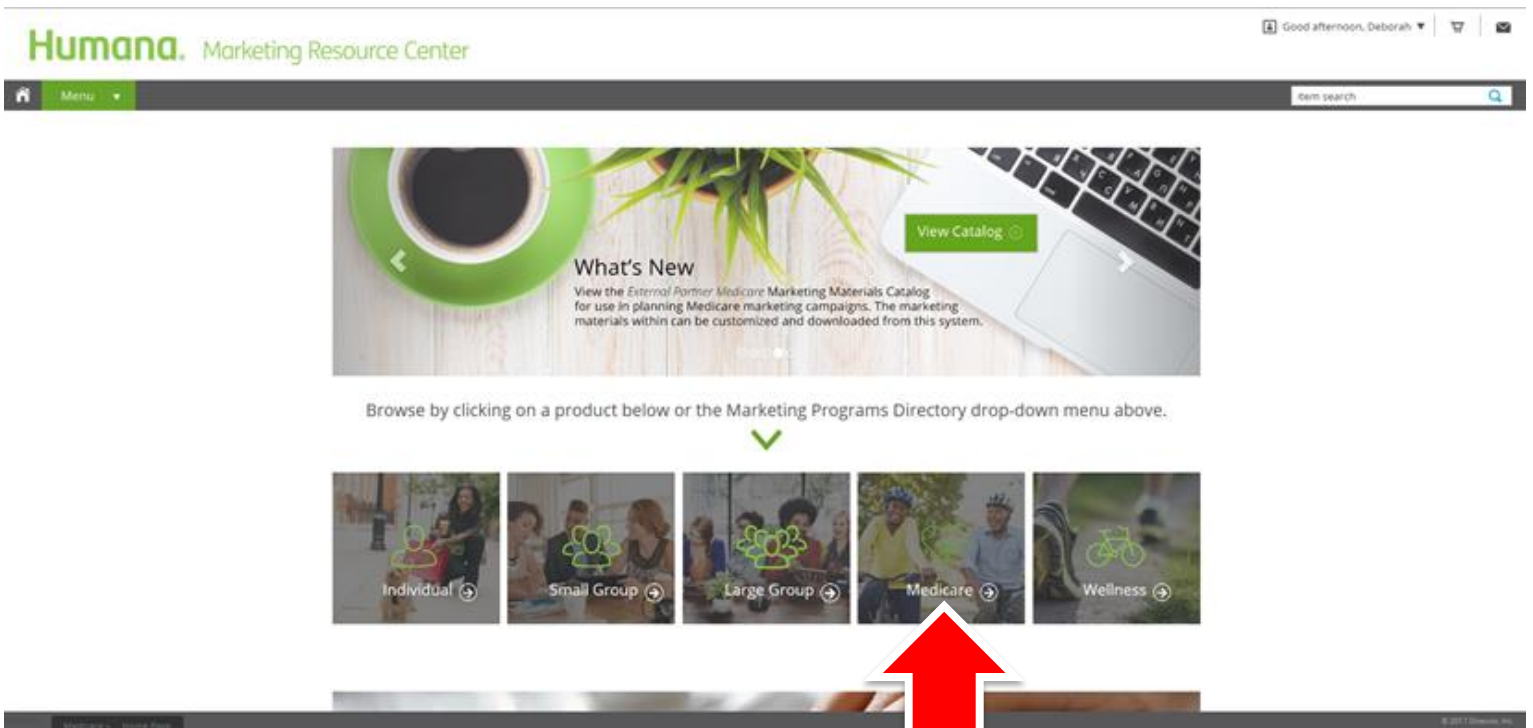


Training Document for Updated Marketing Resource Center – MRC

How to access prospecting materials in the Marketing Resource Center

- After signing into Vantage through Humana.com, click “Customizable Materials” on the Sales & Marketing card. This will take you directly to the Marketing Resource Center.
- Scroll down and click on the “Medicare” box.
- Materials are categorized by type, such as \$0 Premium and Age In/New to Medicare.
- After selecting a category, click on “View Delegated External Agent Materials”.
- You can use the check boxes in the left column to narrow your results, such as selecting a specific document type like “Flyer”.
- Or enter a document number or name into the search box at the top-right.
- If you’ve never used the Marketing Resource Center before, click on the “Quick Start Guide” on the home page in the “Support” box.
- You will see only the materials relevant to your certifications.
- You will download your personalized materials or email them to yourself so that you may print at your local printer or email ads to media outlets.

1. Click on **Medicare to access the materials**. On the “What’s New scrolling message at the top is a convenient link to the [Delegated Medicare Marketing Catalog of Prospecting Materials](#).



2. Click on any of the **Folders** or use the **Search** feature

Select the **“Delegated External Materials”**.

https://www.dmedgel.com/Dm5HumanaTest/dmEdge5/medicare.jsp

Humana Marketing: Medic... x New tab

File Edit View Favorites Tools Help

Convert Select

Free Hotmail Suggested Sites Web Slice Gallery

Menu

Good afternoon, Deborah

Item search

Medicare

Select your marketing materials

\$0 Premium
View Delegated External Agent Materials >>
View Humana-Employed Career Agent Materials >>

Educational Tools
View Delegated External Agent Materials >>
View Humana-Employed Career Agent Materials >>

Puerto Rico
View Delegated External Agent Materials >>
View Humana-Employed Career Agent Materials >>

Non Priority
View Delegated External Agent Materials >>
View Humana-Employed Career Agent Materials >>

