



GetCoveredIllinois.gov

The Official Health Marketplace

Logistics

- **Phone lines are muted upon entry.**
- **To submit comments or questions** or directly chat with other participants, click the icon with three dots at the bottom right of your screen, then select the “Q&A” option.
 - Questions are encouraged!
- We will address questions as they come in, as well as during our formal Q&A session later in today’s webinar.
- The **slides, recording**, and updated **FAQ** document will be available soon!
- Please complete the post-webinar survey that will pop up on your screen after exiting the webinar.

Origin of the Exchange

June 27, 2023, Governor JB Pritzker signed Public Act 103-0103 into law



Goals of the exchange

Set up a state-based exchange to provide increased access, enrollment, affordability, and choice for individuals and families seeking health coverage in Illinois.

Why Illinois decided to transition

Increased Control and Flexibility

- Programs and policies tailored to the needs of Illinoisans
- Local control over marketing and outreach
- Enhanced coordination with other state programs

Improved Customer Experience

- Local customer enrollment assistance
- Enhanced user experience
- Stronger stakeholder partnerships

Potential Cost Savings

- Reduced administrative costs
- Increased revenue

Who we are and what we do

Who we are

- The official health insurance marketplace for Illinois
- The home for high-quality health insurance plans and the only source for financial assistance to reduce the cost of health coverage and care

