


**Humana.**

# 2023 Sales and Marketing Material Distribution Partner agent/agencies

July, 2022

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# What's New

## Enrollment Book: Printed and Digital version (located on the [Humana Sales Enablement Library](#))

- Marketing Brochure Content with folder
- Food Benefit Flyer (if applicable) – bound
- LIS (DSNP) Flyer (if applicable) - bound
- Virtual Visits (Telehealth) Flyer – bound
- **Healthy Options Allowance Flyer– bound**
- **Flex card allowance Flyer– bound**
- Benefits at a Glance – bound
- Summary of Benefit – bound
- Abbreviated Drug Guide – bound
- OTC form for plans with OTC benefit (OTC Flyer for Debit Card) – bound/ perforated
- PHI Letter – bound
- PHI Consent Form- bound/perforated
- Receipt Form - bound/perforated
- SNP form (if applicable)- bound/perforated
- Scope of Appointment form- bound/perforated – English and Spanish not in digital version
- Application or DSNP Application - bound/perforated
- Business Reply Envelope – bound – not in digital version
- Plan Rating on gray paper – perforated
- Important Resources

# Translations

- Languages that were requested for 2023:

Burmese	MY
Chinese	CH
Dine/Navajo	NV
French	FR
Haitian Creole/Creole	CR
Hindi	HI
Albanian	SQ
Arabic	AR
Bosnian	BS
Japanese	JA
Korean	KO
Laotian	LO
Polish	PL
Portuguese (Brazil)	PT
Punjabi	PA
Romanian	RO
Russian	RU
Serbo-Croatian	HR
Tagalog	TL
Vietnamese	VI

- All required materials are translated into US Spanish
- PR plans are translated to PR Spanish
- All enrollment book versions are available digitally on the [Humana Sales Enablement Library](#)
- Spanish, Chinese and Korean will be on the O'Neil's order site ODS beginning 8/1.
- Orders will be extracted out on 8/26 for the first wave of distribution by 9/30.
- All other translated material should be ordered through the [FedEx docstore site](#).

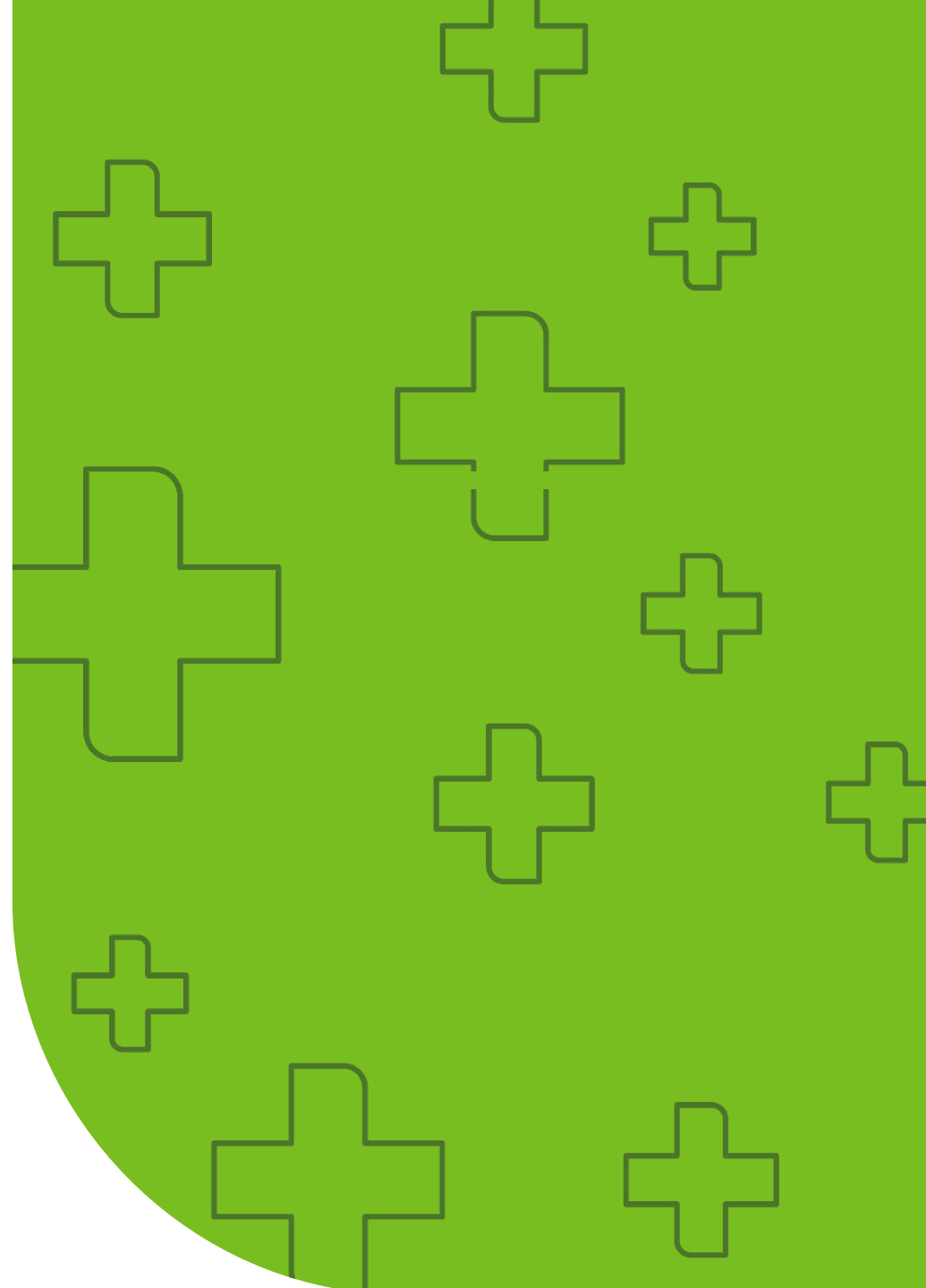
*Available on the Humana Sales Enablement Library*



