



WHAT IS ASCEND?

Ascend Is



A secure, encrypted, real-time cloud-enabled data platform that brings together all necessary tools for field sales agents to have meaningful engagements with prospective members. It is also a modular system with many functions designed to assist field sales teams with:

- Electronic Scope of Appointment
- Electronic application completion and submission
- Audio recording capabilities
- Point of Sale video capabilities
- Replacement for paper sales support and marketing documents
- Instant messaging from management to individual field agents and/or groups of agents

Ascend Platform Overview



- Specifically engineered for the insurance industry
- Currently used by over 30,000 agents including national, regional and local carriers
- Available for iOS and Windows platforms
- Maximizes field sales/beneficiary interaction and on-boarding of prospective members
- Captures important prospective/new member information and allows for immediate action upon new member enrollment



WHAT ASCEND WILL DO FOR YOU

Ascend Will



Protect <u>Your</u> Business: Drastically reduces the potential for complaints to Medicare

- Research has shown that sales presentations and enrollments done through Ascend have a 0.03% Complaint Rate compared to the much higher rate for paper sales presentations and enrollments
- Ascend also has the ability to record your sales presentations with beneficiaries

Decreases Administrative Work

- Ascend's ability to auto-fill applications from a lead will provide less typing for the agent thus reducing clerical errors
- Required data fields cannot be missed and provide less likelihood that the application will pend during processing



Helps you keep the sales you have worked hard for

• Since Ascend submitted enrollments are received <u>on the same day they're</u> <u>submitted</u>, the applications are processed much faster which means your clients will receive their Welcome Letters quicker

Keeps you connected with the field and compliant through one simple application

 We provide easy access to resources like sales presentations and videos, direct links to plan information, the Broker Portal, and more, all in one place to keep you organized and make compliance adherence simple

Helps agents create a clean, smooth and professional presentation

 Paperless selling is cleaner, smoother, more compliant, and easier for the beneficiary to understand



GETTING FAMILIAR WITH ASCEND

The Three Components of Ascend



ARM: Ascend Real-Time Manager



AMA: Ascend Mobile Application

AQE: Ascend Quote & Enrollment

ARM: Ascend Real-Time Manager



- The web-based platform where you can:
 - Download the Ascend Mobile Application (AMA)
 - Manage your Book of Business in one view (access on iPad or PC)
 - View your recordings from AMA
 - Review long term data storage for leads and recordings
 - Extract reporting on different teams

Scend		
	Agent Connect	Ascend Meetings Map

Email:	
Password:	
SIGN IN	Forgot Your Password?

AMA: Ascend Mobile Application



- The sales and enrollment platform housed on your iPad or Windows device
- Where you will conduct and record your sales meetings
- Where you manage your Book of Business and track your lead/prospect information
- Where you will submit your electronic enrollments



AQE: Ascend Quote & Enrollment

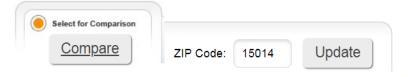


- Tool in Ascend that gives you the ability to compare plan info and choose the best plan for your prospect
- Where you create your member profile with provider info, formulary and pharmacy choices
- Where the online enrollment application is housed once completed

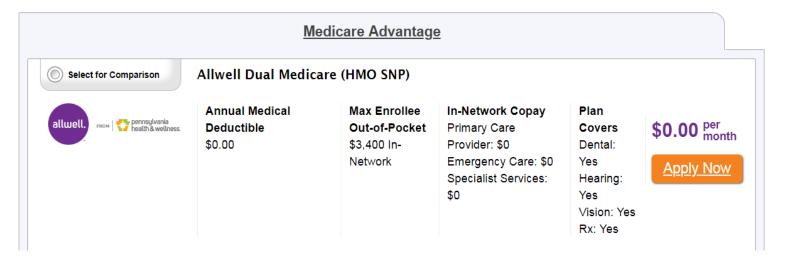
2019 Medicare Plans

View Plans and Compare

Below are the plans that are available in ZIP Code 15014 in Allegheny County, Pennsylvania:



Here is a detailed list of plans available in your area. Check the box next to the plans you wish to compare and then click on the Compare button. This will allow you to compare additional plan detail side by side.





What Top Agents Say About Ascend

"Overall it saved me so much time and I only had to go to the office once a month and was mostly in the field. Before Ascend I was going into the office everyday. Sometimes Ascend saved me up to two hours a day."

"Ascend added to my professional appearance and allowed me to complete my enrollments in a very short period of time as opposed to a paper application."

"I have less to carry around, it makes my life much easier. I have much less to worry about compared to when I used paper applications. I used it for all but one application this AEP."

"Using Ascend has made me 20% more productive."

"Overall, it made me more successful as an agent."

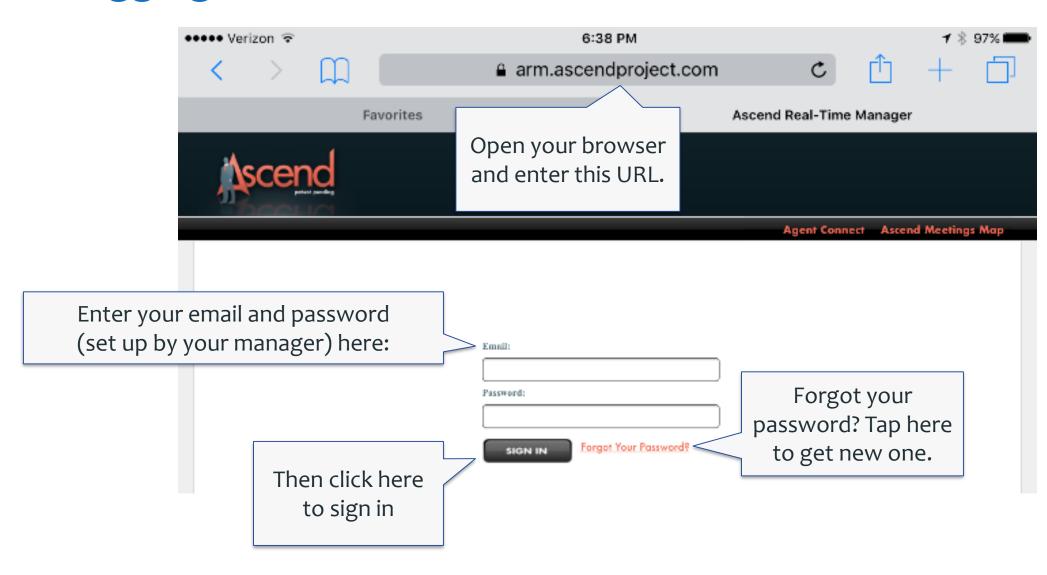
Accord @2019



ASCEND REAL-TIME MANAGER

Logging Into ARM





Downloading AMA







IOS ONLY INSTRUCTIONS

iOS Only Instructions



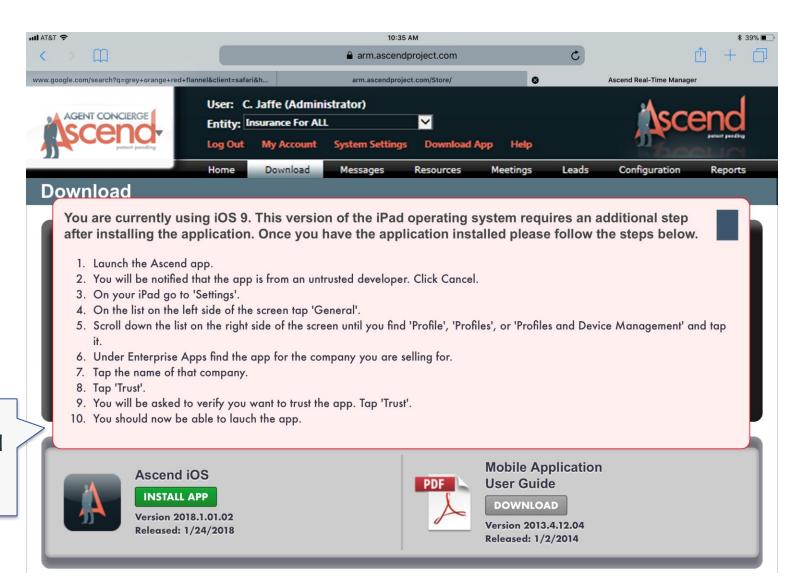
arm.ascendproject.com would like to install "Ascend Mobile"

Cancel

Install

Click 'Install' to begin downloading the Ascend App

Then follow the instructions given in red after the App has finished installing



1. Launch the Ascend App



Untrusted Enterprise Developer

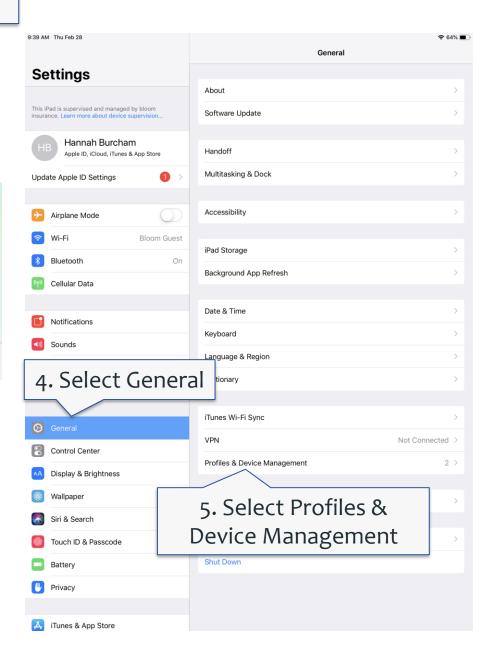
"iPhone Distribution: Bloom Insurance Agency, LLC" has not been trusted on this iPad. Until this developer has been trusted, their enterprise apps will not be available for use.

