

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
Center for Consumer Information and Insurance Oversight  
200 Independence Avenue SW  
Washington, DC 20201



December 19, 2016

Congratulations! You have earned a spot in the HealthCare.gov Circle of Champions because of your outstanding performance enrolling individuals and families in Marketplace coverage. You have helped these individuals and families with more than 20 plan selections during Marketplace Open Enrollment.

I would like to personally thank you for the work you have done to positively influence your clients' lives. You play a crucial role in reaching the uninsured population and have contributed to bringing the uninsured rate down to a historic low.

As a member of the HealthCare.gov Circle of Champions, you receive exclusive access to a press release to promote your accomplishment and your services, certificate, and badge for your website and email signature. In addition to this recognition, we hope that these tools aid you in your continued efforts during Open Enrollment. The work you do is very important because a majority of consumers utilize assistance when enrolling. The results of your hard work can be seen in the 20 million people who have received coverage since the ACA.

However, our work does not stop here. There is still time left during Open Enrollment to make a difference in peoples' lives. Consider additional ways you can help -- by reaching out to your previous clients, following up with consumers to make sure they pay their first month's premium to ensure enrollment in the plan, or providing flexible hours beyond standard business hours.

Based on your feedback, we have launched a direct line for you to access Individual Marketplace Call Center representatives and provided an improved and streamlined enrollment process. These improvements were made to improve the experience for both you and the people you serve. Remember to keep in mind that there are important deadlines approaching.

- January 15<sup>th</sup> (for February 1<sup>st</sup> coverage)
- January 31 (end of Open Enrollment)

Thank you for all of your hard work and dedication. You play an invaluable role in connecting people to health care in your community.

Sincerely,

Kevin J. Counihan  
Chief Executive Officer, Health Insurance Marketplaces  
Director, Center for Consumer Information & Insurance Oversight