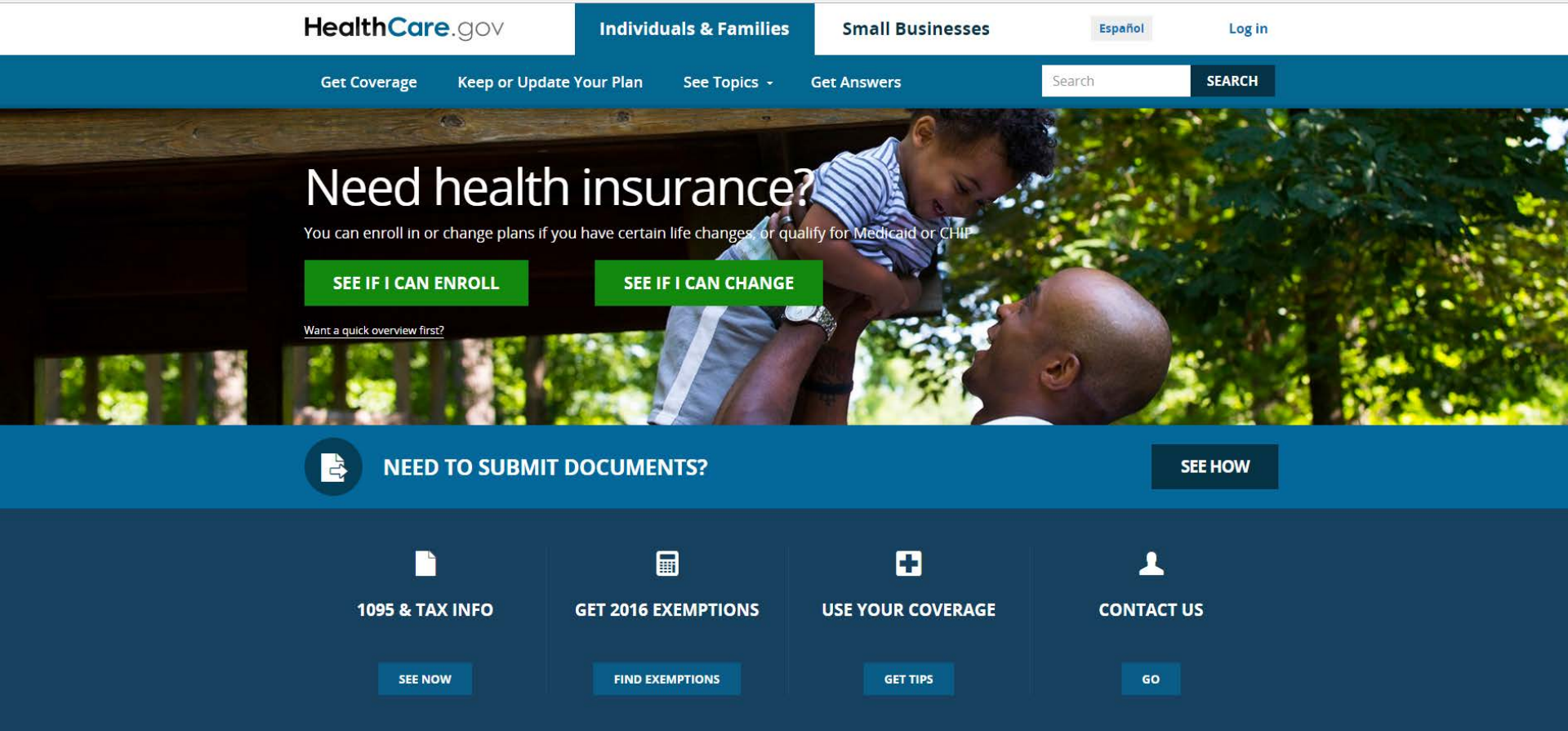
CMS
CENTERS FOR MEDICARE & MEDICAID SERVICES

Create a Marketplace Account



Question 1

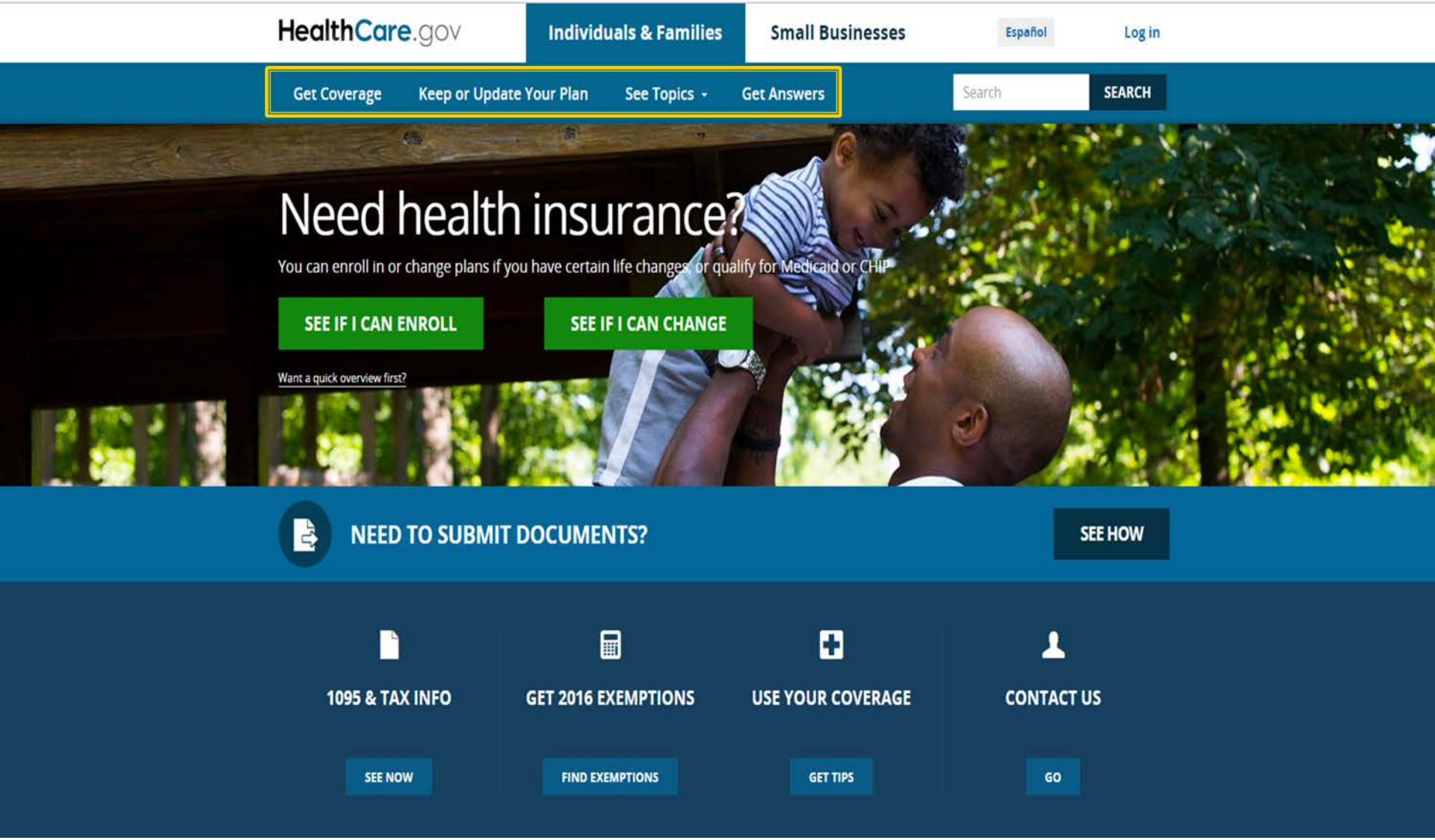
- How often do consumers come to you for help in creating a Marketplace account?

Question 2

After creating their account, consumers will have to verify their identity. Although the Marketplace does not