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Springboard Frequently Asked Questions

Aetna Funding AdvantageSM

Check out some important questions and answers about Springboard Marketplace[®] – our benefits enrollment and plan administration platform for Aetna Funding Advantage (AFA).

What is Springboard Marketplace?

Springboard is our digital benefits enrollment and plan administration platform. With Springboard, you can confirm the AFA plan your client would like to accept or renew, set up the plan sponsor's defined contribution strategy and kick off enrollment for the group. Plan sponsors can process new hires, benefit changes, terminations and open enrollment, while their members benefit from guided enrollment and wellness activated by Apple Watch[®].

Where can I access training on Springboard Marketplace?

We offer weekly broker and plan sponsor trainings on Springboard. In addition, we have 30 minute mini sessions more frequently on the AFA renewal and offer process in Springboard to help get you up and running quickly. Check out our [training flyer](#) to register for a date and time.

Are all Aetna Small Group (5-50) customers on Springboard Marketplace?

We install the majority of new Small Group AFA customers on Springboard and move existing Small Group AFA customers to Springboard at their renewal. There are a handful of Small Group AFA customers who are not a good fit for Springboard Marketplace – you can work with your Account Executive or Client Manager on any questions about fit for Springboard.

What controls does Aetna have to ensure brokers can only see their own customers in Springboard Marketplace?

Agency registration in ProducerWorld[®] and the privilege levels set by the agency determine what access a broker has to customers in Springboard. Details on ProducerWorld registration and permissions can be found [here](#) on the Springboard ProducerWorld page.

If you need help with Producer World registration and privileges, you can contact our Producer World Helpdesk at 1-800-225-3375.

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Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance Company and its affiliates (Aetna). Aetna Funding Advantage (AFA) plans are self-funded, meaning the benefits coverage is offered by the employer. Aetna Life Insurance Company only provides administrative services and offers stop loss insurance coverage to the employer.



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How do brokers access their business in Springboard Marketplace?

- Existing Business: You can access your current Small Group AFA customers on Springboard once we complete loading the groups. This happens approximately 60 days prior to their renewal date for all new AFA offers and AFA renewals.
- New Sales (except Kentucky): After a group has sold, our Sales Coordinators will set up your group in Springboard and send you an email when the group is ready. At this point, you can either kick-off employee-led enrollment or complete administrative enrollment. We begin installing the case once you begin enrollment, and when enrollment is complete, Underwriting will do a final review. Once your group is active for plan administration in Springboard, we will alert you via email.

Where do I go to see my current customers in Springboard Marketplace?

From the Springboard Marketplace home page, you can search for the group by name under “Manage Groups and Membership”. You will then select “Navigate to Group” to access the group site.

What if I don't see my customers in Springboard Marketplace?

This could be a timing issue, a Producer World privileges issue or a Springboard “good fit” issue. Contact your Client Manager with the group(s) in question for help.

Where can I get a simple overview of how to enter the defined contribution strategy into Springboard Marketplace?

You can access more information on Defined Contribution in our user guide, broker training presentation and overview flyer on the [Springboard ProducerWorld page](#).

When will my client's bill be available each month and where can I access a copy of the bill?

We send an email on the 25th of each month to let customers know that their bill is viewable in Springboard. In addition, there is a link titled ‘View Current Bill’ in on the Admin home page of child sites in Springboard that leads to the Billing Information tab. Note: This will only be shown at child sites and not at the parent site. To search for past bills (search limit of 365 days), click on “View History”. Clicking on the bill icon under “Document” will open the PDF of the bill.

You can contact the Aetna Answer Team for any additional billing questions.

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