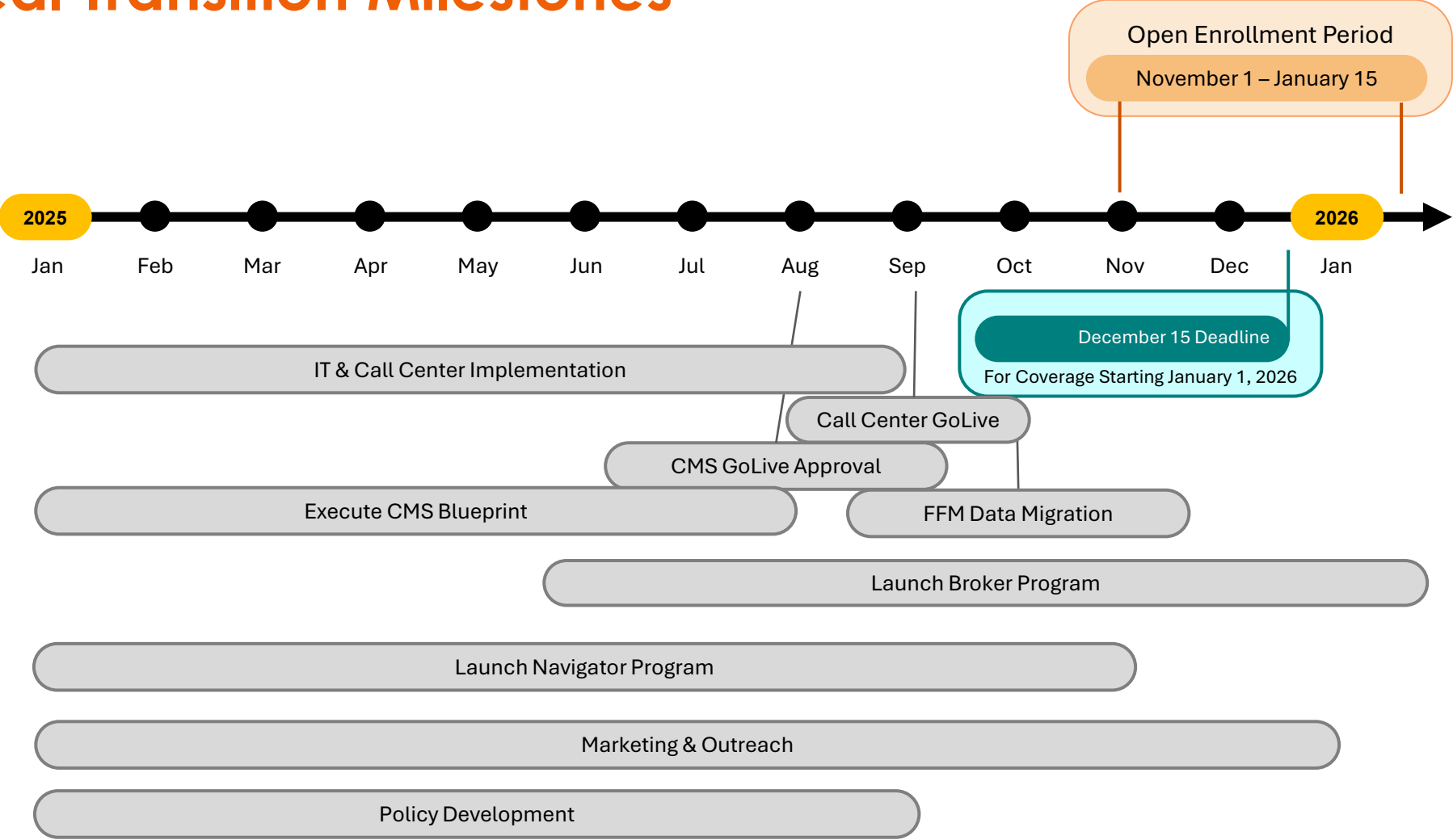
Who we help


- Individuals and families without insurance from an employer
- The uninsured--8.4% of individuals under the age of 65 in Illinois are uninsured
- Medicaid / All Kids eligible – **Illinois operates on a “no wrong door” policy**

How we help

- Customer Assistance Team
- Online self-service
- Direct outreach and education
- In-person/virtual assistance from Get Covered Illinois Certified Assistants and Brokers

Critical Transition Milestones

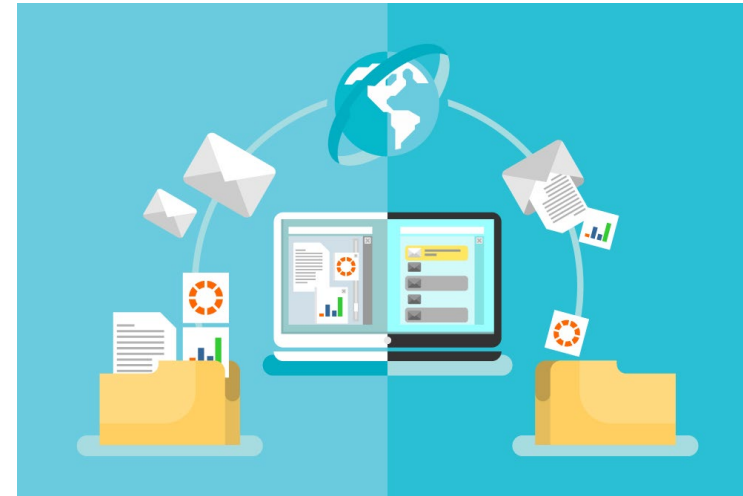


A woman with long brown hair, wearing a dark blazer over a light blue shirt, is smiling and looking down at a desk. In the background, a man in a light-colored shirt is partially visible, looking towards the woman. The setting appears to be an office with a potted plant and a window in the background.

The Get Covered Illinois Customer Experience

Process of Transitioning from Healthcare.gov

- If a current, eligible Healthcare.gov customer's plan is still available, they will be auto-renewed.
- Certified Brokers will maintain their current customer associations
- Get Covered Illinois will encourage customers to review their 2026 applications and to shop and compare plans to ensure they are purchasing the best coverage for their families.
- Pre-Open Enrollment notices:
 - Account Migration
 - Eligibility
 - Auto-renewal



How customers will enroll in coverage through Get Covered Illinois?