require a consumer to submit documentation to verify their identity, it is often helpful for the consumer to have documents with them to help them respond to the identity verification questions.

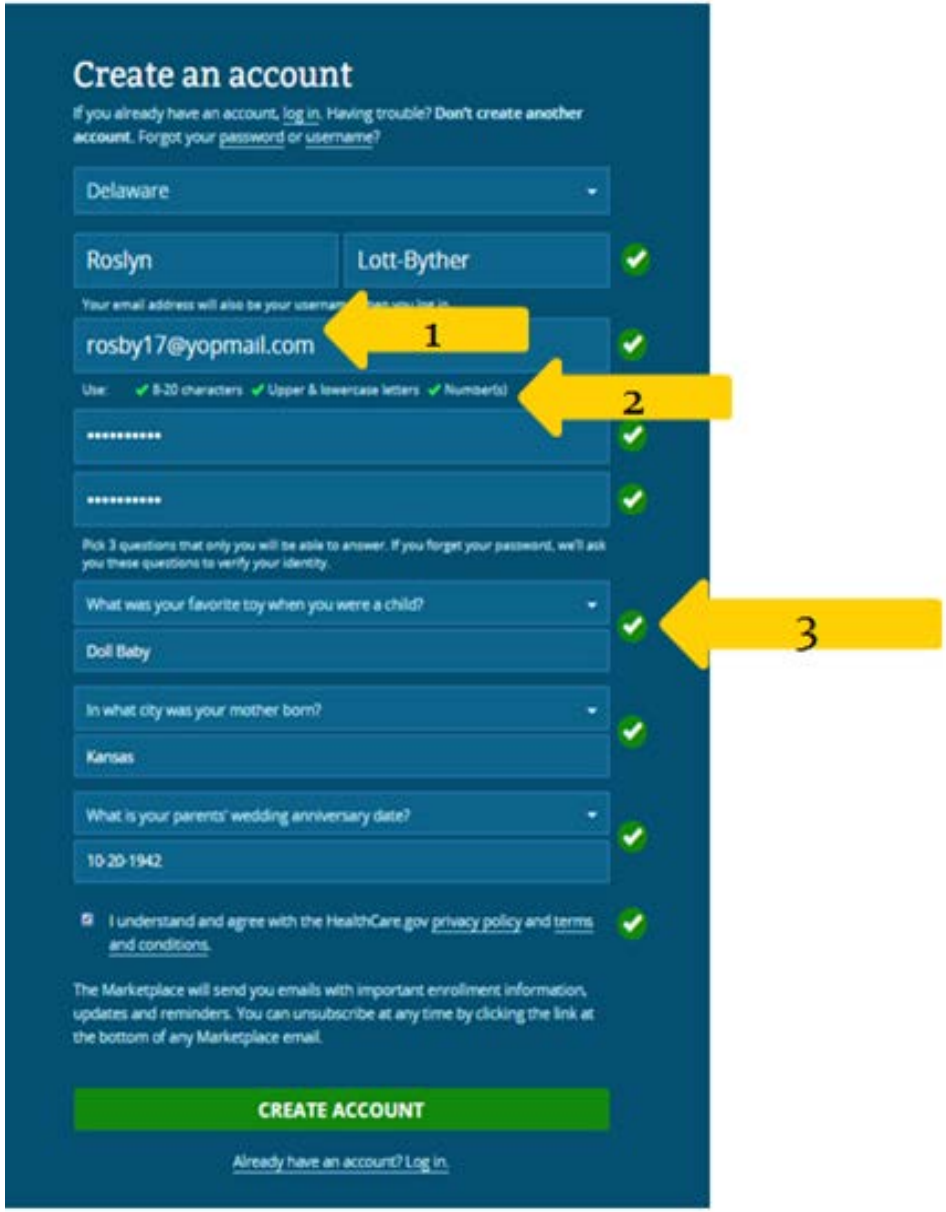
- **What documents do you recommend that consumers bring with them to the appointment to make this process faster and easier to complete?**