# Order Site Changes

## ADP

- Add pdf links of the Enrollment Apps to the Announcement page and Individual items page
- Increased font sizes on pages
- Additional flags added to plans “No commission” and “Part B Give Back.”
- If no pdf available, the icon will not display. Will not have a 'Coming Soon' icon.
- Admin user will be able to increase agent tiers by SAN.
- Decrease the number of packages by ensuring documents are in inventory at the same time.
- New graphics for the plan selection and plan quantity screens
- In Regression testing: the MCA cert code issue which caused agents to not be able to log in due to the term date on this cert code. ADP is putting logic in place that only pulls the Medicare Cert term date.



# 2023 Alternate Language Enrollment Book Formats

## All-in-One

These are pre-printed with our print vendor and assembled with all components bound in the book



\*Available in English & US Spanish

## Print on Demand (POD Container)

These are the printed with only the required documents bound within the book (i.e. Summary of Benefits, PHI Consent, SOA form, etc.) Then additional materials are loose documents that are inserted into the back pocket of the book



\*Available in English, US Spanish, PR Spanish

## True POD

These are printed, all the same sizing and same stock type, alternate language versions



\*Available in US Spanish, Chinese & Korean

## FedEx

A digital PDF with a colored cover, or at least the cover page. FedEx will print the first page in color, rest in B&W. Book will be spiral bound.



\*Available in all languages



# Partner Agent ordering

## How and when agents pre-order?

- Recerts order through KMSI on 7/22
- New certs will be able to click on the order site link to order supplies once they have successfully completed certification beginning 7/22
- Shipping begins 9/15

## How and when agents re-order?

- **Online ordering-**
  - For Individual Agent Re-orders use the following :  
<https://printandfulfillment.adp.com/HumanaDelegatedAgents/Forms/UniversalLogin.aspx>
- May call ASU for re-orders every day after initial order

## What Agents will receive with their Starter kit order?

- 1-Online Web Tool-agent use only
- 1-Sales Presentation MAPD-Depends on product certification
- 1-Sales Presentation PDP-Depends on product certification
- 1-Cover Letter-Description of materials received, link to re-order, and important phone numbers
- Business Reply Envelope labels
- Enrollment Book:
  - Marketing Brochure Content with folder
  - Food Benefit Flyer (if applicable) – bound
  - LIS (DSNP) Flyer (if applicable) - bound
  - Virtual Visits (Telehealth) Flyer – bound
  - **Flex Card Flyer- bound**
  - **Healthy options allowance- bound**
  - Benefits at a Glance – bound
  - Summary of Benefit – bound
  - Abbreviated Drug Guide – bound
  - OTC form for plans with OTC benefit (OTC Flyer for Debit Card) – bound/ perforated
  - PHI Letter – bound
  - PHI Consent Form- bound/perforated
  - Receipt Form - bound/perforated
  - SNP form (if applicable)- bound/perforated
  - Scope of Appointment form- bound/perforated – not in digital version
  - Application or DSNP Application - bound/perforated
  - Business Reply Envelope – bound – not in digital version
  - Plan Rating on gray paper – perforated
  - Important Resources
- Centerwell Flyer in the amount of the total enrollment books
- **Items orderable separately:**
  - Enrollment book envelope
  - Point of Purchase Brochures
  - Flyers
  - Application and DSNP application
  - Scope of Appointment
  - OTC Booklet
  - Centerwell Material

