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From: Center for Consumer Information and Insurance Oversight (CCIIO) Centers for Medicare & Medicaid Services (CMS)

Title: Entities Approved to Use Enhanced Direct Enrollment

Enhanced direct enrollment (EDE) is a pathway for consumers to enroll in health insurance coverage through the Federally-facilitated Exchange. This pathway allows CMS to partner with the private sector to provide a more user-friendly and seamless enrollment experience for consumers by allowing them to apply for and enroll in an Exchange plan directly through an approved issuer or web-broker without the need to be redirected to HealthCare.gov or contact the Exchange Call Center.

For additional information on EDE, please view the fact sheet, available at:

<https://www.cms.gov/newsroom/fact-sheets/enhanced-direct-enrollment-pathway-health-insurance-exchange-coverage>

For frequently asked questions about EDE, visit: <https://www.cms.gov/programs-and-initiatives/health-insurance-marketplaces/direct-enrollment-and-enhanced-direct-enrollment>.

The public list of third-party entities approved to use an EDE pathway is provided below. This list is current as of April 28, 2023 but CMS will update the list as it approves more partners.

Table Key

- **Approved Entity Name:** Name of entity offering an approved EDE platform
- **Hosting an EDE Platform:** The checkmark indicates that the entity (referred to as a “primary EDE Entity” in CMS guidance) developed and is hosting an approved EDE platform that may be available for leasing to upstream EDE Entities
- **Entity Type:** Qualified health plan (QHP) issuer, web-broker, or Direct Enrollment (DE) Technology Provider
- **Website:** The entity’s homepage hyperlink

DE Entities Approved to Use Enhanced Direct Enrollment

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
Acosta Insurance	✓	Web-broker	www.enterate.com
Aetna CVS Health, Banner Aetna, and Innovation Health Plans	-	Issuer	www.aetna.com/aca-individual.html
Alliant Health Plans	-	Issuer	www.alliantplans.com
AmeriHealth Caritas Next	-	Issuer	www.amerihealthcaritasnext.com
Anthem	-	Issuer	www.anthem.com
Arkansas Blue Cross and Blue Shield	-	Issuer	www.arkansasbluecross.com
Aspirus Arise Health Plan of Wisconsin	-	Issuer	www.aspirushealthplan.com
AultCare Insurance Company	-	Issuer	www.aultcare.com
AvMed Inc.	-	Issuer	www.AvMed.org
BenefitAlign LLC	✓	Web-broker	www.benefitalign.com
Blue Cross and Blue Shield of Alabama	-	Issuer	www.bcbsal.org/sales/web/individuals/health
Blue Cross Blue Shield of Arizona	-	Issuer	www.azblue.com
Blue Cross and Blue Shield of Kansas	-	Issuer	www.bcbsks.com/
Blue Cross and Blue Shield of Kansas City	-	Issuer	www.bluekc.com
Blue Cross Blue Shield of Michigan Mutual Insurance Company and Blue Care Network	-	Issuer	www.bcbsm.com
Blue Cross and Blue Shield of Nebraska	-	Issuer	nebraskablue.softheon.com/ghp
Blue Cross Blue Shield of North Carolina	-	Issuer	www.bluecrossnc.com
BlueCross BlueShield of South Carolina	-	Issuer	sc.healthsherpa.com
BlueCross BlueShield of Tennessee	-	Issuer	BCBST.softheon.com
Capital Health Plan	-	Issuer	capitalhealth.com

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
CareSource	-	Issuer	www.caresource.com
Catch Insurance LLC	✓	Web-broker	www.catch.co
Centene Corporation	-	Issuer	www.centene.com
Chorus Community Health Plans	-	Issuer	chorushealthplans.jet-insure.com/
Cigna	-	Issuer	www.cigna.com
Common Ground Healthcare Cooperative	-	Issuer	commongroundhealthcare.org/
Community First	-	Issuer	exchange.communityfirsthealthplans.com
CommunityCare HMO Inc	-	Issuer	ccok.softheon.com/qhp/shopping/zip-code
Community Health Choice	-	Issuer	www.communityhealthchoice.org
Cox Health Plans	-	Issuer	www.coxhealthplans.com
Dean Health Plan	-	Issuer	www.deancare.com
FirstCare Health Plans	-	Issuer	www.firstcare.com
Florida Blue	✓	Issuer	www.floridablue.com
Friday Health Insurance Company, Inc.	-	Issuer	fridayhealthplans.softheon.com
GetInsured	✓	Web-broker	www.getinsured.com
Group Health Cooperative-SCW	-	Issuer	ghcsw.com
Health Alliance Medical Plans	-	Issuer	healthalliance.org
Health Care Service Corporation	✓	Issuer	www.hcsc.com
Health First	-	Issuer	hf.org/health_plans/individual/index.cfm
HealthMarkets	✓	Web-broker	www.healthmarkets.com
HealthPartners	-	Issuer	www.healthpartners.com/individual
HealthSherpa	✓	Web-broker	www.healthsherpa.com
HealthTrio	✓	DE Technology Provider	www.onlineinsight.com
Highmark	-	Issuer	www.highmark.com

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
Imperial Health	-	Issuer	www.imperialhealthplan.com
INSHURA	-	Web-broker	www.inshura.com/
INSXCloud, Inc	✓	Web-broker	INSXCLOUD.COM
JET Health Solutions	✓	Web-broker	www.jethealthsolutions.com
McLaren Health Plan Community	-	Issuer	mclaren.org/
Medica	-	Issuer	medica.com
MedMutual	-	Issuer	www.medmutual.com
MercyCare Health Plans	-	Issuer	www.mercycarehealthplans.com
Molina Healthcare	-	Issuer	www.molinahealthcare.com
Mountain Health Co-Op	-	Issuer	www.mountainhealth.coop
Network Health	-	Issuer	networkhealth.com
Optima Health	-	Issuer	www.optimahealth.com/plans/individual
Oscar Health	-	Issuer	www.hioscar.com
Paramount	-	Issuer	www.paramounthealthcare.com
Physicians Health Plan	-	Issuer	www.phpmichigan.com
Piedmont Community Healthcare HMO	-	Issuer	pchp.softheon.com/qhp
Priority Health	-	Issuer	www.priorityhealth.com
Quartz	-	Issuer	quartzbenefits.com
Quotit Corporation	-	Web-broker	Quotit.com
Sanford Health Plan	-	Issuer	sanford.healthsherpa.com
Scott and White Health Plan	-	Issuer	www.swhp.org
Security Health Plan of Wisconsin	-	Issuer	www.securityhealth.org
SelectHealth Inc.	-	Issuer	www.Selecthealth.org
Sendero Health Plans	-	Issuer	www.senderohealth.com
Softheon	✓	DE Technology Provider	www.softheon.com
Stride Health	✓	Web-broker	www.stridehealth.com
UHC	-	Issuer	uhcexchange.com
US Health and Life	-	Issuer	ascensionpersonalizedcare.com/
Via Benefits	-	Web-broker	app.viabenefits.com/ifp/

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
WellFirst	-	Issuer	www.wellfirstbenefits.com
Welltheos	-	Web-broker	w3ll.com