HealthCare.gov Homepage



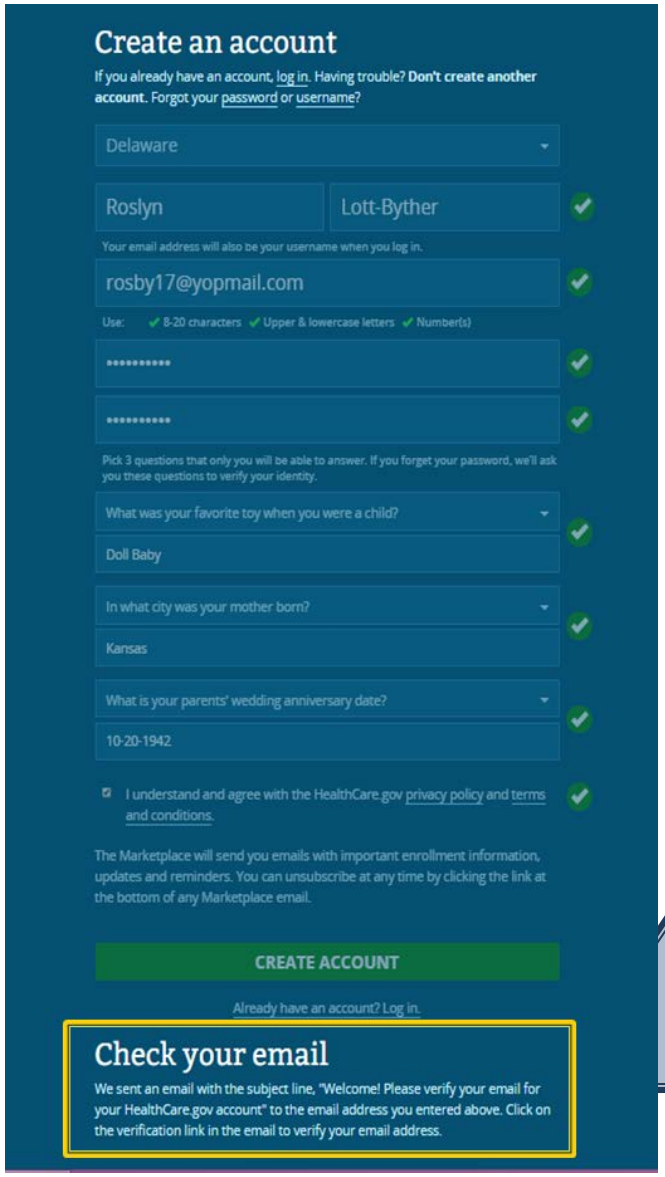
Select a State

Account Creation

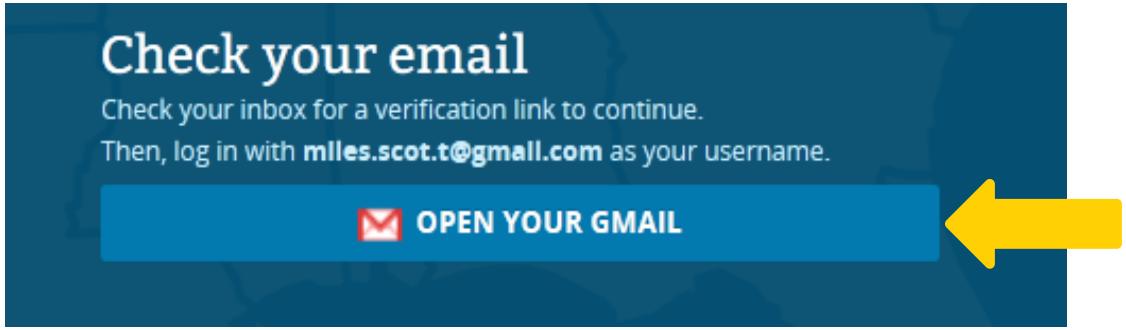


1. Consumers' email addresses are their usernames
2. Real-time verification of email typos
3. Green checkmarks that dynamically pop up as consumers successfully complete each section and meet password criteria

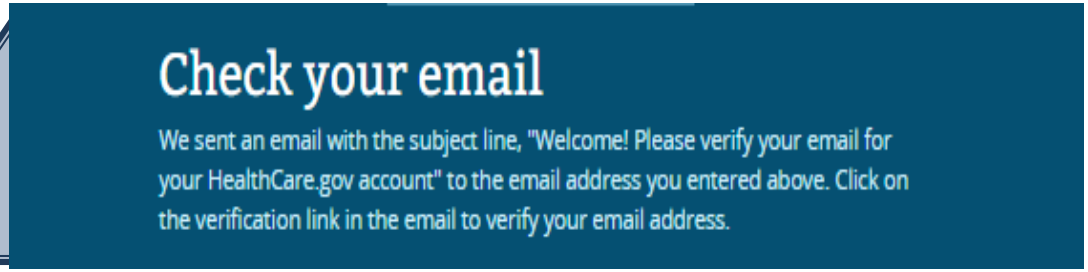
Account Creation (continued)



