



How to assist individuals with health insurance

Individual and family health insurance is a segment of the market that has seen many changes. Please use the information below as your guide for how to assist individuals with health insurance.

Pennie Enrollment Period: November 1st – January 15th with December 15th marking the deadline for coverage beginning January 1st. For those enrolling between December 16th and January 15th, coverage will begin February 1st. Your clients can also get coverage directly through the state-based exchange at www.Pennie.com

Capital BlueCross

Website: www.capbluecross.com

On-exchange broker support: 844-844-4440 or brokers@pennie.com

Off-exchange broker support: 866-889-2516 or CBCProducerSupport@CapBlueCross.com

On-exchange applications must be submitted via Pennie.com.

Off-exchange applications can be sent to:
P.O. Box 772612, Harrisburg, PA 17177-2612
or cbcisepd@capbluecross.com

Geisinger Health Plan

Website: www.thehealthplan.com

On-exchange broker support: 844-844-4440 or brokers@pennie.com

Off-exchange broker support: 800-447-4000 or GHPIndMkt@TheHealthPlan.com

On-exchange applications must be submitted via Pennie.com.

Off-exchange New Gold Enrollments/Prospects:
877-821-5056 or
GHPIndMkt@TheHealthPlan.com

URL Pennie Support: pennie@urlinsgroup.com or 717-540-5690 option 1 then option 2.

This information is current as of 7/11/2024.

Highmark

Website: www.highmarkblueshield.com

On-exchange broker support: 844-844-4440
or brokers@pennie.com or

Federalproducer@highmark.com

Off-exchange broker support: 800-652-9459 or
Federalproducer@highmark.com

On-exchange applications must be submitted
via Pennie.com.

Off-exchange applications can sent to:
Highmark BlueShield, P.O. Box 382555,
Pittsburgh, PA 15251-8555 or email to
ACASalesSupport@highmark.com

*Note: Applications must be entered via Highmark's online
portal for commission credit.*

Independence BlueCross

Website: www.ibx.com

On-exchange broker support: 844-844-4440
or brokers@pennie.com

Off-exchange broker support: 1-866-272-9684
or brokercare@ibx.com

On-exchange applications must be submitted
via Pennie.com.

Off-exchange applications should be submitted
online: www.ibx4you.com

Oscar

Website: <https://www.hioscar.com>

On-exchange broker support: 844-844-4440
or brokers@pennie.com

Off-exchange broker support: 855-672-2755
or brokers@hioscar.com

On-exchange applications must be submitted
via Pennie.com.

Off-exchange applications can be submitted
online: <https://www.hioscar.com/brokers/ede>

UPMC Health Plan

Website: www.upmchealthplan.com

On-exchange broker support: 844-844-4440
or brokers@pennie.com

Off-exchange broker support: 888-876-2756 or
Indvproducersupport@upmc.edu

On-exchange applications must be submitted
via Pennie.com.

Off-exchange applications can sent to: UPMC
Health Plan, Attn: Sales, U.S. Steel Tower,
600 Grant Street, Floor 4, Pittsburgh, PA 15219
or email to Indvproducersupport@upmc.edu

*Note: Applications must be entered onto UPMC's portal at
www.upmchealthplan.com.*

URL Pennie Support: pennie@urlinsgroup.com or 717-540-5690 option 1 then option 2.

This information is current as of 7/11/2024.