1. **Anonymously shop** - compare plans and get a quick quote on the Get Covered Illinois website
2. **Apply for coverage** – fill out an application for you and each family member that needs insurance
3. **Eligible for Financial Assistance?** Find out if you qualify – if so, you will see that represented in your plan shopping
4. **Shop for a plan** – filter by insurer, deductible, total out-of-pocket costs, and more
5. **Pay your first month's premium** - many plans allow you to pay online



The Get Covered Illinois Broker Experience

Steps to becoming a Get Covered Illinois-Certified Broker

01

Hold a Health
Line of
Authority license
with IDOI

02

(FALL 2025)
Register and
claim your
account with Get
Covered Illinois

03

(FALL 2025)
Complete annual
certification
training

Certification

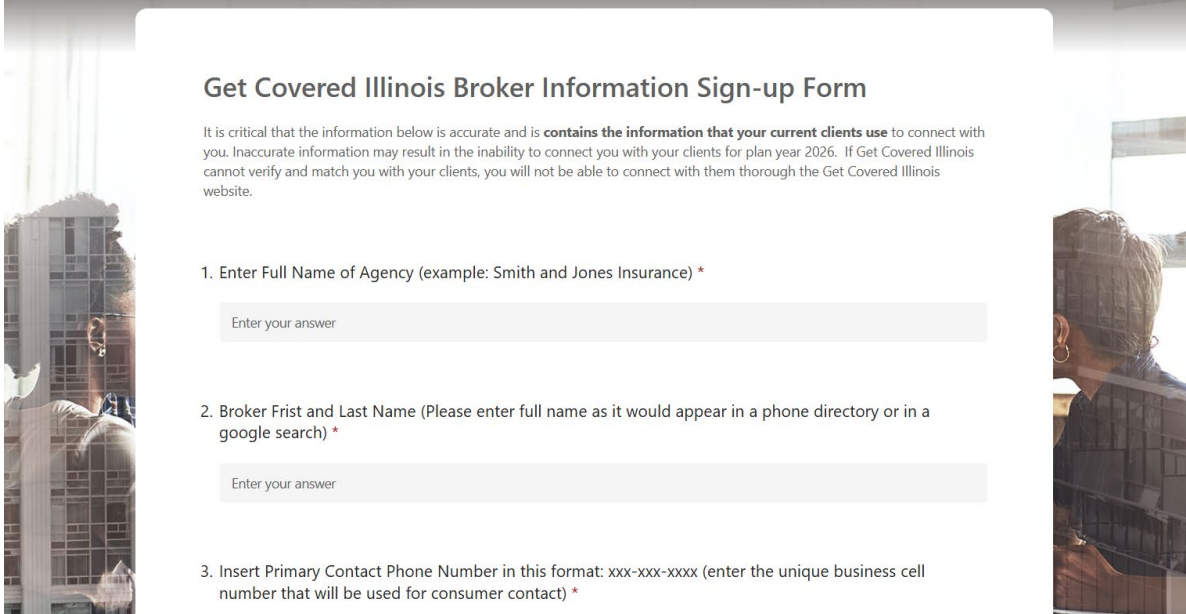
At Get Covered Illinois, we're committed to our partnership with health insurance agents/brokers certified in Illinois. As part of this support, we have created tools and training to support your efforts in our shared mission of enrolling Illinoisians in coverage. The certification program provides the minimum body of knowledge required for Illinois licensed Agents/Brokers to operate on the Get Covered Illinois Marketplace. The online classes are required to be completed annually.

Agent/Broker seeking certification are required to:

- maintain a License with the Illinois Department of Insurance with a health line of authority
- complete online training and the score 80% on the post training assessment.
- sign the Get Covered Illinois User's Agreement

Broker Data Migration

- Get Covered Illinois in Spring/Early Summer 2025 will be migrating consumer data from Healthcare.gov to Get Covered Illinois.
- As part of this process, GCI will be collecting demographic information to establish Illinois Brokers public portal accounts.
- GCI needs timely and accurate information to ensure that Illinois brokers maintain their clients through the transition to the Illinois State Based Marketplace.
- GCI will be hosting "Office Hours" on July 17 to walk through the process and to answer questions.