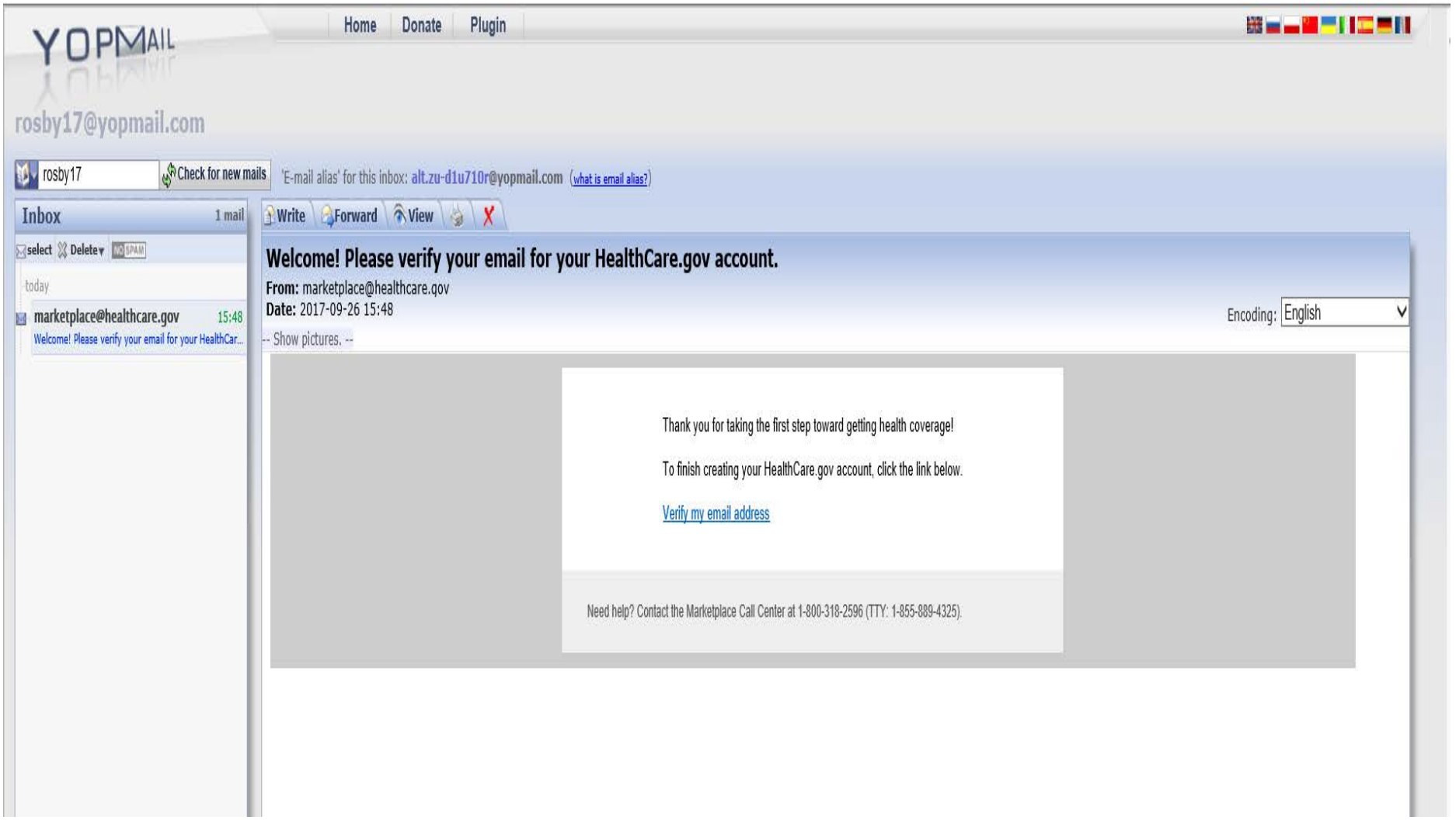
- Notification includes a direct link to major email providers



