

A photograph of an elderly couple smiling and laughing together outdoors. The woman is in the foreground, wearing a red and white plaid shirt, and the man is behind her, wearing a dark polo shirt. They are both looking towards the right. The background consists of green trees and foliage, suggesting a park or garden setting. The lighting is bright and natural, indicating it's daytime.

Sharpen Your Knowledge of Humana's Enrollment Tools!

8/11/20

Humana.



Agenda

01 | Paper vs. Electronic

02 | FastApp

03 | Enrollment Hub

04 | AOA (Agent Online Application)

05 | DMM (Digital Marketing Materials)

06 | Connection Hub

07 | Submitting Paper Applications

07 | DE-SNP Guidance / DE Status Checks

08 | Pre-AEP Sales Compliance

09 | Support

Why Paperless?

- On average, agents **save 11 minutes** per application when using Enrollment Hub.
- **Paper applications pend at an average rate of 42%** ... and while the pends are being resolved, your payment is delayed!
- **5% of pended paper applications never go on to become enrollments** ... meaning, you don't get that business or that commission!



- ✓ Faster, more accurate entry of enrollment info
- ✓ Client PHI securely stored and transmitted to Humana



- ✓ Helps increase Humana Star Ratings to keep the product offering stable
- ✓ More time to meet with new clients & care for existing members

- ✓ Immediate verification of election period eligibility
- ✓ Less paperwork - no faxing, mailing, or email attaching



- ✓ Decrease pended applications.
- ✓ Correct applications = faster processing = fewer commission issues



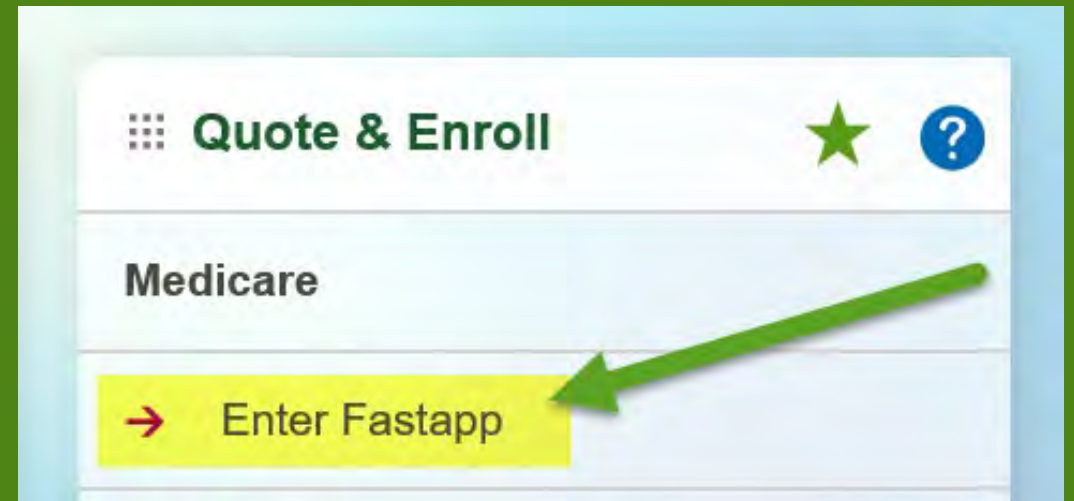
FastApp – Recent Enhancements

- **Addition of IVR Signatures in FastApp for Partner Agents! E-Sig is preferred, but IVR can be used if a prospect doesn't have email**

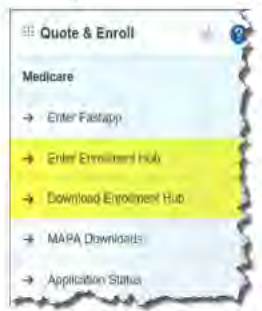
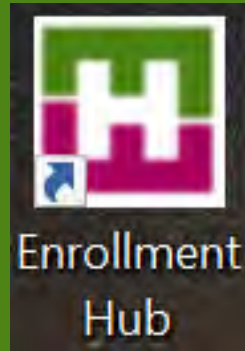


FastApp

- Online enrollment tool accessible through Humana Vantage.
- Connected to Physician Finder for quick & easy PCP selection.
- Signature Options: Digital, Email, IVR
- Great option for Med Supp!



