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

Title: Entities Approved to Use Enhanced Direct Enrollment

Enhanced direct enrollment (EDE) is a new pathway for consumers to enroll in health insurance coverage through the Federally-facilitated Exchange. This pathway allows CMS to partner with the private sector to provide a more user-friendly and seamless enrollment experience for consumers by allowing them to apply for and enroll in an Exchange plan directly through an approved issuer or web-broker without the need to be redirected to HealthCare.gov or contact the Exchange Call Center.

For additional information on EDE, please view the fact sheet, available at:

<https://www.cms.gov/newsroom/fact-sheets/enhanced-direct-enrollment-pathway-health-insurance-exchange-coverage>

For frequently asked questions about EDE, visit: <https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/FAQs-EDE.pdf>

The public list of third-party entities approved to use an EDE pathway is provided below. This list is current as of October 3, 2019, but CMS will update the list as it approves more partners.

Table Key

- **Approved Entity Name:** Name of entity offering an approved EDE platform
- **Hosting an EDE Platform:** The checkmark indicates that the entity (referred to as a “primary EDE Entity” in CMS guidance) developed and is hosting an approved EDE platform that may be available for leasing to upstream EDE Entities
- **Entity Type:** Qualified health plan (QHP) issuer, web-broker, or Direct Enrollment (DE) Technology Provider
- **Website:** The entity’s homepage hyperlink

DE Entities Approved to Use Enhanced Direct Enrollment

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
Aspirus Arise Health Plan of Wisconsin	-	Issuer	www.aspirusarise.com
AultCare Insurance Company	-	Issuer	www.aultcare.com
Blue Cross Blue Shield of North Carolina	-	Issuer	www.bluecrossnc.com
Bright Health Plan	-	Issuer	www.brighthealthplan.com
Centene Corporation	-	Issuer	www.centene.com
Cigna	-	Issuer	www.cigna.com
Community Health Choice, Inc.	-	Issuer	www.communityhealthchoice.org
Dean Health Plan	-	Issuer	www.deancare.com
Florida Blue	-	Issuer	www.floridablue.com
GetInsured	✓	Web-broker	www.getinsured.com
GuideWell Connect	✓	DE Technology Provider	www.guidewell.com
HealthSherpa	✓	Web-broker	www.healthsherpa.com
Highmark	-	Issuer	www.highmark.com
MercyCare Health Plans	-	Issuer	www.mercycarehealthplans.com
Molina Healthcare	-	Issuer	www.molinahealthcare.com
Oscar Insurance Company	-	Issuer	www.hioscar.com

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
Security Health Plan of Wisconsin	-	Issuer	www.securityhealth.org
Softheon	✓	DE Technology Provider	www.softheon.com
Stride Health	✓	Web-broker	www.stridehealth.com