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Healthier living
Financial well-being
Intelligent solutions



Refer your clients to enroll in an Aetna or Coventry Individual Medicare plan and earn a one-time referral fee

We offer an easy and exciting referral program for writing agents who wish to refer clients to enroll in an Aetna or Coventry Individual Medicare plan (MA, MAPD, PDP). Through this program, agents can earn a one-time referral fee for each referred client who chooses to enroll.

Our Individual Medicare referral program gives you two options for growing your business:

1. If you're "ready to sell" 2015 Aetna or Coventry MA, MAPD, or PDP plans (i.e., you're contracted, certified, licensed and appointed), you can refer business using one of our CMS-approved referral flyers. See instructions below on how to download the referral flyer to share with your clients.
2. If you don't intend to market or sell 2015 Aetna or Coventry MA, MAPD, or PDP plans, but want to refer prospects to enroll, you may contract with us as a referral-only agent. Referral-only agents don't have to complete the annual certification process and are not required to be appointed by Aetna. Once your contract

is approved, you can refer business using one of our CMS-approved referral flyers.

Note: You may contract with us as a writing agent or as a referral-only agent. If you contract with us as a referral-only agent, you will not be appointed to sell Aetna or Coventry Individual Medicare products. To become appointed to sell, you will need to submit a new contract to become a writing agent. Please contact your upline for instructions.

Interested in becoming an Aetna Medicare referral-only agent? Here's what you need to do.

1. You must submit contracting online through the **nomoreforms™** system for Aetna referral agents. Contact the Medicare Broker Services Department at **1-866-714-9301** or **brokersupport@aetna.com** to request a referral package code.
2. Once you have a referral package code, you can access **nomoreforms** at **<https://www.ainsight.com/nomoreforms/logon?type=client&clientCode=COVRF>** to submit your contract.

3. As a standard part of our contracting process:

- We'll conduct a background check after you submit your contracting paperwork
- You must have a valid producer's license in the state where you wish to refer business
- You must sign and submit the downloadable Electronic Fund Transfer form (EFT) to set up referral fee payment

4. You'll receive an email confirmation once your contract is approved.

How you can refer prospects

Once your contracting is approved, you can use one of our 2015 CMS-approved referral flyers to refer clients to enroll in an Aetna or Coventry Individual Medicare plan (MA, MAPD, PDP).

There are separate referral flyers for Aetna MA, MAPD and PDP plans; for Coventry MA, MAPD and PDP plans; and for Aetna or Coventry PDP plans only. The flyers contain a designated toll-free phone number that prospects must call for help selecting a plan and to enroll.

- Access the Aetna referral flyer on **Producer World** or the **Aetna Medicare Print Portal** (in the AEP and Other folders).
- Access the Coventry referral flyer on the **Broker Portal** or in AdBuilder.

How you get credit for a referral

To receive referral credit, prospects must call the designated referral phone number shown on the referral flyer to enroll, and they must provide your name and National Producer Number (NPN) or Coventry agent writing number (AWN) to the customer representative.

Note: We'll pay referral fees for enrollments effective January 1, 2015 starting in April following the CMS rapid disenrollment period.

Questions?

If you have any questions or need assistance with the referral program, please contact the Medicare Broker Services Department at **1-866-714-9301** or brokersupport@aetna.com.

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Ready to enroll?
It's easy

You can enroll today in a Medicare Advantage (Part C) plan or a stand-alone Prescription Drug (Part D) plan from Aetna Medicare. Here's how you can get started.

Need help finding a plan that's right for you? Just call us for help with Medicare Advantage plans (MA, MAPD), call us at **1-844-364-2140 (TTY 711)**. For help with Medicare Part D plans, call us at **1-844-264-2140 (TTY 711)**. We're available 8 a.m. to 8 p.m. CT, seven days a week.

You can enroll by phone
When you're ready to enroll, just complete an enrollment form over the phone. You can reach us by calling one of the phone numbers above.

Aetna Medicare is a PDP (MAPD, PDP) plan with a Medicare contract. Enrollment in Aetna Medicare depends on contract renewal. Plans are offered by Aetna Health Inc., Aetna Health of California Inc., and/or Aetna Life Insurance Company (Aetna).

Not all health services are covered. See Evidence of Coverage for a complete description of benefits, exclusions, limitations and conditions of coverage. Plan features and availability may vary by location.

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Ready to enroll? It's easy

You can enroll today in a Medicare Advantage (Part C) plan or a stand-alone Prescription Drug (Part D) plan from Coventry Health Care and First Health Part D (COP). Here's how you can get started.

Need help finding a plan that's right for you? Just call us for help with Medicare Advantage plans (MA, MAPD), call us at **1-877-864-1226 (TTY 711)**. For help with Medicare Part D plans, call us at **1-800-525-5271 (TTY 711)**. We're available 8 a.m. to 8 p.m., seven days a week, from October 1 - February 28 / February 29 - September 30, and the available 8 a.m. to 8 p.m. Monday - Friday.

You can enroll by phone
When you're ready to enroll, just complete an enrollment form over the phone. You can reach us by calling one of the phone numbers above.

Thanks again for your time!
Agent First and Last Name - _____
Agent writing number (AWN) - _____

Remember to mention my name and agent writing number when you enroll.

COVENTRY
Health Care
An Aetna Company

Coventry Health Care® is a Coordinated Care plan with a Medicare contract. Enrollment in our plans depends on contract renewal.

Coventry Health Care of Florida also has a contract with the Florida State Medicaid program. Coventry Medicare is not a Medicaid contract. Health care services, like those provided under other Medicare plans, are not covered by Medicaid.

Coventry Medicare Advantage plans are offered by Aetna's licensed affiliated companies, which include Aetna Health Inc., Coventry Health Care of Florida, Inc., Coventry Health Care of Illinois, Inc., Coventry Health Care of Kentucky, Inc., Coventry Health Care of Michigan, Inc., Coventry Health Care of Minnesota, Inc., Coventry Health Care of New York, Inc., Coventry Health Care of North Carolina, Inc., Coventry Health Care of Ohio, Inc., Coventry Health Care of Pennsylvania, Inc., Coventry Health Care of South Carolina, Inc., Coventry Health Care of Tennessee, Inc., Coventry Health Care of Texas, Inc., Coventry Health Care of Virginia, Inc., Coventry Health Care of West Virginia, Inc., First Health Life & Health Insurance Company of Health Insurance Services, Inc., and Health Assurance Therapeutics, Inc.

First Health Part D is a Medicare-approved Part D sponsor. Enrollment in our plan(s) depends on contract renewal.

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Producers must be licensed in the applicable state, appointed by Aetna and/or Coventry, and certified prior to engaging in the sale of Aetna or Coventry products. This communication is intended for use by brokers only and is not intended for distribution to Medicare beneficiaries. Any publication or distribution of this communication to unauthorized recipients without Aetna's approval is prohibited.

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