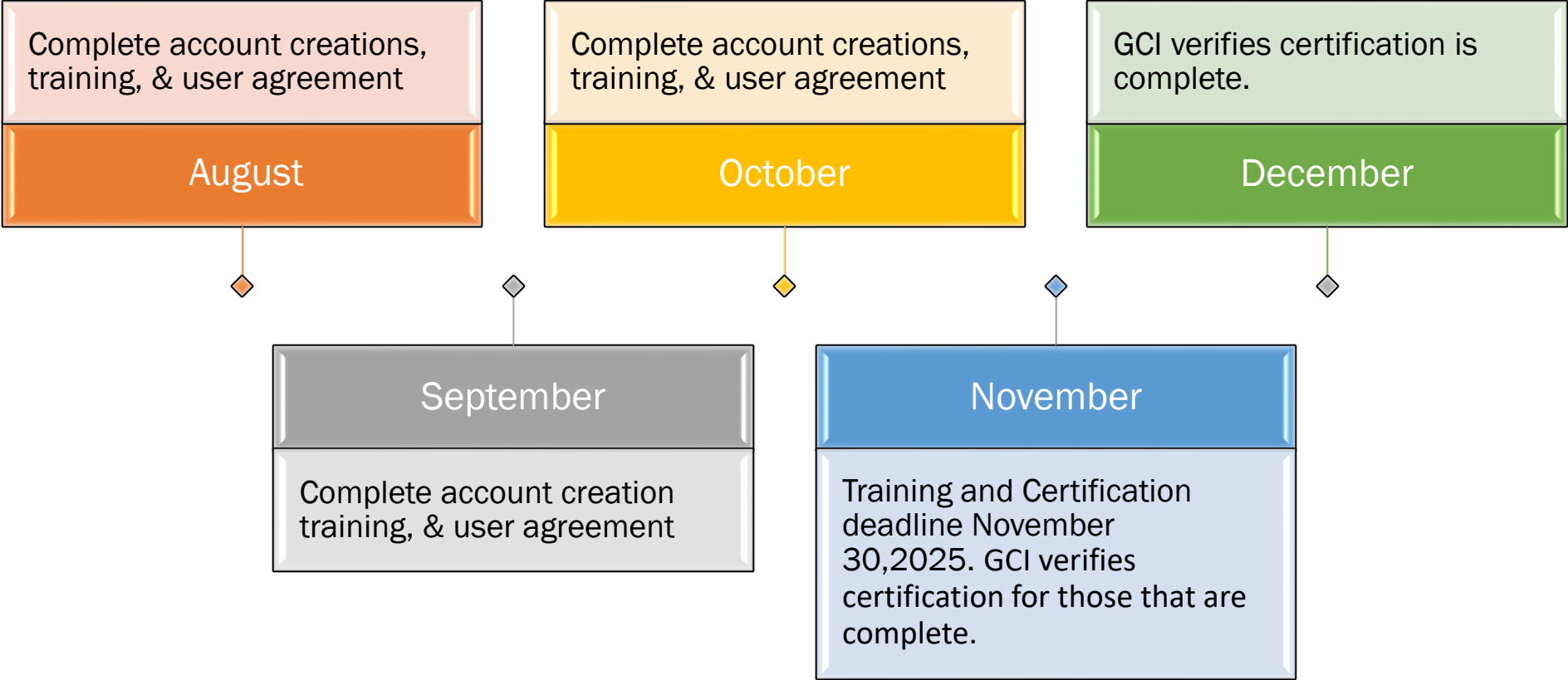


Get Covered Illinois Broker Information Sign-up Form

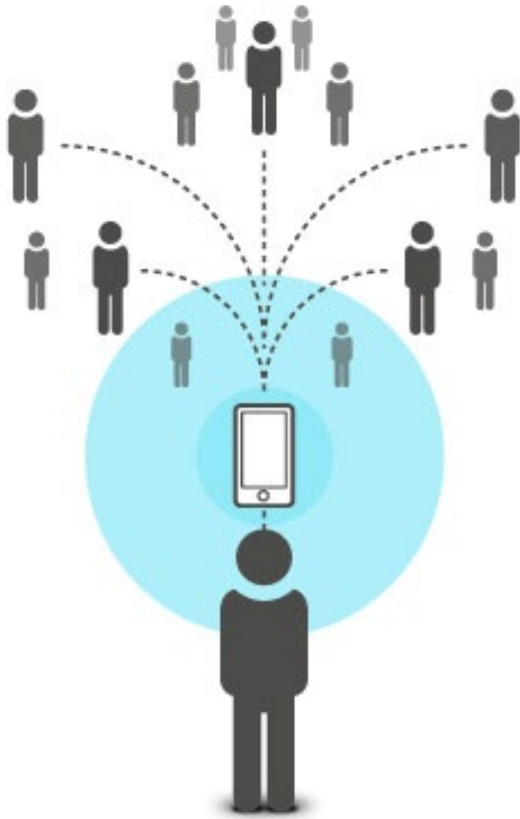
It is critical that the information below is accurate and is **contains the information that your current clients use** to connect with you. Inaccurate information may result in the inability to connect you with your clients for plan year 2026. If Get Covered Illinois cannot verify and match you with your clients, you will not be able to connect with them through the Get Covered Illinois website.

1. Enter Full Name of Agency (example: Smith and Jones Insurance) *
2. Broker First and Last Name (Please enter full name as it would appear in a phone directory or in a google search) *
3. Insert Primary Contact Phone Number in this format: xxx-xxx-xxxx (enter the unique business cell number that will be used for consumer contact) *

