# 2018 Sales and Marketing Material Distribution for **External Channel**

July 2017

### Thank you

Thank you for your interest in Humana's Medicare options. Here is some information that explains Medicare. We want to help you choose the plan that's right for you.



"Humana is a company that works for you. For us, Medicare is a personal thing. That's why our people are here for you - every step of the way. It's how we support lifelong well-being."

Alan Wheatley - President, Humana Medicare

# Agenda

- Process Overview
- Quantity limits for agents and agencies
- Ordering Materials
- Tracking Orders
- Communication and training
- Videos, links, and .ppt

### **Process Overview**

# What's New?

### **Bound Enrollment Book**

- Marketing Brochure Content imbedded on folder 9 ½ X 11 ½ with plan info on front edge, pocket on back, and tear off reminder info
- Benefits at a Glance (MAPD and MA only) bound
- Summary of Benefit bound
- ✓ Plan Rating on gray paper bound/perforated
- OTC form for plans with OTC benefit (OTC Flyer for Debit Card) – bound/ perforated form
- PHI Letter and PHI Consent Form- bound/form perforated
- ✓ Scope of Appointment form- bound/perforated
- Receipt Form bound/perforated
- ✓ SNP form -<u>if applicable -</u> bound/perforated
- Application bound/perforated



### Kitted Enrollment Book

- Marketing Brochure Content imbedded on folder
   9 ½ X 11 ½ with plan info on front edge, pocket
   on back, and tear off reminder info
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- ✓ Application bound/perforated
- ✓ Benefits at a Glance (MAPD and MA only) <u>kitted</u>
- ✓ Summary of Benefit <u>kitted</u>
- ✓ Plan Rating on white paper <u>kitted</u>

Used for Spanish, Medicare look alike plans, and Emergency purposes



### What's New?

### **Drug Guides**

- Will be rolled up by formulary instead of by Contract/PBP.
- Plan information will be on the back cover.
- There will be an excel crosswalk to assist with the drug guide mapping per plan.
- Approximately 52 versions available nationwide

### OTC form

• There will be a combined version for both monthly and quarterly benefits.

### **Application**

• Member copy is being eliminated making the application 1ply.



#### Exciting news to share with you

Trank yes for heaving a filterment plan. We observe products not indicate to the buildhick one designed to high read your needs. No real auclided to adopt the perpendicution of services, but nee needyour written permission due to federal princip loase in postors individual means that second out phickog. Reason: complete nod interme this form to be non-model.
Nex, Fd like to teakive information on the following products and services not teldad to health. (Rease check all that apply)
Aliptoducts and services listed
Suggiamential banefits including, but not ilmited to, heapilid, occident, long-lams core, and deability
Life insurance products
Weines products and programs
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# What's New?

### External Channel will order through the ADP order site

- Agencies will preorder beginning 7/18 utilizing two columns Wave 1 (delivery by 9/30) and Wave 2 (delivery by 10/15.) Second round of preorders ends 8/25 to ensure 9/30.
- Agents will preorder beginning 7/18. All orders up to 8/25 will be delivered by 9/30.
- Agent reordering begins 9/15 through the ADP order site.

### **External channel enhancements and process changes**

- Getting extract from KMSI with course codes to assist with agents who exit out of the course before placing an order.
- Universal link for all agents/agencies instead of multiple links distributed.
- Quantity limits on re-orders will change to 50 and agents will be able to order more frequently, every 3 days instead of every 7.
- ADP to add browser support including browsers compatible with KMSI by adding language on the site.
- Agent access to order history and tracking shipments through ADP order site and Arvato tracking tool.
- We are removing the app function from the ADP order site to reduce confusion on whether the agent wants apps or does not with their kits. BREs will be automatically associated to the External Channel kit orders until 10/14.
- Drug guides will be distributed on a 1 to 5 ratio. Every 5 kits ordered per plan will receive 1 drug guide.
- New plan rating will be distributed via e-mail communication with docushare links for each contract.

