

Get Covered Illinois Broker Webinar

Thursday, September 4, 2025

11:00 AM CT



The state's official health insurance 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 FAQs** will soon be available on the Get Covered Illinois [website](#)!
- Please complete the post-webinar survey that will pop up on your screen after exiting the webinar.

Agenda

- Communications Platform Reminder
- Broker Certification Updates
- Get Covered Illinois Media Campaign
- Q&A Session

Update

Centers for Medicare and Medicaid Services has granted Illinois' conditional approval to establish a state-based marketplace.

“Today marks a pivotal step towards bringing quality, affordable healthcare to all Illinoisans. Operating a state-based marketplace will allow our state more flexibility to provide health insurance coverage that is tailored to the needs of our residents.”

Governor JB Pritzker

Read the full release here:

[Get Covered Illinois Transitions to a State-Based Marketplace this November](#)

Conditional Approval Letter is available here:

<https://idoi.illinois.gov/content/dam/soi/en/web/insurance/about-us/documents/illinois-conditional-approval-letter-08042025-1.pdf>





Communications Platform Reminder

Communications Platform: ACTION NEEDED!

Thank you for your partnership with Get Covered Illinois and all the work you do to help Illinoisans access quality, affordable healthcare coverage. To continue sharing important updates, resources, and opportunities with you, we're moving to a new and improved communications platform.

Why this matters to you:

- Our new system will ensure that you receive only the most relevant, timely information, tailored to your role and interests. From enrollment and certification updates and policy changes to training invitations and post-webinar follow-up resources, we'll help you stay informed.

What we need from you:

- To comply with communication guidelines, we need your consent to continue reaching out to you. It only takes a minute to opt in by clicking [here](https://mailchi.mp/illinois.gov/partner-opt-in-form) or inserting this link into your browser:
<https://mailchi.mp/illinois.gov/partner-opt-in-form>

We will be in touch after today's webinar with the link!



Certification Updates

Continuing Education Credit Update for Illinois Resident Producer Only

- 7 Credits
- Available on completion of the entire certification program
- Completion:
 - 6 learning units
 - 1 technical unit
 - 1 final exam
 - User agreement
- **NOTE:** Not available for non-resident brokers operating in Illinois



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.



Plan Year 2026 Certification Deadline: October 17, 2025

**(to ensure that broker is certified and able
to help customers starting on 11/1/2025)**

Note: Brokers who complete their certification training after October 17, 2025, will be certified for 2026 plan year but their broker account may not be ready to help customers until after 11/1/2025.

Steps to Becoming a Get Covered Illinois-Certified Broker

Maintain a **license** with the Illinois Department of Insurance with a health line of authority

Complete the **online training** and score at least 80% on the post-training assessment

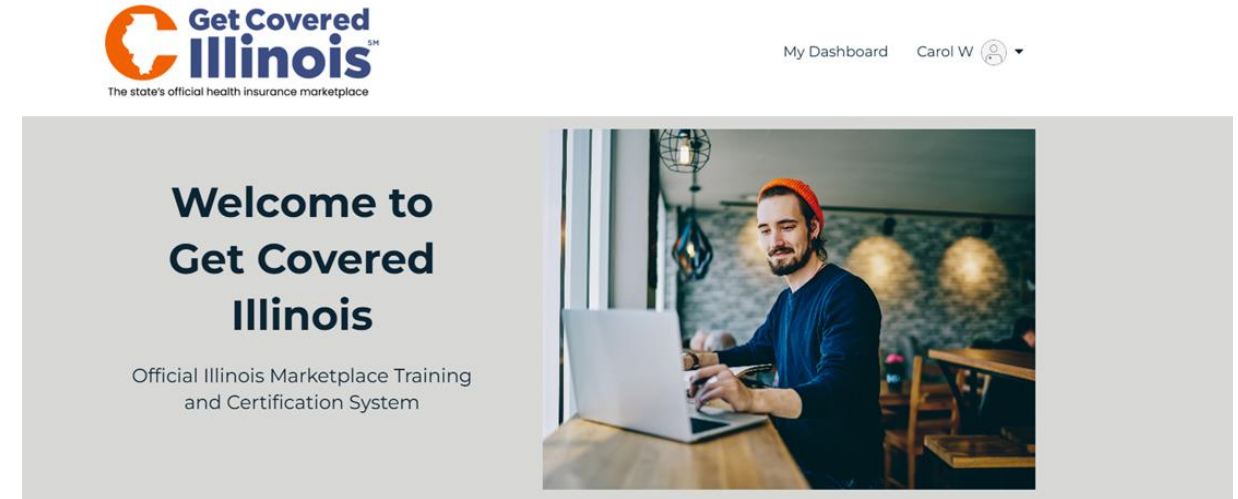
Sign the Get Covered Illinois **user agreement** (*accessed upon completing the training*)

