Direct Providers Care™

Broker Enrollment Guide

How to launch an employer group

Memberships starting at $99/month. Highest membership: $349/month. Not insurance.

Enrollment workflow

Step	Action	Owner
1	Broker submits group lead through portal	Broker
2	Client confirms membership tier(s), estimated count, and target launch date	Employer + Broker
3	Employer receives compensation disclosure and program overview	Broker
4	Broker and Direct Providers Care coordinate employee/member enrollment materials	Broker + DPC
5	Members enroll and first invoice is paid	Employer/Member
6	Broker compensation begins on active paid memberships	DPC

Information to collect

- Employer or organization name
- Primary HR/contact name and email
- Estimated number of eligible members
- Membership tier(s): $99 to $349/month
- Desired launch date
- Billing preference: employer-paid, member-paid, or split arrangement
- Any employee communication requirements

Launch communications

- Use approved emails only.
- Explain that this is a membership-based direct-care benefit, not insurance.
- Do not state or imply that the membership replaces major medical coverage.
- Share enrollment instructions, QR code, or portal link once approved.

Post-launch review

- Review active paid member count after 30 days.
- Review enrollment questions or objections after 60 days.
- Check 90-day activation bonus eligibility for qualified groups.
- Schedule renewal review before the client anniversary.

Compliance note: This template is for business planning and portal publication. Have qualified legal/compliance counsel review final documents before use, especially for ERISA, state insurance, broker licensing, and healthcare referral rules.