

Value Based Enrollment Program

Welcome to a new initiative to leverage beneficiary contact at the point of sale, gathering key information to enable a smooth transition of care.

As a follow-on to the enrollment process, beneficiaries are connected with a call center specialist to initiate the gathering of some health-related information and facilitate the scheduling of an Annual Wellness Visit.



Agent Benefits of VBE:

- * The process is quick and simple for the agent
- * Agents earn a \$50 administrative payment for the initiation of each Value Based Enrollment
- * Helps create a better beneficiary profile for the agent's book of business
- * Allows agents to become a trusted advisor with beneficiaries

Available only on the Ascend platform this AEP season!



Opportunities with VBE:

- * Facilitates a smooth onboarding experience for the beneficiary
- * Allows plans to discover more about the beneficiary and their medical needs
- * Encourages a proactive beneficiary approach to healthcare through scheduling of their Annual Wellness Visit
- * Strengthen beneficiary/provider relations
- * Assists in reducing costly follow-up attempts
- * Contributes to increased Member Retention



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