kentucky	Thursday 9/7/2023	11:30 - 1:30	Louisville
Indiana	Friday 9/8/2022	11:00 - 1:00	Indianapolis
Ohio	Tuesday 9/12/2023	11:00 - 1:00	Cleveland
Kentucky	Tuesday 9/12/2023	11:00 - 1:00	Lexington
Ohio	Wednesday 9/13/2023	11:00 - 1:00	Columbus
Ohio	Thursday 9/14/2023	11:00 - 1:00	Cincinnati
West Virginia	Friday 9/15/2022	11:00 - 1:00	Virtual WV
Georgia	Tuesday 9/19/2023	12:00 - 2:00	Savannah
Georgia	Wednesday 9/20/2023	11:00 - 1:00	Atlanta
North Carolina	Thursday 9/21/2023	11:00 - 1:00	Charlotte
North Carolina	Friday 9/22/2023	11:00 - 1:00	Winston Salem

Network Updates

West Virginia Marketplace

- CAMC-Charleston Area Medical Center participating 1/1/2023

North Carolina Marketplace

- Duke Lifepoint System participating 1/1/2023

Kentucky Marketplace

- St. Elizabeth's participating 1/1/2023

Indiana Marketplace

- St. Elizabeth's participating 1/1/2023
- Woodlawn Hospital in Fulton Co. participating 2/28/2023



Agent Participation – Key Dates

- **7/17** - Georgia Access Certification Training for PY 2024 opens.
- **9/18** – **Agents must complete certification for inclusion in first import.** Agents that are licensed and certified by 9/18 will automatically have profiles created in Georgia Access.
- **9/20** – First import of certified agents into Georgia Access agent portal. Begin consumer data migration and validation from the FFE.
- **Mid-October** – Agents from first import can claim Georgia Access Agent profiles. Agents may claim and update their Georgia Access profile, which will include their book of business. Agents can identify if they would like their profile to be publicly available on the Georgia Access website.
- **10/20** – **Agents must complete certification for inclusion in second import.** Agents that are licensed and certified by 10/20 will automatically have profiles created in Georgia Access.
- **10/24** – Second import of certified agents into Georgia Access agent portal.
- **Late October** – Agents from second import can claim Georgia Access agent profile.
- **11/1** – Open Enrollment begins.

Georgia Access State-Based Exchange

Georgia Access Agent Profile

All agents must have an active profile in the Georgia Access Agent Portal to sell on Georgia Access. There are two deadlines for agents to complete certification and have their profile auto-generated and attached to their book of business.

Agent Profile Process

1. Agents must be license AND certified by:
 - Deadline for first import: 9/18
 - Deadline for second import: 10/20
 - After the second import, agents will have to manually create their profile and be verified by the state to sell on Georgia Access.
2. Agents **claim their profiles** after book of business is attached.
 - Agents create an account, update their contact information and select whether they want their profile to be public.
 - Agent's book of business is attached with both imports.

After an agent's data import, the agent is responsible for managing their book of business in the Georgia Access Agent Portal.



Marketplace Premium Payments

Pay by Phone (Valid for all states)
Marketplace: 1-833-230-2099 (TTY: 711)
Hours: 7 a.m. to 7 p.m. ET, Monday – Friday