Enrollment Hub



- i. "Enter Enrollment HUB" option will open the tool in a browser window and 1st time user login must select this option to access Enrollment Hub before they download it to their device
- ii. "Download Enrollment HUB" option will launch a page enabling users to either download to PC/Laptop or leverage a link taking them to Apple or Google App Stores to download the App to their Tablet.



SYSTEM REQUIREMENTS:

- Apple iPad (IOS 9 and above)
- Android (OS 5 and above)
- Windows (OS 7 and above)
- Browser (latest version and last 2 versions of Chrome, Internet Explorer, Safari or EDGE)

Hi, SMART TEST AGENT

Connected



Offline mode is not available

WORKBENCH

TOOLBOX

Provider Locator

Pharmacy Calculator

TRANSACTIONAL REPORT

SETTINGS

GUIDED TOUR

LOG OUT

✓ **WORKBENCH** – agent can view appointment information, as well as submitted/cancelled/incomplete applications

✓ **TOOLBOX** – provides easy access to the Physician Finder & Rx Calculator tools

✓ **TRANSACTIONAL REPORT** – provides processing status of the enrollment

✓ **SETTINGS** – agent can view/select what state(s) plan information will display for (based on compliance to sell)

Enrollment Hub – Recent Enhancements

- **eSig SOA Available!**
 - Enrollment Hub will now support both an English and Spanish flow for completing your SOA's and allowing you to email the consumer the web link so they can sign the SOA without being face to face
- **WIPRO Available!**
 - A new CMS integration service that will help reduce applications from pending by validating your consumers Demographic Information, Part A and Part B dates and much more
 - This will help ensure applications do not pend for incorrect demographic fields, if there is a match with the CMS data. As an added bonus eHub will auto populate demographic data, ESRD, and Medicaid questions when available from CMS



E-Hub Work Instructions

- Visit the MarketPoint University for more E-Hub trainings!



Enrollment Hub
Quick Start



eSOA in
Enrollment Hub

Practice Makes Perfect!

Complete Practice Scenarios Available

TRN-REF-922ep Enrollment HUB - Practice Scenarios 6 / 18

Charles Dickens
Veteran
333 Great Expectations
Your Town, Your State, Your Zip
(555) 555-1111 (cell)
c.dickens5@email.com

Is he eligible? _____
What Enrollment Period is used? _____

- Charles wishes to purchase **Humana Gold Plus HMO**
- Language preference: English
- He is not enrolled in Medicaid and does not live in a long-term care facility
- He will not have other health coverage, will not work, does not have ESRD, and does not have other prescription drug coverage.
- Charles does not want to receive materials electronically (on-line)
- Primary Care Physician: **John Smith, 123456**; He is an established patient
- Payment: Automatic Checking Account Deduction, from Checking
- No Affinity Partner was associated with this sale.
- Agent email address: **AGENT@EMAIL.COM**
- SOA Source **IVR**; SOA ID **234567765432**
- Charles purchased an MAPD plan because of the strong benefits package/lix coverage.
- Being a savvy buyer, Charles knew he was only interested in a MAPD plan, so that is the only thing discussed during this appointment.
- This is a Medicare sale and Charles met with you in-home. The application was signed during this in-home appointment.
- Charles wants to fill-out the PHI, Humana Pharmacy and MAF consent forms

Important Note:
If the Plan is not available use an MAPD plan available in the zip code entered.

