

Welcome to Florida's Insurance Marketplace Agent Training.

During the pilot project, this course will serve to familiarize you with the Marketplace. The format is multiple choice and includes a video presentation. It will take approximately 40 minutes to complete. At the end of the course there are instructions on how to signify completion and submit for verification. If you have any questions, contact lschaecher@myfloridachoice.org.

Please note: this is a draft version of the training materials. We welcome your comments and feedback.

And remember: agents have 90 days following registration to complete this statutorily-required training.

Let's begin!

I. Overview

History of the Marketplace

In May 2008, S.B. 2534 was signed into law, which created the Florida Health Choices Corporation. The Corporation was established by the Florida Legislature with the goal of increasing access to affordable, quality health care by creating a competitive market for purchasing health insurance and health services. Florida's Insurance Marketplace is the result. Insurers and other companies will be able to offer more flexible insurance options and other products geared toward businesses with 50 or fewer employees. The program is administered by a 15-member board made up of appointees chosen by the Governor, the Senate president, and the House speaker.

Q1: By creating Florida's Insurance Marketplace, Florida Health Choices is:

A:

- Fulfilling its statutory mandate
- Following Florida law
- Creating more health insurance options for Floridians
- All of the above

II. Video Presentation

This video will provide you with a good introduction to features of Florida's Insurance Marketplace. Prepare to answer questions afterwards.

Title: Florida Health Choices CEO presents update to the Florida Health Insurance Advisory Board
Presented by: Rose Naff

Link: <http://myfloridachoice.org/florida-health-choices-ceo-presents-update-to-the-florida-health-insurance-advisory-board/>

Q2: Florida's Insurance Marketplace is completely voluntary.

A: True / False

Q3: Is the Marketplace limited to only health insurance products?

A:

-Yes.

-No, but Phase One is comprised of only small group health insurance products for groups of 4-50.

Q4: Vendors have agreed to use a single standardized questionnaire for medical underwriting.

A: True / False

Q5: How will employees of a participating employer sign up for the Marketplace?

A:

-They will receive a phone call.

-They will receive an invitation by mail.

-Employees will receive an email inviting them to register and view plans.

-None of the above.

Q6: The Out-of-Pocket Calculator is a special feature of the Marketplace allowing participants to estimate actual out-of-pocket costs for different plans. It will be available in Phase One.

A: True / False

Q7: The Physician Finder is a Marketplace feature that will be available in a future phase.

A: True / False

Q8: Which of the following best describes the process of Agent Marketplace Registration?

A:

- It will take weeks.
- License data is immediately confirmed with the Florida Department of Financial Services.
- It will take two days.

Q9: How are rates in the Marketplace determined?

A:

- Rates are determined by the vendors.
- Rates are determined by the employers.
- Rates are determined by the Florida Office of Insurance Regulation.

Q10: Will agents receive Continuing Education Units for participating in Marketplace training?

A:

- Not at this time, but it is a future possibility.
- Yes.

Q11: Agent commissions are paid via regular channels. The Marketplace will not handle payment directly, but will send identifying agent information to the vendors.

A: True / False

III. Features of the Marketplace

We will now explore features of the Marketplace in more depth. In order to complete the answers in this section, please read the FAQs on the Marketplace website (www.floridahealthchoices.com).

Q12: Which groups are being served in the initial launch of the Marketplace?

A:

- Small employers (4-50 participating employees at the time of enrollment)
- Individuals
- Municipalities with fewer than 50,000 residents

Florida's Insurance Marketplace is not the same as a "health exchange." There are no mandates or penalties. The Marketplace is completely voluntary and not subject to federal rules.

Q13: The Marketplace does not dictate an essential set of benefits. The initial product offerings are products that have been filed and approved by the State of Florida.

A: True / False

Employers can browse offerings in the Marketplace, or an agent/pathfinder can prepare and send an initial quote snapshot to the employer based on preliminary census information. After an employer selects the vendors in which they are interested, a rate request is made to the vendors. Rates are returned within two weeks. The employer then picks one company, and up to four plans from that company, for employees to choose from.

Q14: Will the rates in the initial quote change?

A:

- No, the initial quote is the rate the employers will pay.
- Rates are subject to change due to changes in eligibility and census information.

The eligible employer must be a company authorized to conduct business in the State of Florida and which shows evidence of business activity in the previous 24 months. In addition, 85% percent of employees must live in the State of Florida. Coverage must be offered to all eligible employees who have satisfied the employer's established waiting period of 0-3 months. The employer's contribution toward employee premiums must be at least 50% of the lowest price plan recommended by the employer, and at least 70% of eligible employees must participate in the health plans offered by their employer.

Q15: The employer can waive the waiting period or set a waiting period of up to 3 months as long as it is applied uniformly to all employees.

A: True / False

Agents do not have to be appointed by a company to register and assist clients. However, an agent must be appointed by at least one participating vendor within one year. Florida law permits non-appointed agents to write a limited number of policies without being appointed when the vendor is also willing to accept non-appointed agents.

Q16: Can an independent agent register in the Marketplace without being appointed by a company?

A:

-Yes

-No

While the information that a consumer needs to make health care decisions exists in the private sector, Florida's Insurance Marketplace provides a standardized format for critical information and a single point for comparison and purchase.

The offerings of coverage for the small business will be more diverse in the Marketplace. Without the Marketplace, a small business owner may only be able to offer one plan option to their employees. In the Marketplace an employer will choose one insurance vendor, and can offer up to 4 different plans offered by that vendor. This will empower the employee to choose the coverage level that best fits their personal needs.

Q17: Are the plans offered in the Marketplace different from what is currently available for small businesses?

A:

-No; however the information has been standardized, enabling agents to receive multiple quotes from different vendors across the board, and present that information in an easy-to-read format for clients.

-Yes.

Answer Key

Q1: All of the above

Q2: True

Q3: -No, but Phase One is comprised of only small group health insurance products for groups of 4-50.

Q4: True

Q5: -Employees will receive an email inviting them to register and view plans.

Q6: True

Q7: True

Q8: -License data is immediately confirmed with the Florida Department of Financial Services.

Q9: -Rates are determined by the Florida Office of Insurance Regulation.

Q10: -Not at this time, but it is a future possibility.

Q11: True

Q12: -Small employers (4-50 participating employees at the time of enrollment)

Q13: True

Q14: -Rates are subject to change due to changes in eligibility and census information.

Q15: True

Q16: -Yes.

Q17: -No; however the information has been standardized, enabling agents to receive multiple quotes from different vendors across the board, and present that information in an easy-to-read format for clients.

Florida Health Choices, Inc.
Agent Training Certification

To certify that you have completed training, an agent may:

- Fill out the form below by hand and send it via mail or email.
- Send an email with the below information to Laura at lschaecher@myfloridachchoices.org.

I certify that I, _____, have completed Florida's Insurance
Marketplace Agent Training on the _____ day of _____, 2012.

Agent Name (please print): _____

Agent Name (please sign): _____

License #: _____

Date: _____

Contact information (phone or email:) _____

Remit by mail or email to:

Florida Health Choices, Inc.

200 W. College Ave – Suite 203

Tallahassee, FL 32303

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