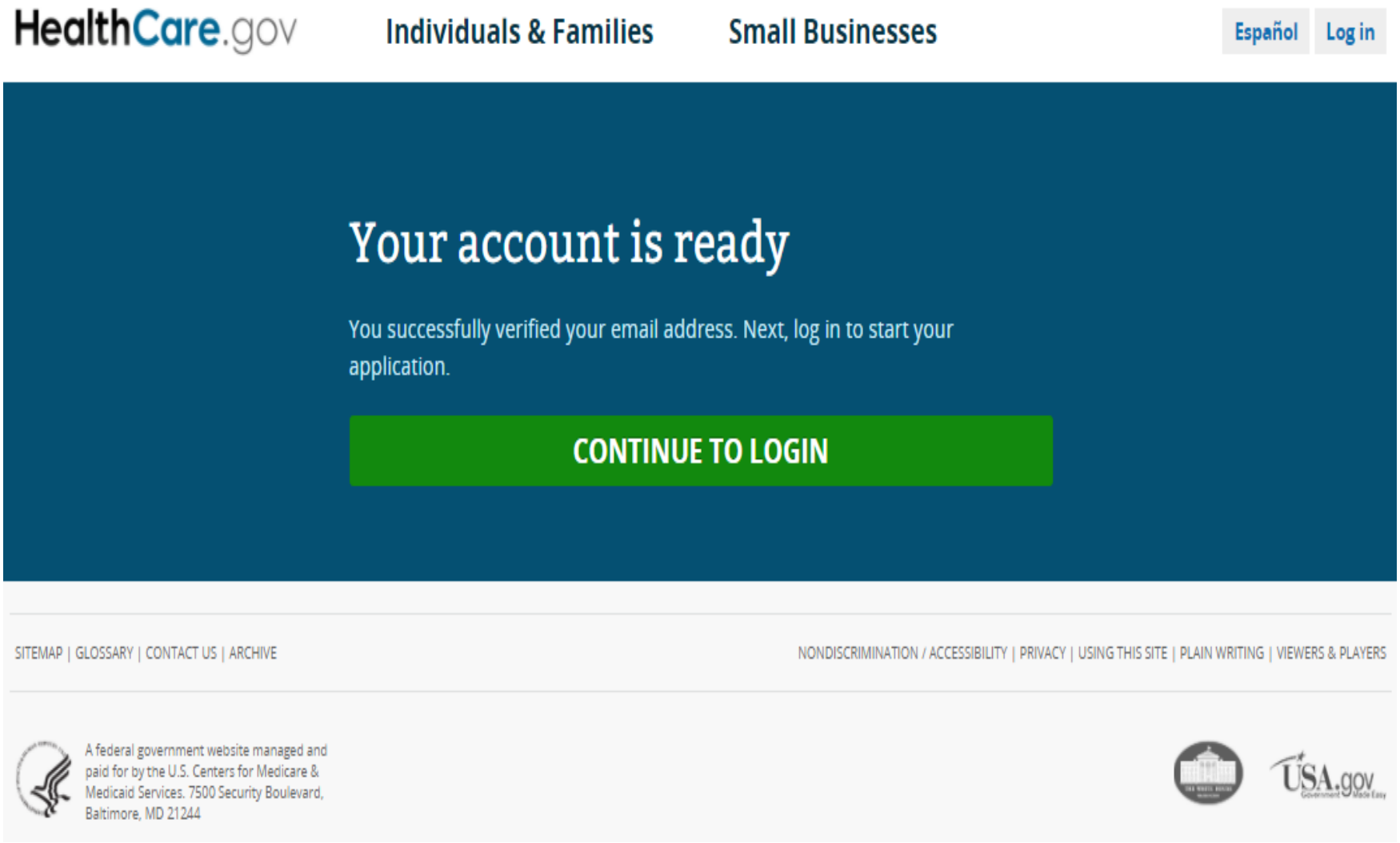
- Some email addresses won't include a direct link



Verify Your Email



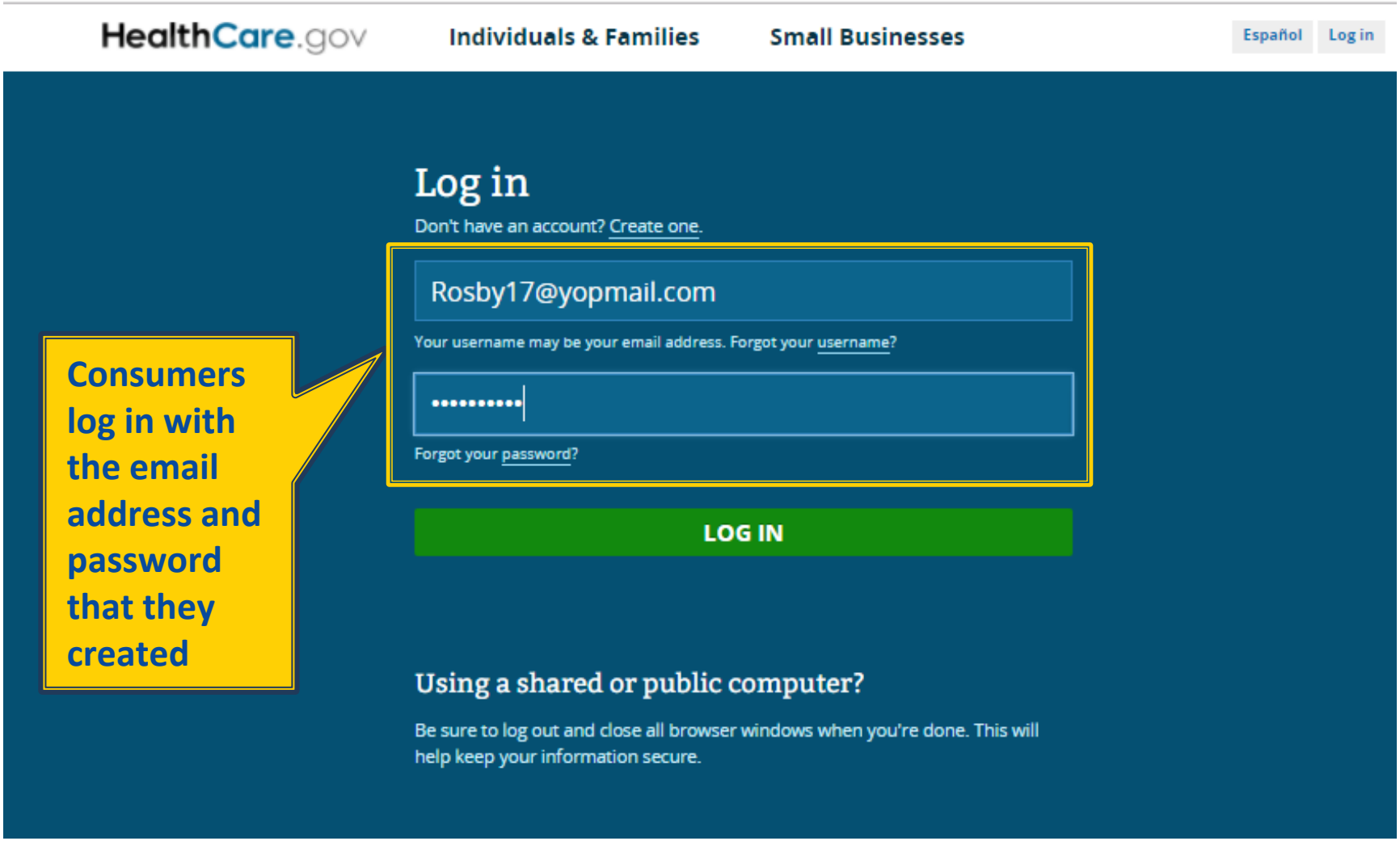
Your account has been created!



