

How to Create a Broker Account

1. Once you have created your NY.gov ID and set your password (see the guide, “How to Create a NY.gov ID”), return to the Broker tab from the NYSOH home page and select *CLICK HERE TO LOGIN*.

New York State State Agencies Search NY.GOV site

nystateofhealth The Official Health Plan Marketplace

ABOUT RESOURCES FORMS GET HELP 1-855-355-5777 LANGUAGES

Individuals & Families Employers Employees Brokers Navigators

Brokers

Through our online portal and your own personalized user account, you will be able to provide the following valuable services quickly and easily for all your clients: Group setup and enrollment for new clients, view and manage open enrollment activity, upload and edit employee rosters; process client renewals and manage client activity.

NY State of Health will share all client communication as well as provide you with updates and information on the marketplace via your private email account and inbox located on the portal.

Get Started

Returning Users
[CLICK HERE TO LOGIN](#) ▶
With your NYS GOV ID.

New Users
[CLICK HERE TO REGISTER](#) ▶
Create a NYS GOV ID.

Interested in becoming a broker certified to sell on the Health Plan Marketplace?

Brokers must be trained and certified for the Small Business Marketplace. Brokers can also elect to complete additional training requirements to become certified in the Individual marketplace. You can select the training option that works best for you in the classroom, online or webinar. To learn how you can become a NY State of Health certified broker, contact the Department of Financial Services (DFS) at this web address, http://www.dfs.ny.gov/insurance/agbrok/ab_shop.htm This web site will help you locate an approved training vendor, view class schedules and locations.

- 1 Sign up for training.**
Click here to find an approved DFS training provider and contact them directly to register for Small Business Marketplace Broker Certification training course.
- 2 Complete certification training.**
The Small Business Training Course is a prerequisite for the Individual Marketplace course. Brokers will receive eight (8) continuing education credits.
- 3 Register**
Upon verification by DFS your information will be sent to the NY State of Health. The Small Business Marketplace will email you an invitation with a link and password.

Overview

NY State of Health makes it easy for you to help small business owners choose health plans that are right for them.

Employee Choice employers can allow their employees to select a plan that meets personal and financial needs, there is no minimum employee participation requirements.

Ease of Administration - Online enrollment available, streamlined applications and business requirements for all carriers.

Tax Credits The Small Business Marketplace is the only place your clients can get access to the federal tax credit.

Employer Contribution - There is no minimum employer contribution requirement to participate in the Small Business Marketplace so employers have total flexibility to design a contribution strategy that meets their business needs.

If you have questions or need technical support, you can contact our full service broker support center at 1-855-355-5777. Customer Service Specialists can answer questions in more than 13 languages and are available evenings and Saturdays. Web Chat and co-browsing options are also available if you need navigation or technical support when utilizing the enrollment portal.

Overview
FAQs
News & Updates
Get Assistance

2. On the Create an Account page, enter your Invitation Code and your License Number and click *Submit*.

Logged in as HollyG Sign Out

Create an Account

Congratulations! You have successfully completed the NY Health Plan Marketplace Training and Registration process.

- To complete the broker certification process, please enter your License number and the invitation code that was emailed to you, then click next.
- To complete the navigator certification process, please enter your Agency Contract ID and the invitation code that was emailed to you, then click next.
- If you have completed the training course and have not yet received an invitation code, you can contact customer service for assistance.

Invitation Code*

State License Number*

3. After you enter your Invitation Code and State License Number, your first and last name and email address should populate. Enter your address. (See next screen to continue).

Logged in as HollyG Sign Out

Create an Account

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- If you have completed the training course and have not yet received an invitation code, you can contact customer service for assistance.

Invitation Code*

State License Number*

E-mail Address *

Email Address Confirmation *

First Name Middle Name Last Name suffix

Residential Address

Address Line 1 *

Address Line 2

City Zip

County State

3. (Continued). Enter your telephone number and select your preferred language. You must attest to three statements before proceeding with account creation. Click *Create an Account*.

Telephone Numbers

Please select "cell" as your primary phone type.

Primary Phone Number Ext Type

() - x --Se

() - x --Se

If cell phone standard text messaging rates apply.

State Exchange will perform a background check on you. You will not be allowed to manage client information unless you are a certified Broker.

I attest that I am licensed to conduct business in NYS.

I have read and agreed to [terms and service](#) *

I agree with the [General Privacy Attestation](#)

4. On the **Account and Identity Information** page, indicate your Gender and enter your Date of Birth and Social Security Number. Click *Next*.

