



Agent/Broker Referral Program: My Arkansas HelpLine



Health Insurance the Arkansas Way.

my Arkansas HelpLine 
1 (844) 355-3262

What is My Arkansas HelpLine?

My Arkansas HelpLine is a new referral program, operated by the Arkansas Health Insurance Marketplace (AHIM) working in conjunction with Arkansas Foundation for Medical Care (AFMC). It is staffed by AFMC professionals who assist callers in finding a locally-registered, state-licensed participating agent/broker in their home county to provide direct assistance with Marketplace enrollment and health insurance plan selection. Personalized assistance is provided over the telephone or in-person by local insurance professionals.

What are the Benefits to Agents/Brokers of Participating in My Arkansas HelpLine?

- **Local Referrals:** Supported by an in-state call center, staffed and operated by AFMC, consumers will be connected directly to participating, licensed agents/brokers who live and work in their county.
- **No Additional Fees or Trainings:** Consumer referrals are provided to you at no cost and with no additional training requirement. It is simply an additional benefit provided to agent/broker partners through Arkansas Health Insurance Marketplace.
- **Reimbursement for Program-Sponsored Community Events:** Approved outreach opportunities can be financially supported by AHIM in an effort to help fund agent/broker support by reimbursing you for the time you devote to securing new leads (self-referrals) and assisting consumers referred to you through the program.

How Do I Register to Participate in the Program?

Licensed, in-state agents/brokers can register to receive **My Arkansas HelpLine** referrals and attend program-sponsored community events by completing the agent/broker referral program application, which can be accessed by clicking [here](#). You will be asked to provide the information necessary to become a program participant and to agree to the program's terms of participation.

How Does The Program Work?

- Consumers request assistance by calling 1 (844) 355-3262, Monday - Friday, 8:00 a.m. to 4:30 p.m., where they will speak with an AFMC professional who will direct the consumer's inquiry to a participating agent/broker in their area.
- Information provided in the agent/broker registration will assist AFMC staff in identifying the most appropriate agent/broker best equipped to assist with that particular situation.
- Preference will be given to an agent/broker who speaks the consumer's language and is licensed to provide support in the consumer's home county.
- If more than one agent/broker meets these criteria, a round-robin approach will direct the referral to the next participating agent/broker.
- Once the referral is made, a record of that referral will be added to the program database and the agent/broker will be able to document the outcome of the referral as: application, eligibility, enrollment or non-productive.

*AHIM has allocated a pool of moneys for the sole purpose of reimbursing agent/brokers participating in the referral program for identifying and attending local events, where they will establish new self-referrals and report on outcomes. All Agent/Broker Referral Program participants are automatically eligible for receiving reimbursement for attending community-based events for the purpose of initiating self-referrals; however, all identified events will be submitted through a registration and approval process. Outreach Events through the referral program will be regulated and administered by AFMC, based on criteria and priorities set forth by AHIM. Event requests will be reviewed and approved on a first-come, first-served basis.

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