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NAIC Passes "Trusted Advisor" Resolution

BenefitMall would like to announce that the National Association of Insurance Commissioners (NAIC) has passed a resolution which defines and recognizes brokers' roles in the health care industry, as the insurance consumer's "Trusted Advisor."

As a part of the Patient Protection and Affordable Care Act, the role of the health insurance Navigator was created in order to communicate health plan enrollment information and provide referrals to insurance consumers. These individuals differ from brokers in that they are not licensed and do not receive the required continuing education to maintain these licenses, such as insurance brokers. This additional role led to the concern that unlicensed Navigators would be performing part of the traditional responsibility of the licensed broker.

Therefore, a resolution was created to limit the role of Navigators and ensure that the brokers' responsibilities remain upheld. Through the passing of this resolution early this week, Navigators will be limited to directing insurance consumers to licensed brokers and government agencies, thus allowing brokers to maintain their current role in the health care industry.

Find more information regarding this resolution at www.HealthcareExchange.com. For further assistance, please contact your local BenefitMall Sales Team.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bernard DiFiore'.

Bernard DiFiore
President and Chief Executive Officer

www.benefitmall.com

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