Estimated Timeline

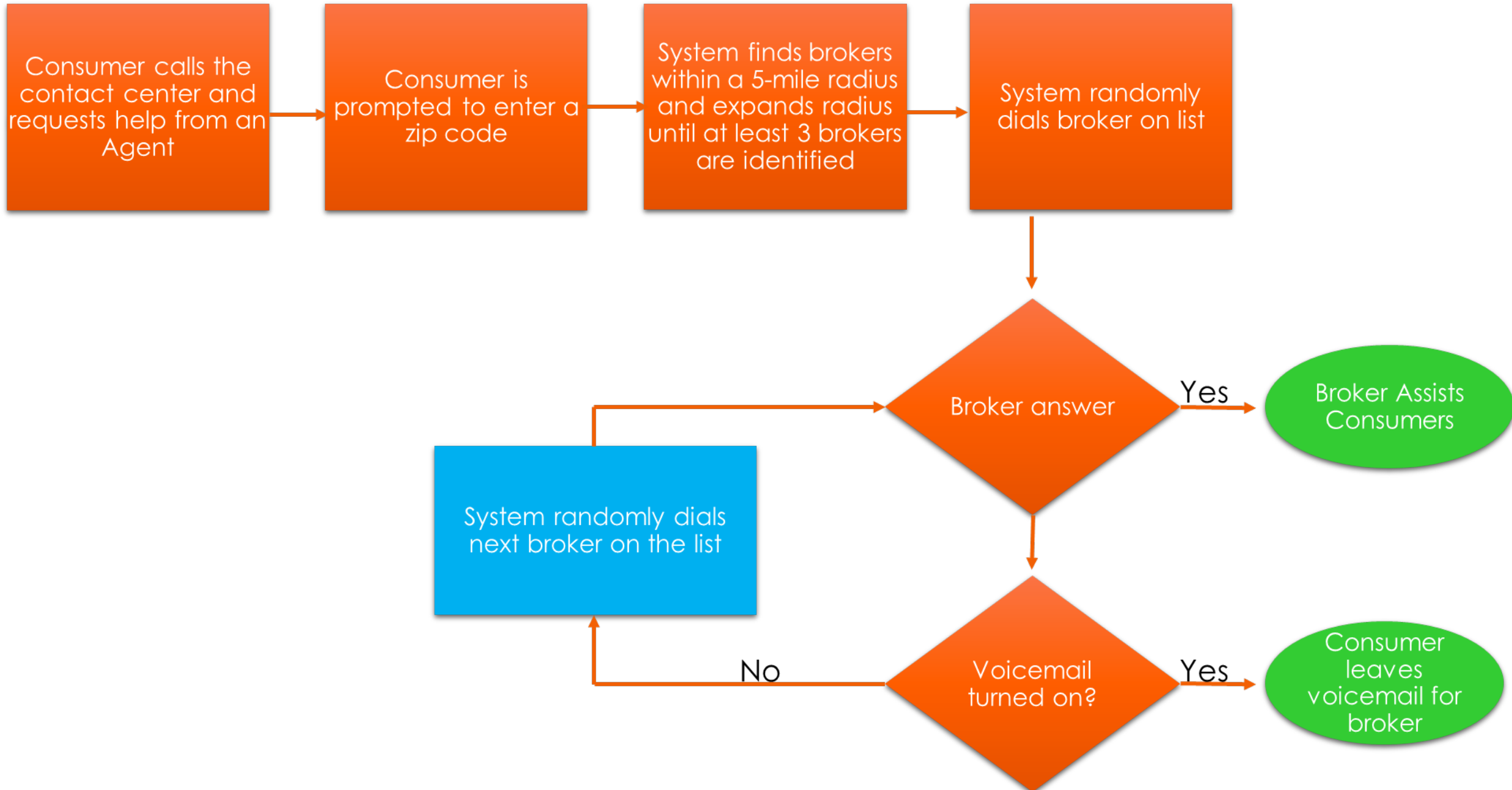


Broker Connect Overview



- Broker Connect is a program that brokers can join to receive leads from consumers who need help with completing their application or shopping for a plan. This is equivalent to the FFM's "Help on Demand" tool.
- **How it Works**
 - Broker/Agent signs up for Broker Connect in Agent Portal and provides their availability.
 - A consumer calls the Contact Center and requests assistance from a Broker/Agent.
 - The system randomly dials brokers who are signed up for Broker Connect and available per their schedule and within a 5-mile radius of the consumer's zip code.

Broker Connect Process Flow



Broker Connect Process Flow

Steps

Agent Information

Profile

Certification Status

Agent Connect

Participation Information

Availability

Participation Information

Agent Connect is a program where agents can join to receive leads for consumers that need help with completing their health insurance application or shop for a plan.

Please provide a phone number below on which you would like to receive calls.

Agent Connect Phone Number

Please note that this number will be called only during business hours that you will provide on the next screen.

☐ I agree to Agent Connect Terms and Conditions

Confirm Participation in Agent Connect

A close-up, low-angle shot of a person's hands typing on a laptop keyboard. The person is wearing a white long-sleeved shirt, a black watch on their left wrist, and a ring on their right ring finger. The laptop is dark-colored, and the keyboard is backlit. The background is dark and out of focus, suggesting an office or home workspace. The lighting is soft and focused on the hands and keyboard.

