



Humana® “HERE TO HELP” AGENT CONVERSATION GUIDE

4-Touchpoint Engagement Series for Newly Enrolled Humana Members

Dear Agent,

Within a few days of their enrollment, you should be calling new Humana Medicare Advantage Plan members to welcome them to Humana and to their new health plan. Following are agent phone call conversation guides for onboarding your new members, as well as some helpful tips and suggested talking points to make your conversations go smoothly.

There are four scheduled phone conversations in the series, to be initiated on Days 3, 30, 60 and 90 following member enrollment.

Post these conversation guides in a prominent location when you are calling members to help ensure that your conversations are informative, accurate and compliant with Humana customer engagement policies.

We hope you find these guides helpful, and thank you for selling and servicing Humana healthcare plans!

NO CROSS-SELLING PERMITTED PER CMS REGULATIONS!

If the member inquires about other products, then you must advise them that they will need to call back. You may give them your direct phone number for your general sale department.

DAY 3

WELCOME TO
YOUR HUMANA
HEALTH PLAN

Introduction

- 1 Introduce yourself and your agency. Then confirm that you are speaking with the member. You could say something like:

Hello, my name is <Your First Name>, and I am calling from <Agency Name>. May I please speak with <Member First Name, Last Name>?

Thanks and Expectations

- 2 Thank the member for enrolling in a Humana plan. Remind them of the plan they chose, and be certain to indicate the day of the week that he/she enrolled in it with wording like this:

Thank you for enrolling in your Humana <HMO/PPO/PFFS/PDP> Medicare plan on <Sun/Mon/Tues/Wed/Thur/Fri/Sat>. You will be receiving a welcome kit for your plan and your plan ID card in the mail in about a week.

Other/Closing

- 3 If the member is new to Humana, or moving from a Humana PDP or commercial/group Medicare plan to an individual MA or MAPD plan, advise that they may be asked by letter or phone to complete a brief Health Risk Assessment (HRA). Please encourage them to complete the HRA. Since renewing members will have already had this contact, they will not receive the HRA request. All members, new and renewing, can complete their Go365 Health Assessment on-line and/or request a paper form. Humana Medicare Advantage Plan members can earn Go365 Bucks and redeem them for great items at the Go365 Mall, like gift cards, fitness devices or movie tickets, up to \$300 in value.* These assessments help Humana understand the member's health history to identify resources and programs that may be available to them at no extra cost.
- 4 You can also advise the member they will receive a mailing from Humana that will contain their ID card and Member Guide. The Member Guide is an easy-to-read booklet that provides members with “need to know” basics to help them get started with their plan. Members generally receive this mailing within 10 days of their enrollment. Lastly, let the member know that you will check back in with them in about a month.

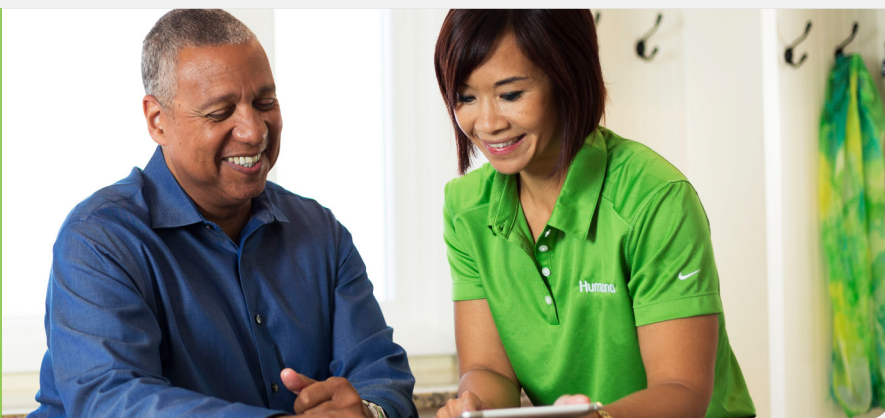
Learn more about Go365 at [Go365.com](https://www.go365.com). You can also download customizable flyers, emails, and other materials about Go365 via the [Marketing Resource Center](#)

*Bucks have no cash value and can only be spent in the Go365 Mall. Bucks must be earned and redeemed in the same plan year. Bucks not spent by December 31 will be forfeited.

TOUCHPOINT 2

DAY 30

UNDERSTANDING AND USING YOUR PLAN



Introduction

- 1 Introduce yourself and your agency. Then confirm that you are speaking with the member. Here is suggested wording:

Hello, my name is <Your First Name>, and I am calling from <Agency Name>. May I please speak with <Member First Name, Last Name>?

- 2 Confirm that they have received their ID card and explain that they can call Humana Customer Care if they have not received it yet. Ask the member if they have any questions about their plan/benefits. You could say:

Do you have any questions regarding your new Humana health plan? By now you should have received your membership booklet and your ID Card. Did you receive yours?

Personal Health and Benefit Utility

- 3 Once members have confirmed receipt of their membership booklet and ID card, open up the conversation to one of the following topics:

A) PCP

- Ask the member if they have made initial contact with their doctor. If not, encourage them to do so.
- Review the importance of using network providers and how to access specialists.