PLATINUM
4111 1111 1111 1111
01/21
CARDHOLDER
VISA

How to Create a Practice Application



Practice E-Hub

IMPORTANT
PRACTICE THROUGH THE LAST PAGE OF THE APP, BUT DO NOT HIT SUBMIT!

It's Easy

- Clients can apply online for the plan they discussed with their agent at any time
- As long as the client verifies they are enrolling in a plan presented by their agent, agents will be credited and paid a commission
- Agents' contact information appears on the webpage so that clients know who they are working with and can reach out with questions by phone or email



AOA

Agent Online Application

- Agent sends a personalized web link to a consumer to self-enroll in the Medicare plan presented by the agent during the sales appointment
- SOA & compliant sales presentation are still required
- Agent training is **required** prior to using the Agent Online Application tool.
- Dental/Vision available

Agent Online Application (AOA) Training

Required training for Career and External Agents to use the online application process. Agents will learn about benefits of this enrollment process, how to use the tool, and all compliance aspects.

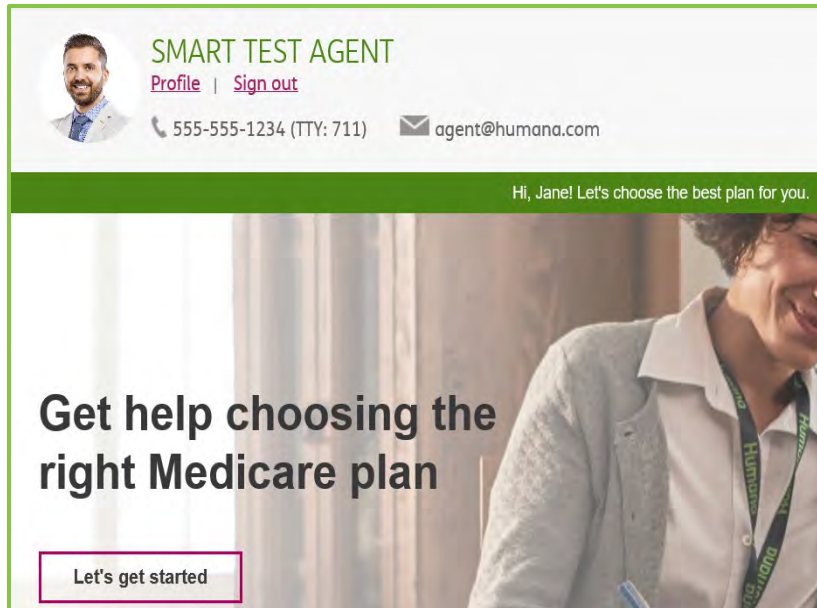
Format: course

[Details →](#)

[Enroll →](#)



What is DMM?



- **Consumer-facing electronic enrollment tool**
- **Ability for agent to send up to 3 plans within a Guidebook via email**
- **Ability for agent to send marketing materials via email**
- **Consumer has the ability to enroll in one of the three plans electronically, including signature**

DMM Dashboard

New – Brochure has been created by Agent but email not yet Sent to customer

Sent – Email has been sent to customer but brochure page has not yet been viewed by customer

Viewed – Brochure web page has been viewed but customer has not yet started enrollment

Enrollment Started – Customer has clicked the “Enroll Now” button

Reminder Sent - Status will show once the Reminder Email is sent

Dashboard

Results per page

Filter reports by year

Created	Status	Last Name	First Name	Email	Phone	Zip	Agent Comments	Actions
---------	--------	-----------	------------	-------	-------	-----	----------------	---------

You can access **Connection Hub** in two ways: by clicking on the Connection Hub link in Vantage or by downloading the Microsoft Dynamics app to your smartphone.

- When accessing Connection Hub from Vantage, you will be required to enter the same user ID and password you used to log into Vantage.
- If using the Microsoft Dynamics app, agents will be required to enter their GridPin and then use the same credentials as they use for Vantage.

