

ICHRA Shop For Plan



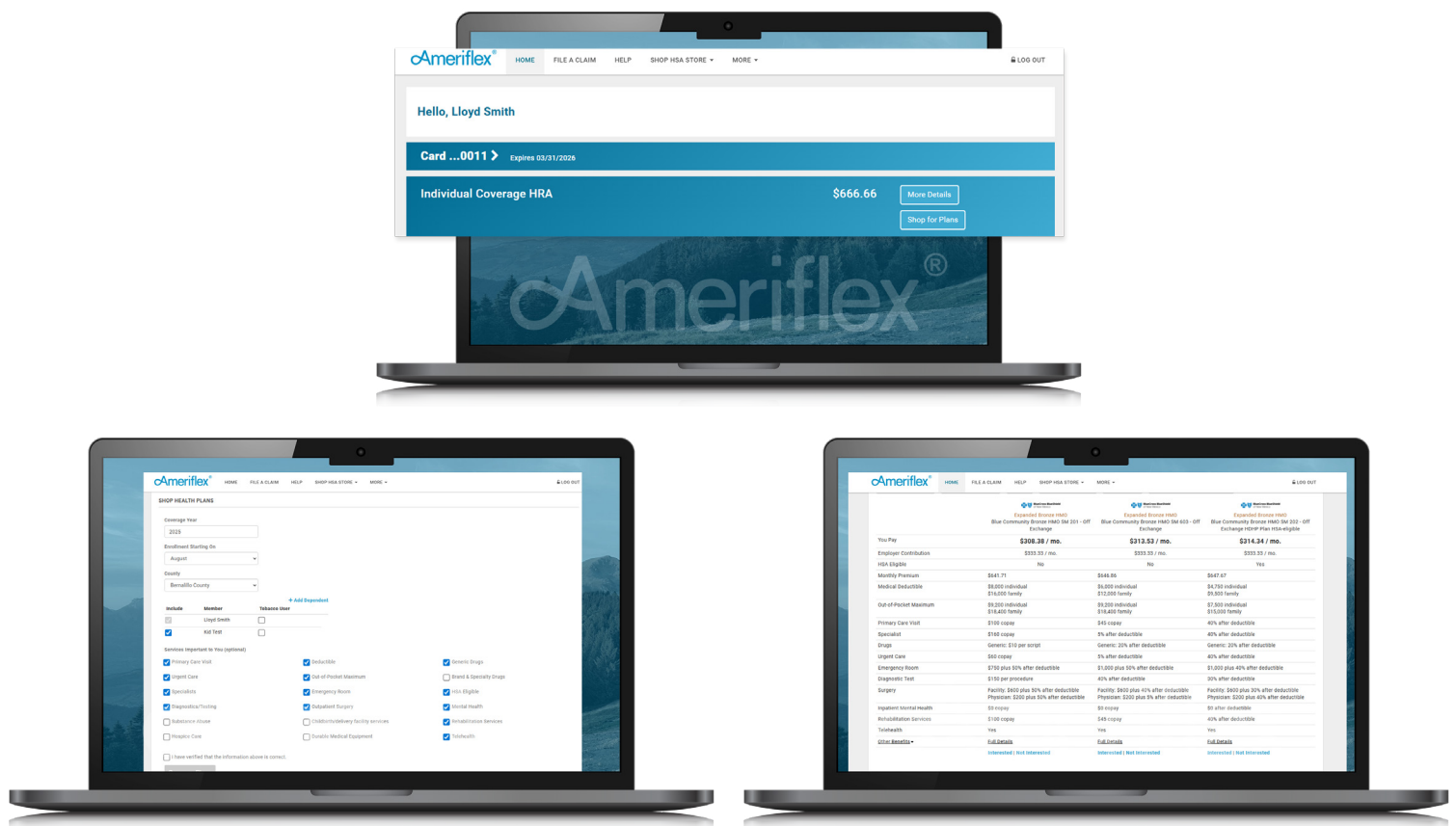
A clear view of ICHRA enrollment without the complexity

In the evolving world of employee benefits, brokers often face a challenge: clients need guidance to select the right ICHRA-compliant health plans, but enrollment can be complex and time-consuming. Without clear tools, brokers risk losing track of participant choices or jeopardizing their Agent of Record (AOR) status. The ICHRA Shop for Plan tool provides a curated, easy-to-use resource that keeps brokers informed and confident, without taking over enrollment responsibilities.

How it Works

ICHRA Shop for Plan centralizes information about all available ICHRA-compliant plans whether that's Gold, Silver or Bronze. Brokers and HR teams can:

- See what each participant is available for and interested in enrolling in.
- Access a visual, easy-to-navigate platform that outlines all plans.
- Use curated lists as a “cheat sheet” to support enrollment conversations without performing the enrollment themselves.



This approach ensures brokers are fully informed and can guide participants effectively while maintaining their AOR and providing expert-level support.

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Benefits

- Support clients without taking over the enrollment process.
- Reduce risk of losing AOR by providing accurate, curated participant information.
- Improve participant satisfaction by helping them make informed, compliant plan selections.

Features

- Curated lists of all participant-available plans (Gold, Silver, Bronze).
- Easy-to-read dashboards and visual snapshots of participant selections.
- Centralized data accessible to both HR and brokers.

With **ICHRA Shop for Plan**, brokers gain a clear view of participant preferences, HR teams get actionable insights, and everyone stays on track for a smooth, compliant ICHRA experience. Discover how this tool can simplify guidance, protect AOR status, and support your clients today.

Contact your sales representative or request a proposal at myameriflex.com/proposal.