



Attached is an approved Anthem MAPD script that the agents can use for Anthem business. They do have to read this verbatim. If this flow does not work, feel free to create a new piece for Anthem and CMS review/approval. That process can take up to 45 day review. We would recommend following the flow of that script or a script that has been previously approved by CMS.

If you are using a script through another carrier that was filed as Multiplan, please send a copy of that script over along with the CMS approved information to Gordon Marketing and we will then take that script and file as non lead plan.

- **Lead Plan Sponsor Name:**
- **Coordinating Entity (CE):**
- **Material ID submitted by the Lead Plan:**
- **CMS Approval or Accepted Date:**
- **HPMS Material Category:**
- **HPMS Material Code:**
- **CMS Regional Approver Office:**

There is no approval process for Call Centers at this time.

Anthem Compliance indicated that the below bullets must be followed.:

The FMO agents are not employed directly by Anthem – and therefore are free to offer any plan to a beneficiary with the following requirements:

1. The Agent is appointed (RTS) to sell that plan
2. The calling (inbound and outbound) AND enrollment scripts have been reviewed; approved; and submitted to CMS for use by that plan.
3. A process has been established for the plan to receive completed enrollments.
4. A process has been established for the call recordings to be provided to the plan upon request (including the requirement to retain the recordings for 10 years).

There is no direct process/policy in place to oversee/set-up a call center for our FMOs/MGAs. In addition to the marketing rules in place by CMS and other regulators, there must be CMS approved sales and enrollment scripts in place before any calls are made/received. All call centers must also comply with TCPA rules/regulations.

All enrollments must be received via an inbound call. There can be no transfers, the beneficiary must call back in and initiate the enrollment. See the MMGs, Section 80.3