

Navigating the Health Insurance Landscape: An Overview Assister Programs

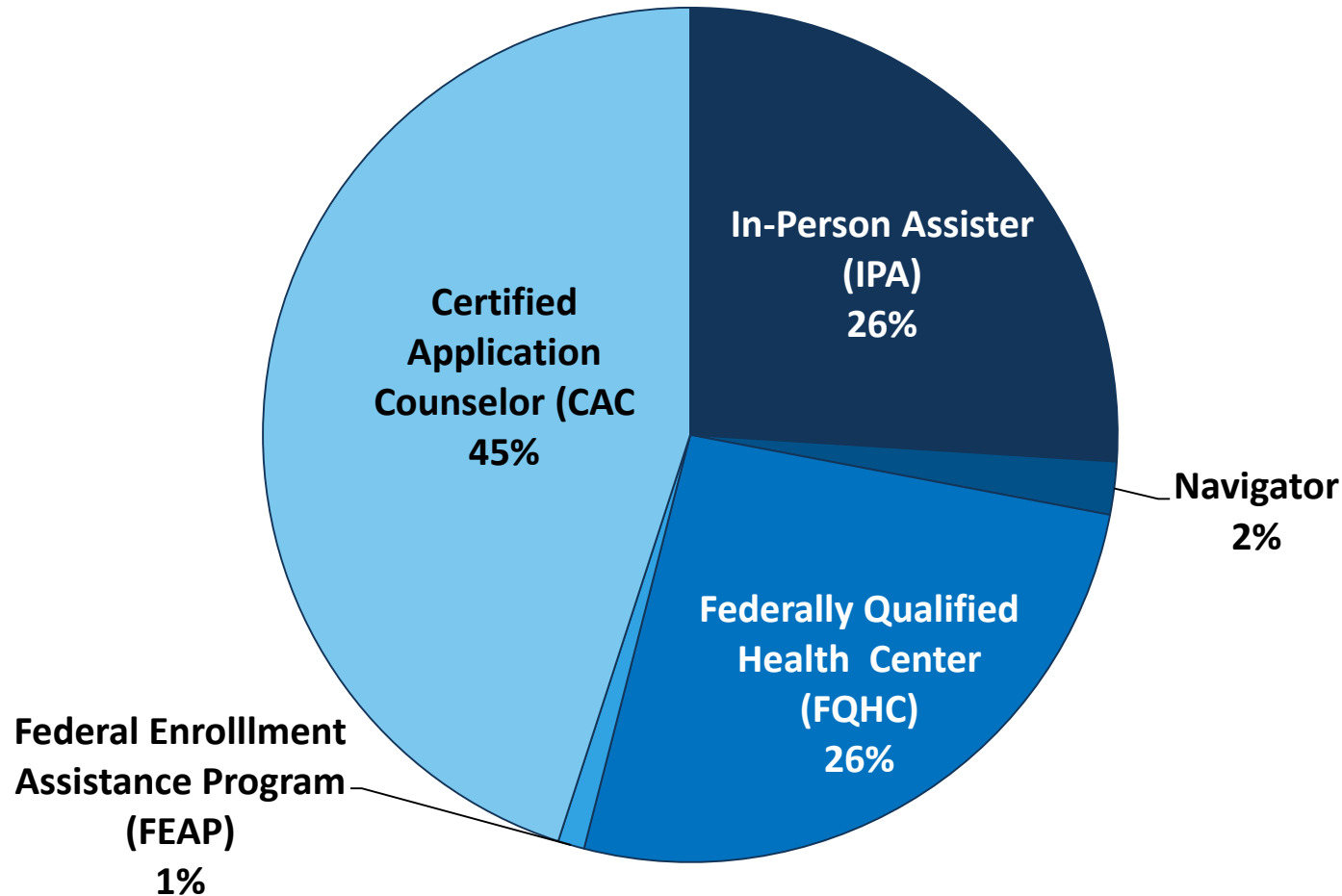
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Figure 1