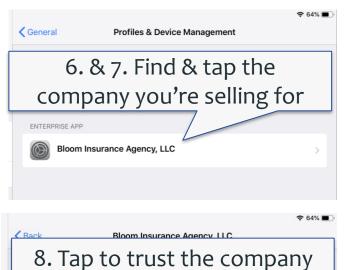
Cancel

2. Click Cancel

3. Open Settings









Verified



Trust "Bloom Insurance Agency, LLC"

APPS FROM DEVELOPER "IPHONE DISTRIBUTION: BLOOM INSURANCE AGENCY, LLC"

A Ascend

Trusting will allow any app from this enterprise developer to be used on your iPad and may allow access to your data.

Cancel Trust

9. Verify that you trust them

10. Launch the Ascend App and start using AMA



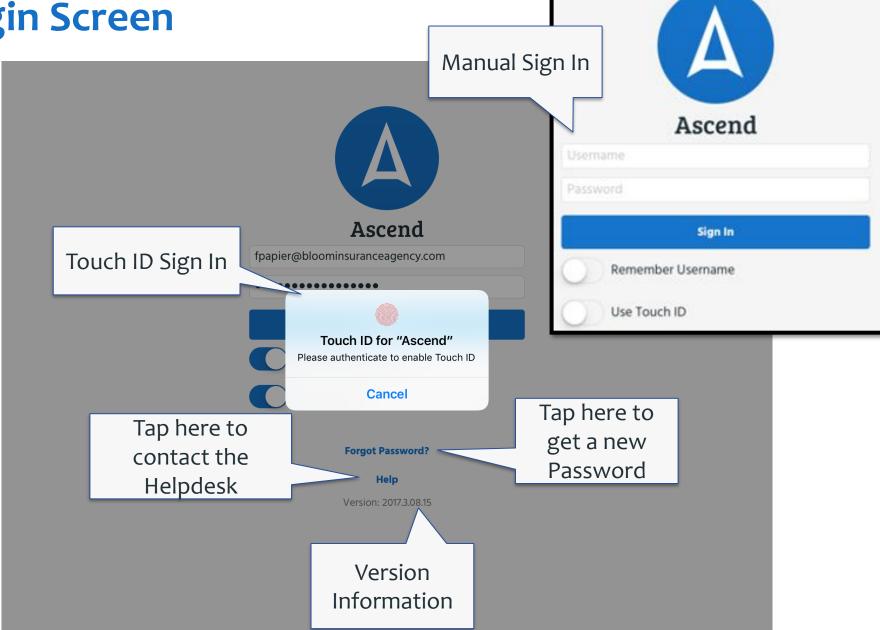
ASCEND MOBILE APPLICATION



LOGIN & NAVIGATION

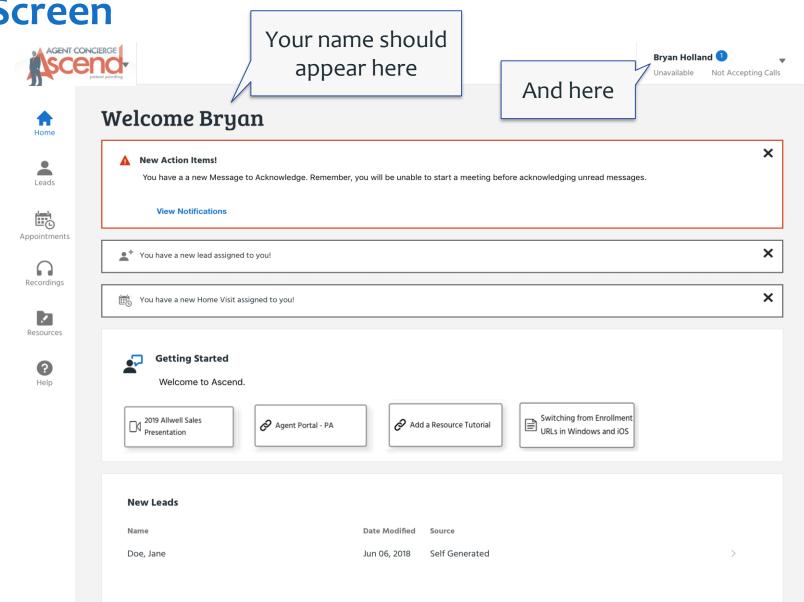
Login Screen





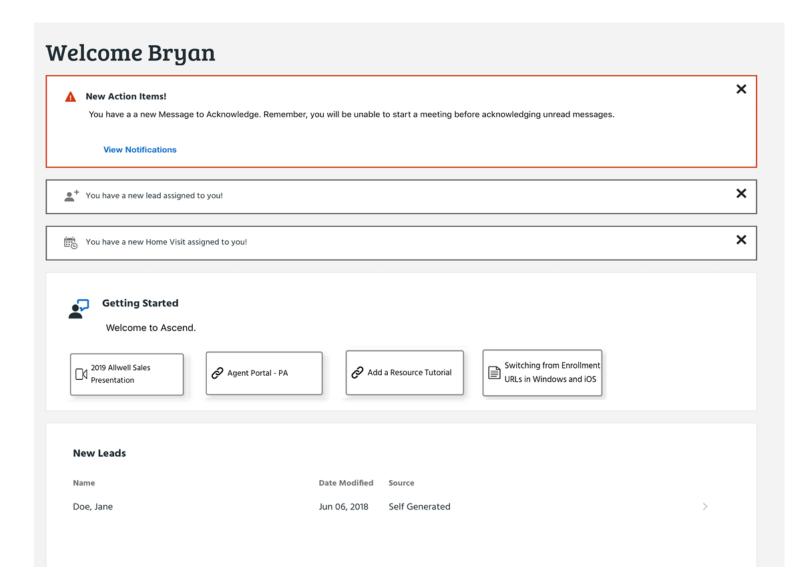






Main Window





 This makes up the majority of the AMA screen and is what will change when different options are selected from the **Navigation** Bar or Drop **Down Menu**

Navigation Bar













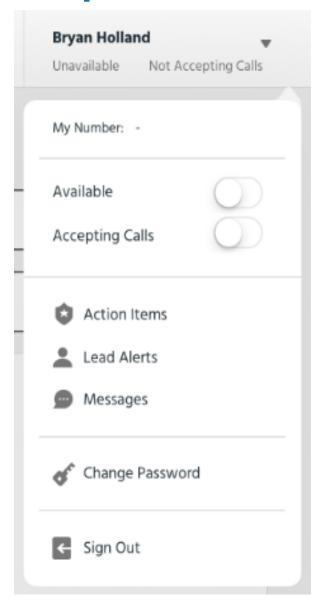




- The Navigation Bad will be visible from all sections of AMA
 - It consists of:
 - Home Page/ Welcome Page
 - Leads Your Book of Business
 - Appointments View Seminars and Home Visits assigned to you
 - Recordings View and upload recordings
 - Resources Available during applications
 - Help

