



## **State-Based Marketplace (SBM) Registration Web-Based Training for Agents is Approaching!**

**The SBM Registration Web-Based Training (WBT) launches August 23, 2021**

Beginning August 23, 2021, you are able to access the State-Based Marketplace (SBM) Registration Web-Based Training via MyPurpose Learning Management System (LMS). This training will prepare you to use kynect health coverage and Agent Portal to enroll Individuals and small business employers in health coverage, create new business, and manage your book of business in Kentucky.

If you are operating on HealthCare.gov, you are required to complete this training prior to September 24, 2021 in order to keep your association with the policy for renewal.

Currently, the Commonwealth operates a State-Based Marketplace under a Federal

Platform (SBM-FP). Effective Open Enrollment 2022, the Commonwealth plans to transition to a State-Based Marketplace (SBM) called kynect health coverage. After the transition, kynect health coverage will offer Individuals and families an integrated eligibility and enrollment system to apply for Qualified Health Plans (QHP) and other insurance affordability programs. Qualified health plans selected during Open Enrollment will have a January 1, 2022 effective date or later. Employers can determine their eligibility and browse plans on the kynect website but must enroll through an issuers website.

**After the completing the training and registration process, Agents will be able to:**

- Access kynect to help Residents apply for Qualified Health Plans (QHP) with or without payment assistance in addition to a variety of benefit programs including Medicaid/KCHIP and KI-HIPP;
- Use Agent Portal to intake new clients, generate useful reports, create proposals, and view all incoming notifications and announcements

*Please note: Residents/employers may complete the application prior to November 1, 2021 but they cannot enroll in a plan until Open Enrollment begins on November 1, 2021.*

### **Training and Onboarding Logistics**

The [Agent Welcome Packet](#), located on the KHBE [Agent Training Materials](#) page, outlines necessary steps and requirements all Agents **must** complete before they can access any KHBE Trainings. Please follow all steps outlined in the Agent Welcome Packet in the order they are listed.

The SBM Registration Web-Based Training may be accessed through MyPurpose. Once you have completed the proper onboarding steps, please complete the required training to gain access to Agent Portal and kynect health coverage. Agents should complete the WBT no later than September 24, 2021.

### **Questions?**

Please reference the [Escalation Path/Who to Contact](#) document for any questions you may have regarding kynect health coverage. The document can be found on the KHBE [Agent & kynector](#) Portal page. This page will be updated with additional training material

as we approach the Go-Live for the State-Based Marketplace.

Thank you for your continued support.

Sincerely,

The Kentucky Health Benefit Exchange (KHBE) Team

*Agents/Brokers who previously participated on the Federally Facilitated Marketplace (FFM) can still expect to receive communications from the FFM regarding PY2022 Training and Registration. Agents/Brokers should complete the trainings required for certification in the states in which they are licensed. If you are a Kentucky licensed Agent/Broker who plans to operate **only in Kentucky**, you only need to complete the State-Based Marketplace (SBM) registration and training.*

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## **Please Be Advised**

*If you unsubscribe to kynect/KHBE emails through the GovDelivery service then you will not receive future updates regarding training, agent access, system modifications, etc.*

**1-855-459-6328 | [KHBE.ky.gov](https://www.khbe.ky.gov)**

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