



## FY 2023 Solicitation for Partnership Proposals for Broker Enrollment Centers: Responses to Applicant Questions

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March 22, 2022

**Q: Is the matching funding amount per agent or agency?**

A: The matching funding requirement is per proposal. The proposal could be submitted by a sole proprietor or by multiple agencies partnering to serve a region.

**Q: Is MNSure looking to add more agencies than currently in the program, or keeping the same number with possible changes?**

A: Contracts for all current broker enrollment centers will end on June 30, 2022. Any agency that wants to be a broker enrollment center for FY 2023, including those currently participating in the program, will need to respond to this solicitation to be considered.

We have not pre-determined a specific number of broker enrollment centers that would be selected; our goal for FY 2023 is to have broker enrollment centers covering all regions of the state. At MNSure's discretion, it is possible to have more than one broker enrollment center partner within a region.

**Q: Roughly how many leads does MNSure receive during open enrollment that require the assistance of a broker?**

A: MNSure's assister lead program is an opportunity for Contact Center representatives to refer consumers to our certified brokers and navigators when the consumer would benefit from their expertise. With the consumer's consent, the representative will generate a lead to a broker if the consumer is not already working with an assister and has completed an application and has a QHP determination, or if they specifically request assistance with plan selection. The representative will send a secure email with details about the case to a broker enrollment center based on closest proximity to the consumer.

For historical perspective, during the 2022 open enrollment period, MNSure generated 1,410 leads for broker enrollment centers. During the 2021 open enrollment period, MNSure generated 1,245 leads.

**Q: How does MNsure allocate the leads to the respective broker enrollment center? Is it done at random, by size of agency, etc.?**

A: The consumer is generally referred to the broker enrollment center in closest proximity to the consumer. In some cases, the consumer will be matched to the closest broker enrollment center with staff that best meets a consumer's specific needs. For example, if a consumer is more comfortable communicating in a language other than English, the Contact Center will try to match that consumer with a broker that provides services in that language.

**Note:** Some questions have been edited for clarity or to maintain the confidentiality of the potential respondent.