

Requirements Overview

The following provides an overview of the Requirements when adding a new carrier to the program.

A). Contact Information Tab

- 1). Please **complete the Contact Information** tab.

B) Medical Benefit Information Tab

- 1) **Complete the Medical Benefit Template** tab of this document for all medical plans to be added.
Show the plan names (62-character limit), and plan benefits as you would like them displayed on the site.
Do not add or remove rows since this document mirrors the "Benefit Details" on the site and must remain consistent for all carriers.
- 2) **Provide a PDF of the benefit brochure and E&Ls for each plan on the site.** Files will be used in "More Details" and "E&L" links.
We can use separate files for each plan, or one file that shows all plan. Smaller files are better for dial-up users.
- 3) For all other optional benefits (Term Life, Maternity, and Vision), a PDF of the plan brochure listing the plan details is needed.

C). Rating Information Tab

- 1). Please complete the **Rating Information** tab.
- 2) Please provide **rates in electronic format (excel preferred)**. If there is a rating formula, provide a step-by-step example for development.
Include rates for optional benefits, if applicable.
- 3) What is the **rate expiration date**?
Requested effective dates beyond the rate expiration date will produce a rate disclaimer message on the site as follows:

"The carrier is in the process of updating the monthly premium and/or benefits of this plan. You can continue with your application and we will notify you of the updated premium and/or benefits within 10 days. If you are not satisfied you may decline the policy and return to this Website to select another plan with no obligation."
- 4) Is there a source (other than rate sheet) to verify our rate results (rating engine disk, Web site, will test cases be provided).
- 5) Define the **service area** for each plan or plan type by including a comprehensive list of zip codes, or counties/regions/areas.

D). Provider Search Tab

1). Please complete the provider search tab.

E). Other Information

10) Logo

Provide a small logo – Size: 116 X 35 px Preferred Format: .gif file (or .eps file which will be converted to a .gif)

Provide a large logo – Size: 232 X 70 px Preferred Format: .gif file (or .eps file which will be converted to a .gif)

If these sizes are not available, we prefer a larger size than listed (.eps preferred) so we can shrink to the appropriate size.

File Format Reference:

.gif (Graphics Interchange Format) - is a compressed graphic file normally used for images (e.g. logos, cartoons, etc) that do not require too many colors (maximum 256). It is a common format for image files, especially suitable for images containing large areas of the same color.

.eps (Encapsulated PostScript) - A file format used to transfer PostScript image information from one program to another. It is the preferred file format for saving images, as it is resolution independent.

.jpg (Joint Photographic Experts Group) - A common file format for photo-realistic images. Not as common as GIF for banners because JPEG compression has a tendency to blur small text.

11) **Company profile.** When you click on a company logo on the Compare quotes page, the profile will display.

Visit www.qa.ehealthinsurance.com to see how this is displayed.

- a) Carrier description with address and phone number
- b) Network and coverage data including Founded In, Number of Employees, Coverage Area, Membership, Network
- c) Awards and Recognitions
- d) Subsidiaries

12) **Provider Data File Sample.** Most carriers want to participate in this sales advantage asap, but not essential for initial release. eHealth hosts our own provider search service on the Compare Quotes page. To participate, the first step is to send eHealth a sample of your current provider data file so we can verify compatibility. If this is not a simple request, or a third party manages your provider network, you may also show your provider/IT stakeholders the requirements in the attached **Provider Search** tab.

13) **Underwriting guidelines** and/or **Sales Guide.** Not being used for programming, will be for reference only.

14) **Commission Information.**

15) Complete the **Word Document** within the **Call Center Questions** tab.