# **External Agents**

### How and when agents pre-order?

- New cert face to face will receive an e-mail with URL, user name and password once the training rosters are loaded
- Recerts order through KMSI on 7/18
- New certs opting to take online cert class only will be able to click on the order site link to order supplies once they have successfully completed the HMO certification
- Shipping begins 9/15

#### How and when agents re-order?

- Online ordering-
  - For Individual Agent Re-orders use the following :
    - https://printandfulfillment.adp.com/H umanaDelegatedAgents/Forms/Univer salLogin.aspx
- May call ASU after 9/15

### What Agents will receive with their Starter kit order?

- 1-Online Web Tool-agent use only
  - 1-Sales Presentation MAPD-Depends on product certification
- 1-Sales Presentation PDP-Depends on product certification
- 1-Cover Letter-Description of materials received, link to reorder, and important phone numbers
- Enrollment Book

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- Marketing Brochure Content
- Benefits at a Glance (MAPD and MA only)
- Summary of Benefit
- Plan Rating on gray paper
- OTC form for plans with OTC benefit (OTC Flyer for Debit Card)
- PHI Letter and PHI Consent form
- Scope of Appointment form
- Receipt form
- SNP form if applicable
- Application
- Formulary/Drug Guides-1:5 ratio per plan
- <u>Items orderable separately:</u>
  - Point of Purchase Brochures
  - Flyers
  - Application-full only
  - Scope of Appointment
  - OTC Booklet
  - Humana Pharmacy Material

# Agencies

### How and when Agency offices pre-order?

- URL will be provided to External offices by Account Executives to place pre-orders beginning 7/18 to 8/3. Second round of pre-orders 8/5 to 8/25.
  - For Office Order requests use the following: <u>https://printandfulfillment.adp.com/</u> <u>HumanaDelegatedAgents/Forms/Uni</u> <u>versalLogin.aspx</u>
- Materials will begin shipping Sept 15<sup>th</sup>

### How and when Agency offices re-order?

- Online re-ordering through URL beginning 8/26
  - For Office Order requests use the following: <u>https://</u> printandfulfillment.adp.com/Humana <u>DelegatedAgents/Forms/UniversalLog</u> in.aspx

### What Agency offices will be able to order?

- Enrollment Book
  - Marketing Brochure Content
  - Benefits at a Glance (MAPD and MA only)
  - Summary of Benefit
  - Plan Rating on gray paper
  - OTC form for plans with OTC benefit (OTC Flyer for Debit Card)
  - PHI Letter and PHI Consent form
  - Scope of Appointment form
  - Receipt form
  - SNP form <u>if applicable</u>
  - Application
  - Formulary/Drug Guides-1:5 ratio per plan
- Items orderable separately:
  - Point of Purchase Brochures
  - Flyers

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- Applications
- Scope of Appointment
- OTC Booklet
- Humana Pharmacy Material
- Online Web Tool-agent use only
- Sales Presentation

# How and when agents and agencies order material

### Agents:

- Agents recertifying beginning July 18<sup>th</sup>
  - Once an agent recertifies through KMSI, the ADP order site link will be highlighted.
- Online only Certification
  - On KMSI, the ADP order site link will be highlighted after the HMO certification is complete.
  - If agent opts out of the HMO section, the link will not be available on KMSI
    - The agent should still be able to use the link below to place an order within 24hrs.
- Face to face certification
  - Agent roster must sent to MarketPoint training. Within 48hrs the agent will be loaded. The agent will receive an automatic e-mail from ADP with URL, user name and password.
- Agents can reorder through beginning Sept 15<sup>th</sup>
  - <u>https://printandfulfillment.adp.com/HumanaDele</u> gatedAgents/Forms/UniversalLogin.aspx

### Agencies:

- Agencies pre-order beginning July 18<sup>th</sup> to Aug 3<sup>rd</sup>
- Agencies second round of pre-orders from Aug 5<sup>th</sup> to Aug 25<sup>th</sup>
- Agencies can begin to reorder anytime