Connection Hub

- Create prospects. Schedule meetings. Record dispositions.
- Get excited by spending more time connecting with leads and less time filling out spreadsheets.
- Integrated Outlook Calendar launching this week!



13 Results for:
connection hub

Format:

- Course
- Document
- Video
- Module
- Web Page
- Live Event

Connection Hub - Training Toolkit for AGENTS

This webpage is designed to help Agents find the Connection Hub training resource they need, when they need it. It is organized into topics and contains links to an assortment of videos, job aids, and computer-based trainings. TRN-REF-1127dn

Format: webpage

[Details →](#)

[Launch →](#)

Submitting Paper Apps

NEW!

- Two 2021 Paper Apps – one for DE-SNP and one for all other plans

EMAIL

- ‘Upload Paper Applications’ link in Vantage

FAX

- 1.877.889.9936 (all plans currently, but not 2021 DE-SNP when 2021 selling starts)
- 1.877.889.9923 for DE-SNP plans beginning with 2021 Plan Year

MAIL

- Humana Medicare Enrollment
PO Box 14309
Lexington, KY 40512-4309

CAREPLUS FAX

- 855.819.8679

CAREPLUS MAIL

- Careplus Enrollment Forms
PO Box 14733
Lexington, KY 40512-4642

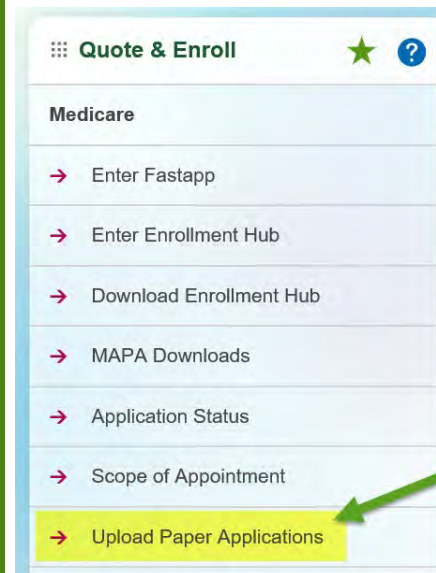
– How do I successfully email paper applications via Vantage?

Provide your applicant’s first and last name. If you are submitting more than one applicant in a **SINGLE** PDF, TIF or TIFF file, please add your additional applicants information using the +Add Member button.

CarePlus applications and applications with a payment method identified as credit card **CANNOT** be submitted via email.

Use the Application Upload feature below to attach your enrollment(s) to this secure message. There is a limit of **ONE SINGLE** PDF, TIF or TIFF file per uploaded submission. There must be at least one whole application. However, you may have more than one whole application and list out the additional applicant names in the form below. Your file must not be larger than 20MB or 500 pages in length. Please ensure your file isn’t corrupt or password protected before submitting.

Click “Submit” when all required fields have been completed. All information will be sent securely to MedEnroll@humana.com.



Upload Paper Application

Member Info:

