

Inspire your Humana Medicare Advantage clients with applicable programs for their wellness journey



Help your clients maximize their benefits and achieve their best health. Educate members you enroll in Humana Medicare Advantage plans on the applicable programs and benefits that are a part of the plan they have enrolled in, and may help get them on a path to wellness. These are great opportunities to connect with your clients and strengthen your relationships.

1. Welcome call and new member health risk assessment
2. In-home Health and Well-being Assessment for eligible members
3. Humana Pharmacy® mail delivery (ONLY if the member enrolls in a Humana Medicare plan where Humana Pharmacy offers preferred cost sharing)
4. Go365™ by Humana, formerly HumanaVitality® (Not offered in Puerto Rico and some Group Medicare plans)
5. Humana At HomeSM care management services to help eligible members manage chronic conditions and daily activities

When you help your clients reach their wellness goals, you're helping Humana reach our goal. Closing the gap between people in the communities we serve and the healthcare they need so we can help them achieve their best health.

1. Welcome call and new member health risk assessment

Within 90 days of initial enrollment, new Humana Medicare members receive a welcome call from Humana. This call thanks them for choosing Humana and offers to answer any questions about their medical plan or how to better manage their health.

During the call, the member is asked to complete a brief health risk assessment. It helps Humana understand the member's health history to identify resources or programs available to him or her at no extra cost.

Agent action: Please ask your clients to take the call and complete the health risk assessment by phone.

2. In-home Health and Well-being Assessment for select members

If your client is contacted because he or she has been selected for an In-home Health and Well-being Assessment and asks you about it, here is how it works. It's a no-cost assessment as part of their Humana plan of overall health for eligible members and an opportunity to increase early detection of some common health conditions. Results can be shared with the member's primary care physician/specialist with the member's permission.

How do assessments work?

- Eligible members are contacted to schedule an appointment
- A doctor, physician assistant or nurse practitioner performs the assessment, which takes approximately 60 – 90 minutes
- A brief, noninvasive physical exam is done; the member will not need to undress or have any required diagnostic or lab procedures
- Depending on the assessment's results, member may be referred to Humana clinical programs for further evaluation and coaching, if needed (not all members will receive this outreach)

Agent action: If a client is contacted about an In-home Health and Well-being Assessment, tell them to take the call and encourage him or her to schedule an assessment. Remind the member that this visit does not replace their doctor's care or their annual checkup, and taking part won't affect the member's Humana benefits or premium in any way.

We value and appreciate you and all you do for Humana. We look forward to working with you to achieve our goal!

3. Humana Pharmacy®

Humana Pharmacy may only be discussed with a member if they have enrolled (ONLY if the member has enrolled in a Humana Medicare plan where Humana Pharmacy offers preferred cost sharing)

Humana Pharmacy can be the one source for everyday prescription needs: maintenance medications, specialty medications, diabetic supplies and, in some cases, over-the-counter medications. Advantages of using Humana Pharmacy may include:

- On average, mail-delivery pharmacy saves consumers and payees **15 percent** on 90-day prescriptions compared to 90-day prescriptions obtained at brick-and-mortar drugstores
- Mail-delivery pharmacy users are almost 8 percent more likely to take their diabetes-related medicine as their doctor prescribed than those who use retail pharmacies²
- Experienced pharmacy team answers questions about pharmacy needs

Other pharmacies are available in our network. A Humana Pharmacy mobile app enables a member to refill prescriptions, view order status, track shipments and set medication reminders.

Agent action: If the member has enrolled in a Humana Medicare plan where Humana Pharmacy offers preferred cost sharing, you may educate him or her about the preferred cost-sharing benefit and offer the option of completing the Member Authorization Form. If the member has enrolled in a Humana Medicare plan in which Humana Pharmacy offers preferred cost sharing and the member is interested, then you can let him or her know to call Humana Pharmacy at **1-855-310-5799**.

For clients with Humana Medicare plans where Humana Pharmacy offers preferred cost sharing, there are materials in the Delegated Materials Catalog you can use to educate members on their plan benefits. There is a flier that you can customize with your contact information. For those who have agreed to receive emails from you, you can download an email about the preferred cost-sharing benefit from the Marketing Resource Center in the agent portal to send.

4. Go365 by Humana, formerly HumanaVitality

(ONLY if the member has enrolled in a Humana Medicare plan that includes Go365 by Humana)

This wellness and rewards program is exclusively for Humana members. Here's how to get started:

- **Take the Go365 Health Assessment:** Complete at **Go365.com** or call the number on the back of the Humana member ID card to request a paper assessment
- **Earn Bucks:** Complete healthy activities like getting preventive screenings and exams, tracking your steps with a pedometer or attending a SilverSneakers® Fitness class
- **Spend Bucks in the Go365 Mall:** Choose items like gift cards, movie tickets, fitness devices and more to spend your Bucks

Agent action: Consider member outreach to members with plans that include Go365 using the Go365 flier, email or letter from the **Delegated Medicare Marketing Catalog**.

*Bucks have no cash value and can only be spent in the Go365 Mall. Bucks must be earned and redeemed in the same plan year. Bucks not spent by December 31 will be forfeited.

5. Humana At Home care management services

Members may be eligible for Humana At Home services at no extra cost to help them with their chronic conditions and daily activities. Those members will be called or visited by a care manager on a short-term or ongoing basis.

Some ways a care manager might help include:

- Answering members' questions about their health conditions and medicine that come up between doctor visits (this does not replace care from the doctor)
- Helping sort through members' confusing medical bills and paperwork
- Locating transportation, meals, social services and other helpful resources for members

Agent action: If a member is selected for and contacted about Humana At Home, tell them to take advantage of the service and speak to the care manager.

¹ Based on the study "How Mail-Service Pharmacies Will Save \$46.6 Billion Over the Next Decade and the Cost of Proposed Restrictions," created by Visante[®] for the Pharmaceutical Care Management Association, 2012.

² O. Kenrik Duru et al., "Mail-Order Pharmacy Use and Adherence to Diabetes-Related Medications," American Journal of Managed Care, Volume 16, Issue 1, pp 33-40 (2010).

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