



STEPS TO LOYALTY SUCCESS: POINT OF SALE

Conversation essentials that support Medicare Advantage Star Ratings, retention and excellent member experiences.

Six key enrollment conversation topics in this guide:

Coverage	Care	Convenience
<p>1 Network fit</p> <p>2 Specific prescription costs</p> <p>Good health starts with the right coverage for you. We'll ensure your plan fits your unique needs.</p>	<p>3 Health and wellness resources</p> <p>4 Annual wellness visit and Health Assessment</p> <p>We'll get you connected so we can tailor your health and wellness support to you.</p>	<p>5 UnitedHealthcare® HouseCalls</p> <p>6 Home delivery through OptumRx®</p> <p>We'll partner with you and your primary care provider so it's easier to get the most from your plan.</p>



SIX TOPICS TO DISCUSS

During the enrollment conversation, use the following talking points to cover these six key topics with every new Medicare Advantage enrollee.

COVERAGE

1 Network fit

- Stress the importance of a strong relationship with their primary care provider (PCP)
- Review the network status of each doctor they plan to see in the upcoming year
- Highlight the fact that we help their PCP coordinate care with specialists, nurses, hospitals and the rest of their health care team
- Let them know UnitedHealthcare is available to help them with scheduling their appointments

2 Specific prescription costs

- Get specific about coverage and costs
- Look up each prescription drug they are currently taking in the formulary to verify coverage
- Discuss specific costs and explain prescription deductibles and drug tiers
- Discuss coverage stages and how they affect costs

CONVERSATION STARTERS

Prescription coverage and costs

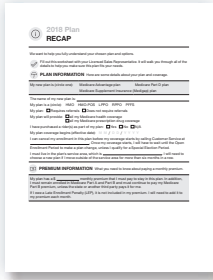
To get a better understanding of what you'll have to pay for your prescriptions, we need to look at a few factors.

First, let's figure out if each of your drugs are covered by looking at your plan's formulary, or drug list. Most plans have requirements and limits on certain drugs to ensure they're taken safely and effectively. You may need to provide more information to the plan or talk to your doctor about your options.

Next, we need to look at which tier, or cost category, your drugs fall under and what that means. Each tier has different copay and coinsurance amounts.

Finally, consider your pharmacy options:

- Your drug costs may vary by pharmacy
- Pharmacists can help you manage your prescriptions with your needs in mind
- You can choose to fill your prescriptions by phone or online and have them delivered to your mailbox with OptumRx



Plan Recap

Use the Plan Recap page in the Enrollment Guide to guide your conversation as you confirm their understanding of how their prescription coverage and costs will work.



What to expect next

The inside back cover of the Enrollment Guide includes a page that describes what to expect next. Review this with members so they know what types of calls and mailings they will receive.

CARE

3 Health and wellness resources

- Communicate that UnitedHealthcare takes an active role in supporting members' health by connecting them to care
- If applicable, highlight our Renew by UnitedHealthcare Health & Wellness Experience, designed to help members live their best life. Learn more about Renew from the Steps to Loyalty Success: Point of Sale training through your agent manager
- Renew by UnitedHealthcare is not available in all plans. Learn more on *Jarvis™*

CONVERSATION STARTERS

Renew Health & Wellness Experience

We all want to live a healthier, happier life and Renew by UnitedHealthcare can be your guide. With Renew you'll have access to inspiring lifestyle tips, learning activities, videos, recipes, interactive health tools, rewards and more, all designed to help you live your best life at no additional cost to you.

4 Annual wellness visit and Health Assessment

- Communicate that their plan includes an annual wellness visit
- Remind them to schedule appointments early in the plan year to assess health needs and concerns
- Explain the Health Assessment and that by answering some health and wellness questions, it will allow us to suggest helpful resources
- Let them know that these services help identify preventive care and individual support needs

CONVERSATION STARTERS

Annual wellness visit

After you become a member, we'll help you schedule your annual wellness visit right away. Having your visit early in the year helps you get the most from the programs we offer to support you in better health.

Health Assessment

You will be asked to complete a brief Health Assessment so that we can better understand your unique health needs and identify what types of support you may need. Your answers will not affect your membership or costs, but they will help us to suggest programs and resources that fit your needs.

5 UnitedHealthcare HouseCalls

- Educate members about HouseCalls and explain its value
- HouseCalls is even for people who are healthy and regularly see their primary care provider (PCP)
- A yearly in-home clinical visit at no additional cost

CONVERSATION STARTERS

HouseCalls

With HouseCalls, you spend quality time with an advanced practice clinician without the hassle of making your way to the doctor's office. It's a great opportunity to discuss your health care needs and create a plan for prevention. And best of all, it's available at no additional cost to you.

- Get 45 to 60 minutes of 1-to-1 time and receive health care screenings, nutrition and wellness tips, educational materials and more during your visit
- You'll be contacted to schedule an appointment within the first few months following your plan's effective date
- You can also schedule an appointment by calling **1-866-249-5345** or learn more by visiting **UHCHouseCalls.com**
- Your PCP will be provided a summary of the visit
- If tests are conducted during your visit, you and your PCP will be notified of the results

6 Home delivery through OptumRx

- With home delivery through OptumRx, members can fill a 3-month supply of their maintenance medications by phone or online and have them delivered to their door
- Highlight that this includes a 3-month supply of Tier 1 and Tier 2 drugs with a \$0 copay

CONVERSATION STARTERS

Home delivery through OptumRx

It's easier to follow your doctor's orders for medications when your medications are easier to get. With home delivery through OptumRx, you can choose to fill your 3-month supply of medication by phone or online and have it delivered right to your mailbox — with \$0 copays for Tier 1 and Tier 2 drugs.

With OptumRx home delivery, you have 24/7 phone access to a pharmacist for any questions or concerns. Standard shipping is free.

Switching to OptumRx is easy. Simply call **1-888-658-0539** or go online to **optumrx.com**.