Prescription Drug Plans
View Delegated External Agent Materials >>
View Humana-Employed Career Agent Materials >>

Chronic SNP
View Delegated External Agent Materials >>
View Humana-Employed Career Agent Materials >>

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Desktop Libraries 2:26 PM 1/31/2017

3. Find the marketing piece you would like to customize and click on the **little blue arrow**

Showing 41 to 50 of 65 results for 'mss_non_spec'

Sort By: Document Type

1 2 3 4 5 6 7

NARROW YOUR RESULTS

Audience

Agent/Broker (64)

Member (3)

Delivery Channel

Download (65)

Email Campaign to a List (15)

Print Order (2)

Document Type

Ad (11)

Flyer (48)

Postcard (3)

Poster (3)

Language

English (53)

Other (4)

Spanish (9)

Line of Business

Individual (59)

Product Type

Medicare Advantage (61)

Pharmacy (3)

State

AK (65)

AL (65)

ROY Agent Focused - Referral Flyer
Available For: Download
Inventory Code: GHHJBL7EN17
★ Favorite

ROY Agent Focused - Switch Easy Flyer
Available For: Download
Inventory Code: GHHXDKEN17
★ Favorite

AEP Agent Focused - Turn to Agent Flyer
Available For: Download
Inventory Code: GHHXDJEN17
★ Favorite

AEP Agent Focused - I Can Help Flyer
Available For: Download
Inventory Code: GHHXDHEN17
★ Favorite

AEP Agent Focused - Healthiest You Flyer
Available For: Download
Inventory Code: GHHXDGEN17
★ Favorite

ROY Get Medicare Ready Spanish
Available For: Download
Inventory Code: GHHJEW7SP17
★ Favorite

AEP Enrollment Event v.2 Flyer
Available For: Download
Inventory Code: GHHJEWJEN_NC
★ Favorite

Diabetic supplies flyer

Search Results - Item Details - Customize and Download - Item Details - Search Results

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4. Click on the Customize & Download



0
Zero, zip, zilch

For more information, visit [www.Medicare.gov](#) or call 1-800-Medicare. For more information, visit [www.Medicare.gov](#) or call 1-800-Medicare.

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Generic \$0 Premium Medicare FLYER

For Delegated Use Only. Download and print locally. Generic \$0 Premium Medicare Flyer

Available For: Email with link, Download

★ Favorite

Additional Details

Document Type: Flyer
Inventory Code: Y0040_GHHJ6MMEN_GEN_FL

The following delivery channel will be used:

EMAIL WITH LINK

Print Ads - customize and download



Customize & Download

Order

5. Customize by filling in the fields. The user's profile information prepopulates or you can edit the customizations. For items with variable photos, click on "Change Image" or the small photo at the bottom to see all options.

Customize and Download



0
Zero, zip, zilch

For more information, visit [www.Medicare.gov](#) or call 1-800-Medicare. For more information, visit [www.Medicare.gov](#) or call 1-800-Medicare.

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Generic \$0 Premium Medicare FLYER

Agent Name * Sara Eames

License # (CA only) 123456

Phone (502) 580-8902

Agency Name My Agency

Agent Website mywebsite.com

Spanish speaking? No

Hours of operation Monday-Friday, 8 a.m. to 5 p.m.

Please select a logo No assets available

Select your photo and click on the ad to approve your preview



Change Image
Remove Image



Back Download PDF

6. Select your photo, and after all customization has been completed click on the image of the ad to the left to approve and proceed to download. You can also click on the ad to preview at any time.

Customize and Download

Generic \$0 Premium Medicare FLYER

Agent Name * Sara Eames

License # (CA only) 123456

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Agent Website mywebsite.com

Spanish speaking? No

Hours of operation Monday-Friday, 8 a.m. to 5 p.m.

Please select a logo No assets available

Select your photo and click on the ad to approve your preview

Search

Show most recent first Show details

7. The preview will display. To go back to the customization screen by clicking “I approve” and “Done”. If you see changes needed click “Done” and go back to the Customization screen. For 2-sided pieces, click on the page icons at the top right of the Preview screen to look at both.

Preview Image

Image 1 of 2


Image 2 of 2

100% Thumbnail

Approve my customizations

8. If the piece is then complete, click the **Download** button to download and save to your computer.

Customize and Download



Zero, zip, zilch

For more information, please call the toll-free number 1-800-541-5800. For more information, please call the toll-free number 1-800-541-5800. For more information, please call the toll-free number 1-800-541-5800.

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Please select a logo No assets available

Select your photo and click on the ad to approve your preview




DININGOUT

[Change](#) [Remove](#)

[Back](#) [Download PDF](#)

9. Ads with variable sizing include editable fields where dimensions can be inserted within a certain range. The ad will resize proportionately. Proceed through customization, approval and download as instructed above.

Customize and Download



Zero, zip, zilch

Humana

\$0 Premium Medicare AD English

Agent Name * Sara Eames

License # (CA only)

Phone (502) 580-8902

Agency Name


Agent Website

Spanish speaking? -Select-

Hours of operation Monday-Friday, 8 a.m. to 5 p.m.

Please select a logo No assets available

Select your photo and click on the ad to approve your preview



WOMAN

[Change Image](#) [Remove Image](#)

Change document dimensions

Min Height: 12.5 in Max Height: 19.75 in Show Dimensions in: Inches

Min Width: 6.5 in Max Width: 9.7 in

Height: 19.75 in

Width: 9.71 in

Please enter a value less than or equal to 9.7.

[Back](#) [Download PDF](#)