Dropdown Menu





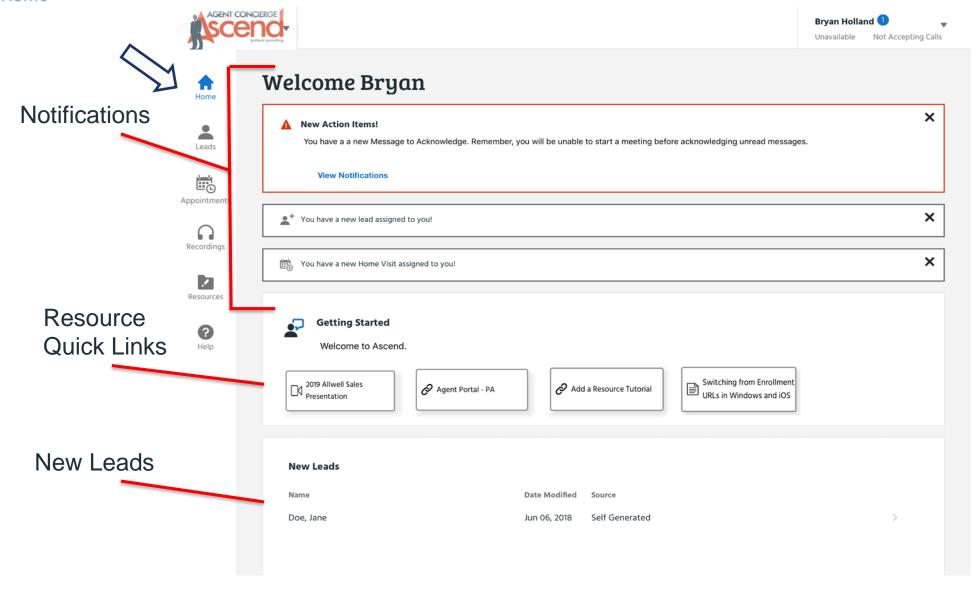
- My Number RATE Number
- Accepting Calls Toggles availability to receive RATE calls
- Action Items/Lead Alerts –
 Navigates user to the
 Notifications page
- Messages View any messages past or present
- Change Password
- Sign Out

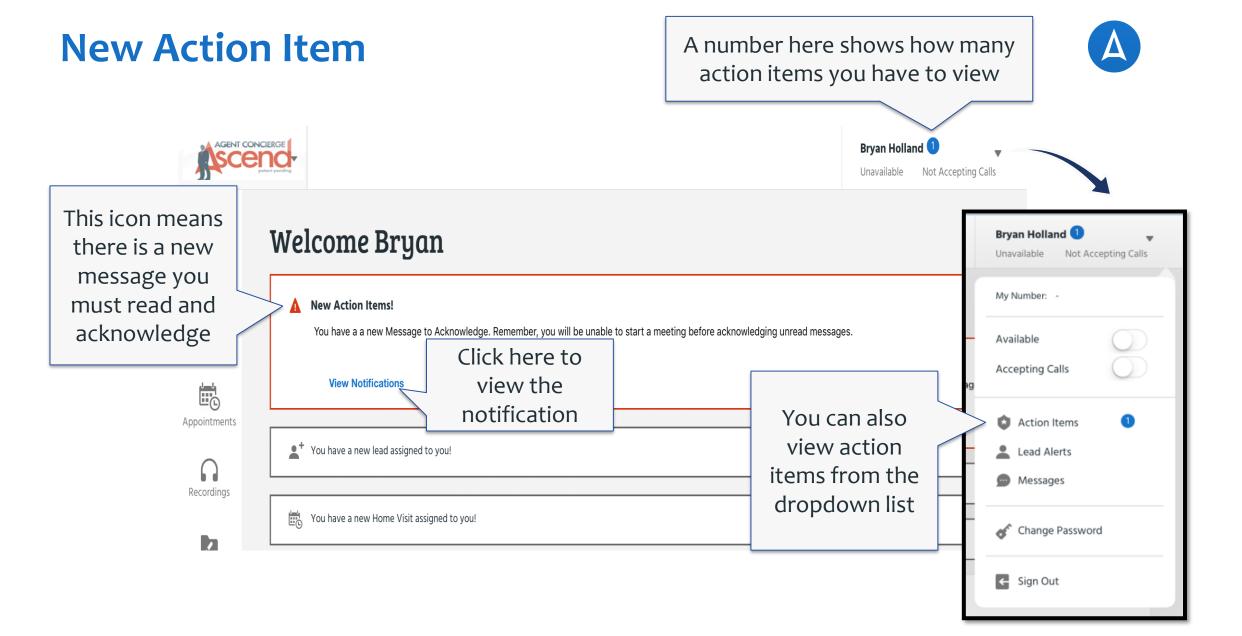


HOME



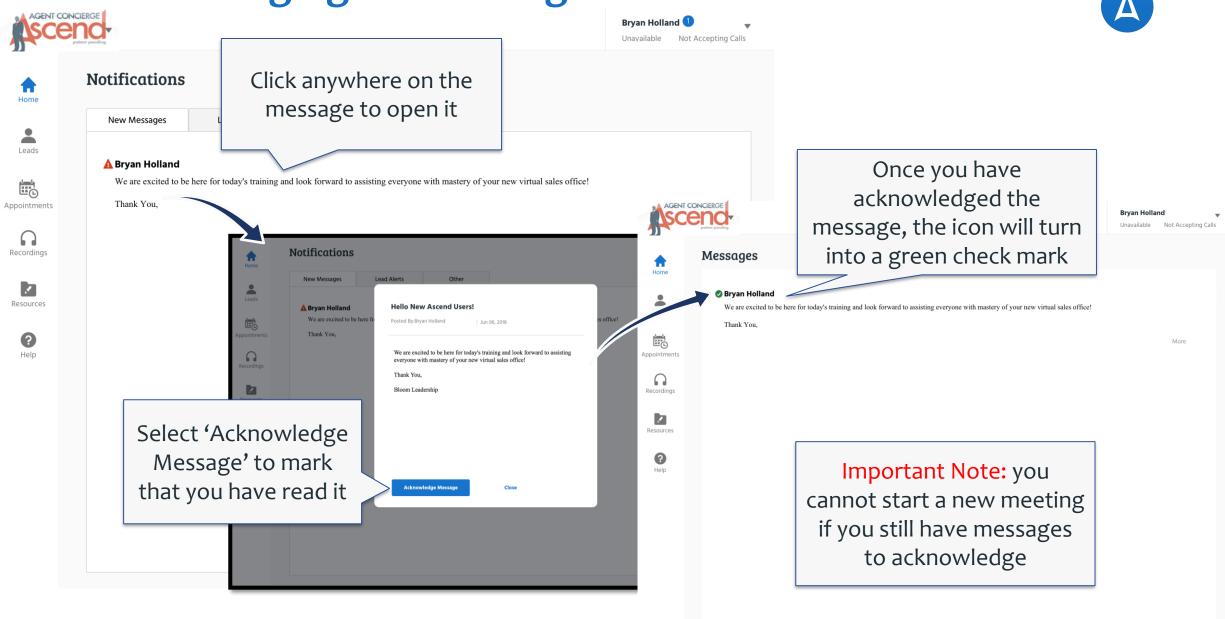






Acknowledging the Message







LEADS













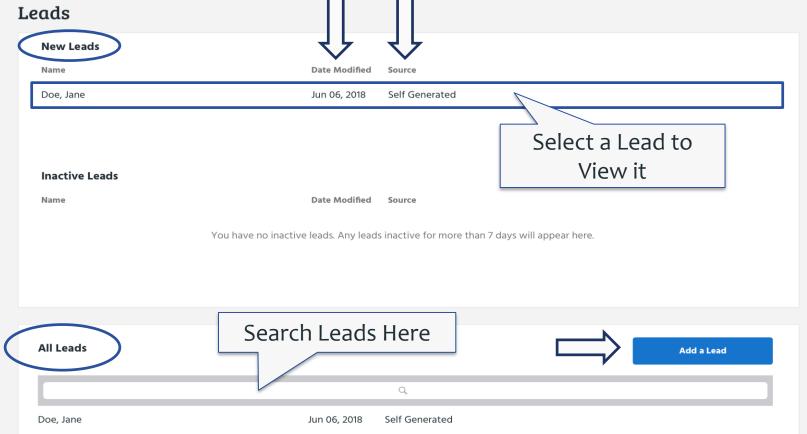








Doe, John



Self Generated

Jun 06, 2018

Add a Lead

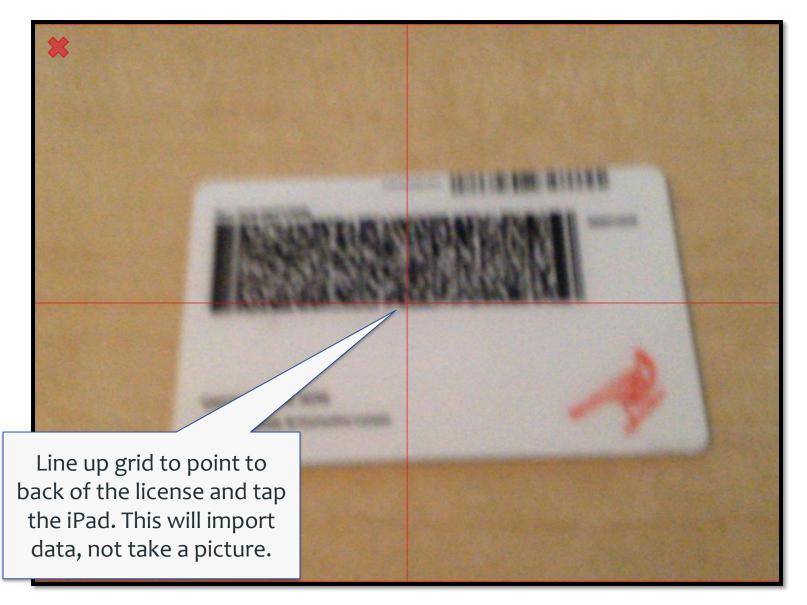


	New Lead	Scan Drivers Lice	1	scan th	ta here, or eir drivers to capture quickly	5
	First Name	First Name	Las	t Name La	st Name	
	Birthday	Select	•	Day	Year	
ds	Gender	Male	Female	2		
as	Phone	Phone				
	Email	Email				
ı	Permission to Contact	Select	•			
	Status	Select	•	Source Se	If Generated	•
	Address	Address Line 1				
	City & County	City		County		
	State & Zip	Select ▼	Zip Code			
	Claim Number	Claim #		<u> </u>		