Register/claim your **account** with Get Covered Illinois (*beginning in October 2025*)

*Starting in November 2025, brokers will be able to register their accounts prior to taking the online training.

The Get Covered Illinois Learning Management System

- The training has been launched and is partially available.
- You can find the link to create your account on GetCoveredIllinois.gov
- When you sign in, you will be directed to a form where you will provide your NPN.
- There are seven units (all are live!)
- Two of the modules are pre-requisites and will not be repeated next year.
- This will take approximately six hours to complete.



The Training Certificate



Future Communication

- LMS display error
- Each user account will receive an email directly from GCI.Outreach@GetCoveredIllinois.gov
- When you receive an email from Get Covered Illinois, take the appropriate action outlined in the email.



Get Covered Illinois Public Awareness Campaign



Here to Help.

Open Enrollment Public Awareness Campaign

Background

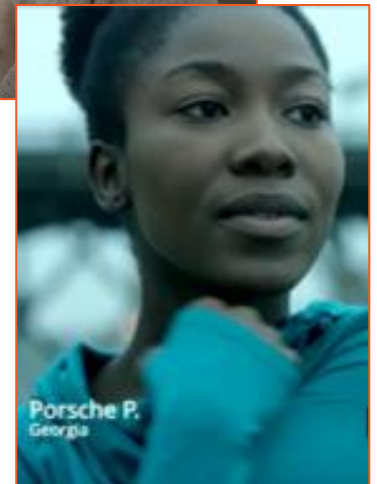
This year's Open Enrollment Period coupled with the launch of Get Covered Illinois as a state-based marketplace comes at **a uniquely difficult time for health insurance marketplaces.**

Customers will encounter double-digit average premium jumps, carrier exits, new enrollment hassles, and loss of enhanced tax credits.

Approach

The multi-lingual* campaign will feature real Illinoisans telling their stories.

From brokers and navigators working to provide enrollment assistance during the critical Open Enrollment Period to customers who have successfully enrolled in coverage, **the campaign will be rooted in the authentic, encouraging voices of real Illinoisans.**

