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NABIP Responds to CMS Rule on Marketplace Regulations

Washington, D.C. – The National Association of Benefits and Insurance Professionals (NABIP) is reviewing the final 2026 Notice of Benefit and Payment Parameters just released by the Centers for Medicare and Medicaid Services (CMS). This new rule includes updates intended to adjust Marketplace operations, increase oversight of agents, modify risk adjustment methodologies, and enhance consumer protections.

“NABIP is currently evaluating the final rule to determine its impact on our members and the individuals, families, and businesses they serve,” stated NABIP CEO Jessica Brooks-Woods. “We are committed to ensuring that these policies foster a fair, efficient, and consumer-centered health insurance marketplace.”

NABIP’s comment letter on the proposed rule details our positions on key issues, including the implementation of multi-factor authentication to enhance security and the development of transparent processes for compliance with agency regulations. You can access the letter [here](#). We remain dedicated to engaging with CMS and other stakeholders to advocate for policies that protect consumers while enabling brokers to provide vital services.

A more detailed analysis of the final rule will be released soon to provide insights and guidance for all stakeholders, including consumers, industry professionals, and policymakers.

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[NABIP](#) is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. NABIP represents and provides professional development opportunities for more than 100,000 licensed health insurance agents, brokers, general agents, consultants, and benefit professionals through more than 200 chapters across America.