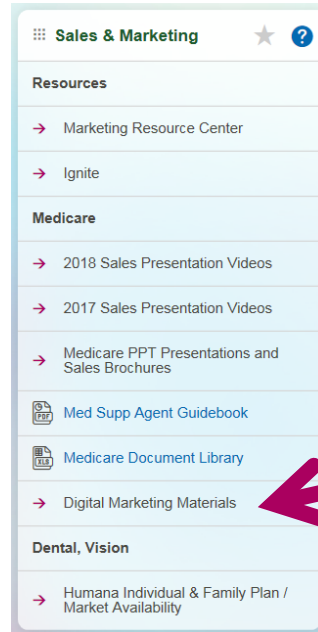


PURPOSE: Get started with the Medicare Digital Guidebook tool.
SCOPE: All Humana Agents

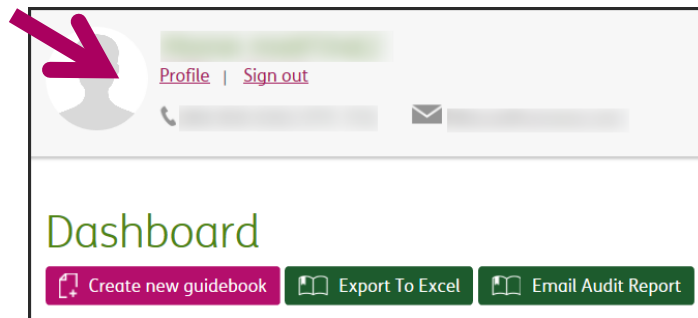
Access the Digital Marketing Materials tool from the Humana Vantage Agent Portal (log in with your agent credentials at Humana.com).

Click the Digital Marketing Materials link on the Sales & Marketing card.



When you access the tool, your agent information will be prefilled for you based on your Humana profile (name, phone number, certifications, and email address).

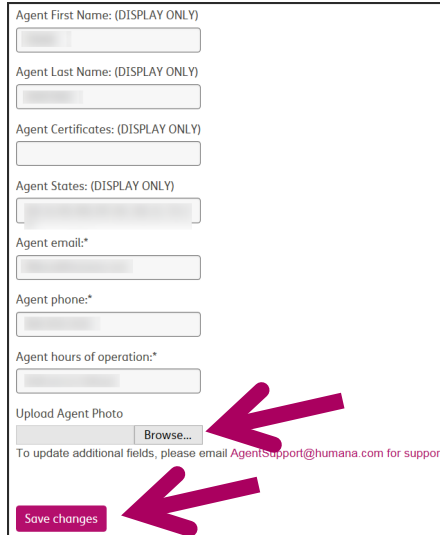
By clicking the Profile button you can verify your information and upload a photo of yourself.



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From the Profile page, upload a photo by clicking the Browse button next to the Upload Agent Photo field. Once you've located and selected the appropriate profile photo, click the Save Changes button to return back to the Dashboard.

If you need to update any of the additional fields, send an email to AgentSupport@Humana.com.



Agent First Name: (DISPLAY ONLY)

Agent Last Name: (DISPLAY ONLY)


Agent Certificates: (DISPLAY ONLY)

Agent States: (DISPLAY ONLY)


Agent email:*

Agent phone:*

Agent hours of operation:*

Upload Agent Photo
 

To update additional fields, please email AgentSupport@humana.com for support.



From the Dashboard, click the Create New Guidebook button to get started with sending information to a customer.

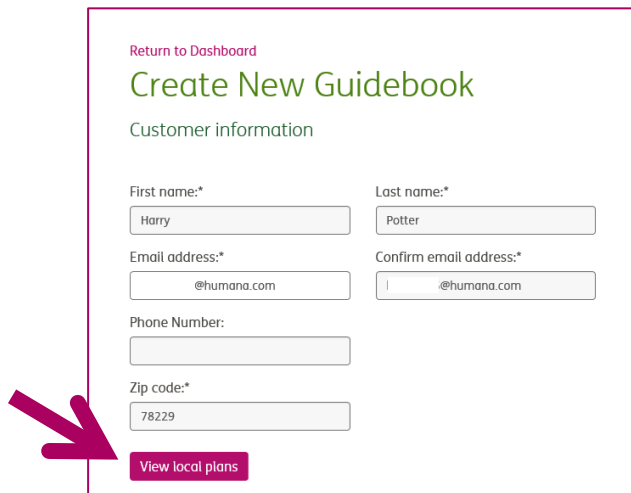


Fill in all customer information.

