3.1 Streamlined Application

◈ *Individual visitors to the NY-HX will complete a single online application form, optimized to consumer ease of use, to determine eligibility for Insurance Affordability Programs, and/or to determine their ability to enroll in individual market Qualified Health Plans*

◈ *Call Center workers and paper Data Capture teams will work with data entry screens optimized for efficient data capture, but the system is designed in such a way that results in the same application data being completed as would have been completed by a consumer online*

◈ *The NY-HX application, through use of service oriented architecture, will accept the same application transaction if entered online or through a customer assistance method*

◈ *All successful applications will culminate using a single, standard electronic Benefits Enrollment and Maintenance transaction (HIPAA 834 Standard) to the selected health plan*

◈ *SHOP visitors to the NY-HX will also complete a single online application to determine eligibility according to the same pattern, but the application information is different for employers than for consumers*