### https://printandfulfillment.adp.com/HumanaDel egatedAgents/Forms/UniversalLogin.aspx

\*ASU will also place orders, however ASU will direct the agent to order online first. If agent cannot place order online, ASU will order through the ADP order site using a Proxy SAN

# Things to Remember

- Plan Rating 2017 version will be bound into the AIO books as a perforated documented and kitted for POD books
  - 2018 PRD will be sent electronically to the external agents
  - 2018 PRD document is planned to be white paper
- Applications They are bound into the enrollment book, but will be available to order individually as well. They are only 1 ply so please ensure agents know they must fill out the Receipt Form upon every enrollment.
- **Careplus Materials** There are links available on the ADP order site for agents in FL. Florida agents would need to click the Careplus link at the bottom of the log in page.
- Agent Certifying Face to Face Once the roster is sent to MarketPoint Training, it will take 48hrs before agent is updated and the agent can order materials.
- Agents who new cert online and exit before completing the HMO section They will have to wait 24hrs to be able to log in. KMSI will be sending ADP a daily file with the course codes and agent profile information so the agent would have to wait until the next day.

# Quantity Limits for agents and agencies

# **Quantity Limits for agents and agencies**

- Starter kit orders are the initial orders placed by agents and can only be placed once:
  - Based on a Tier structure that considers previously year's sales

<b></b> , ,	• •		<b>.</b>	
Tier Level	Max	Defined	Est Agents	
Tier 1	20	10 & Under	16,536	
Tier 2	40	11 - 20	1,435	
Tier 3	60	21-30	625	
Tier 4	80	31 - 40	310	
Tier 5	100	41+	625	
Last year's totals				
Expected New Certs				
			25,531	
•				
MedSupp (Agent)	20			
MedSupp (Office)	20 per agent			

- Agents can re-order every 3 days after Sept 15<sup>th</sup>
  - Enrollment kit reorder limit is 50 kits
- Agencies can order daily
  - Enrollment kit limits are 50 kits per agent
  - Count of agents is required to be entered so ADP can calculate maximum quantity limit

MGAs & Strategic Partners

Based on number of agents ordering for:

Agent Count x 50

# **Ordering Materials**

### What's new 2018 Materials

### 2017 Experience



2017 All-In-One Book Marketing Brochure Benefit Summary Benefits at a Glance Scope of Appointment Plan Rating Document Temporary Receipt CSNP form if applicable \*Formularies are separate \*Business Reply Envelope are separate \*Applications are separate





#### 2018 All-In-One Book

Marketing Brochure Content imbedded on folder Benefits at a Glance (MAPD and MA only) Benefit Summary Plan Rating document OTC form for plans with OTC benefit PHI Letter and PHI Consent Form Scope of Appointment form Temporary Receipt CSNP form - <u>if applicable</u> Application \*Formularies are separate \*Business Reply Envelope are separate

### **Other Changes**

- Order site enhancement
  - There's a new universal link that was created to combine user types.
  - Order tracking is available on the site for both agents and agencies.
  - Order history is available on the order site.
- OTC form
  - There will be a combined version for both monthly and quarterly benefits.
- Application
  - Applications are automatically included in the enrollment book.
  - Member copy is being eliminated making the application 1ply.
    - Please ensure the receipt form is filled out as the member's proof of coverage.

### **Other Changes**

• Drug Guide update-See P&P clip to the below

#### **Drug Formulary**

For plans that include prescription drug coverage, the agent must have access to look up a beneficiary's prescriptions to determine coverage and copay levels, if requested by the beneficiary. An agent may access this information through humana.com, or by having a paper formulary available specific to the plan being presented. The agent is not required to leave a paper formulary with enrollees as an abbreviated formulary will be sent to the enrollee along with their Wekome Kit.