Fields marked with an * are required.

If a ZIP code is associated with more than one county, a drop-down menu will appear for you to select the appropriate county.

Once all required information has been filled in, click View Local Plans.



[Return to Dashboard](#)

Create New Guidebook


Customer information

First name:* Last name:*

Email address:* Confirm email address:*

Phone Number:

Zip code:*



Digital Marketing Materials Job Aid

Choose the plan information you want to send to the beneficiary. You may select up to 3 plans.

Click Create Guidebook to continue.

Choose up to 3

Select	Plan Name	Contract	PBP	Segment #	Max Out-Of-Pocket	Monthly Premium	Copy
<input type="checkbox"/>	Humana Gold Choice PFFS H8145-126	H8145	126	000	\$6700.00	\$69.00	\$10.00
<input type="checkbox"/>	Humana Gold Choice PFFS H8145-084	H8145	084	000	\$6700.00	\$134.00	\$15.00
<input checked="" type="checkbox"/>	HumanaChoice PPO H5216-128	H5216	128	000	\$5400.00	\$0.00	\$10.00
<input type="checkbox"/>	HumanaChoice PPO R4182-001	R4182	001	000	\$5700.00	\$0.00	\$15.00
<input checked="" type="checkbox"/>	HumanaChoice PPO H5216-043	H5216	043	001	\$6700.00	\$18.00	\$5.00
<input type="checkbox"/>	HumanaChoice PPO R4182-004	R4182	004	000	\$6700.00	\$54.00	\$25.00
<input type="checkbox"/>	HumanaChoice PPO H5216-042	H5216	042	000	\$6700.00	\$92.00	\$15.00
<input type="checkbox"/>	HumanaChoice PPO R4182-003	R4182	003	000	\$6700.00	\$95.00	\$15.00
<input checked="" type="checkbox"/>	Humana Gold Plus HMO H0028-030	H0028	030	000	\$3400.00	\$0.00	\$0.00
<input type="checkbox"/>	Humana Basic Rx Plan PDP	S5884	143	000	\$0.00	\$22.30	\$0.00
<input type="checkbox"/>	Humana Premier Rx Plan PDP	S5884	168	000	\$0.00	\$58.60	\$0.00
<input type="checkbox"/>	Humana Walmart Value Rx Plan PDP	S5884	201	000	\$0.00	\$13.20	\$0.00

[Create Guidebook](#)

From the View/Send Guidebook page, you can review the information that will be sent to your customer.

The Open Guidebook Link will take you to a preview of the page that your customer will view. The only difference is that when previewing the information, you will not see the Enroll Now button that will be available to customer.

If you want to edit the information in the guidebook before sending it, select the Edit button.

If everything is ready to send, click either the Send or Send (Don't CC Me) buttons.

Customer information

Harry Potter
78229
kwilson65@humana.com

Products:

- Humana Gold Plus HMO H0028-030
Contract: H0028
PBP: 030
Segment #: 000
- HumanaChoice PPO H5216-043
Contract: H5216
PBP: 043
Segment #: 001
- HumanaChoice PPO H5216-128
Contract: H5216
PBP: 128
Segment #: 000