You can enter all

Scan License to Collect Lead Info





Finish Collecting Lead Info



ls	Email Permission to Contact Status	Email Select ▼ Select ▼	Source Self Genera	ated •	
eads	Address	Address Line 1			
_	City & County	City	County		
	State & Zip	Select ▼ Zip Code			
	Claim Number	Claim #		Tap her	e to capture scan
Click 'Save' to	Hospital Coverage	MM/DD/YYYY		info fro	m Medicare card,
add the new	Medical Coverage	MM/DD/YYYY		or ent	er it manually in
lead					the boxes
	Save	Cancel			

Lead Info Screen









Upcoming Meetings

Scope of Appointment

Create a Scope of Appointment

Time

11:41 PM

10:43 PM

08:37 PM

Date

Jun 06, 2018

Jun 07, 2018

Create Home Visit

Bryan Holland

Bryan Holland

Bryan Holland

Held By

Time

09:00 PM

Status

TEST DISPOSITON

TEST DISPOSITON

Application Submitted

Meeting Type

Past Meetings

Jun 06, 2018

Jun 06, 2018

Jun 06, 2018

Date

Home Visit

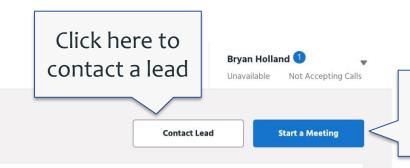












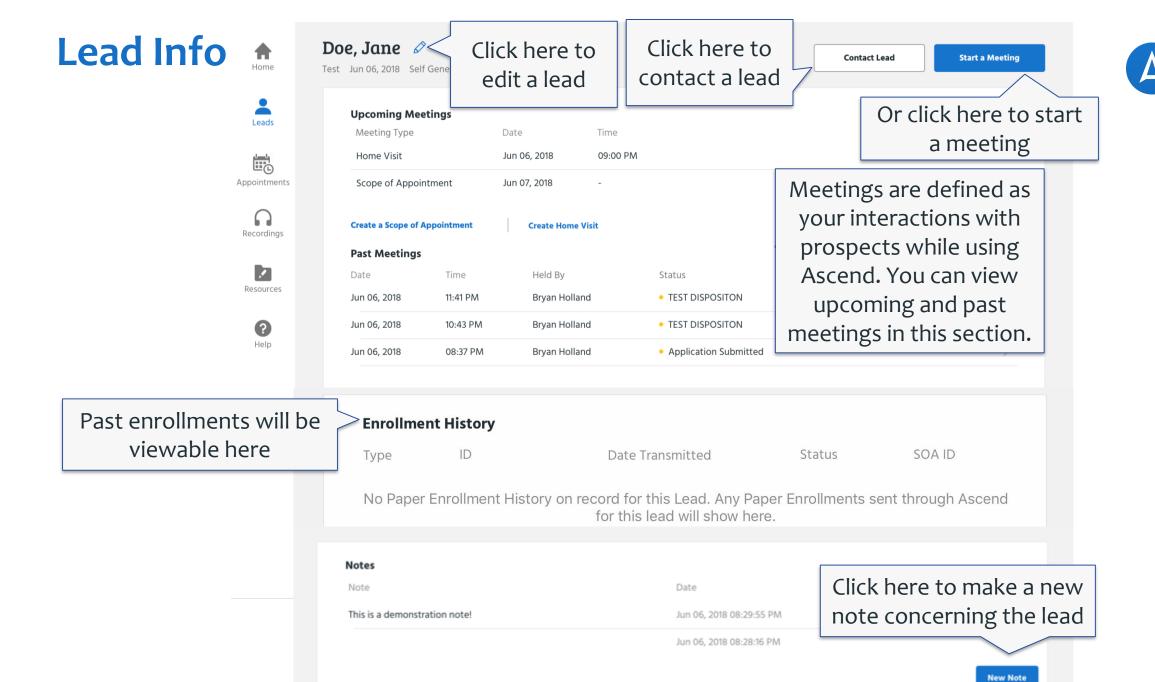
Or click here to start a meeting

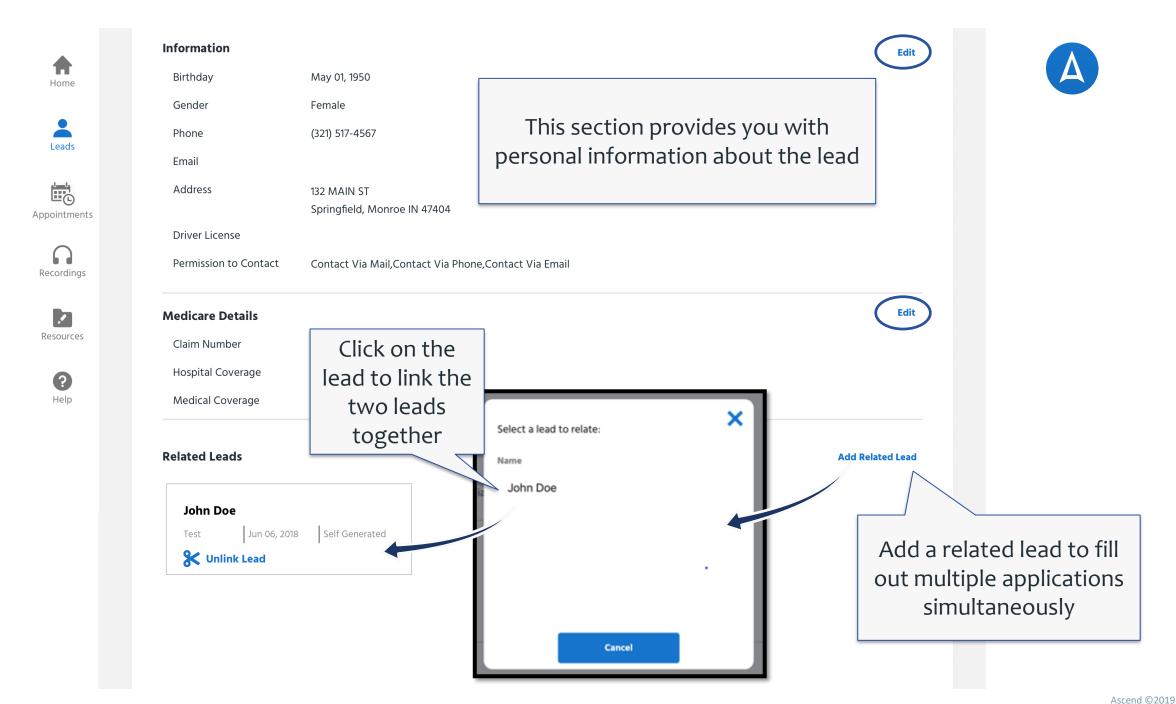
Meetings are defined as your interactions with prospects while using Ascend. You can view upcoming and past meetings in this square.

Notes Note Date This is a demonstration note! Jun 06, 2018 08:29:55 PM Jun 06, 2018 08:28:16 PM

