



COVID-19 Response and Process Change

Telephonic MAPD Marketing Presentation

Due to the current state of COVID-19 as of 3/16/2019, WellCare will allow agents to conduct telephonic MAPD sales appointments with beneficiaries.

Remember, when conducting telephonic MAPD marketing presentations to Medicare prospects seeking only MAPD information; all current CMS Medicare Marketing Guidelines, WellCare policies, etc. must be followed.

MAPD Telephonic Marketing Presentation Dos and Don'ts

After all CMS requirements are met including consent-to-contact and SOA, an agent may proceed with a telephonic **MAPD** marketing presentation and assist with formulary/physician searches.

If the prospect agrees to enroll, the agent **MAY**:

- Provide PURL information to the prospect - An agent cannot complete the PURL on behalf of the applicant but the agent can assist with walking the applicant through completing the PURL Application. The agent **MUST** have a cell number on file in order for their PURL to work. As best practice, agents should test their PURL to confirm it's working. The PURL template is <http://www.wellcarerep.com/AgentID> for example, mine would be <http://www.wellcarerep.com/357450>
- Send paper application (and all required documents) to be completed by the prospect

If the prospect agrees to enroll, the agent **MAY NOT** conduct telephonic enrollments on behalf of the prospect

Tutorial Video Links

[eApp](#)

[Online Formulary](#)

[Provider Directory](#)

Website Links

[Agent Connect](#)

[Agent Website](#)

[Agent Assisted Enrollment Portal](#)

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