Broker Portal

Get Covered Illinois Broker Portal

- Offers Brokers and Agency Managers the opportunity to view their entire book of business
- Brokers will be able to drill into any specific customer accounts
- Get Covered Illinois Broker Portal users will receive real time notices that convey important requirements, changes, or deadlines related to their customers book of business.

What is a Get Covered Illinois Navigator and how are they different than Get Covered Illinois Broker?

All Brokers, Navigators and Certified Application Counselors will complete training on the Get Covered Illinois Learning Management System.

Navigators

(215 ILCS 121/)

- Enroll individuals in ACA coverage.
 - Marketplace, Medicaid, All Kids
- Conduct **public education and outreach activities**,
- Focus on underserved communities
- Serve customers with complex household needs
 - Fluctuating income
 - Job loss
 - Immigration Status .
- Must provide unbiased information and cannot recommend plans.

Transition from HealthCare.gov to Get Covered Illinois

- Notice sent Fall 2025 from HealthCare.gov to the consumer
- Informs individuals the 2025 plan year plans that their 2026 plan will be offered through Get Covered Illinois



Questions?

Please complete the post-webinar survey.

Join us for our next webinar!

Thursday, June 5, 2025

11:00 AM CT

Thank you!



Contact our Team: GCI.Outreach@Illinois.gov