Click here to make a new note concerning the lead

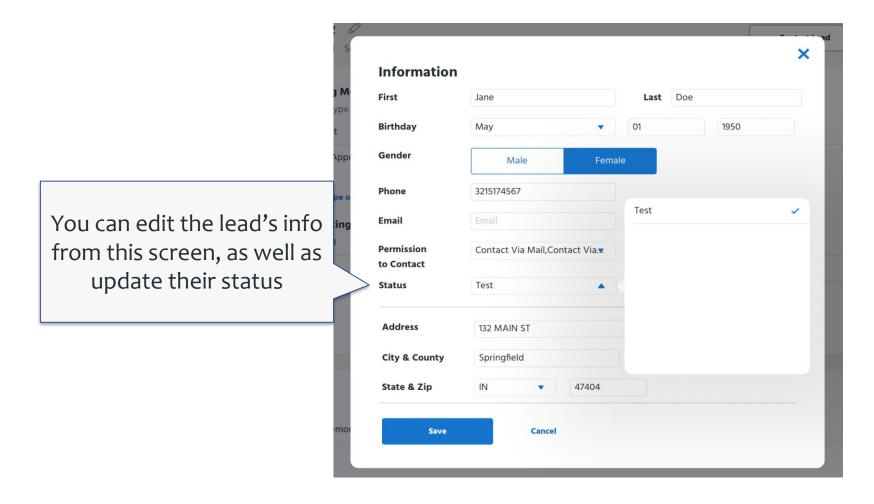
New Note





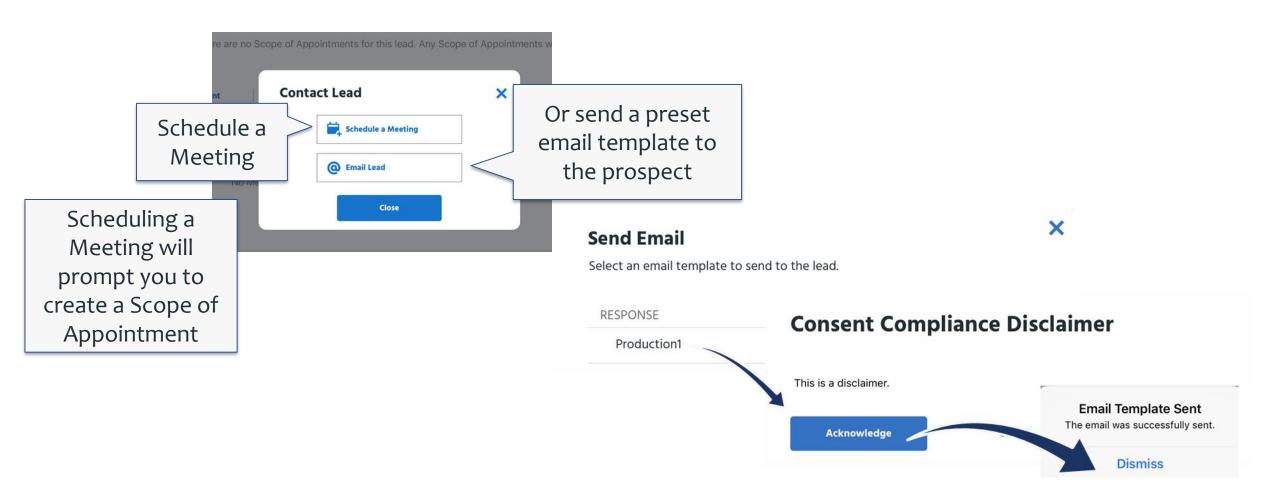
Edit a Lead





Contact a Lead





Electronic Scope of Appointment

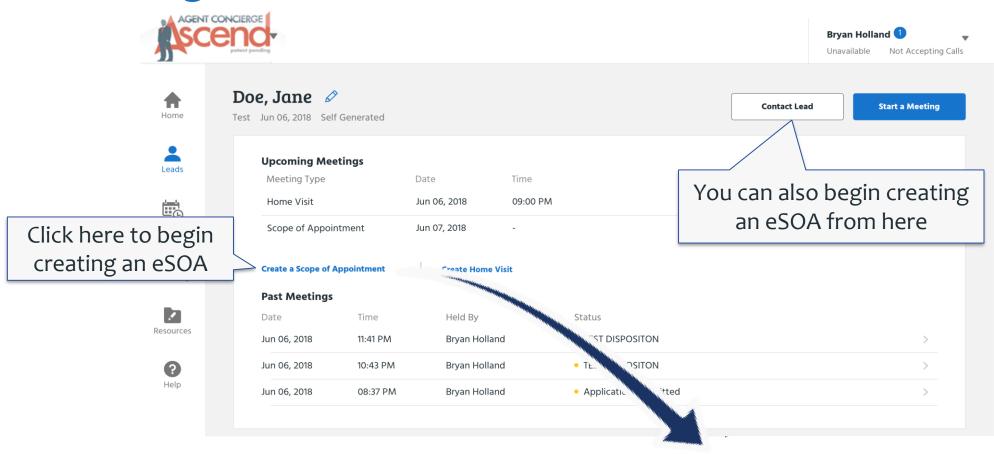
- Scope details are auto-filled from the lead data entry by the agent
- The scope can be emailed or texted to the beneficiary from Ascend
- The prospect confirms the appointment digitally
- Confirmation of the eSOA is seen in Ascend by the agent immediately
- Scope info is stored in Ascend and can be retrieved with ease



Creating an eSOA



×



Select a Scope of Appointment Form

A list will then populate. Select the eSOA form you would like to use from the list.

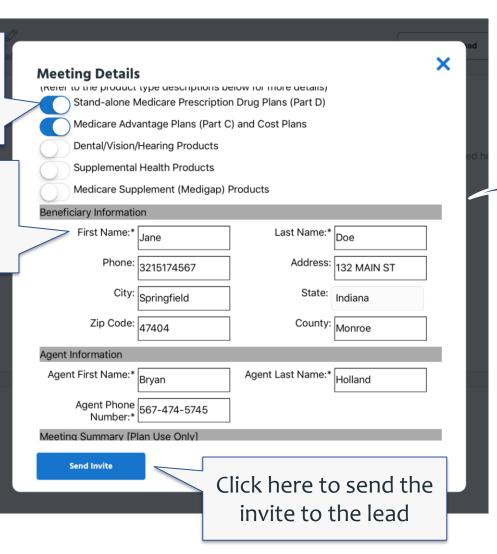
Scope Of Sales Appointment Confirmation Form

Filling Out the eSOA



Select the products you plan to discuss

Then complete at least the required fields on the eSOA indicated by a *



A box will populate prompting you to choose how you would like to send the invite. You can also select 'No' to only save the invite and not send it.

Scope of Appointment saved.
Would you like to send it to the lead?

Email & Text

Email

Text

No

Beneficiary
Signature Date:

Prospect Email





Fri 8/4/2017 12:28 PM

Scope Of Appointment Acceptance Email <agent@templates.ascendproject.com>

Scope Of Appointment Acceptance Email

To cjaffe@bloominsuranceagency.com

1 Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Click here to review your Scope of Appointment. Please approve or reject the Scope of Appointment. It must be approved before you can discuss the specified health plans with the agent named in the form.

Thank you,

The Ascend Team

Your prospect will receive an email with a link similar to this one they can click to open, review and approve the eSOA

Do you approve of this Scope of Appointment?

Document Title and Instructions

Scope of Sales Appointment Confirmation Form

The Centers for Medicare and Medicaid Services requires agents to document the scope of a marketing appointment prior to any individual sales meeting to ensure understanding of what will be discussed between the agent and the Medicare beneficiary (or their authorized representative). All information provided on this form is confidential and should be completed by each person with Medicare or his/her authorized representative.

Products to Discuss			
Each product(s) checked I (Refer to the product type descriptions below Stand-alone Medicare Prescription Drug R	,	n agent.	
☑ Medicare Advantage Plans (Part C) and Cost Plans:			
☐ Dental/Vision/Hearing Products:			
☐ Hospital Indemnity Products:			
☐ Medicare Supplement (Medigap) Products:			
Beneficiary Information			
First Name:	John	Last Name:	Prospect
Phone:	8123334567	Address:	
City:		State:	`
Zip Code:	47401	County:	
Agent Information			
Agent First Name:	Chris	Agent Last Name:	Jaffe
Agent Phone Number:	812-821-2121	Agent Email:	cjaffe@bloominsuranceagency.com
Address:	2410 N Industrial	City:	Bloomington
State:	Indiana	Zip Code:	47403
Meeting Summary [Plan Use Only]			
Inital Method of Contact (Indicate here if the beneficiary was a walk-in)			
Plan(s) the agent represented during this meeting:			
Agent, if the form was signed by the beneficiary at time of appointment, provide explanation why SOA was not documented prior to meeting:			
	Agent Signature:	Chris Jaffe	
Product and Plan Descriptions			
can only get your care from doctors or hospit Medicare Advantage Medicare Health Maintena	ance Organization (HMO) Original Medicare Part A and Part B health of tals in the plan's network (except in emergence) Plans (Part C) and Cance Organization (HMO):		

can only get your care from doctors or hospitals in the plan's network (except in emergencies)

Medicare Preferred Provider Organization (PPO) Plan:

A Medicare Advantage Plan that provides all Original Medicare Part A and Part B health coverage doctors and hospitals but you can also use out-of-network providers, usually at a higher cost.

Medicare Private Fee-For-Service (PFFS) Plan:

A Medicare Advantage Plan in which you may go to any Medicare-approved doctor, hospital and provider that accepts the plan's payment, terms and conditions and agrees to treat you - not all providers will. If you join a PFFS Plan that has a network, you can see any of the network providers who have pay more to see out-of-network providers.

