



Marketplace Circle of Champions Program Overview

Centers for Medicare & Medicaid Services (CMS)
Center for Consumer Information & Insurance Oversight (CCIIO)

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What is the Marketplace Circle of Champions?



The Marketplace Circle of Champions is an **annual recognition program** for Marketplace-registered agents and brokers who assist at least 20 consumers with active enrollments in Marketplace coverage during Open Enrollment.

- » Agents and brokers are major contributors to the Marketplace and important partners for the Centers for Medicare & Medicaid Services (CMS)
- » As such, CMS created this program to recognize the hard work, expertise, and service of agents and brokers

What is the Marketplace Circle of Champions?

There are three Circle of Champions recognition levels for agents and brokers:



Circle of Champions

Agents and brokers who complete 20-99 active enrollments



Elite Circle of Champions

Agents and brokers who complete 100-499 active enrollments



Elite Plus Circle of Champions

Agents and brokers who complete 500+ active enrollments

How to Qualify

How do I qualify for the Circle of Champions?



To be eligible and qualify for the Circle of Champions, agents and brokers must have:

- » **Completed the current-year Marketplace registration and training requirements** for agents and brokers
- » **A valid National Producer Number (NPN)**
- » An **approved, active health-related line of authority** in the states in which they're licensed to operate
- » Assisted at least **20 active new enrollments and/or re-enrollments** in Marketplace coverage during Open Enrollment

How do I qualify for the Circle of Champions?



Active enrollments are counted by individual member and not groups or policy (e.g., if you help enroll a family of four, you receive credit for four enrollments).

“Active” enrollments that count toward the Circle of Champions	“Non-active” enrollments that DO NOT count toward the Circle of Champions
<ul style="list-style-type: none">• Actively helping a new enrollee apply for and enroll in Marketplace coverage• Actively helping an existing enrollee review their application, make updates, and select a plan	<ul style="list-style-type: none">• Auto re-enrollments• Special Enrollment Period (SEP) enrollments• Prior year enrollments

How do I qualify for the Circle of Champions?



Active enrollments through any Marketplace pathway – including HealthCare.gov, the Marketplace Call Center, and private websites via Direct Enrollment (DE) or Enhanced Direct Enrollment (EDE) – count toward qualification for the Circle of Champions.

IMPORTANT: For enrollments to count, your clients must **include your NPN on their Marketplace application.**

How can I see the number of enrollments I've assisted?



The Marketplace *does not* currently provide a report of clients assisted during Open Enrollment to agents and brokers, and there are no tools available for agents and brokers to pull a report on their own.

However, some DE and/or EDE partner websites may offer these features. Contact the specific partner you use for more information.

Program Benefits

What do I receive for joining the Circle of Champions?



If you achieve Circle of Champion status at any of the three levels, you will receive a recognition package with the following materials:

- » **Appreciation letter** from CMS
- » Personalized **certificate of recognition**
- » Commemorative **digital badge**
- » **Digital and social media toolkit**

Recognition materials can be used to promote your accomplishment among your peers and within your community.

How do I receive my recognition materials?



Recognition materials are **electronically delivered by email** to qualifiers regularly throughout Open Enrollment. Materials *are not* sent via postal mail.

- » Materials are emailed to the address listed on an agent's or broker's Marketplace Learning Management System (MLMS) profile. All recognition materials can be downloaded from links in the email
- » If you do not see your recognition materials, check your spam folder
- » The Marketplace resends congratulation materials after Open Enrollment and in the fall prior to the next plan year's Open Enrollment
- » For agents and brokers that have selected Spanish as their preferred language in MLMS, the Marketplace will provide Spanish-language recognition materials. Agents and brokers may also request Spanish materials by following the link in their English recognition materials.

Additional Information

Where should I go with Questions about the Circle of Champions?



For additional information about the Marketplace Circle of Champions program:

- » Review the dedicated section on the **Agent/Broker FAQ website**:
<https://www.agentbrokerfaq.cms.gov/s/global-search/marketplace%20Circle%20of%20Champions>
- » If you have additional questions, contact the **Agent/Broker Email Help Desk** at:
FFMProducer-AssisterHelpDesk@cms.hhs.gov