Logged in as HollyG_BROKER My Dashboard Sign Out

Account and Identity Information

Identity proofing is used by the Marketplace to ensure only authorized individuals have access to personal or proprietary information.
Please enter your personal information below.

Gender *

Male Female

Date of Birth *

- -

Social Security Number *

- -

5. You will be presented with questions that have been generated to verify your identity. Answer the questions correctly and click *Next*.

Logged in as HollyG_BROKER My Dashboard Sign Out

Personal Identifying Information

Please answer the following questions to allow verification of your identity..

According to your credit profile, you may have opened an auto loan in or around April 1998. Please select the lender for this account. If you do not have such an auto loan, select 'NONE OF THE ABOVE/DOES NOT APPLY'.

- TOYOTA MOTOR CRED
- MITSUBISHI MOTORS CRED OF AMERICA
- FIRST UNION
- BANK ONE
- NONE OF THE ABOVE/DOES NOT APPLY

Please select the number of bedrooms in your home from the following choices. If the number of bedrooms in your home is not one of the choices please select 'NONE OF THE ABOVE'.

- 2
- 3
- 4
- 5
- NONE OF THE ABOVE

Using your date of birth, please select your astrological sun sign of the zodiac from the following choices.

- AQUARIUS
- PISCES
- SCORPIO
- TAURUS
- NONE OF THE ABOVE

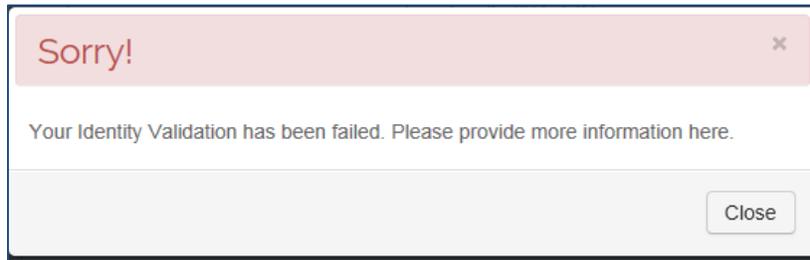
6. If you successfully answer the identity verification questions, a confirmation screen will appear. Click *Next* to continue with Account Set-up.

Logged in as HollyG_BROKER My Dashboard Sign Out

Congratulations. Your identity has been successfully verified.
Please continue with account setup.

[Next](#)

7. If Identity Proofing is unsuccessful, the following message will display. Click *Close*.



8. The **Personal Details** page will display, allowing the broker to make any necessary changes. Once changes have been made, click *Next*. The broker will be taken back through the Personal Identifying Information questions.

Logged in as HollyG_BROKER My Dashboard Sign Out

Identity not found

We're sorry but we are unable to confirm your identity based on the information you provided. You can review and complete the following fields. Please Contact Customer Service at 1-855-355-5777 for further assistance.

Personal Details.

First Name * Middle Name Last Name * Suffix

Residential Address

* Please enter your residential address and not your business or mailing address.

Address Line1 * Address Line2

City * Zip Code * State *

Identifying Information

Gender *

Male Female

Date of Birth *

- -

Social Security Number *

- -

The Small Business Marketplace is a secure site and will use your SSN for identity verification purposes only.

[Next](#)

9. After successfully passing Identity Proofing, you will be prompted to generate a token. Click *Generate Token*. This token will be sent to the email you entered when you created your NY.gov ID. After retrieving this token from your email, copy and paste it into the **Please Enter Your Token Number** field and click *Next*.

Please note: Generate a new token each time you access your account. The token is valid for 60 minutes. If this process is interrupted and you must continue the application process at a later time, click the **Generate Token** button again to receive a new token.

This screenshot shows a web page with a header containing 'Logged in as HollyG_BROKER', 'My Dashboard', and 'Sign Out'. The main heading is 'Please Generate a new Token'. Below the heading, there is explanatory text about multi-factor authentication and a green 'Generate Token' button. At the bottom, there are two lines of asterisked footnotes.

Logged in as HollyG_BROKER My Dashboard Sign Out

Please Generate a new Token

To provide a secure environment for you to manage your health insurance needs, and to meet federal security requirements, the NY Health Plan Marketplace requires a multi-factored authentication. An email message will be sent to the email you provided with a new verification code (token) every time you login to the Marketplace.

To request your token, please click the button:

[Generate Token](#)

*To provide a secure environment for you to manage your health insurance needs, and meet federal security requirements, the NY HealthPlan Marketplace requires a multi-factored authentication. An email message will be sent to your email with a verification code (Token) every time you log into the Marketplace.