- Drug Guide distribution will be changed to a 1:5 kit ratio
- Per CMS: Drug Guides are only required to be handed out at point of sale if a member requests one.
- Drug guides will be rolled up by formulary instead of by Contract/PBP.
  - Plan information will be on the back cover.
  - There will be an excel crosswalk to assist with the drug guide mapping per plan.







Choose your Materials -	Choose your materials Click .pdf to view
Individual items	Information about the
	The quantity for the standard full application for the 2017 Plan Year has been pre-populated to 1 English and 0 Spanish based upon your selections on the previous page. You may increase this dty to your order maximum. If the quantity is greyed out, you have already reached your application maximum, and
	may not order additional applications during this order session.
	2017 Static Application Description English Spanish English Spanish
	TestApplicationProduct-This application is part of the selected kit GR#HUTSEN_2017 GR#HUTSSP_2017 1
NOTE: Individual items may	2017 Rem Description English Spanish English Spanish
be flyers, point of purchase	Test tem 3 PRI TEST000003 ENG PRI TEST000003 SAP
brochures, additional	Test tem 4 PRI_TEST000004_ENG_PRI_TEST000004_SAP
applications, etc.	TestApplicationProduct - Individual Item GN#HUTSEN_2017 GR#HUTSSP_2017 🔀
	1 1
	1. Enter quantities
	Previous Next Rems in both English
	2. Select Next
Choose your Materials -	
Medicare Supplement	Medicare Supplement Items
Itoms	Description Product Name English
nems	KT Medicare Supplement Individual Version CA Medicare Individual Supplement CA MYO MedSupp 100
	Protect 1. Enter quantity for Med Sup material
	2. Click Next
Paula Cala C	
Review Order Summary	Order Summary
	Ship Material To :
	Robert Workerspoon 5243 US HGH10KY 27N   1. Review order summary
	RCHIOID, N 47374-1048
	Email Address :
	SPOON488AOL COM Email confirmation will be sent with package details along with tracking information when shipped.
	Selected Material
	Plan Information English Spanish Total Network Cell Charles Mit AL 2010 (2010) 111 Description 2010
	L, Great Lakes 25 0 25
	Total Ordered : 25 0 25
	Application - Full Enrollment Form HILO, PPO, PFFS, PDP 50 10 60
	Application - Abbreviated Enrollment Form 50 50
	Original Medicare visi Medicare Advantage , Individual Medicare 50 50
	1000 Undered: 1120 10 190
	Click Previous to edit order   Previous Submit   2. Select Next
1	

Confirmations	After you submit your order, you get 3 notifications:
	<ul> <li>Immediately following your order, you will see the Order Confirmation screen letting you know that you have successfully completed your order</li> </ul>
	<ul> <li>You will receive an order confirmation e-mail after your order is submitted. The e-mail will go to the e-mail address provided in this order.</li> </ul>
	<ul> <li>Once your order has shipped, you will receive a shipping confirmation e-mail to the e-mail address provided on this order. You will be able to click on the order tracking link to track your order, once it's shipped.</li> </ul>

# **Tracking orders**

For the states listed below tracking will be available through the ADP order site:

 AL, AR, CT, DE, FL, GA, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NH, NJ, NC, ND, OH, OK, PA, PR, RI, SC, SD, TN, TX, VT, VA, WV, WI, WY

• The next slide begins instructions on how to track your order through ADP's order site.

Step 1:

- Universal Log-On Screen (Current Agency/Re-order/NewCert links will re-direct to this page.)
- <u>https://printandfulfillment.adp.com/HumanaDelegatedAgents/Forms/UniversalLogin.aspx</u>

lumana	
	Agent Log-in
	Agency Log-in
	Optimal order site functionality is achieved by using Internet Explorer version 11. To download this version click here.

### Step 2:

a. Agency Log-on Screen after selection of "Agency Log-In" Button. New frame will display for entry of credentials. Step 2:

b. Agent Log-on Screen after selection of "Agent Log-In" Button. New frame will display for entry of credentials.

