



BeWell Assister Certification Guide

PY2025



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Introduction

BeWell has an assister network consisting of certified agents, brokers, and enrollment counselors (referred to collectively in this document as “assisters”). This guide provides a high-level overview of the assister certification process.

Agents and brokers are trained insurance professionals who help consumers enroll in a health insurance plan. Agents may work for a single health insurance company; brokers may represent several companies. Both must be licensed in New Mexico and have signed agreements with BeWell to sell Marketplace health plans. They may also get payments (“commissions”) from insurance companies for selling health insurance plans. Brokers are responsible for contracting with participating health insurance companies. BeWell does not assist with or participate in broker contracts with health insurance companies.

Enrollment counselors may be employed by BeWell or may be available at hospitals, clinics, schools, and other locations. They help consumers through the enrollment process free of charge. They also provide referrals for consumers who have needs beyond the Marketplace, such as those who need services from the Department of Insurance (DOI) or Social Security Administration (SSA).



The Certification Process

Note: At this time, BeWell is only accepting certification requests from new¹ agents and brokers who have a valid New Mexico or nonresident insurance license and either (1) are located in New Mexico; or (2) have a physical address in Arizona, Colorado, Oklahoma, Texas, or Utah.

The annual certification includes the following steps that must be completed in order:

Step 1: BeWell Assister Certification Request Form

New and returning assisters who have not yet completed the PY2025 certification training should fill out a sign-up form for a BeWell LMS account. The sign-up form creates your new LMS account. You will then need to request access to the BeWell Assister Certification Training.

Returning assisters who have completed the PY2025 certification training will already have an account set up for them in the new LMS. They will receive an email to update their password and will continue use the same username from the old LMS.

Step 2: Eligibility Determination

BeWell will review the information on the BeWell LMS sign-up form for certification eligibility. As part of the eligibility determination, BeWell will confirm the licensure and NPN of brokers.

Once eligibility is confirmed, assisters will receive an email letting them know they have been granted access to the course and should have access to it in the "My Course" section of their LMS portal. Returning assisters can log directly into the LMS using their current credentials.

¹ A new agent or broker is someone who has never been certified by BeWell to assist consumers in the New Mexico Marketplace and has never successfully registered with the BeWell Learning Management System (LMS) used for the annual Assister Certification Training.



Step 3: Complete Training Modules

The training contains nine modules, all of which need to be completed along with the Final Exam, Assister Agreement, and course review. Your progress is saved automatically, so you do not need to complete all of the modules and exam in one sitting.

Assisters must complete the annual Assister Certification Training every year to be able to assist consumers in the New Mexico Health Insurance Marketplace for the applicable plan year. Training from previous years will not count for the new plan year.

Note: For plan year 2025, all assisters will complete the same training.

Step 4: Final Exam

Assisters must pass the exam in the LMS with a score of 80% or better. Assisters will have unlimited time and attempts to achieve this score.

Step 5: Certificate

After the assister has completed the annual training and successfully passed the exam, they will need to read and sign the Assister Agreement and leave a course review. Then the LMS will generate a certificate of completion. The assister can view their certificate at any time in their LMS account by looking in their completed courses.

Step 6: Portal Registration and Account Set Up

After the assister has received their certificate, they will need to register on the appropriate BeWell Portal, depending on their role.

Agents and brokers should visit the [Broker Portal](#) and register.

Enrollment Counselors must wait for an e-mail invitation to register with a link to activate their account and register once they complete the training.

Enrollment Counselors will use the [Assister Portal](#).

Note: If an Enrollment Counselor attempts to register on their own, they will receive an error message.



Step 7: Begin Helping Consumers!

Assisters are now ready to begin helping consumers on the New Mexico Health Insurance Marketplace. BeWell greatly appreciates its assister community and the service that assisters provide to New Mexicans!

Contact Us

General Assistance

- Call the BeWell Customer Engagement Center at 1-833-862-3935.

Training, Certification, and LMS Questions and Assistance

For issues or questions related to the LMS or the certification training, please email partners@nmhix.com.

Resources

[Glossary of Health Insurance Terms](#)