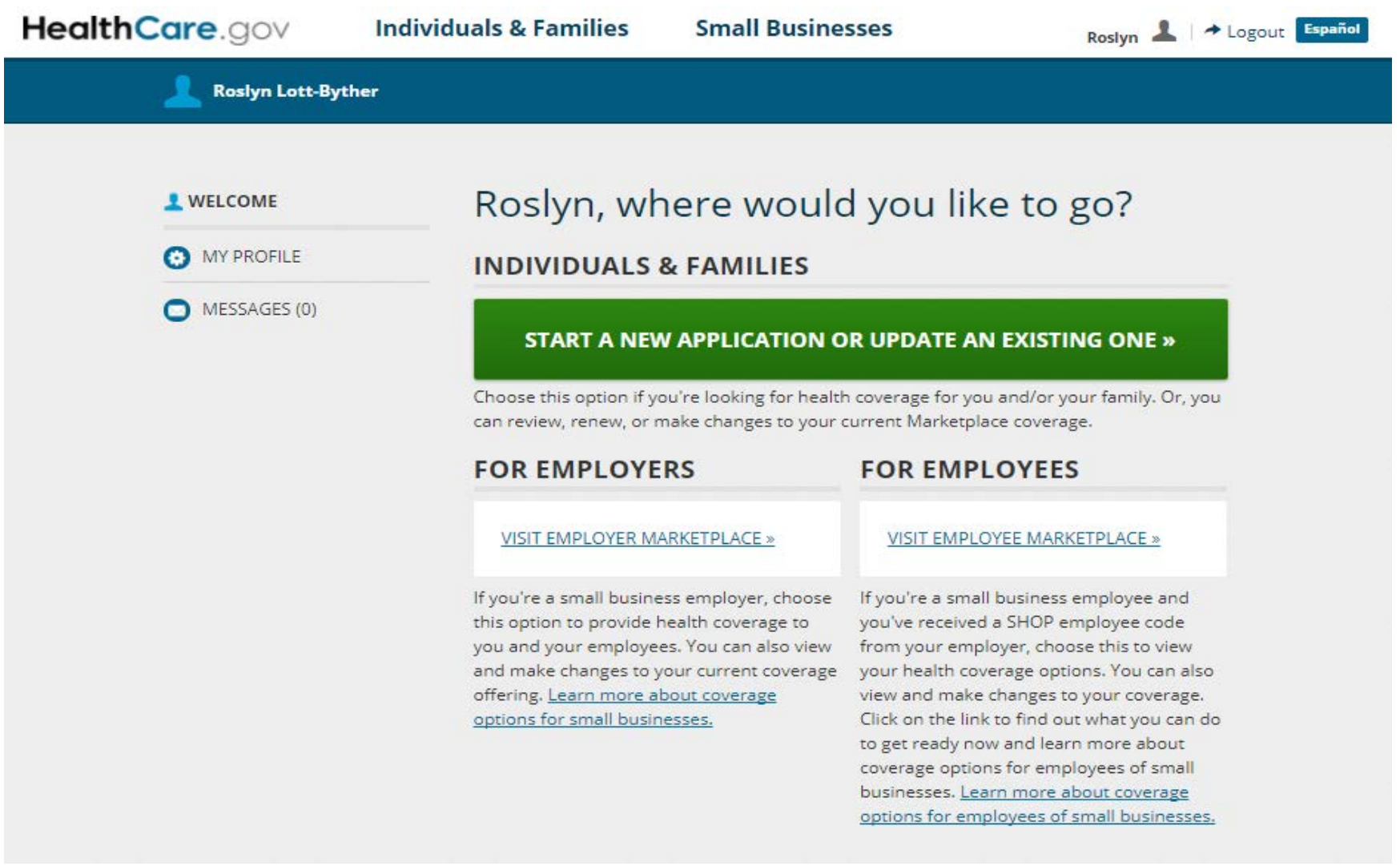
Question 3

- When helping consumers create an account for the first time, what are some of the most common problems you face?