Status:
NOT SENT

Guidebook preview

Agent information

SMART TEST AGENT

555-555-1235
agent@humana.com

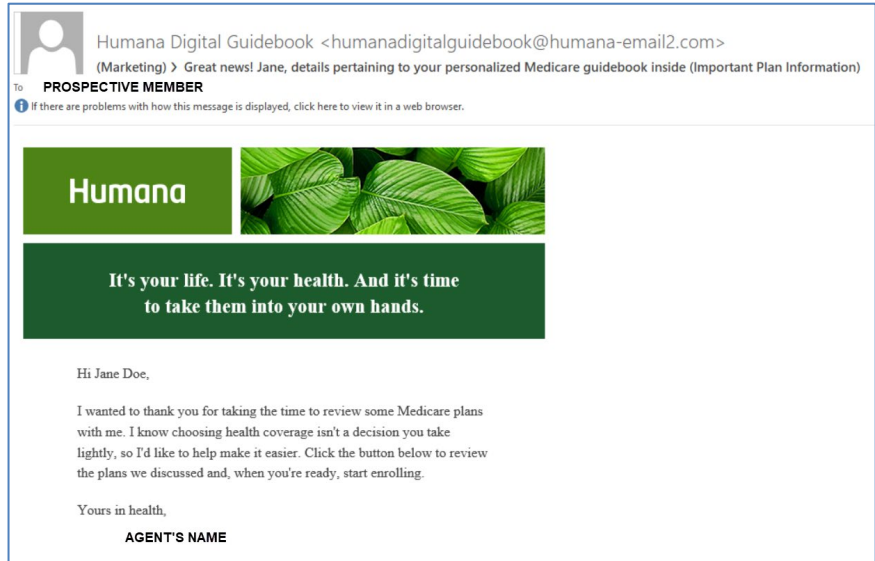
[Open Guidebook Link →](#)

[Edit](#)
[Send](#)
[Send \(Don't CC Me\)](#)

Digital Marketing Materials Job Aid

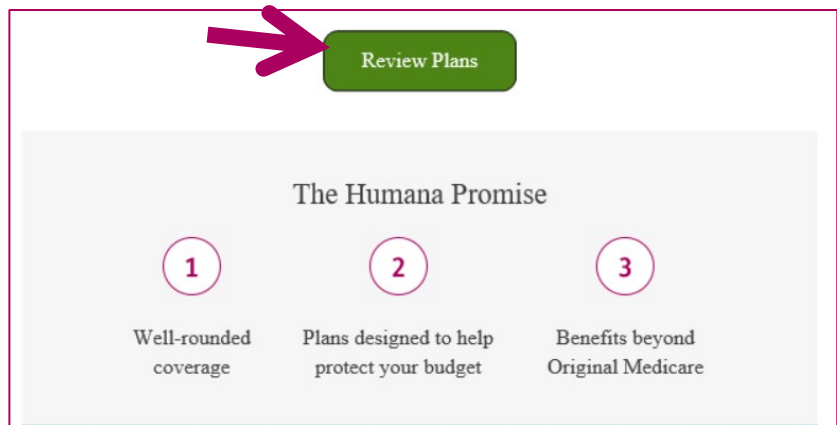
Your customer will receive a personalized email with the subject line: “(Marketing) Great news! NAME, details pertaining to your personalized Medicare guidebook inside (Important Plan Information).”

Let them know that they may need to check their spam/junk folder for the email.



