



WellCare Personalized URL's for Broker Enrollments

WellCare is pleased to announce another value added for being a certified broker with WellCare. We are providing all our certified agents a new way to market WellCare to their clients and prospects through a personalized website (PURL). Prospective members can compare plans, request information and enroll themselves online with the agent receiving fully eligible commission.

What is a PURL?

A website, personalized for each agent, which has the agent's name, contact link and the ability for the prospective member to enroll directly through the agent's site. It gives the prospect the opportunity to go onto the site and request plan information and compare WellCare Plans. If the beneficiary enrolls via the personalized link, the broker will be paid commission.

What are the benefits?

- Saves time and money
- Give a professional and credible look and feel
- Include PURL on your business cards, flyers and website to generate cost effective leads
- Available 24/7 for your prospects convenience
- CMS compliant enrollment

Once you are certified, your PURL will be activated within 7 days. Your PURL will be www.wellcarerep.com + /producer ID. You can include this address on your business card, flyers and website. It is critical that your contact cell phone number is correct in the system. The 800 phone number on the site with your Agent ID extension will route directly to that number.

If you have any questions, please contact your local district sales manager or call producer services at 866-822-1339 or email producerservices@wellcare.com.

Disclaimer: PURLs are not to be used during a face-to-face meeting with a Medicare Beneficiary. Appointment Verification Call, paper or online enrollment and PAV/EP AV still apply for face-to-face meetings.