Department of Health & Human Services
Centers for Medicare & Medicaid Services
Center for Consumer Information & Insurance Oversight
200 Independence Avenue SW
Washington, DC 20201

Date: April 7, 2026

From: Center for Consumer Information and Insurance Oversight (CCIIO) Centers for Medicare & Medicaid Services (CMS)

Title: Entities Approved to Use Enhanced Direct Enrollment

Enhanced direct enrollment (EDE) is a pathway for consumers to enroll in health insurance coverage through the Federally-facilitated Exchange. This pathway allows CMS to partner with the private sector to provide a more user-friendly and seamless enrollment experience for consumers by allowing them to apply for and enroll in an Exchange plan directly through an approved issuer or web-broker without the need to be redirected to HealthCare.gov or contact the Exchange Call Center.

For additional information on EDE, please view the fact sheet, available at: https://www.cms.gov/newsroom/fact-sheets/enhanced-direct-enrollment-pathway-health-insurance-exchange-coverage.

For frequently asked questions about EDE, visit: https://www.cms.gov/marketplace-private-insurance/agents-brokers/direct-enrollment-partners.

The public list of third-party entities approved to use an EDE pathway is provided below. This list is current as of April 7, 2026, but CMS will update the list as it approves more partners.

Table Key

- **Approved Entity Name**: Name of entity offering an approved EDE platform
- **Hosting an EDE Platform**: The checkmark indicates that the entity (referred to as a "primary EDE Entity" in CMS guidance) developed and is hosting an approved EDE platform that may be available for leasing to upstream EDE Entities
- **Entity Type**: Qualified health plan (QHP) issuer, web-broker, or Direct Enrollment (DE) Technology Provider
- **Website**: The entity's homepage hyperlink

DE Entities Approved to Use Enhanced Direct Enrollment

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
22 Health Plan	-	Issuer	https://22healthplan.com/
Acosta Insurance	✓	Web-broker	www.enterate.com
Alight Health Market Insurance Solutions	-	Web-broker	retiree.alight.com
Alliant Health Plans	-	Issuer	www.alliantplans.com
Allstate Health Solutions	-	Web-broker	allstatehealth.com/
AmeriHealth Caritas Next	-	Issuer	www.amerihealthcaritasnext.com
Anthem	-	Issuer	www.anthem.com
Antidote Health	-	Issuer	antidotehealth.com/
Arkansas Blue Cross and Blue Shield	-	Issuer	www.arkansasbluecross.com
Aspirus Arise Health Plan of Wisconsin	-	Issuer	www.aspirushealthplan.com
Avera Health Plans	-	Issuer	Averahealthplans.com
Blue Cross and Blue Shield of Alabama	-	Issuer	www.bcbsal.org/sales/web/individuals/health
Blue Cross Blue Shield of Arizona	-	Issuer	www.azblue.com
Blue Cross and Blue Shield of Kansas	-	Issuer	www.bcbsks.com/
Blue Cross and Blue Shield of Kansas City	-	Issuer	www.bluekc.com
Blue Cross Blue Shield of Michigan Mutual Insurance Company and Blue Care Network	-	Issuer	www.bcbsm.com
Blue Cross and Blue Shield of Nebraska	-	Issuer	nebraskablue.softheon.com/qhp
Blue Cross Blue Shield of North Carolina	-	Issuer	www.bluecrossnc.com
BlueCross BlueShield of South Carolina	-	Issuer	sc.healthsherpa.com
BlueCross BlueShield of Tennessee	-	Issuer	BCBST.softheon.com

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
BlueCross BlueShield of Wyoming	-	Issuer	shop.wyomingblue.com
Cambia Health Solutions, Inc.	-	Issuer	cambia.healthsherpa.com
Capital Health Plan	-	Issuer	capitalhealth.com
CareSource	-	Issuer	www.caresource.com
Catch Insurance LLC	✓	Web-broker	www.catch.co
Centene Corporation	-	Issuer	www.centene.com
Christus Health Plan	-	Issuer	christus.healthsherpa.com
Cigna	-	Issuer	www.cigna.com
Community First	-	Issuer	exchange.communityfirsthealthplans.com
CommunityCare HMO Inc	-	Issuer	ccok.softheon.com/qhp/shopping/zip-code
Community Health Choice	-	Issuer	www.communityhealthchoice.org
Cox Health Plans	-	Issuer	www.coxhealthplans.com
Dean Health Plan	-	Issuer	www.deancare.com
Florida Blue	✓	Issuer	www.floridablue.com
Florida Health Care Plans	-	Issuer	www.fhcp.com/
GetInsured	✓	Web-broker	www.getinsured.com
Group Health Cooperative-SCW	-	Issuer	ghcscw.com
Harbor Health	-	Issuer	Harborhealth.healthsherpa.com
Health Care Service Corporation	-	Issuer	www.hcsc.com
Health First	-	Issuer	hf.org/health_plans/individual/index.cfm
HealthMarkets	-	Web-broker	www.healthmarkets.com
HealthSherpa	✓	Web-broker	www.healthsherpa.com
Highmark	-	Issuer	www.highmark.com
Imperial Health	-	Issuer	www.imperialhealthplan.com
InStil Health	-	Issuer	Instil.healthsherpa.com
JET Health Solutions	✓	Web-broker	www.jethealthsolutions.com

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
Kaiser Foundation Health Plan	-	Issuer	kaiserpermanente.healthsherpa.com
Lucie	✓	Web-broker	enroll.luciehealth.com
McLaren Health Plan Community	-	Issuer	mclaren.org/
Medica	-	Issuer	medica.com
MedMutual	-	Issuer	www.medmutual.com
Mending	-	Issuer	www.mending.com/
Messer Financial Group - MyMFG	✓	Web-broker	www.messerfinancial.com
MercyCare Health Plans	-	Issuer	www.mercycarehealthplans.com
Molina Healthcare	-	Issuer	www.molinahealthcare.com
Mountain Health Co-Op	-	Issuer	www.mountainhealth.coop
mPulse	✓	DE Technology Provider	mpulse.com
Network Health	-	Issuer	networkhealth.com
Oscar Health	-	Issuer	www.hioscar.com
Paramount	-	Issuer	www.paramounthealthcare.com
Priority Health	-	Issuer	www.priorityhealth.com
Quartz	-	Issuer	quartzbenefits.com
Quotit Corporation	-	Web-broker	Quotit.com
Sanford Health Plan	-	Issuer	sanford.healthsherpa.com
Scott and White Health Plan	-	Issuer	www.swhp.org
Security Health Plan of Wisconsin	-	Issuer	www.securityhealth.org
SelectHealth Inc.	-	Issuer	www.Selecthealth.org
Sendero Health Plans	-	Issuer	www.senderohealth.com
Softheon	✓	DE Technology Provider	www.softheon.com
Stride Health	✓	Web-broker	www.stridehealth.com
SummaCare	-	Issuer	www.summacare.com/
UHC	-	Issuer	uhcexchange.com
University of Utah	-	Issuer	uhealthplan.utah.edu/
Via Benefits	-	Web-broker	my.viabenefits.com /

Approved Entity Name	Hosting an EDE Platform	Entity Type	Website
Welltheos	-	Web-broker	w3ll.com
Wellmark	-	Issuer	shop.wellmark.com
WellPoint	-	Issuer	wellpoint.com
WellSense Health Plan	-	Issuer	wellsense.org