



PIANY health update

I'm now certified through SHOP, what's next?

Many association members are wondering what comes next after they complete the SHOP certification program. Well, PIA is here to help you. To write through the SHOP program, you need to have a current New York state health insurance license and have an applicable company appointment with the carrier you are looking to write health business through.

After attending the certification class, your next step is to register. You may do so at:

<http://www.dfs.ny.gov/insurance/abindx.htm>. After accessing this link, you will want to do the following:

1. Click on New York State of Health Exchange Information for Licensed Producers.
2. Scroll down to Producer Login Page.
3. You will then need to log in. The username is the numeric portion of your NYS license number and the password is the last four digits of your Social Security number and the digits of your date of birth (MM/DD/YYYY).
4. Then click the NY State of Health Exchange at the top of the page. This will bring you to a page that shows your course completion. Click "next."
5. Confirm your email address and click "next."
6. Then review that the correct address information is showing. Click "next."
7. Click "I accept."
8. You will then see a confirmation number. Make sure to print this page and keep it because you will need your confirmation number. According to the New York State Department of Financial Services, on or after Oct. 1, you will receive an email from the New York State of Health marketplace providing instructions and an invitation code to log on to their website.

For those of you that do not currently have an appointment with a health insurer, the New York State of Health offers an [interactive map](#) so you can find out what carriers are participating in the SHOP and individual marketplaces (broken down by county). This information also is available in chart form at: [SHOP](#) and [Individual Marketplace](#). You would need to contact these carriers to try and get a possible company appointment to write business through the NY State of Health Exchange.

To assist you in approaching a carrier for a possible company appointment, PIA offers [PIA QuickSource document No. QS90035](#), entitled *How to present your agency to a company for appointment*, as well as our PIA Agency/Company Appointment Program. If you would like us to do a search for you of our participating carriers, complete the short online form at: <http://www.pia.org/forms/companyform.php>.

Q. I'm not certified yet. Can I still attend the certification class to sell through the Exchange?

A. Absolutely. PIA will continue to offer the Small Business Health Options Program (SHOP) and the Individual Market certification programs through the month of October. These approved programs are being led by PIA's Group Benefits Administrative Manager for PIA Management Services Inc. Jennifer Neri, CISR. For more information or to register: http://www.pia.org/EDU/extras/nyhbe_shop.php. Also, if you plan to sell through the Individual Marketplace, the SHOP certification course is a prerequisite.

Q. Oct. 1 is right around the corner. As an employer, what notices to I need to send to my employees?

A. As previously reported by PIA, as an employer, you have an obligation to send a notice to your employees prior to Oct. 1. For more details on what this requirement entails, check out PIA's Sept. 17 proactive email at: <http://www.pia.org/IRC/health/acaemployernoticeproactive9.17.13.pdf>.

The health insurance marketplace will be going through many changes in the coming weeks and months. Rest assured, PIA will be following these issues on a daily basis and will keep you updated as issues arise. If you have additional staff you would like to receive these types of business-related alerts, be sure to send their names and email addresses to: publications@pia.org.