

**All Markets: Steps to sell Wellmark Synergy Health, Inc. and Wellmark Value Health Plan, Inc.**

As you know, Wellmark Blue Cross and Blue Shield created two new corporations in Iowa. Wellmark is collaborating with Mercy Health Network to create Wellmark Value Health Plan, Inc. Wellmark is also collaborating with the University of Iowa Health System to create Wellmark Synergy Health, Inc.

Our prospective members will be looking for options to take control of their health and manage their health care costs, both on and off the marketplace. The Wellmark Value Health Plan and Wellmark Synergy Health product designs will be available in the Iowa individual and small group market to do just that — provide options for members to take control of their health and manage health care costs.

If you would like to sell these products, you must successfully complete a required certification(s) specific to the products that you would like to sell (Wellmark Synergy Health, Inc. and/or Wellmark Value Health Plan, Inc.), prior to selling, soliciting or assisting Wellmark customers with respect to these products, and become appointed to sell the products, in order to receive compensation for the sale of Wellmark Synergy Health, Inc. and/or Wellmark Value Health Plan, Inc. products.

Wellmark will offer product certifications on September 1<sup>st</sup>. The certification details and requirements are below:

- Each of the Wellmark product certifications will contain questions related to Wellmark Value Health Plan, Inc. and Wellmark Synergy Health, Inc.'s value proposition, the specific, product details, and client scenarios.
- Each module will contain an assessment with 10 questions.
- You are required to pass with a 90 percent passing rate, and you will have three attempts to pass the assessment(s). If you do not receive a passing rate of 90 percent within three attempts, you will have to wait six months before you can take the training and assessment(s) again.
- You are required to recertify annually in order to remain appointed to sell these products during the next open enrollment period, and this will occur during the annual Wellmark Agent Certification time frame for all agents and follow the requirements set forth for Agent Certification.
- The module will be available throughout the year for new Wellmark agents, or any agents who did not previously certify but have acquired customers who would like to enroll in these products.

The Wellmark product certifications can be found on the Blue Learning Center. Logon to wellmark.com and navigate to the Producer Connection. Click the Blue Learning Center link. Once logged in, the certification modules will appear on the left side of the screen, in the featured training box.

Once you are certified to sell Wellmark Synergy Health, Inc. and/or Wellmark Value Health Plan, Inc., you will become appointed by Wellmark with the Iowa Insurance Division to sell Wellmark Synergy Health, Inc. and/or Wellmark Value Health Plan, Inc. products.

In addition, any agents planning to sell or service individual under 65 or small group SHOP products on the Exchange, must also successfully complete FFM registration annually on the CMS Enterprise Portal at <https://portal.cms.gov> prior to engaging in any sale or solicitation. You must also provide your FFM ID to Partners Health Insurance and Wellmark.