



Help On Demand: Update Your Profile

What is Help On Demand?

Help On Demand is a consumer assistance referral system that quickly connects consumers seeking assistance with Marketplace registered, state-licensed agents and brokers in their area who can provide immediate assistance with Marketplace plans and enrollments. Only licensed agents and brokers who have completed Marketplace training and registration and signed the applicable agreements with CMS for the current plan year are eligible to participate in Help On Demand.

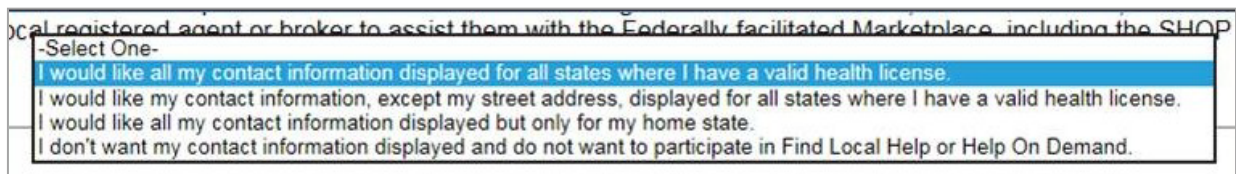


Note: This is a Centers for Medicare & Medicaid (CMS)-contracted service developed and hosted by Help On Demand. Help On Demand referrals are not provided by CMS or the Marketplace and they do not constitute an endorsement by the Department of Health & Human Services or the U.S. Government of the individual agents or brokers.

Update Your Help On Demand Profile: MLMS Settings

Your Help On Demand profile settings are directly linked to your [Marketplace Learning Management System \(MLMS\)](#) profile. You have four options on how to display your contact information for Find Local Help and Help On Demand in the MLMS:

1. I would like all my contact information displayed for all states where I have a valid health license.
2. I would like my contact information, except my street address, displayed for all states where I have a valid health license.
3. I would like all my contact information displayed but only for my home state.
4. I don't want my contact information displayed and do not want to participate in Find Local Help or Help On Demand.



In the MLMS, you have the option of displaying your contact information for Find Local Help and Help On Demand in **all states where you have a valid health license (options 1 and 2 above)**.

You can also choose to display your information for your **home state only (option 3 above)**.



Note: If you choose option 4, you will **NOT** be able to participate in Find Local Help or Help On Demand until you update your settings in the MLMS.



Update Your Help On Demand Profile: State Preferences

If you chose to display your information in all states where you hold valid license in your MLMS profile, you have the option of limiting your **State Preferences** in Help On Demand.



Note: This field will default to every state where you are currently licensed and have a valid health line of authority.

However, if you only want to receive referrals in certain states, update your **State Preferences** using the dropdown menu shown here by deselecting any states where you **do not wish** to receive such referrals.

Example: In the image above, the agent or broker is licensed in AK, AL, AR, AZ, UT, WI, and WY and wants to receive referrals for all states for which they are licensed, except WI.



Note: If you believe you are licensed in a state, according to the [National Insurance Producer Registry \(NIPR\)](#), that is not showing in your **State Preferences** dropdown menu, please send an email to FFMProducer-Assister@cms.hhs.gov for additional assistance.

Update Your Help On Demand Profile: Communication Preferences

After completing Help On Demand registration and accepting both the CMS Help On Demand Agents and Brokers Terms of Use and the Help On Demand Terms of Use, be sure to review your profile information provided by MLMS, including:

- Your contact information,
- Any languages you speak, and
- The states where you would like to receive referrals.

Help On Demand matches you with consumers who speak your language and who are residents in states in which you are licensed. If more than one agent or broker meets these criteria, Help On Demand directs the referral to the agent or broker who is geographically closest to the consumer.

You will receive a notification from Help On Demand via email, text, and/or app notification and have **15 minutes to accept or reject the referral before it moves to the next agent or broker in the queue.**

To learn more about [Help On Demand](#), how to register, and what you need to know to receive consumer referrals, visit the [Help On Demand section of the Agents and Brokers Resources webpage](#).