

Broker Administration Services
Horizon Blue Cross Blue Shield of New Jersey
3 Penn Plaza East, PP-13E
Newark, NJ 07105-2200
broker_borrequest@horizonblue.com

Member ID or SSN
Last Name, First Name
Effective Date
Agent NPN
On Exchange Member

Dear Commissions Department:

Please be advised that I am appointing _____ and _____ as the Broker of Record for myself and if applicable my entire household for purposes of enrollment in Horizon BCBSNJ and will be applicable to all of my consumer plans unless otherwise noted below:

Health Plan Dental Plan Vision Plan

I understand that the agent/broker is contracted with Horizon BCBSNJ and the agent has informed me of their functions and responsibilities, all consumer protection standards that apply to their agent/broker role.

I understand it is my responsibility to provide complete and accurate information to the agent, without misrepresentation and I must notify the Marketplace of any inaccurate information included in my eligibility determination. I understand that I do not have to share additional personal information about myself or my health with my Agent beyond what is required for eligibility and enrollment purposes.

By consenting to this agreement, I authorize this Agent to view and use the confidential information provided by me in writing, electronically, or by telephone to search for an existing Marketplace application, complete an application for eligibility and enrollment in a Qualified Health Plan or advance premium tax credits to help pay for Marketplace plan premiums or other government insurance programs, such as Medicaid and CHIP. The agent may also provide ongoing account maintenance and enrollment assistance when necessary or assist in responding to inquiries from the Marketplace regarding my Marketplace enrollment.

I have reviewed and confirm to be accurate the information provided in the eligibility application.

I understand once effective, commissions will be paid according to Horizon BCBSNJs commission guidelines in the Individual Market and this authorization will replace any current Broker of Record.

I acknowledge I may revoke this authorization and/or provide limitations on the access or use of my personally identifiable information (PII) at any time by advising the agent in writing.

Print Name _____ Date _____

Signature _____

Phone _____ Email _____

2026 INDIVIDUAL MARKET BROKER OF RECORD GUIDELINES

1. All agents selling ON or OFF Individual Marketplace or SHOP products must complete the annual Convey Miramar Agent registration process tying them to one GA/Master Broker for the entire 2026 calendar year. Agents without a registered NPN number on file will not receive compensation from Horizon BCBSNJ until Convey Miramar Agent registration is complete.
2. Agents must complete Convey Miramar Agent registration by November 15th or prior to assisting consumers with Individual Marketplace products. Agents must submit a request to change their affiliated GA/Master Broker by November 30th or be tied to the same GA/Master Broker for the full upcoming calendar year.
3. During the Open Enrollment Period an agent will become the Broker of Record automatically for any enrollments submitted through the Horizon Broker Portal and will not need to submit a Broker of Record letter.
4. We are unable to guarantee agent information will accurately transfer in electronic format for any business submitted outside of the Horizon Broker Portal and will require a Broker of Record letter to ensure credit.
5. Please be advised that if an individual member calls our Horizon tele-sales area and speaks with a representative to convert or make any changes to their current plan where a new enrollment application is required, the BOR will automatically transfer to that Horizon BCBSNJ representative.
6. BOR request/consent forms are only allowed between November 1st and December 31st for a January 1st effective date unless a valid enrollment application is received as outlined above.
7. Horizon BCBSNJ has revised the existing BOR letter to comply with HHS/NJDOBI standards for agents obtaining a form of consent prior to assisting consumers with NJSBE/Marketplace plans.

FREQUENTLY ASKED QUESTIONS

1. **When is the last day an agent can take over as broker of record for an Individual consumer?** An agent has until December 31st to assume BOR for an existing member by submitting this form. The BOR will begin as of January 1st or the effective date of the policy during a qualifying SEP and the agent will remain until the consumer elects another agent during the next calendar year OEP season or the policy is no longer active.
2. **How does Horizon BCBSNJ confirm brokers are tied to consumer applications submitted via the NJSBE/Marketplace?** Horizon BCBSNJ will verify agent NPN information using the 834 enrollment files received daily from the New Jersey State Based Exchange.
3. **Will there be a process and accountability in place for Horizon BCBSNJ to respond to BORs that are received?** GA/Master Brokers should continue using the designated inquiry email address, broker_commission_inquiry@horizonblue.com for the Horizon BCBSNJ Commissions Area. Please review enrollment and commission reports once OEP is complete for confirmation of agent of record updates.
4. **How does an agent move his Individual Market book of business from Master Broker P to Master Broker Z?** Horizon BCBSNJ tracks all ON and OFF Exchange Consumer business by agent NPNs and will have cases moved automatically once an agent completes Miramar Agent registration. Agents with existing OFF Exchange business tied to a Master Broker agency NPN will need to obtain a new BOR or complete a Block Transfer Request form. Block transfers will be allowed from November 1st through December 31st for a January 1st effective date.