Member Name *

Application ID

+ Add Member

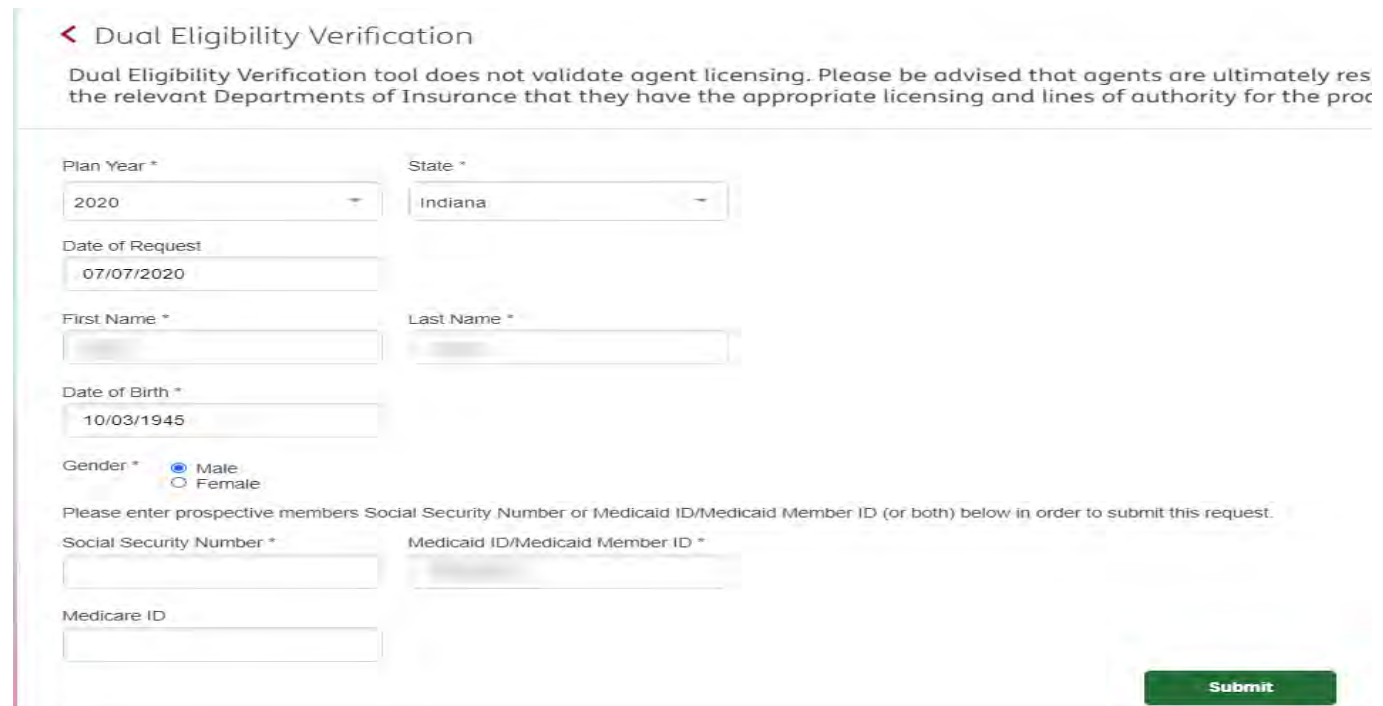
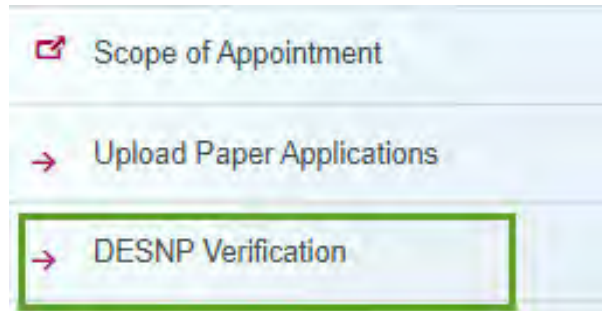
Application Upload:

Application Upload *

Submit

Submitting a DE-SNP Application?

- 2021 DE-SNP Paper Applications will go to a new fax line this year – 1.877.889.9923
- **NEW! DESNP Verification Tool Dual Eligibility available in Vantage to check status of prospective members**
 - Eliminates the need to call Agent Support for verification
 - Located on the Quote and Enroll Card
 - Enables agents to submit requests for their members who may be eligible for a DESNP plan.
 - Real time results



< Dual Eligibility Verification

Dual Eligibility Verification tool does not validate agent licensing. Please be advised that agents are ultimately responsible for the relevant Departments of Insurance that they have the appropriate licensing and lines of authority for the product.

Plan Year * State *

Date of Request

First Name * Last Name *

Date of Birth *

Gender * Male Female

Please enter prospective members Social Security Number or Medicaid ID/Medicaid Member ID (or both) below in order to submit this request.