# Partner Agency ordering

## How and when Agency offices pre-order?

- URL will be provided to Partner offices by Account Executives to place pre-orders beginning 7/22 to 8/25.
  - For Office Order requests use the following: <https://printandfulfillment.adp.com/HumanaDelegatedAgents/Forms/UniversalLogin.aspx>
- Materials will begin shipping Sept 15<sup>th</sup>

## How and when Agency offices re-order?

- Online re-ordering through URL beginning 8/26
  - For Office Order requests use the following: <https://printandfulfillment.adp.com/HumanaDelegatedAgents/Forms/UniversalLogin.aspx>

## What Agency offices will be able to order?

- Enrollment Book:
  - Marketing Brochure Content with folder
  - Food Benefit Flyer (if applicable) – bound
  - LIS (DSNP) Flyer (if applicable) - bound
  - **Flex Card Flyer- bound**
  - **Healthy options allowance- bound**
  - Virtual Visits (Telehealth) Flyer – bound
  - Benefits at a Glance – bound
  - Summary of Benefit – bound
  - Abbreviated Drug Guide – bound
  - OTC form for plans with OTC benefit (OTC Flyer for Debit Card) – bound/ perforated
  - PHI Letter – bound
  - PHI Consent Form- bound/perforated
  - Receipt Form - bound/perforated
  - SNP form (if applicable)- bound/perforated
  - Scope of Appointment form- bound/perforated – not in digital version
  - Application or DSNP Application - bound/perforated
  - Business Reply Envelope – bound – not in digital version
  - Plan Rating on gray paper – perforated
  - Important Resources
- Business Reply Envelope labels based on the total enrollment books – 1 booklet per 20 enrollment books
- Centerwell Flyer in the amount of the total enrollment books
- Items orderable separately:
  - Enrollment book envelope
  - Point of Purchase Brochures
  - Flyers
  - Applications
  - Scope of Appointment
  - OTC Booklet
  - Centerwell Material
  - Online Web Tool-agent use only
  - Sales Presentation



# Things to remember

- **Plan Rating** – 2022 version will be in all the enrollment books. When the 2023 version is available it will be associated to all enrollment book orders.
  - 2023 PRD will be sent electronically to the partner agents
  - 2022 PRD document is planned to be gray paper
- **Applications** – They are bound into the enrollment book, but will be available to order individually as well. They are only 1 ply so please ensure agents know they must fill out the Receipt Form upon every enrollment.
  - DSNP applications required for DSNP plans
- **Careplus Materials** – There are links available on the ADP order site for agents in FL. Florida agents would need to click the Careplus link at the bottom of the log in page.
- **Partner Channel Admin Link changes** – Expedited Delivery feature. You'll be able to track packages under the proxy SAN. You can also increase the agent's tier level.
- **Materials are available electronically** – [Humana Sales Enablement Library](#)
- **Alternate Language Enrollment books available** – Markets will be able to supply the agents with alternate language enrollment books and the digital versions will be available on the [Humana Sales Enablement Library](#). Chinese and Korean materials will be available to order on the ADP order site.
- **FedEx** – You will have to use FedEx for your Alternate Language materials.

# Quantity Limits

- Starter kit orders are the initial orders placed by agents and can only be placed once:
  - Based on a Tier structure that considers previously year's sales – filed posted on teams

<b>Tier Level</b>	<b>Max</b>	<b>Defined</b>	<b>Est Agents</b>
Tier 1	20	10 & Under	22,430
Tier 2	40	11 - 20	2,996
Tier 3	60	21 - 30	1,125
Tier 4	80	31 - 40	543
Tier 5	100	41+	1,006
Tier 6	300	Manual input	
Tier 7	600	Manual input	
			28,100
MedSupp (Agent)	20		
MedSupp (Office)	20 per agent		
Partner agencies			
Based on number of agents ordering for:		Agent Count x 50	
CarePlus	50		
NOTE: Tiers for CarePlus agents will be listed in the SOLAR file, however, Careplus has set maximum order quantity at 50 regardless of Tier.			

