



May 22, 2024

Assister Do's and Don'ts when Helping Consumers with Transitions in Coverage

As a reminder, the Unwinding Special Enrollment Period (SEP) has been extended until November 30, 2024. This means you have more time and opportunities to enroll consumers that have lost Medicaid or Children's Health Insurance Program (CHIP) coverage into a Marketplace qualified health plan.

The assistance you provide to these consumers as they transition between programs is critical to helping them access the coverage and care they need. As you assist these consumers, it can be helpful to review some best practices and scenarios to set you up for success during your appointments:

Do:

- Provide information in a fair, accurate, and impartial manner and provide high-quality assistance.
- Ensure financial integrity with consumers, assister organizations and health insurance providers. For example, ensuring that outside organizations you partner with don't have a direct financial relationship with health insurance issuers or a financial incentive to enroll consumers into a specific health plan or coverage.
- Comply with applicable privacy and security standards.



Don't:

- Charge any applicant or enrollee, or request or receive any form of compensation for application or other assistance related to assister duties.
- Provide to an applicant or potential enrollee gifts of any value as an incentive for enrollment.



For more information on these do's and don'ts, including specific scenarios that you may encounter and how to tackle them, view the resource below.

[View Resource](#)

Have questions? Certified Application Counselors (CACs) should contact the CAC mailbox at CACQuestions@cms.hhs.gov, Enrollment Assistance Personnel (EAPs) should contact EAPQuestions@cms.hhs.gov, and Navigators should reach out to their Project Officer.