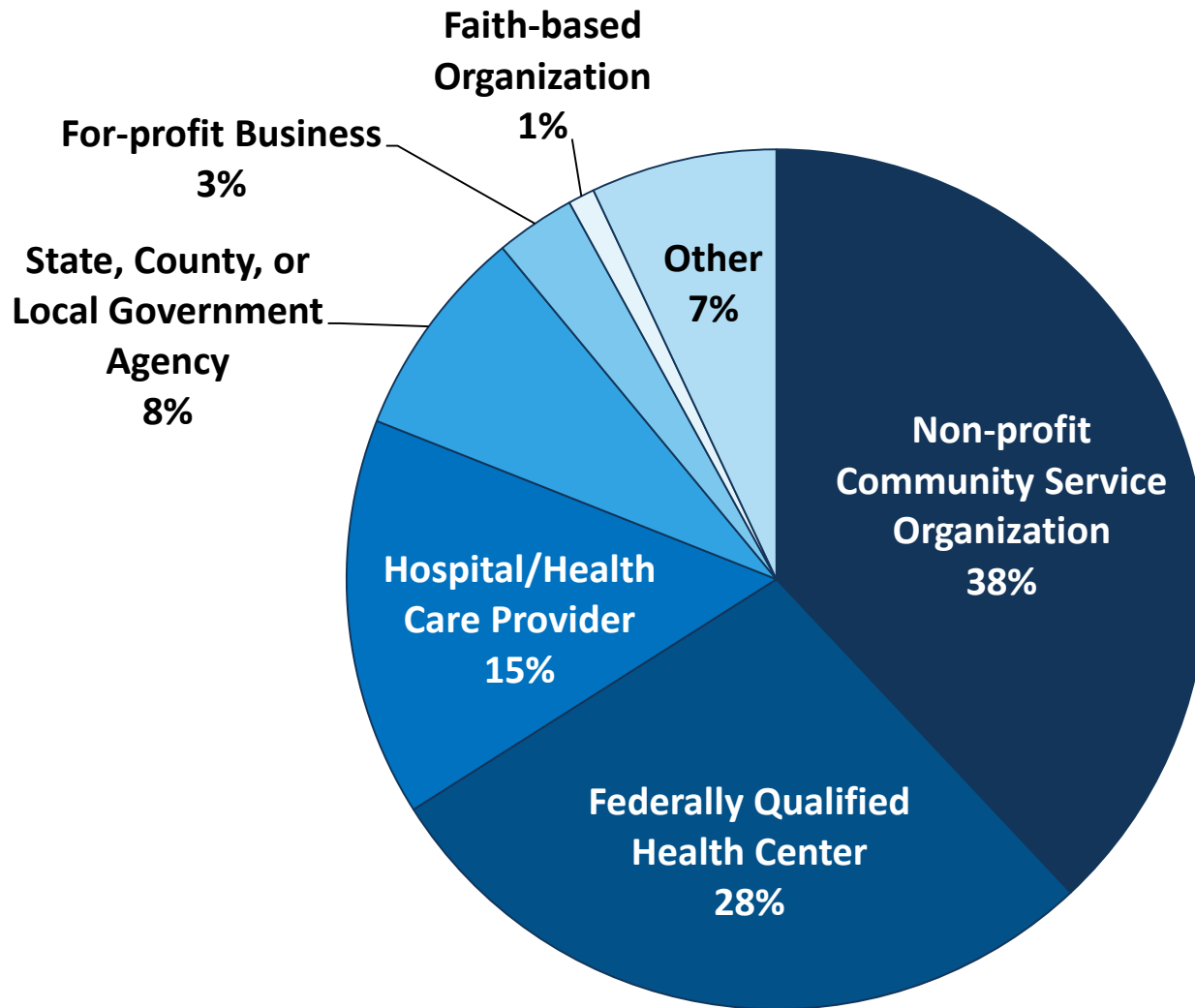
A variety of Assister Programs helped consumers enroll in coverage during open enrollment.



SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 2

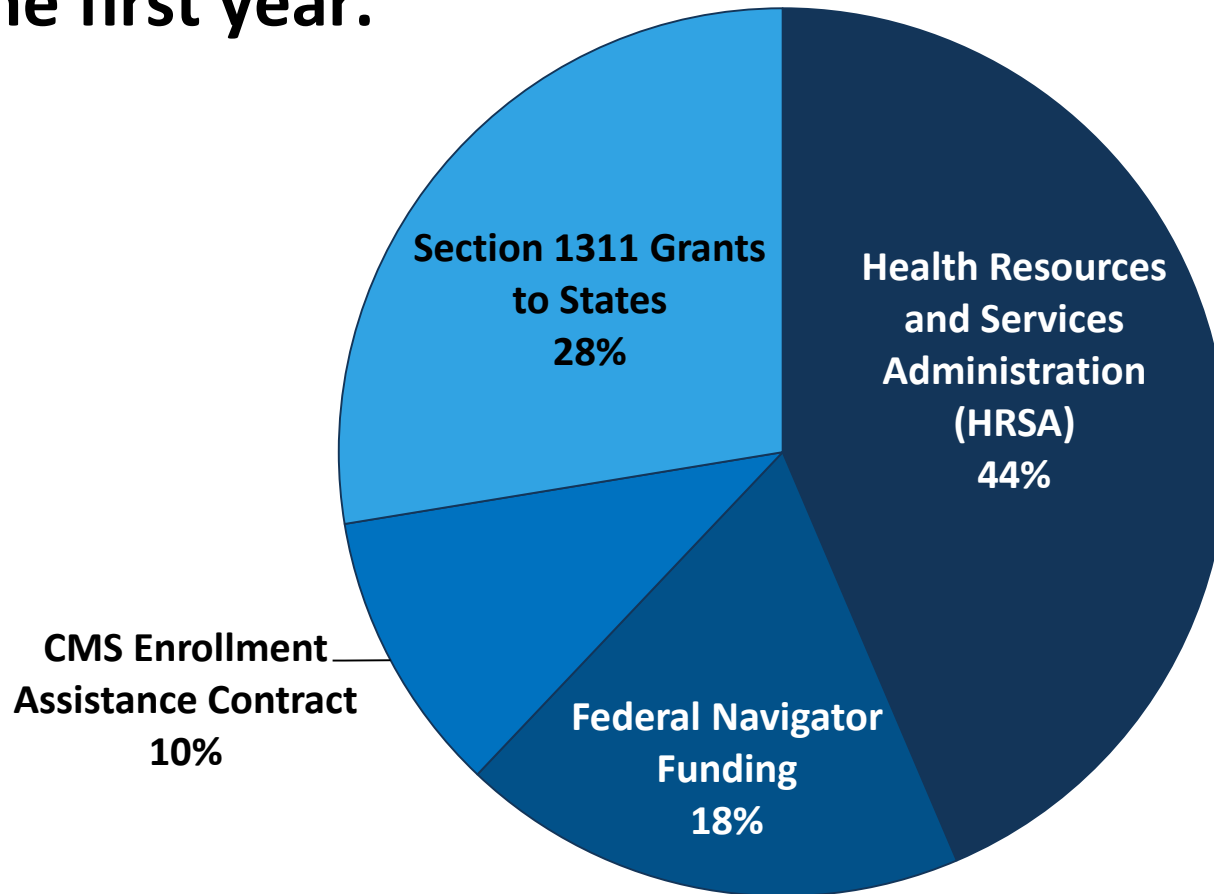
Many types of organizations supported Assister Programs.



SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 3

More than \$350 million in federal funding, along with funding from private sources, supported Assister Programs in the first year.



Total Federal Funding for Assister Programs = \$362 million

Figure 4

Brokers also played an important role in helping consumers enroll in coverage.

- Brokers have traditionally served consumers in the individual market, and their expertise in private insurance helped many consumer navigate the process of selecting a Qualified Health Plan (QHP).**
- Similar to other assisters, brokers completed required federal and state training.**
- Most brokers continued to receive commissions from insurance companies for QHP enrollment.**
- The level of collaboration between brokers and assisters varied across states; several State-based Marketplaces fostered coordination among the two groups.**