*Your token will expire in 60 minutes. If your token expires, click Generate Token button and a new code will be sent to you.

This screenshot shows a web page with a header containing 'Logged in as HollyG_BROKER', 'My Dashboard', and 'Sign Out'. The main heading is 'Please Enter Token Number below to Continue'. Below the heading, there is explanatory text about token expiration, a prompt to click next to continue, a green instruction to check email, a text input field for the token number, and two buttons: 'Generate Token' and 'Next'. At the bottom, there are two lines of asterisked footnotes.

Logged in as HollyG_BROKER My Dashboard Sign Out

Please Enter Token Number below to Continue

Your token will expire in 60 minutes. If your token expires, click the regenerate button and a new code will be sent to you.

Click next to continue

Please check your email for your New Token Number.

Please Enter Your Token Number?* *

[Generate Token](#) [Next](#)

*To provide a secure environment for you to manage your health insurance needs, and meet federal security requirements, the NY HealthPlan Marketplace requires a multi-factored authentication. An email message will be sent to your email with a verification code (Token) every time you log into the Marketplace.

*Your token will expire in 60 minutes. If your token expires, click Generate Token button and a new code will be sent to you.

12. On the **Additional Contact Information** page, either complete all of the fields and click *Next* or leave the page blank and click *Skip*.

Please note: A broker's secondary contact will be able to make changes on behalf of the broker if added by the broker during account setup or later. The secondary contact will have to call customer service with the broker's certification number to make any changes.

Logged in as HollyG_BROKER My Dashboard Sign Out

Additional Contact Information

You can give us a secondary contact who can do business on your behalf through the Small Business Marketplace Customer Service Center. You can also skip this section or come back to it later.

First Name Middle Name Last Name Suffix

Email Address Email Address Confirmation

Date of Birth *  Social Security Number * - -

Telephone Numbers

Primary Phone Number
() - X Ext Type

If cell phone standard text messaging rates apply.

13. On the **Producer** profile page, enter the appropriate information and click *Submit*.

The screenshot shows the 'Producer' profile page. At the top right, it says 'Logged in as nycbroker My Dashboard Sign Out'. On the left, there is a navigation menu with 'Identity Proofing', 'Agreement', and 'Producer Profile'. The main content area is titled 'Producer' and contains a confirmation message: 'Please confirm that the information below, related to your NYS license affiliation and service details is accurate. This information will be displayed when potential clients are searching for a Broker or Navigator.'

Below the message are two columns of input fields:

- State License No. (DOH128)
- Certification No. (SI60849)
- Certification Valid From (08/27/2014)
- Certification Valid To (08/27/2016)

The 'Agency Management' section is highlighted with a red box and callout 'A'. It contains:

- Agency License Number (empty)
- Agency Name (empty)
- Agency EIN (Tax ID) (empty)
- A checkbox with the text: '* By clicking this, you can work independently on the Marketplace.'

The 'Agency Affiliation' section is highlighted with a red box and callout 'B'. It contains:

- Agency Name (DOH)
- Agency License No. (DOH12)
- EIN (123456789)
- A 'Remove' button

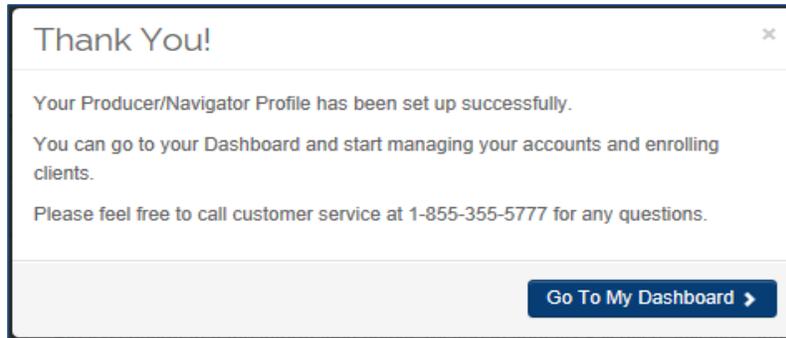
The 'Agency Preferences' section is highlighted with a red box and callout 'C'. It contains:

- Counties Served (ALBANY, ALLEGANY, BRONX, BROOME)
- Group Size Preferences (Individual, 2 - 10, 11 - 25, 25+)
- Languages Supported (Italian, Russian, French, French Creole)
- Issuer Affiliations (Aetna Health, Affinity Health Plan, BlueCross BlueShield of West, BlueShield of Northeastern Ne)
- A checkbox with the text: '* By clicking this, you will not show up on the public search screen.'