Medicare Point of Service (POS) Plan:

required to designate an in-network physician to be the primary health care provider. You can use doctors, hospitals, and providers outside of the network for an additional cost

Medicare Special Needs Plan (SNP):

A Medicare Advantage Plan that has a benefit package designed for people with special health care needs. Examples of the specific groups so Medicare and Medicaid, people who reside in nursing homes, and people who have certain chronic medical conditions

Medicare Medical Savings Account (MSA) Plan:

MSA Plans combine a high deductible health plan with a bank account. The plan der

Medicare Cost Plan:

In a Medicare Cost Plan, you can go to providers both in and out of network. If you get services outside of the plan's network, your Medicare-covered services will be paid for under Original Medicare but you will be responsible for Medicare coinsyrance and deductibles.

Medicare Medicaid Plan (MMP):

ed and coordinated Medicare and Medicaid benefits for dual eligible Medicare beneficiaries

Dental/Vision/Hearing Products

Prospect View of the eSOA (A)



Beneficiary Agreement

By approving this Scope of Sales Appointment Confirmation Form, you agree to a meeting with a sales agent to discuss the types of products which are check marked above.

Please note, the person who will discuss the products is either employed or contracted by a Medicare plan. They do not work directly for the Federal government. This individual may also be paid based on your enrollment in a plan. Signing this form does NOT obligate you to enroll in a plan, affect your current or future enrollment, or enroll you in a Medicar

Requested Meeting Date: 08/04/2017

Created Date:

8/4/2017 12:23:08 PM

They will tap 'Yes' to approve the meeting or 'No' to reject it

By approving this Scope of Sales Appointment Confirmation Form, you agree to a meeting with a sales agent to discuss the types of products which are check marked above.

Please note, the person who will discuss the products is either employed or contracted by a Medicare plan. They do not work directly for the Federal government. This individual may also be paid based on your enrollment in a plan. Signing this form does NOT obligate you to enroll in a plan, affect your current or future enrollment, or enroll you in a Medicare

Requested Meeting Date

08/04/2017

Created Date:

