

SunFire Usage Restrictions: Displaying Information to Consumers

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Overview

Agents must not use SunFire to display plan information, comparisons, screenshots, or other platform-generated content directly to consumers.

SunFire is an enrollment and quoting platform intended for use by authorized and licensed agents and agencies in conducting Medicare sales activities. Information displayed on SunFire is designed to support agent education, plan comparisons, and enrollment processes.

Agents Must:

- Use only carrier-approved and CMS-compliant materials when presenting plan information to consumers.
- Refrain from sharing or displaying SunFire screens, quoting tools, comparison views, plan details, or screenshots during sales appointments.
- Ensure all consumer-facing marketing material and sales presentations have been properly approved.
- Follow all carrier requirements and Medicare marketing guidelines related to beneficiary communications and plan presentations.

Prohibited Activity:

- Displaying SunFire plan comparison screens to consumers.
- Sharing screenshots or printouts generated from SunFire with consumers.
- Using SunFire as a consumer-facing presentation tool.
- Providing consumers with access to SunFire or information intended solely for agent use.

Compliance Expectations

Failure to comply with these requirements may result in corrective action, up to and including termination.