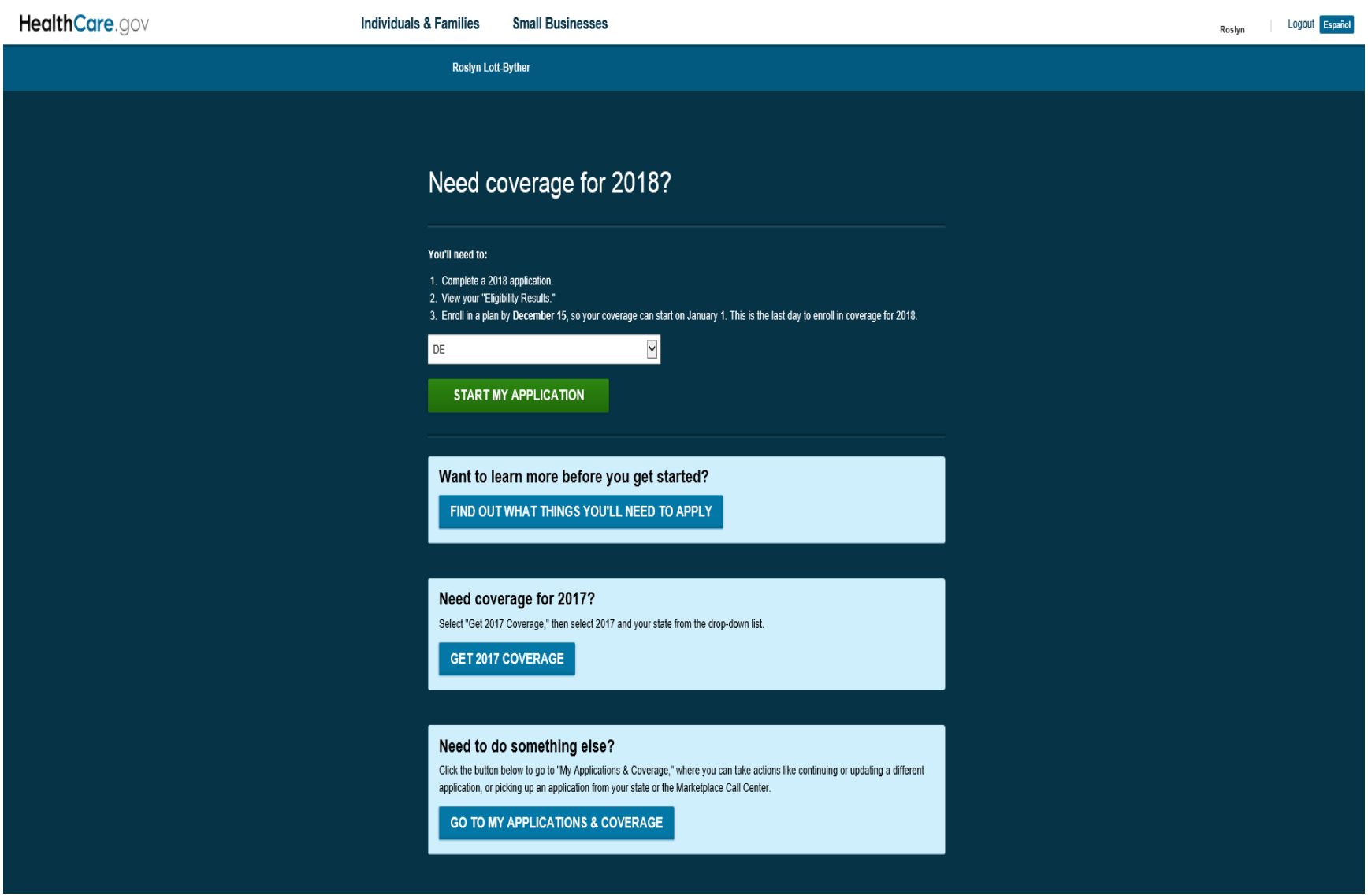
Log in Directly



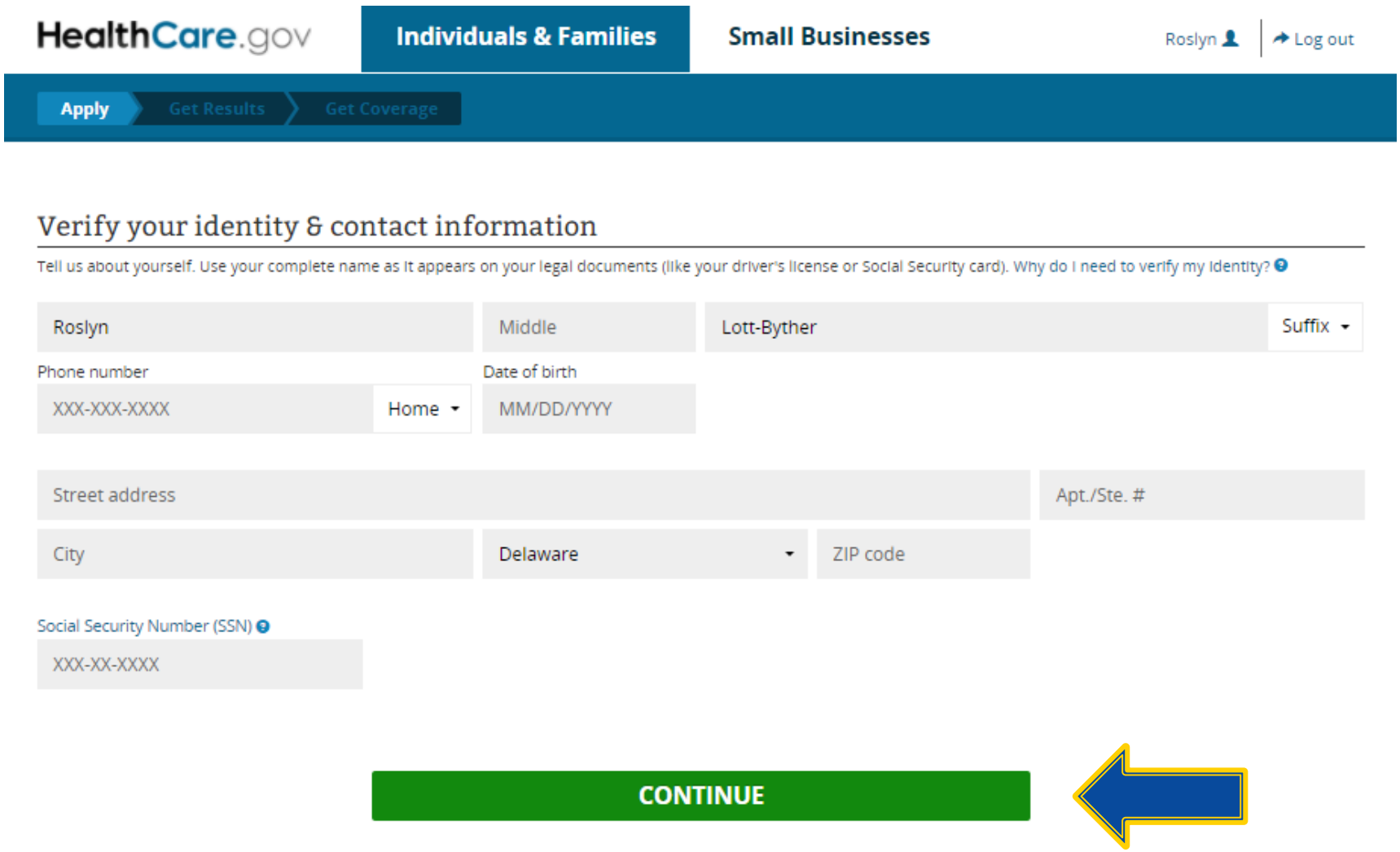
Application



Application (continued)