	Provide Agency Information				Provide Agent Information	
Agent Log-in	UserName	•	> I	Agent Log-m	SAN#	•
	Password	•			Last Name	•
Agency Log-in	Submit			Agency Log-In	Submit	
						-

Step 3:

Screen

b. Agent Order/Tracking Selection

Step 3:

a. Agency Order/Tracking Selection Screen

Step 4:

- "Tracking Your Sales Materials(s)" Selection (Same screen shot for Agencies and Agents)
  - a. "Search by Confirmation" allows the entry of an individual order Confirmation number to bring up the order contents and the tracking info for the order.

	Track your Order
	If you ordered material for the following states, the order(s) was routed to another vendor.
Search by Confirmation No	CIER TREE IS THER DIRECT
Gap & Desupers	



Step 4 continued:

b. "See All Requests" displays all orders entered under the SAN/Proxy SAN used to enter the site. Orders will be listed in a table and user will be able to select individual results to see order contents and tracking.

c. "Previous" takes the user back to the previous screen.

Humana		Log
	Track your Order	52
	If you ordered material for the following states, the order(s) was routed to another vendor. Click here to track these.	
See All Requests	Provide Confirmation No	
Preveous	Search	

For the states listed below tracking will be available through Arvato:

- AK
- AZ
- CO
- CA
- HI
- ID
- NM
- NV
- OR
- UT
- WA
- The next slide begins instructions on how to track your order through Arvato



Step 1:

After logging into: <u>https://printandfulfillment.adp.com/HumanaDelegatedAgents/Forms/UniversalLogin.aspx</u> and selecting "Tracking your Sales Materials," there is a link available at the top of the screen. Track your Order, If you ordered material for the following states, the order was routed to another vendor, "Click here to track these."



### Step 1:

Once a user has been added to Vision, the tool sends out an automated welcome e-mail to the end user with the Vision URL, user name and temporary password along with instructions on how to reset a password:

You will be required to reset your temporary password at your first log in. If you forget your User Name, you can also log in using your e-mail address.



Step 2:

If you forget your password Vision will allow you to reset it by clicking the "Forgot Password" link at the log-in screen:



### Step 3:

Once you click the "Reset Password" link, you will receive a password reset email from Vision: Security with a matter of minutes:



After clicking the link you will be directed back to the Vision log-in screen. Once you enter your user name or e-mail and the temporary password, Vision will ask you to create a new password. Once your new password has been accepted, Vision will ask you to log-in with your new credentials.

### Step 4:

To access the order module, begin by loging into vision and clicking on the "Order Module" tab and then select "Find Order":



From this screen, you will be able to access all the search criteria fields available in Vision. Users are encouraged to explore and utilize all fields to locate the order they are researching; however, for purposes of this training guide, we will look at search methods using the following primary criteria:

- Arvato Order Number
- Order Creation date
- Supply ID
- Agent Contact, Name, Office or SAN
- Request Date
- Ship-to Details
- Part Number

### Step 5:

#### Agent Contact, Name, Office or SAN

You can search using the criteria associated with the Agency that processed the order. Under the "Customer Attributes" heading, you have the ability to search for orders using the Agent Office name, Agent Contact or SAN.

Order number					
Core Attributes			Customer Attributes	Shipping	
Client group		-	SAN	Shipping name	
Client		-	Office Name	Street address	
Sub-Client		-	Agent/Office Contact	City	
Operation		· · ·	Request Date	Zipcode	
Created between	and			State	
Order lifecycle				Package tracking #	
Order status		· · ·		Line items	
Order reason		- <b>*</b> -		Part #	
Order created by		-			
Batch Handling					
File feed		-			
Import filename					

### Step 6:

#### **Order Information**

The top portion of the order tracking screen displays key information about the order such as the ADP confirmation number, the date the order was created in Arvato's system, the current status of the order and the shipping details associated with order (shipment method, back order behavior and the ship to address). You will also novice a brief one sentence notification at the top of the page which indicates the most recent update associated with the order:

