

# HealthSpring<sup>SM</sup> for Brokers: Login & Registration Guide



# Overview

## Purpose

To help brokers and agencies register for HealthSpring for Brokers [HFB](#) portal.

## Objective

Explain the process and outline the steps for **new registration and forgot password** instructions.

## Target Audience

This guide is intended for the following business roles:

External

- Brokers
- Agencies
- Agency Admins

Internal

- Broker Enablement
- Contracting
- Internal Sales Team
- Sales Integrity Team
- Sales Support Team
- Sales & Growth Leadership Team



# Glossary

Here are some of the key terms used in this guide:

Key Term	Explanation
Broker	An individual or entity authorized to sell HealthSpring products and plans.
National Producer Number (NPN)	An NPN (National Producer Number) is a unique national identifier assigned to licensed insurance agents, brokers, and business entities. The NIPR (National Insurance Producer Registry) issues and manages the NPN to streamline licensing, track continuing education, and manage appointments across different states.
Agency	A business entity that employs brokers to market and sell HealthSpring products and plans.
Agency Admin	Designated Agency staff who access the portal for business purposes.
Non-Licensed	An agency admin user or an HRA-only user without an NPN.

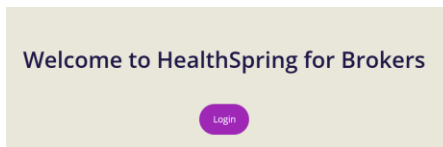


# HealthSpring for Brokers: New Account Login

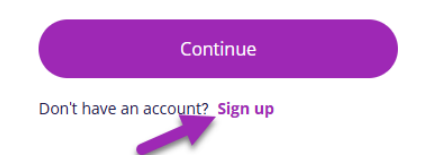
## Registering on HealthSpring for Brokers:

To begin, go to [HFB](#)

### 1. Select **Login**.



### 2. On the next page select **Sign Up**.



### 3. Create your **username** and **password**.

### 4. Verify your **email address**.

- This must be the same email address where you received the registration email. You have an opportunity to change your email address later in the process.

**HealthSpring**  
Welcome to HealthSpring for Brokers  
Please fill out the form below to register your account.

Username\*  
BrokerTest

Password\*  
•

Your password must contain:

- At least 8 characters
- At least 3 of the following:
  - Lower case letters (a-z)
  - ✓ Upper case letters (A-Z)
  - Numbers (0-9)
  - Special characters (e.g. !@#%\*&\*)

**Password Tip:**  
Create a strong  
←password

**DOB Tip:**  
Click on the hyperlink  
to see details →



### 5. Select your **relationship to HealthSpring**:

- Agent
- Agency
- Non Licensed (Admins and HRA only)

### 6. Complete the **remaining fields** and **select your role as indicated**. (Your last name/agency name will be automatically pulled from NIPR.)

- Agent
  - Last name as it appears in your registration email
  - [Date of birth](#)
  - NPN
- Agency
  - Agency Name should be entered as it appears in your registration email including commas, periods, spelling, and abbreviations.
- Non Licensed (Admins)
  - Last name as it appears in your registration email
  - [Date of birth](#) (as entered by your employer)

# HealthSpring for Brokers: New Account Login

## Registering on HealthSpring for Brokers cont.:

7. Click **Continue**.
8. You will be sent a **multi-factor authentication (MFA) / one-time password (OTP) email** to the email address where you received the registration email.
  - a. You will receive an OTP through email that is good for 30 minutes – please use promptly.
  - b. Next, you'll be prompted to create a new password for HFB.
9. Complete the **registration steps**.
  - a. Change your email
  - b. Answer security question
  - c. Register your mobile phone for future MFA

**Need further assistance?** The Agent Resource Center (ARC) is here to help with the following:

- If you have followed the steps above and are still having access issues
- If you are having issues with the OTP coming through, ARC will provide a code over the phone.

**ARC MAPD/PDP:  
866-442-7516**

**ARC Email (MAPD & PDP):  
[ARCMAPD@healthspring.com](mailto:ARCMAPD@healthspring.com)**

**ARC Supplemental Benefits (HSB):  
877-454-0923**

**HSB Email:  
[ARCSSL@healthspring.com](mailto:ARCSSL@healthspring.com)**



# Date of Birth Tips

## Date of Birth based on your role/profile:

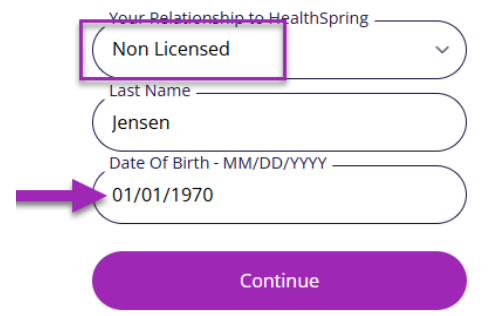
When entering Date of Birth (DOB) take the following into consideration:

- **Agency Admin**

- If you are a brand-new user to the system, your DOB is what **your agency created for your profile**.
- The DOB you enter **MUST match** what the agency entered into the new contracting & commissions system.

- **Non-Licensed**

- Your default DOB must be entered as 01/01/1970.
- Do NOT enter any other DOB.



The screenshot shows a form with the following fields:

- Your Relationship to HealthSpring: Non Licensed (dropdown menu)
- Last Name: Jensen
- Date Of Birth - MM/DD/YYYY: 01/01/1970
- Continue button

A red arrow points to the Date Of Birth field.

- **Licensed Agents/Brokers – Not Applicable** – Our platform populates your DOB from NIPR

- **Agency**

- If you are using an Agency Profile, it will not have a DOB and the platform will not ask you to provide one.



# Forgot Password

## Password help:

1. Go to [HFB](#).
2. Click login, then click "Forgot Password".
3. An email will be sent to the address on file for the user.
4. Click the link to choose a verification method (email or phone).
5. A One-Time-Password (OTP) will be sent to the selected method (email or phone).
6. Enter the OTP when prompted on HFB.
7. Enter a new password and confirm it, then click "Next".
8. You will be routed back to the login screen.
9. Enter your username and NEW password.



### Welcome to HealthSpring for Brokers

First time here? First time users: Enter your existing Cigna for Brokers username and password. Returning users: Enter your username and password established upon your first login.

[Forgot password?](#)[Forgot username?](#)

Don't have an account? [Sign up](#)



### Forgot Your Password?

Enter your Username and we will send you instructions to reset your password.

[Back to login](#)