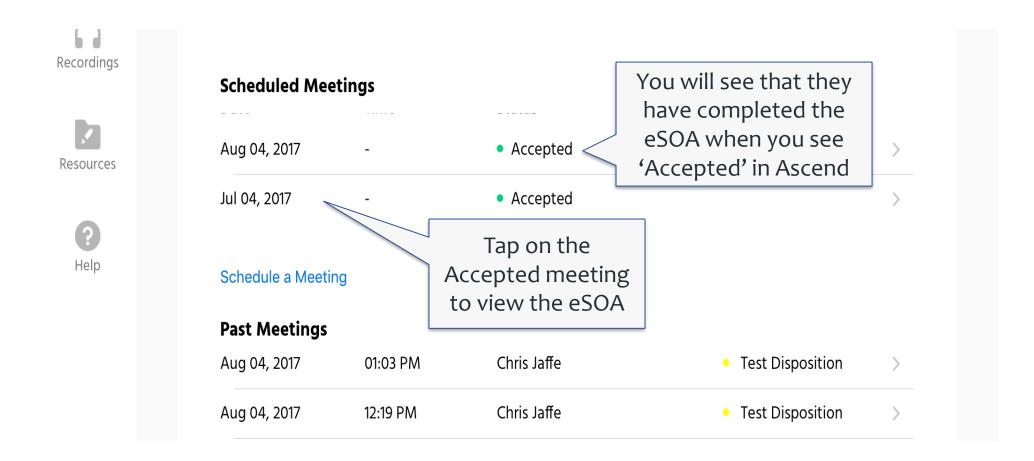
8/4/2017 12:23:08 PM

Scope of Appointment Approved

They will get a confirmation of the meeting approval

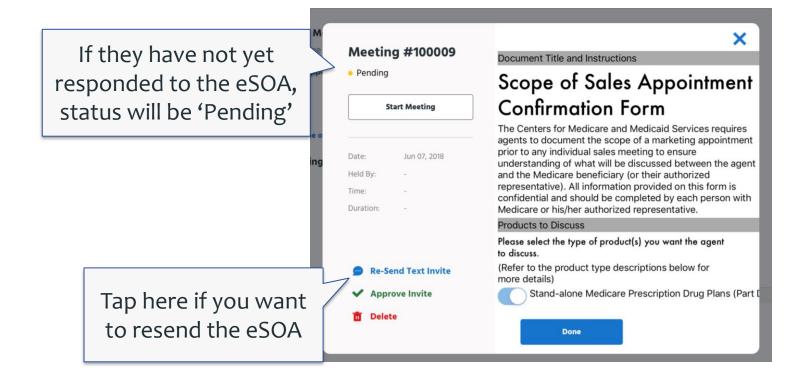
Viewing an Accepted eSOA





eSOA Status





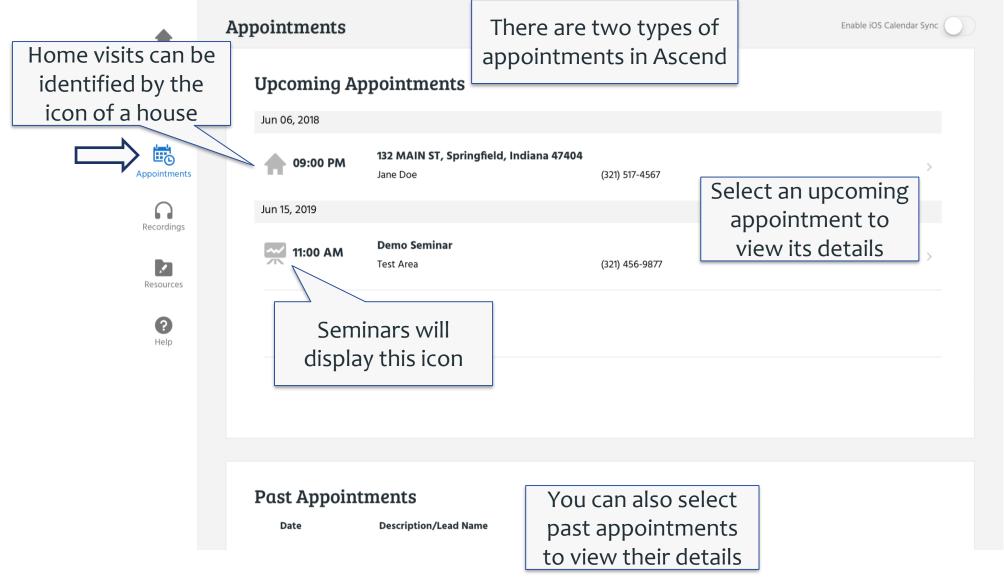


APPOINTMENTS



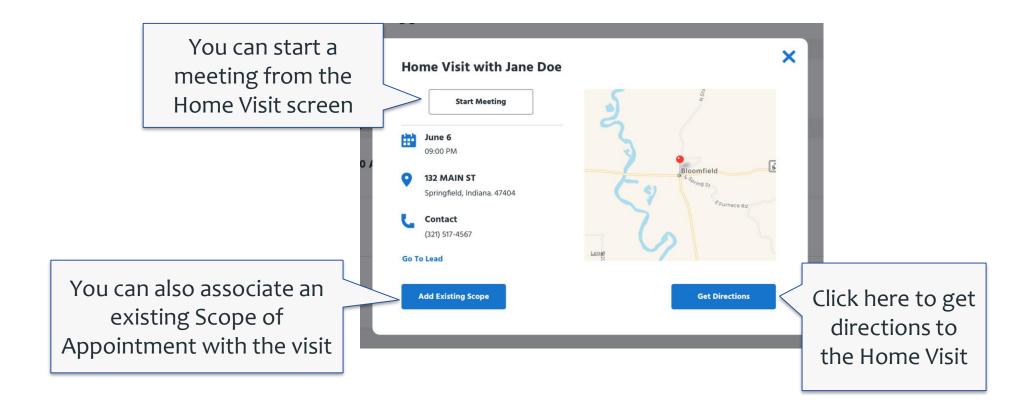
Appointments Screen





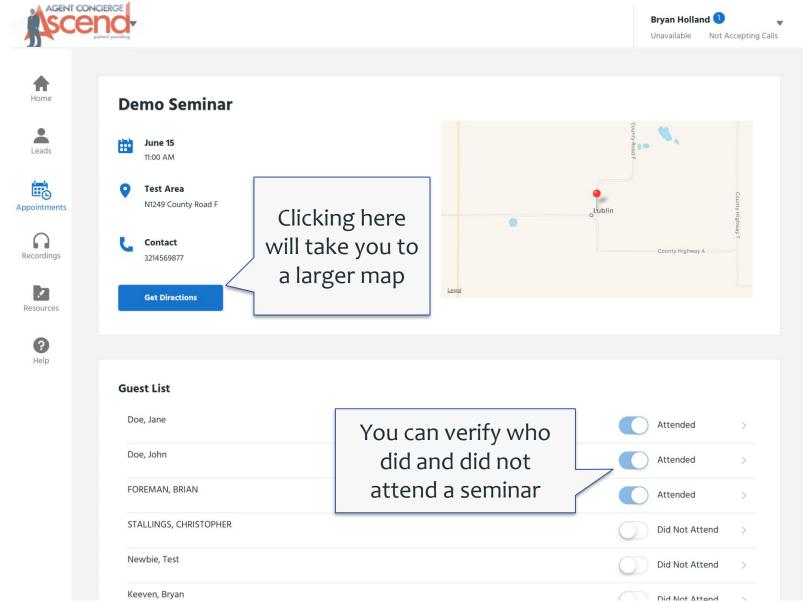
Home Visit Info Screen





Seminar Info Screen





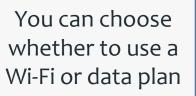


RECORDINGS



Recordings Screen





Bryan Holland Unavailable

Not Accepting Calls



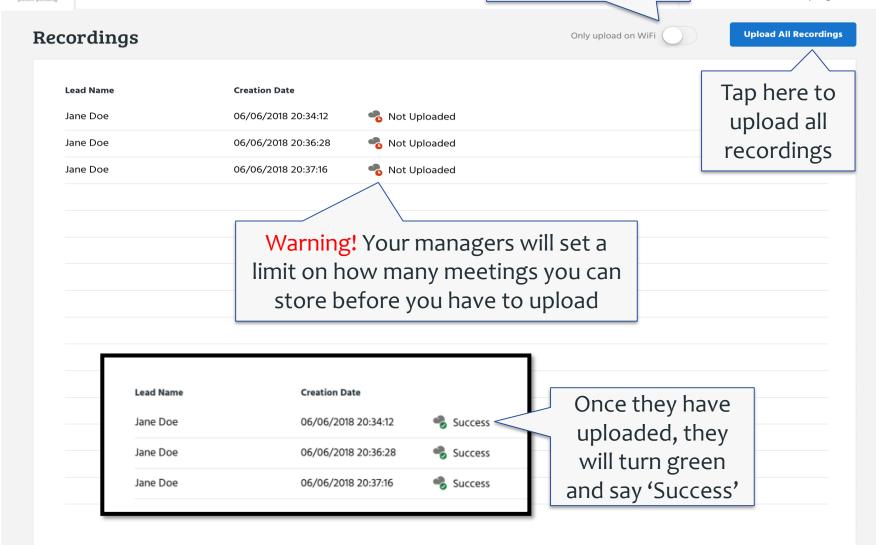














RESOURCES



Resources are useful documents and materials stored in Ascend by managers. They can be anything from links, documents or videos.



Bryan Holland 1

Not Accepting Calls

Unavailable



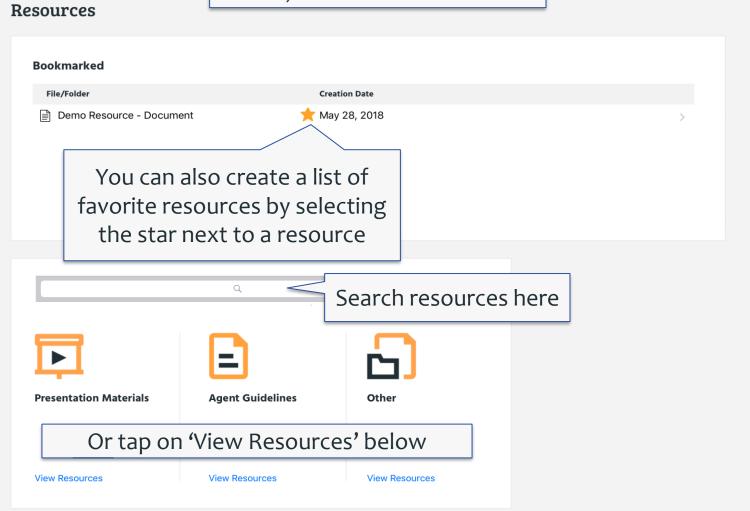














HELP

Help Screen





For help with Ascend, please contact the Helpdesk.



866.338.7772



help@ascendproject.com



User Manual

Version:

2018.4.10.08

OS Version:

iOS 11.4.1

Name:

iPad (2)

Connection:

Online - Wifi

 The Help Screen that populates will provide you with contact information for the Ascend Helpdesk, the Ascend User Manual, version information, the name of the iOS device, as well as the connection type.

 Note: This screen is for technology issues only!



RATE

What is RATE?



 Remote Agent Telephonic Enrollment (RATE) is a powerful enrollment tool within the Ascend Mobile Application (AMA) that enables you to enroll your clients by phone after completing your initial face-to-face meeting

RATE is available ONLY with an iPad and runs on iOS technology

What are the Benefits?



Save Money

 Enrolling via phone saves you on gas, tolls, and vehicle wear and tear because you will not have to drive back to your clients' homes to complete their enrollments

Save Time

RATE shortens the sales cycle, which allows you to see more clients

Ensure Compliant Selling

 By using the RATE tool, the call is instantly and automatically recorded, which can help protect you from complaints later



HOW DOES IT WORK?

Step 1



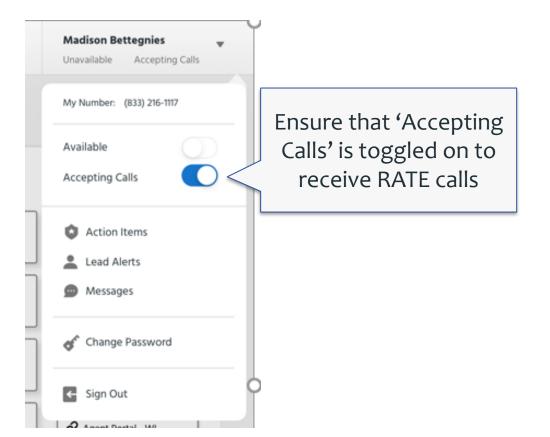
- Meet with your client and provide the required sales presentation and materials
 - RATE does not replace your one-on-one client appointments. If your client decides to enroll at a later date, you can schedule an appointment to complete the enrollment via RATE.

You cannot receive a RATE call if you are already in a meeting

Step 2

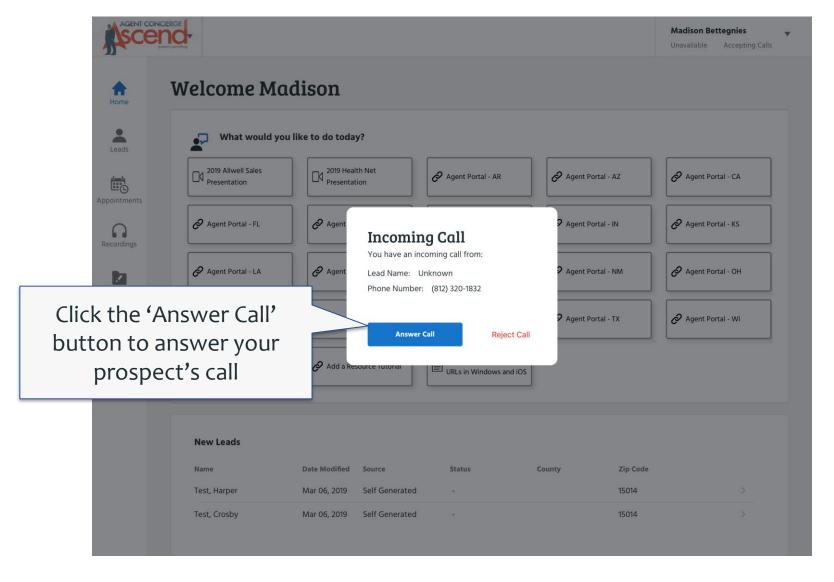


• At the scheduled appointment time, your client will call your unique RATE-specific 1-800 phone number. Ensure you are ready to accept the call by toggling on the 'Accepting Calls' feature on the drop down menu in AMA. You will receive the call through the Ascend app on your iPad.