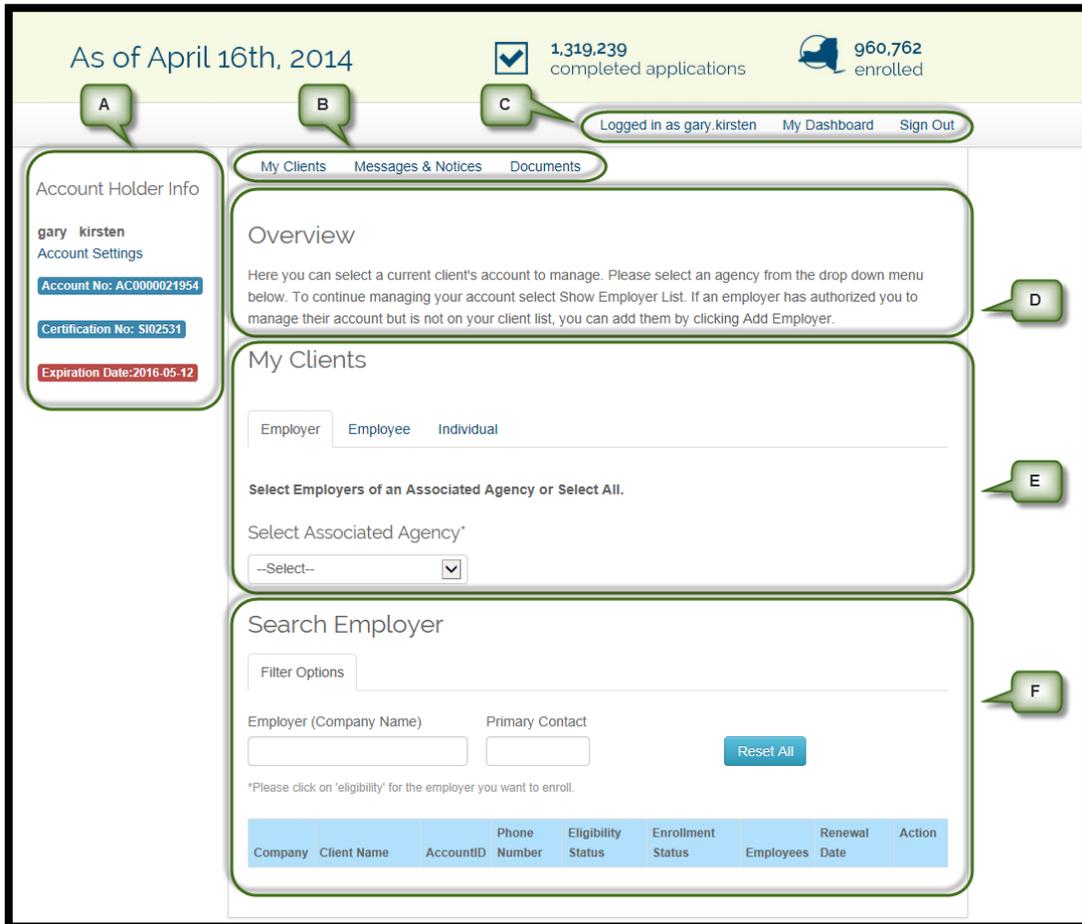
At the bottom of the form is a 'Submit' button.

- A. To enroll groups with an agency affiliation, enter the Agency License Number – agency name will populate – then enter the EIN. You can also enroll groups independently by checking the box below.
- B. If you already have an agency affiliation, the name and license will populate, but you must still enter the agency EIN in order to proceed. You can also remove an affiliation here.
- C. You can select counties in which you do business, and other preferences by which prospective clients can search for your profile in the “find a broker” function. You can also choose to NOT have your information searchable by clicking the box below.

14. At the **Thank You** message prompt, click *Go to My Dashboard* to display the broker's dashboard (see next page).



15. The **Broker Dashboard** allows access to the broker's clients to create, edit, and maintain client accounts.



Use the following tags to identify **Broker Dashboard** page elements.

- Account Holder Information** section: User's first and last name, Account Settings link, **Account Number**, **Broker Certification Number**, and **Expiration Date**.
- Navigation Tabs for **My Clients**, **Messages & Notices** and **Documents**.
- Username; **My Dashboard** and **Sign Out** links.
- Overview** section.
- My Clients** section: **Employer**, **Employee** and **Individual** tabs, **Select Associated Agency** dropdown will allow user to work with either direct clients or a specific agency.
- Employer (Company Name)** and **Primary Contact** text fields, **Reset All** and **Search** buttons, Client display table.