#### Shipments

The middle section of the order confirmation results page displays tracking details for all packages and shipments associated with a given order:

				Order Inform	ation								
	Japice Schmidt			Confirmation #	000217			Created		09	/14/2016 09:0	9 PM	
	JANICE SCHMIDT			Status	Shipped entire orde		order		Ship via		UPS/2D - UPS Second Day Air		
	Fresno, CA 93704			Office Name	Janice Schmid	t		Backord	er handling	All	low partial ship	ment (PART	
				SAN	1283319			Partner	Code	M	DRT		
				Project Code	2017 Delegat	ed Rece	rt Star	ter Agent/C	office Contact Em	ail LIF	ESPIKE@SBCG	LOBALINET	
Ship	ments												
	Shipment ID	Status	Created	Shipped o	n Pkg	#	V	/eight	Ship∨ia		Tr	acking #	
	A33880590A	Shipped	Wed 09/14	Wed 09/2	1 1		12	.30 lbs	UPS / G		1ZY08W	5903111126	18
	A338805908	Shipped	Tue 09/20	Fri 09/23	1		0.	10 lbs	UPS / G		1ZY08W	5903111160	89
	A33880590C	Shipped	Fri 09/23	Sat 09/24	1		0.	20 lbs	UPS / G		1ZY08W	5903111196	93
	A33880590D	Shipped	Sat 09/24	Tue 10/04	<b>i</b> 1		0	50 lbs	UPS / 2D		1ZY08W	5902111621	29
	A33880590E	Shipped	Sat 09/24	Fri 09/30	1		0.	30 lbs	UPS / 2D		1ZY08W	5902111365	05
	A33880590F	Shipped	Sat 09/24	Sat 10/01	1		0.	20 lbs	UPS / 2D		1ZY08W	5902111477	44
Parts	3												
Iter	n Part Number		Description			Qty		Shipped on 09/21/16	Shipped on Shi 09/23/16 05	pped or /24/16	n Shipped on 10/04/16	Shipped on 09/30/16	Shipped on 10/01/16
	1 DELEGATED_LTR_1	7_V1	LETTER - Delegated S	tarter Kit - English		1		1					
	2 PHYSRXSEARCHTC	OL_17	GUIDE - Physician/Ph	armacy Search Tool		1	12990	1					
	3 GNHH4C1HH_17		PRESENTATION - 20	17 SALES, PDP ENGL	ISH, Individual	1	1094	1					
	4 HUM-AOI-KIT-000	456	\$5884030000GNHH	KMYHH17AIO - KIT	- 2017 Enrollin	5	-	5					

Order A33880590 was shipped weighing 14 lbs on Tue 11/01/2016 (250 days ago) and can be

### Step 6:

For batch orders that have shipped, the number of packages, package weight, shipping method and tracking number will be displayed. For orders shipped out via UPS (Default Shipping Method) the tracking number will be displayed as a hyperlink which, when clicked, will open a new browser tab and take the user to the UPS tracking site.



# **Communication and Training**





# **Communication and Training**

- Communication sent in external channel newsletter highlighting enrollment book (video)
- Additional messaging with links to videos and .ppts in recertification newsletter
- Agencies second round of pre-ordering notification
- ADP will communicate to agents who have recertified, but have not yet placed an order, on a weekly basis
- Shipping and Reorder notification, things to remember, Drug Guide crosswalk
- October communication specific to new Plan Rating

# Videos, links and .ppts





# Videos and links

- Materials Catalog: <u>https://vimeo.com/224971931</u>
- How to order: -<u>http://teams.humana.com/sites/itls/itu/video/Player.html?vl=vod</u> <u>&vn=\_definst\_/humana/MaterialsOrdering2018.mp4</u>
- Tracking your orders: Coming Soon
- Sales Presentation Video Link: Coming Soon