



Agent Credentialing/Licensure Requirements

Purpose:

At the core of any sustainable and successful business aimed at providing consumers with solutions that they cannot get in the workplace, is a network of insurance professionals who can provide the proper guidance and advice to our customers and find the right fit of health and financial insurance products to meet their needs. AMLI requires complete visibility into the distribution channel so that we know that only properly trained, licensed, and appointed agents are representing our products to the consumer. While there have been many variations on what is acceptable, we have taken the stance that we want only the best-trained and most effective professionals selling in our name. The SOP lays out the specific requirements for distribution to be considered credentialed by AMLI.

Policy:

To be able to sell AMLI products, each agent must be properly credentialed. Below are our requirements:

- Any individual who is engaged in the discussion of rates or benefits with a consumer prior to enrollment is deemed to be participating in the selling process.
- Any person who is selling, soliciting, marketing or binding AMLI coverage even only as part of a program of other products or services, must be duly licensed and appointed by AMLI in the state in which the certificate holder resides. AMLI will not accept “verifiers” or partnered agents as adherence to this rule.
- Any person that is engaged in the selling process must be properly and formally trained in AMLI’s products, have completed all the required disclosures and be contracted directly with AMLI in accordance with their administrative and marketing responsibilities.
- If distribution includes independent agents or other call centers, those entities will need to be licensed and appointed by AMLI and sign agent agreements. If their agents are salaried employees, they will still need to be licensed and appointed, but will not need to individually sign the agent agreement.
- AMLI strongly encourages (in some instances, requires) all selling entities to pre register themselves. Short of requesting full appointment, this allows agents to be appointed on the fly as enrollments come in, without the upfront expense of pre appointment and undue delays in processing appropriate sales compensation. Please see the Agent Information Administration section of this manual for more details.

Procedure:

Appointment/registration requirements vary by agent type:

Call Center Agents Requirements

- All Call Centers must pre-register with AMLI prior to the start of marketing activities.
- Call Centers may use unlicensed greeters if there is a clear script that they are merely taking information to get the prospect to the right agent (MM or LM and with proper licensure/appointment). The script must be approved in advance.
- Any agent talking to a prospect must be licensed (and ultimately appointed) in the resident state of the consumer. We recommend that appointment be completed in advance of marketing. AMLI requires advance appointment of agents in accordance with all state regulations requiring such.
- Non-agent verification is acceptable so long as the script is clear and is approved in advance, there is obvious workflow for questions back to the agent, the verification is taped and structured and the verifier is not paid an incentive for closing the sale. The verifier in this case acts as an enroller, pure and simple.
- We recommend that all calls be recorded for the agency's protection from dial tone to dial tone.
- All agents must be properly credentialed by AMLI. In order to qualify agents are required to read, understand and sign appropriate disclosures. Prior to marketing AMLI products agents must have signed an agent contract and have received formal training re: the "market", product, expectations and responsibilities of individual agents and compliance mandates including agent licensing, agent appointments and advertising requirements.

Point of Sale Agent Requirements

- Any agent talking to a prospect must be licensed (and ultimately appointed) in the resident state of the consumer. AMLI requires advance appointment of agents in accordance with all state regulations requiring such.
- Appointment can be completed with the first sale (except for the states that require pre appointment) but there must be a cogent process for flagging un-appointed agents with the first enrollment so that the appointment paperwork reaches AMLI in ample to time to appoint the agent (within 2 weeks of the effective date). If such a process is not possible, then agents must be appointed in advance.
- Any agency with more than 5 full time selling agents, must be appointed by AMLI prior to the start of marketing activities.
- All agents must be properly credentialed by AMLI. In order to qualify agents are required to read, understand and sign appropriate disclosures. Prior to marketing AMLI products agents must have signed an agent contract and have received formal training re: the "market", product, expectations and responsibilities of individual agents and compliance mandates including agent licensing, agent appointments and advertising requirements.

General Agent Requirements

- All General Agents must be appointed by AMLI prior to start of marketing activities.
- All General Agents must be licensed as an insurance agent in their home State and contracted and appointed with AMLI.
- If the GA is not directly engaged in the selling of insurance and is only receiving overrides, then the GA is not required to be licensed in all States where they recruit down line agents.

Agent Processing and Appointment Administration

Registration versus Appointment

There are two Agent statuses in AMLI's Core Processing System, registration and appointment. Registration is a pre appointment status that allows marketers to sign up agents and allow for completion of required product training without necessarily having to incur the upfront costs of appointment. This dramatically speeds the agent credentialing process upon presentation of an enrollment. In order for an Agent or other selling entity to be properly recognized as Agent of Record on a member enrollment, they must be appointed by AMLI. Some selling entities must be pre-registered. Summarizing the requirements:

Agent Type	Registration/Appointment Requirement
Point of Sale Agent	Preregistration encouraged. Pre-appointment required in a couple of states. Will appoint with initial enrollment and appoint on a state by state basis
Call Center	Must be pre-appointed
General Agent	Must be pre-appointed

Data and Workflow

The key data element that drives the credentialing process is the National Producer Number (NPN). This is the unique identifier that helps AMLI check credentials and complete the appointment process. In addition to the NPN, the data elements required for license verification and registration/appointment are contained in the Agent Manual. In addition, to these documents, GAs and Call Centers are expected to complete the Sales and Distribution Profile. Besides profile data, the following disclosures/documents require signature:

- AMLI contract
- Agent Data form
- Agent Marketing/Advertising disclosure
- Agent Licensure Requirement disclosure

Program Managers will have several channels available through which to provide AMLI relevant agent data, Web, hard copy or data file.