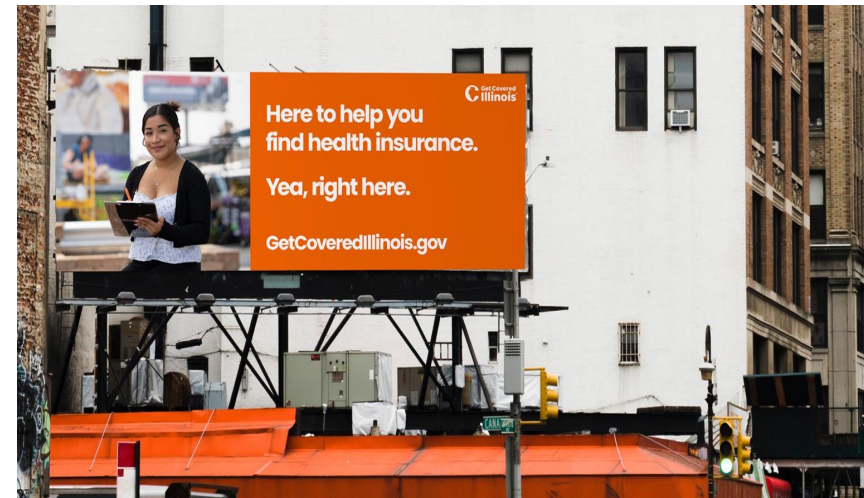
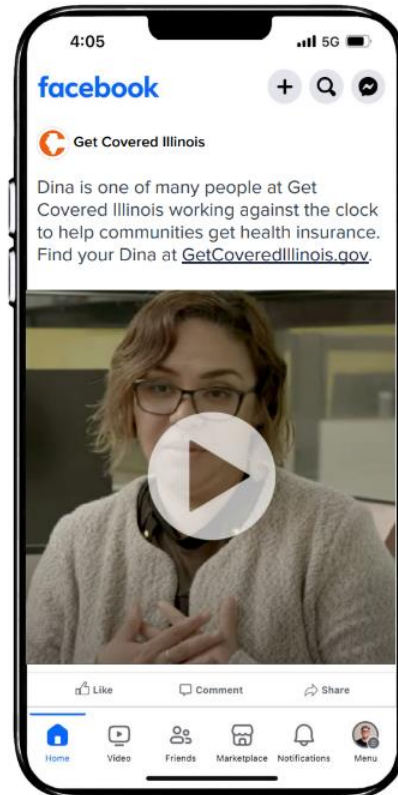


Get Covered Illinois Is Here to Help.

*Multi-lingual ads developed by native speakers in Spanish, Polish and Chinese (Mandarin).

Media Plan

To maximize customer reach and impact, the campaign will run across a variety of mediums including **broadcast and streaming video, paid and organic social media, out-of-home, and digital display and search.**



Digital Poster



This is Aniseto.



A real person.



Here to Help.

Bulletins/Posters



Campaign Performance

Success metrics will be set in advanced and used not only to measure final outcomes but to monitor and modify the campaign along the way **to ensure optimal performance**. We will track performance metrics including impressions, engagement rate, clicks, video completion rates, and visits to website.



What's Coming?

- **September 30, 2025:** HealthCare.gov distributes the transition notice to customers.
- **October 1, 2025:**
 - Customer Assistance Center begins taking calls.
 - Updated Get Covered Illinois website goes live.
- **Week of October 6, 2025:**

Migrated HealthCare.Gov Customers

- Can claim their accounts.
- No further details available until November 1, 2025.

Migrated Brokers

- Can start claiming their accounts
- Can clean up their agency setup
- Can update their profile information as needed.
- **Cannot** help customers until November 1, 2025.

New Brokers

- Can create an account.
- If your agency already was migrated, your agency manager will add you to the agency and you will get an email to claim your new account.
- Only create a new agency account if your agency **and** no one from your agency was already migrated.

What's Coming?

- **Week of October 27, 2025:**
 - Migrated customers will receive Get Covered Illinois renewal notices.
 - 2026 Browse for Plans available.
- **November 1, 2025:** Open Enrollment begins at **8:00 AM CT!**
 - Migrated brokers will have access to their migrated book of business.
 - Migrated customers can update their applications and compare plans.
 - New customers can create accounts.
- **December 15, 2025:** Deadline to enroll for January 1, 2026, coverage (without an SEP).
- **January 15, 2026:**
 - End of Open Enrollment.
 - Deadline to enroll for February 1, 2026, coverage (without an SEP).
- **After January 15, 2026:** Enrollment requires a QLE/SEP.



Next Get Covered Illinois Broker Webinar

Join us for our next webinar!

Thursday, October 2, 2025, 11:00 AM CDT

Broker Webinar Resources:

<https://getcovered.illinois.gov/resources/broker-webinar-material.html>

- Recordings of Past Webinars
- Slide Decks
- FAQs

Please complete the post-webinar survey that will pop up on your screen at the end of the webinar.

Thank You!



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