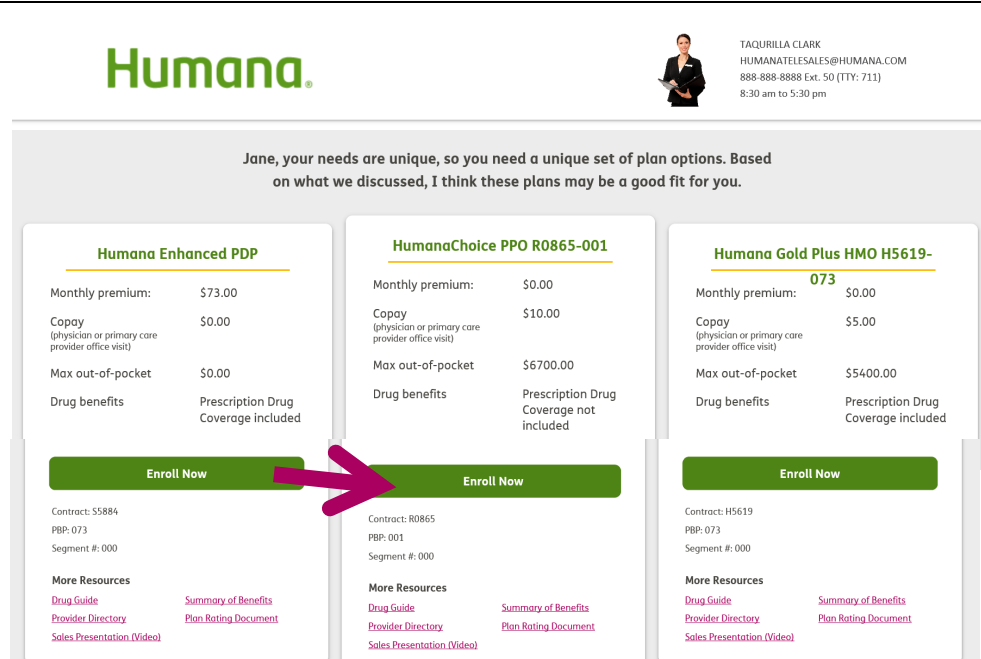
Your name and phone number will appear in the email that is sent to your customer.

By clicking the Review Plans button, your consumer will be taken to the guidebook with the plan information you chose to send them.



Upon accessing the guidebook, the consumer will see the plan recommendations you have sent. Information includes plan premium, copay, maximum out-of-pocket costs, drug benefits, summary of benefits, provider directory, and a sales presentation video.

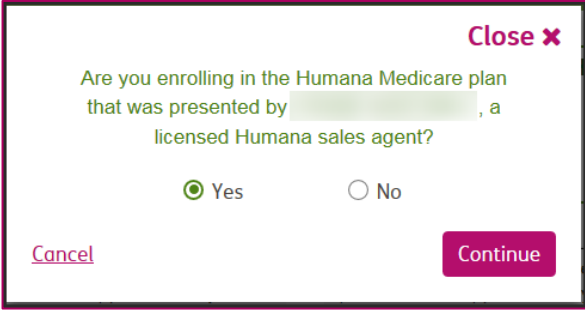
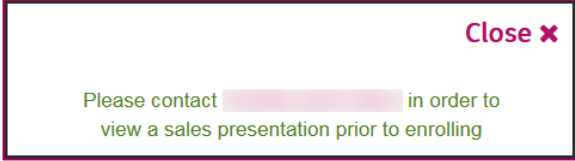
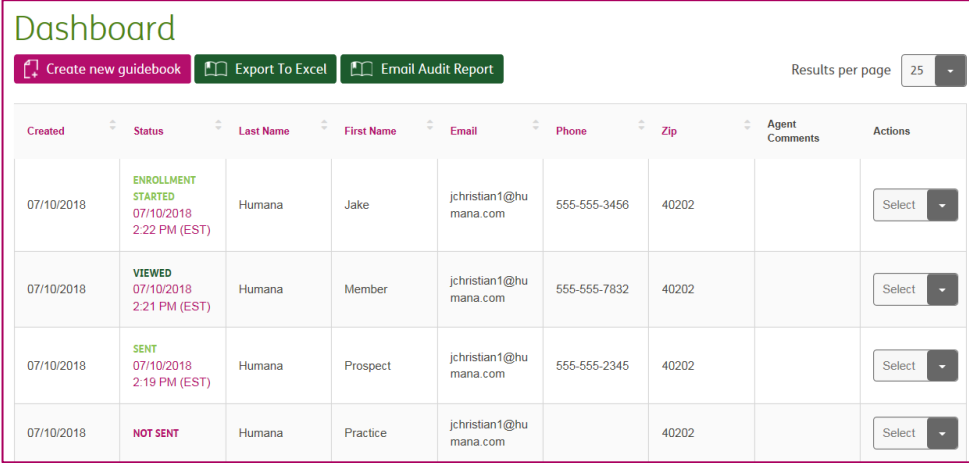
Once your customer has reviewed all materials and you, as the agent, have completed a full and compliant sales presentation, the prospect may click the Enroll Now button to begin their application.