B) Drug Coverage

- Review Rx guidance tools.
- Inform the member of the benefits of utilizing a preferred pharmacy as well as getting their prescriptions by mail order (e.g., Humana Pharmacy, if Humana Pharmacy is a preferred pharmacy as part of their plan).

**Download the
Preventive Screenings
Flyer from the
[Marketing Resource Center](#)
and send to your client**

ACCESS
Humana Pharmacy marketing materials on the [Marketing Resource Center](#) via Vantage. And [click here](#) to access even more information in the Enrollment Book about Humana Pharmacy.

(Continued)

C) Preventive Care

- Remind the member if they have not had a flu/pneumonia shot, they should speak with their doctor to see if one is appropriate. Let the member know if they received it at a location besides PCP, to inform their doctor that they had the shot. They are also rewarded Go365 Bucks for obtaining a flu shot as an added bonus.
- Ask if they have knowledge of their routine vision benefits; review if necessary.

In-Home Health and Well-Being Assessment

- 4** Explain that the member may or may not receive a call regarding Humana's in-home well-being assessment for select Humana members with wording like this:

Have you been contacted by a Humana representative regarding an in-home health and well-being assessment?

Is the answer YES? — If the member has been contacted by Humana to participate, remember it's a no-cost assessment of overall health for select members and an opportunity to increase early detection of some common health conditions. Results are shared with the member's primary care physician/specialist.

Is the answer NO? — It's possible an in-home assessment isn't needed or Humana simply hasn't connected with the member yet. In either case, encourage the member to take any calls they receive from Humana to ensure they are getting the full use of the plan.

Other/Closing

- 5** Encourage the member to visit a Guidance Center known as "Humana in My Community," in applicable areas. [Click here](#) to see if Guidance Centers are in your area.

Please remember to only discuss Guidance Centers if there is one close to the member address. Humana Guidance Centers are retail "store fronts" that provide the community with access to wellness resources, in-person customer service support for Humana members, such as help with claims questions, prescription pricing information, and/or benefits understanding, etc.

Let the member know that these services are provided at no cost to the Humana member or community member.

- Ask if they have registered at MyHumana.com and communicate benefits of doing so (if applicable).

- 6** Remind them that you will be checking back in with them in about a month to follow up and address any questions they might have.

DAY 60

HEALTH PLAN
AND BENEFITS

Introduction

- 1 Introduce yourself and your agency. Then confirm that you are speaking with the member with wording like this:

Hello, my name is <Your First Name>, and I am calling from <Agency Name>. May I please speak with <Member First Name, Last Name>?

- 2 Ask the member if they have any questions about their plan/benefits.

Programs

Bring up the following programs. If the member is not familiar with them, use this opportunity to help them understand what these programs are, and how to take advantage of them.

- 3 Discuss the Go365 Humana Rewards program, if it is part of the member's plan.
- 4 Offer to help them register for [Go365.com](https://www.go365.com) and [Humana.com](https://www.humana.com) to have online access to tools, rewards and resources.
- 5 Discuss Humana First 24/7 nurse advice line.
- 6 Discuss SilverSneakers/Silver Fit, if it is part of the member's plan.
- 7 Discuss Health Coaching services.
- 8 Inform them about MDLive telemedicine resources.

Closing

- 9 Tell the member that you will be calling them in about a month to follow up and address any questions they might have.

Where to find more
info on these programs:

Access conversation guides and customizable materials for Go365, SilverSneakers, Health Coaching, MDLive and MyHumana (GoDigital) in the [Marketing Resource Center](#) in Vantage. Search by the program name.

Nurse Advice Line
1-800-622-9529 (TTY: 711),
available 24/7

SilverSneakers
www.silversneakers.com

[Click here](#) to access even more information in the Enrollment Book, including Humana Pharmacy, Health Coaching, Humana in Your Neighborhood and more

TOUCHPOINT 4

DAY 90

POTENTIAL MONEY-SAVING OPPORTUNITIES



Introduction

- 1 Introduce yourself and your agency. Then confirm that you are speaking with the member with wording like this:

Hello, my name is <Your First Name>, and I am calling from <Agency Name>. May I please speak with <Member First Name, Last Name>?

- 2 Ask the member if they have any questions about their plan/benefits.
- 3 Ask about the member's experience and plan usage so far.

Programs

- 4 Remind the member of all the potential money-saving opportunities available to them, such as Humana Pharmacy (if it is the preferred pharmacy), and over-the-counter allowance, if part of the member's plan. There are other additional opportunities through Go365. As mentioned earlier, members can earn Go365 Bucks and redeem them for great items at the Go365 Mall, like gift cards, fitness devices or movie tickets — up to \$300 in value.*
- 5 Discuss other ways to help reduce out-of-pocket expenses, such as when it may be advisable to go to an urgent care treatment center vs. the emergency room. Please refer to the flyer on this topic in the Marketing Resource Center.

ACCESS
Humana Pharmacy
marketing materials on
the [Marketing Resource
Center](#) via Vantage.

Closing

- 6 Thank the member for their time. Remind them to contact you if they have any questions.