New Web Page for Brokers

As part of our efforts to provide our brokers with easy access to resources and important documents, Health First Health Plans/AdventHealth Advantage Plans has created a new broker web page.

More than ever, we are investing in technological advancements that will make doing business with Health First Health Plans/AdventHealth Advantage Plans easier. This new web page for brokers will house resources, documents and information brokers need to do business with us, including a link to get appointed, details on plans offered, broker resources, forms and flyers.

To access the new page, click one of the links below:
- Health First Health Plans
- AdventHealth Advantage Plans

Oscar Agreement Toolkit
The new web page will also include an Oscar Agreement Toolkit section highlighting the new Oscar partnership and how it pertains to brokers. All communications and resources related to the Oscar partnership will be kept in the Oscar Toolkit section of the page. Some resources include FAQs, Oscar related Broker Bulletin communications and webinars and training on the new Oscar broker portal.

Broker Portal Access
Two broker portals will be available through the end of 2021 and both will be accessible from this new broker web page. Effective today, the current broker portal will no longer be accessible from the Log In link on the main page as this link will now take brokers to the new Oscar broker portal. Effective today, you will have to go to the broker landing page to access the previous portal.

- Broker Portal (will keep all same functionality through 2021. Please use for 2021 enrollments, changes and SEPs for all lines.)
- Oscar Broker Portal (for brokers that sell Medicare Advantage and Individual products for plan year 2022 and moving forward)

If you have any questions, please contact your Health First Health Plans’ or AdventHealth Advantage Plans’ sales representative or Broker Services at 321.434.5265 or HFBroker@HF.org.

We value and appreciate your partnership.