- Agents can re-order every day after initial order is placed
  - Enrollment kit reorder limit is their tier
- Agencies can order daily
  - Enrollment kit limits are 50 kits per agent
  - Count of agents is required to be entered so ADP can calculate maximum quantity limit

# Content for certification courses

There were some minor updates after this info was submitted in May

- **Business Reply Envelope used for applications will be included in the enrollment book.**
  - You will receive a set of labels that will need to be placed on the business reply envelopes prior to 10/15.
  - The label was created to notify members that they should not mail applications prior to 10/15.
  - These labels are required to be placed on any enrollment book handed out prior to 10/15.
- **2022 plan rating will be included in all enrollment books as a perforated document.**
- **When the 2023 plan rating is available, you will need to remove the 2022 plan rating and replace with the 2023 version. The 2023 version will be sent out electronically through Ignite Messaging.**
- **All enrollment book orders received after the 2023 plan rating is available, will receive the 2023 plan rating as a separate piece.**
- **Enrollment Book Changes include:**
  - **New Flyers if applicable:**
    - Flex Card Flyer
  - No fold out cover this year
  - Enrollment books will have an expanded color-coded block based on product type which will be located at the top right of the enrollment book. The counties will also be listed on the front cover.
  - Some enrollment books will have the plan information on the front and some may have the plan information on the back.
- **Envelopes to mail enrollment books will be available to be ordered separately through the order site.**
- **No Bar code on the application**
- **Veterans enrollment books will be available for applicable plans**
- **Important! DSNP application for DSNP plans...**
- **Must use DSNP app for DSNP plans or app will pend with potential denial.**
- **We will have a specific DSNP enrollment book that will include the new app.**
- **The Medicare Document Library on Vantage is transitioning to the Humana Sales Enablement Library for digital versions of all materials including enrollment books. ALL alternate language material will be available on the Sale Enablement Library with a new link to access the FedEx order site. Look for more info through Ignite messaging.**
- **Order sales and marketing materials through Vantage.**

- **Enrollment Book includes:**
  - Marketing Brochure Content
  - Food Benefit Flyer (if applicable) – bound
  - LIS Flyer (if applicable) – bound
  - Flex Card flyer (if applicable) – bound
  - \$0 DSNP Prescription Drug (if applicable) – bound
  - Benefits at a Glance – bound
  - Summary of Benefit – bound
  - Abbreviated Drug Guide – bound
  - OTC form for plans with OTC benefit (OTC Flyer for Debit Card) – bound/ perforated
  - PHI Letter – bound
  - PHI Consent Form- bound/perforated
  - Receipt Form - bound/perforated
  - SNP form (if applicable)- bound/perforated
  - Scope of Appointment form- bound/perforated
  - Application or DSNP Application - bound/perforated
  - Business Reply Envelope – bound
  - Plan Rating on gray paper – perforated
  - Important Contact info

# Job Aid for placing orders through the ADP order site

[ADP order site link](#)

[How to order Medicare Materials job aid](#)

[How to create a profile job aid](#)

[How to copy an order job aid](#)

[How to track your order job aid](#)

# Communication plan

- Content added to Recertification course-complete
- Job Aids updated for KMSI- Updated
- Initial Newsletter communication sent to the External agents about when to place an order, on June 27<sup>th</sup> .
- Medicare Document Library transitions to Humana Sales enablement Library communication sent Medicare Document Library transitions to Humana Sales enablement Library communication sent July 5<sup>th</sup>.
- communication will go out on July 21<sup>st</sup> – Communication will include what’s new for 2022 and how to order material and the Marketing Materials Overview (MMO) video.
- Internal - Review of Leadership deck July 19<sup>th</sup>
- ADP will be sending communication July 22<sup>nd</sup> with the link to order supplies. The product guide will be sent through Ignite messaging.
- ADP will communicate to agents who have recertified, but have not yet placed an order, on a weekly basis
- Shipping and Reorder notification, how to track, how to copy an order, things to remember and the Humana Sales Enablement Library link–First week of September
- October communication specific to new Plan Rating-First week of October

# Links to Videos and other helpful documents

- [Marketing Materials Overview](#): What materials will be available to order and how to use them
- Sales Presentation Video Link – 2023 videos not available yet.
- [Humana Sales Enablement Library](#) 2023 material available 9/7