Humana MarketPOINT®

MarketPOINT Retail Sales Learning and Development
 Humana MarketPOINT For Agent Training ONLY (Not CMS Approved)
 Proprietary to Humana Inc. Do Not Distribute
 REVISED: 11.11.19 TRN-REF-950B

Digital Marketing Materials Job Aid

<p>The consumer will be asked to verify that they are enrolling in a plan presented by their agent.</p> <p>Once they select yes to the verification, they will be able to complete their online application.</p> <p>If the consumer chooses No, they will receive a pop up to reach out to you, the agent, for a sales presentation. The system will also email you a notification to reach out to the consumer to complete a sales presentation.</p>	 <hr/> 																																													
<p>Once you have created a guidebook, it will appear on your Dashboard for tracking purposes.</p> <p>Use the drop-down menu for results per page to change the number of guidebooks that appear on the screen.</p> <p>Use the drop-down menu under the Actions heading to add comments or resend a guidebook.</p> <p>Use the arrows next to each column name to select the order in which results are displayed.</p>	 <table border="1"> <thead> <tr> <th>Created</th> <th>Status</th> <th>Last Name</th> <th>First Name</th> <th>Email</th> <th>Phone</th> <th>Zip</th> <th>Agent Comments</th> <th>Actions</th> </tr> </thead> <tbody> <tr> <td>07/10/2018</td> <td>ENROLLMENT STARTED 07/10/2018 2:22 PM (EST)</td> <td>Humana</td> <td>Jake</td> <td>jchristian1@humana.com</td> <td>555-555-3456</td> <td>40202</td> <td></td> <td>Select</td> </tr> <tr> <td>07/10/2018</td> <td>VIEWED 07/10/2018 2:21 PM (EST)</td> <td>Humana</td> <td>Member</td> <td>jchristian1@humana.com</td> <td>555-555-7832</td> <td>40202</td> <td></td> <td>Select</td> </tr> <tr> <td>07/10/2018</td> <td>SENT 07/10/2018 2:19 PM (EST)</td> <td>Humana</td> <td>Prospect</td> <td>jchristian1@humana.com</td> <td>555-555-2345</td> <td>40202</td> <td></td> <td>Select</td> </tr> <tr> <td>07/10/2018</td> <td>NOT SENT</td> <td>Humana</td> <td>Practice</td> <td>jchristian1@humana.com</td> <td></td> <td>40202</td> <td></td> <td>Select</td> </tr> </tbody> </table>	Created	Status	Last Name	First Name	Email	Phone	Zip	Agent Comments	Actions	07/10/2018	ENROLLMENT STARTED 07/10/2018 2:22 PM (EST)	Humana	Jake	jchristian1@humana.com	555-555-3456	40202		Select	07/10/2018	VIEWED 07/10/2018 2:21 PM (EST)	Humana	Member	jchristian1@humana.com	555-555-7832	40202		Select	07/10/2018	SENT 07/10/2018 2:19 PM (EST)	Humana	Prospect	jchristian1@humana.com	555-555-2345	40202		Select	07/10/2018	NOT SENT	Humana	Practice	jchristian1@humana.com		40202		Select
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07/10/2018	NOT SENT	Humana	Practice	jchristian1@humana.com		40202		Select																																						

Digital Marketing Materials Job Aid

The Dashboard will track progress in the Status column.

- Not sent: You have created a guidebook, but not yet sent it to a consumer.
- Sent: You have created a guidebook and emailed it to a consumer.
- Viewed: The consumer has opened the email that you sent and clicked the Learn More button to view the plan information.
- Enrollment Started: The consumer has clicked the Enroll Now button to begin their application.

Status
ENROLLMENT STARTED 07/10/2018 2:22 PM (EST)
VIEWED 07/10/2018 2:21 PM (EST)
SENT 07/10/2018 2:19 PM (EST)
NOT SENT

Process Complete.

For videos and more information go to MarketPoint University