



**HOT TOPICS**

## Jan. 15, 2017 Application Deadline for Feb. 1, 2017 Effective Date

Your clients must enroll by Jan. 15, 2017, to have new coverage begin Feb. 1, 2017. Below are the open enrollment application deadline details for both Marketplace (on-exchange) and Non-Marketplace (off-exchange) policies.

### **On- and Off-Exchange Applications via our [Retail Shopping Cart & Retail Producer Portal](#)**

Online enrollment applications must be submitted, not started, by Jan. 15, 2017, 11:59 p.m. CT. If a user begins the application process earlier in the evening, but submits it after midnight, the user will receive a March 1, 2017, effective date.

### **On-Exchange Applications via the [healthcare.gov](#) website or Federal Marketplace Call Center**

Jan. 15, 2017

### **Off-Exchange Paper Applications via Fax and Mail**

- Fax by 11:59 p.m. CT, Jan. 15, 2017, to 888-697-0686
- Mail with a postmark of Jan. 15, 2017, to:  
Blue Cross and Blue Shield of Texas  
Attn: Individual Enrollment  
P.O. Box 3236  
Naperville, IL 60566-7236