Social Security Number * Medicaid ID/Medicaid Member ID *

Medicare ID

Submit

PRE-AEP SALES COMPLIANCE

- Pre-AEP Enrollment is from 10/1-10/14, and here are guidelines to follow:
 - During Pre-AEP, 10/1 – 10/14, agents are allowed to meet with beneficiaries, assess their needs, review plan changes and options, give a full presentation, and recommend coverage that will best meet the beneficiaries' needs for the next plan year.
 - One of the most important things to remember during Pre-AEP is that while agents can assist a beneficiary in completing a paper application they cannot encourage completion, solicit, accept, take possession of, or “just hold on to” any applications for the upcoming plan year prior to the start of AEP on October 15.
 - During the Pre-AEP timeframe (10/1 – 10/14), agents should place their name and SAN on applications, however, DO NOT put a date next to your Agent name as this date indicates when the Plan Sponsor (in this case you) took possession of the application EVEN IF YOU DIDN'T.
 - Per CMS guidelines, Humana must investigate any applications that come in with an agent name or SAN prior to the start of AEP for potential solicitation. In addition, Humana must investigate any applications that come in on or after 10/15 but have a Pre-AEP agent date on the application.
 - Humana will REJECT any application that comes in with an agent name or SAN prior to the start of AEP and will reject any applications that come in on or after 10/15 but have a Pre-AEP agent date on the application.



Support

✓ **Humana MarketPoint University**

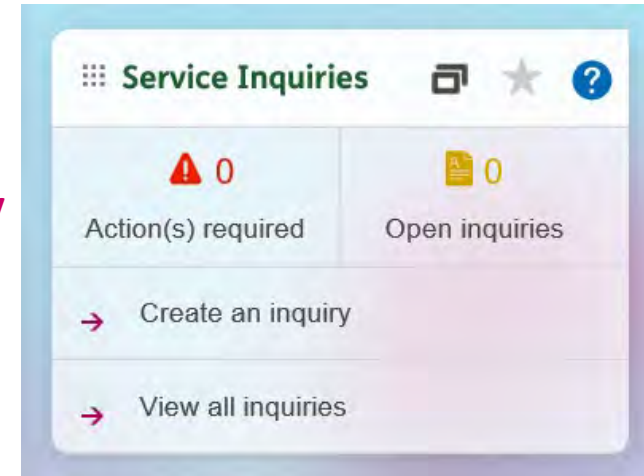
✓ **Service Inquiry Tool**



✓ **Agent Support**

✓ **1.800.309.3163**

✓ **agentsupport@humana.com**



Opt. 1- Medicare Advantage/Prescription Drug Plans

Opt. 1 - Agent Information (Certification, Compliance, Product, Marketing Materials)

Opt. 2 - Commissions

Opt. 3 - Enrollment Questions

Opt. 1 - Eligibility, Status Checks

Opt. 2 - Dual Eligible SNP Verifications

Opt. 1 for Florida

Opt. 2 for All Other States

Opt. 4. Current Member Questions

Opt. 1 - Medicare Advantage existing members questions

Opt. 2 - PDP existing member questions

Opt. 2 - Medicare Supplement (Plans A, B, C, F, etc.)

Opt. 3 - Dental/Vision Plans

Opt. 4 - Systems

Opt. 1 - Password Reset

Opt. 2 - MAPA and EHub How-To

Opt. 3 - MAPA and EHub Tech

Opt. 4 - Connection Hub, iPhone, Lead Distribution Systems

Opt. 5 - Spanish IVR (please see Spanish document)

Checking Enrollment Status:

- **Business Center** (Humana Vantage)
- **Agent Support:**
 - **Email:** Status Check Template
 - **Phone:** (5 checks per call)



Thank you for viewing!

Please contact your Account Executive for more info.

Humana