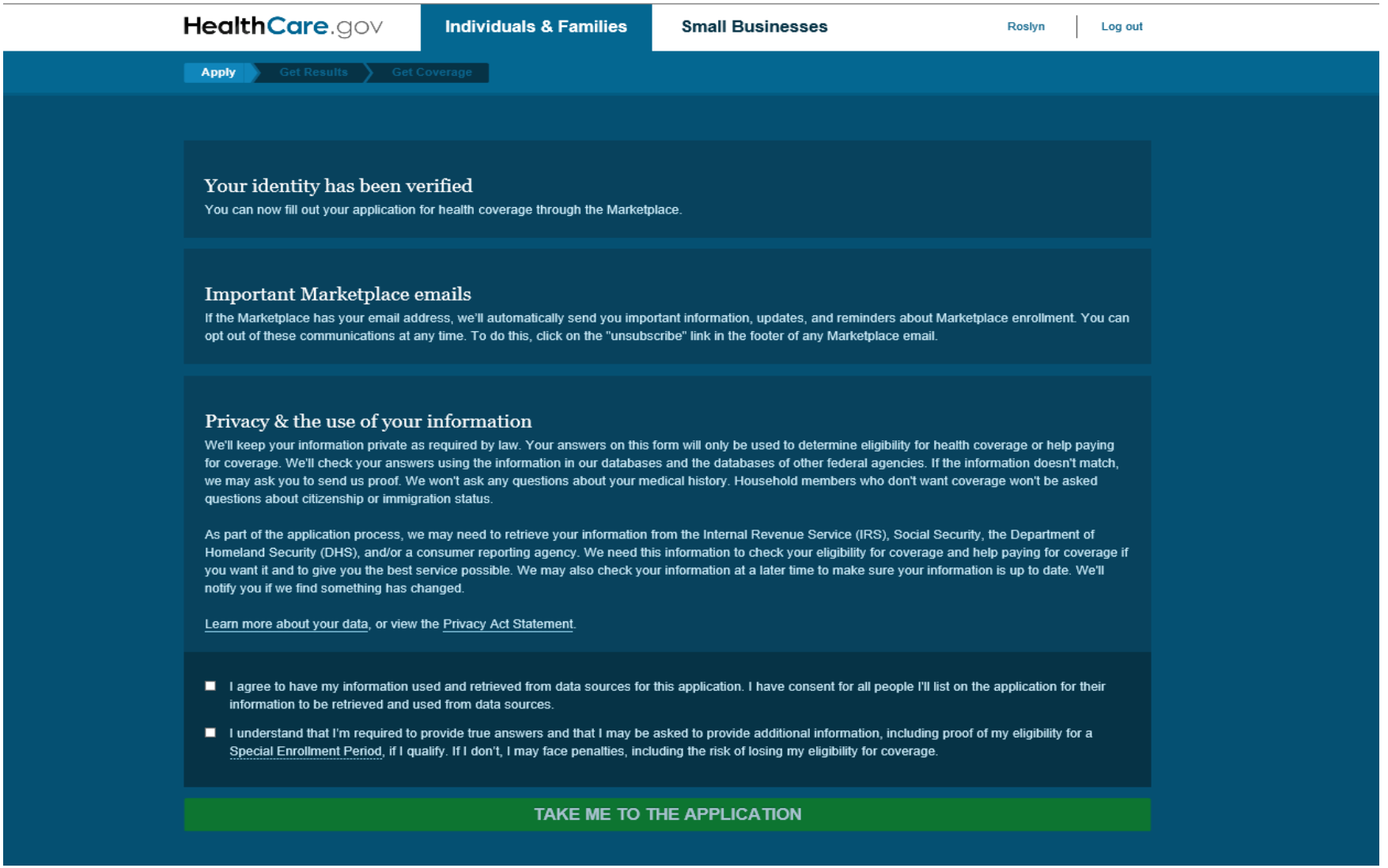
Enter Your Contact Information



Answer Identity Verification Questions

- Next consumers will answer questions to verify their identity and help protect their personally identifiable information.
- Exact questions will depend on their particular situations. Questions may ask about things their address history, a current or previous employer, or a previous phone number among other questions.
- Consumers should be reminded in some cases, none of the information that appears on the screen will be accurate. In those cases, consumers should select “none of the above” to continue the identity verification process.
- Once they’re finished answering the questions, consumers should select the “Verify My Identity” button. If they pass the identity proofing process, the next page will appear.

Identity is Verified/
Privacy & Use of Your Information



Question 4

- What is one best practice tip that you use to help make creating an account faster and easier for consumers?

Resources

- **Marketplace tips to get started:** https://www.healthcare.gov/quick-guide/
- **Application process assistance:** https://marketplace.cms.gov/technical-assistance-resources/application-process-assistance.html
- **ID Proofing explanation:** https://www.healthcare.gov/help/verifying-your-identity/