Application Assister Open Enrollment
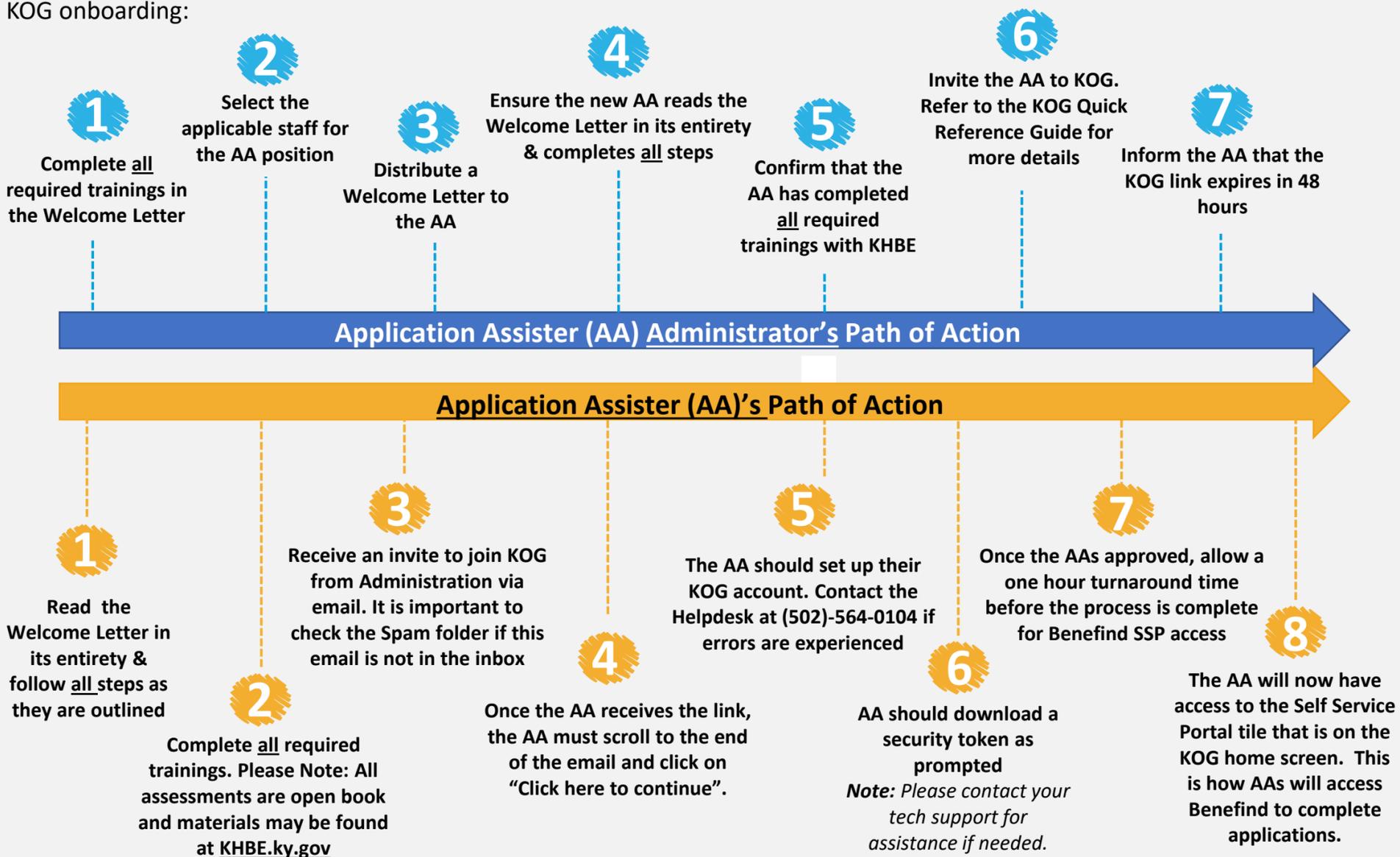
Insight

The Insight newsletter provides useful updates and helpful tips for Application Assisters when processing Federal Marketplace and Medicaid applications.

Kentucky Online Gateway (KOG) Onboarding

To onboard a new Application Assister in Kentucky Online Gateway (KOG), both the Application Assister Administrator and the Application Assister must complete certain actions. The graphic below describes both the path of action that the Application Assister Administrator must take and the path of action that the Application Assister must take in order to complete a successful KOG onboarding:

Application Assister (AA) Administrator's Path of Action

1. Complete all required trainings in the Welcome Letter
2. Select the applicable staff for the AA position
3. Distribute a Welcome Letter to the AA
4. Ensure the new AA reads the Welcome Letter in its entirety & completes all steps
5. Confirm that the AA has completed all required trainings with KHBE
6. Invite the AA to KOG. Refer to the KOG Quick Reference Guide for more details
7. Inform the AA that the KOG link expires in 48 hours

Application Assister (AA)'s Path of Action

1. Read the Welcome Letter in its entirety & follow all steps as they are outlined
2. Complete all required trainings. Please Note: All assessments are open book and materials may be found at KHBE.ky.gov
3. Receive an invite to join KOG from Administration via email. It is important to check the Spam folder if this email is not in the inbox
4. Once the AA receives the link, the AA must scroll to the end of the email and click on "Click here to continue".
5. The AA should set up their KOG account. Contact the Helpdesk at (502)-564-0104 if errors are experienced
6. AA should download a security token as prompted. *Note: Please contact your tech support for assistance if needed.*
7. Once the AAs approved, allow a one hour turnaround time before the process is complete for Benefind SSP access
8. The AA will now have access to the Self Service Portal tile that is on the KOG home screen. This is how AAs will access Benefind to complete applications.

Please Note: This is not an automatic approval process, Application Assisters receive another email notification once KOG has approved. Application Assisters do not have access to KOG until the invitation has been accepted. If the invitation link is not accepted within 48 hours, the link will no longer work. If the link expires, Application Assisters should contact their AA Administrator for a new KOG invitation.

Out with the Old & In with the New!

Moving forward Application Assisters should no longer identify themselves as "Health Benefit Assisters" or "Kynectors" as these are both outdated titles. As KHBE focuses on rebranding and marketing, consistency across all organizations is important.

As efforts are continued to ensure that as many Kentuckians as possible have quality health coverage, the role that KHBE has in assisting individuals with Federal Marketplace and Medicaid applications is now called **Application Assisters**.

Application Assisters need to make sure their title is updated on all printed and electronic materials. This includes all business cards, flyers, and personal stickers/labels created and placed on marketing materials. Application Assisters should also identify themselves as such during verbal interactions with individuals at education, outreach and enrollment events, as well as when contacting the Professional Services Line (PSL) for help with a case.

KHBE
Kentucky Health Benefit Exchange