Receiving the Call

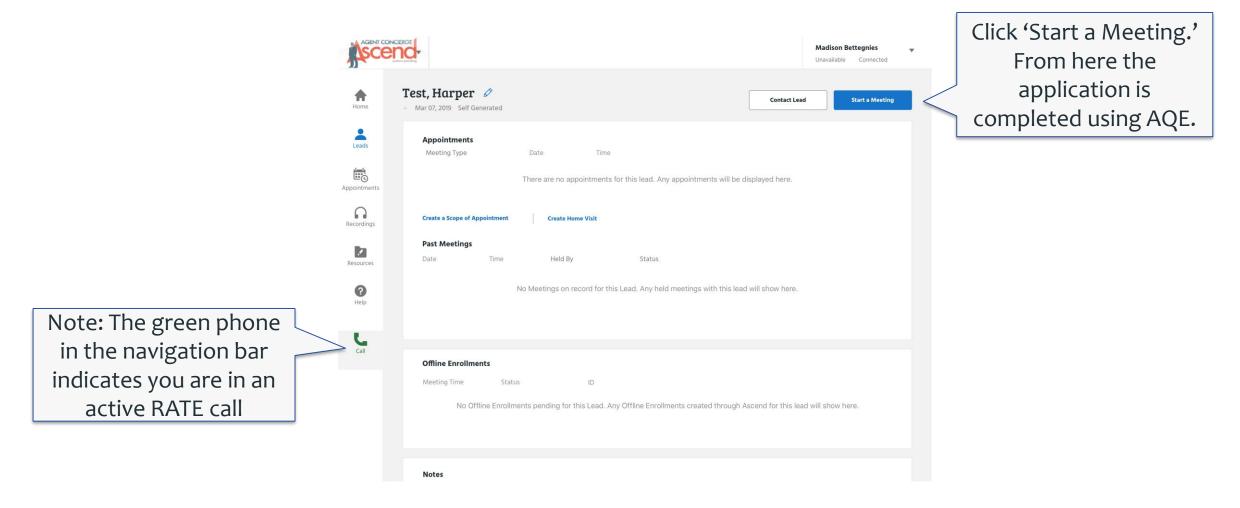




Lead Screen

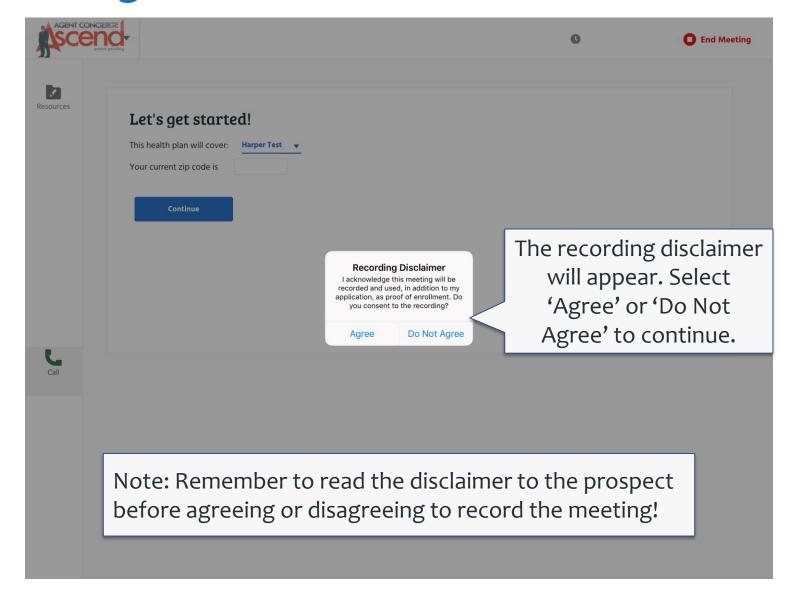


After accepting the call, you will be directed to the 'Lead' screen



Start a Meeting





Step 3



- Talk the prospect through the approved telephonic enrollment script, located in Resources under Agent Guidelines
- It will be easiest for you if you have another device or a hard copy of the RATE Telephonic Enrollment Script so you can read the script separately from entering the application and not have to toggle back and forth

RATE Telephonic Enrollment Script - English 1 of 9 Type of Script: <2019> Telephonic Enrollment (Ascend) **Department Using: Inside Sales** Type of Employee Using: Inside Sales Representatives **Telephonic Enrollment Call** -This script will be used by Licensed Inside Sales Representatives when completing/conducting Medicare Advantage enrollments over the telephone. - This script will be utilized once a caller/beneficiary has indicated that he/she would like to enroll over the telephone. - Telephonic Enrollments may be completed on an outbound call only if the beneficiary has an existing business relationship (active member) with our MA organization. If the beneficiary does not have an existing business relationship with our MA organization, it will need to be completed on an inbound call. - Italic items are instructional for the Inside Sales Representatives. - Bolded, italics items must be confirmed or inquired to the beneficiary - Bolded statements must be read verbatim. TELEPHONIC ENROLLMENT If for an MA HMO, MAPD HMO, MAPD SNP or MAPD PPO Enrollment: If beneficiary is leaving an MA-only plan or enrolling into an MA-only plan with no creditable prescription drug coverage, explain to the beneficiary the late enrollment penalty for not having prescription drug coverage.

If a plan offers optional benefit buy up package(s), review the buy up package(s) and premium amount(s) and ask if he/she would like to add the buy-up package.



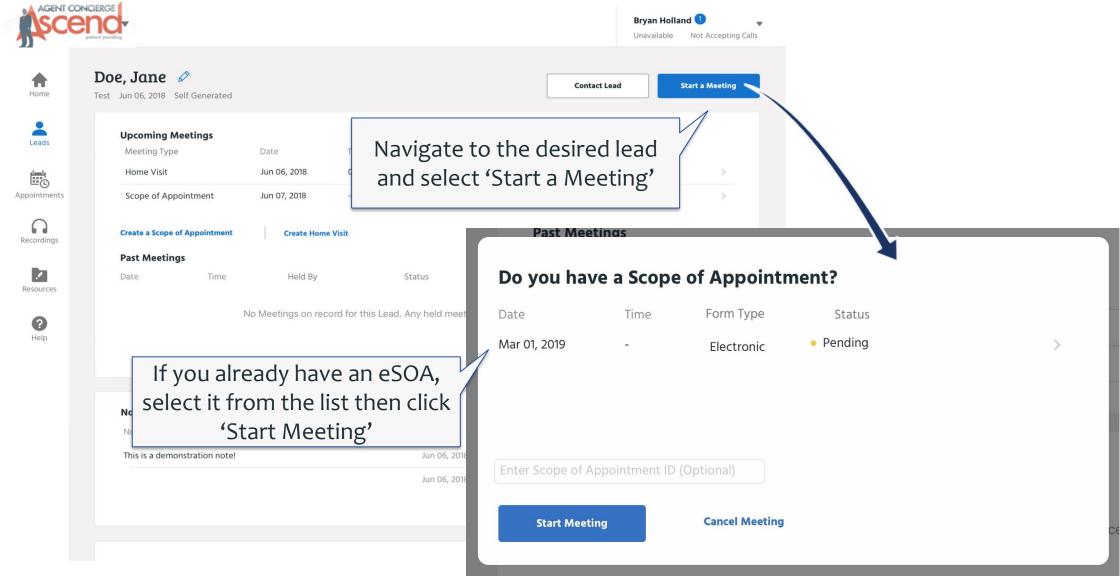
ASCEND QUOTE & ENROLLMENT



GETTING STARTED

Start a Meeting in AMA





Recording Disclaimer



Recording Disclaimer

I acknowledge this meeting will be recorded and used, in addition to my application, as proof of enrollment. Do you consent to the recording?

Agree

Do Not Agree

Click 'Agree' to record the meeting

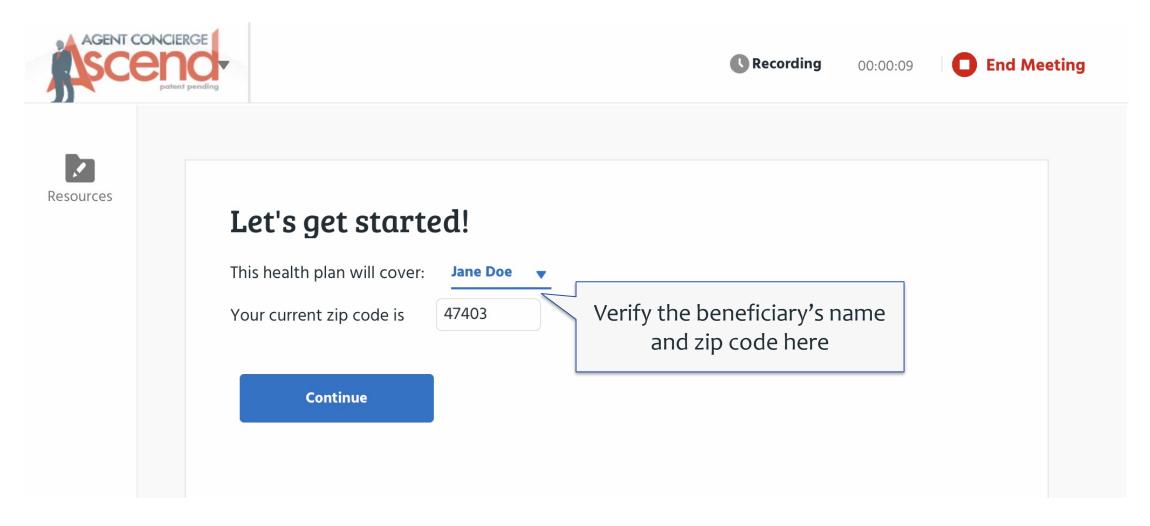
Click 'Do NOT Agree' to not record the meeting

- Once a meeting is started, you will be asked whether or not you would like to record the meeting
- Note: Remember to read the disclaimer to the prospect before agreeing or disagreeing to record the meeting!

ASCENIA @2019

Name & Zip Code

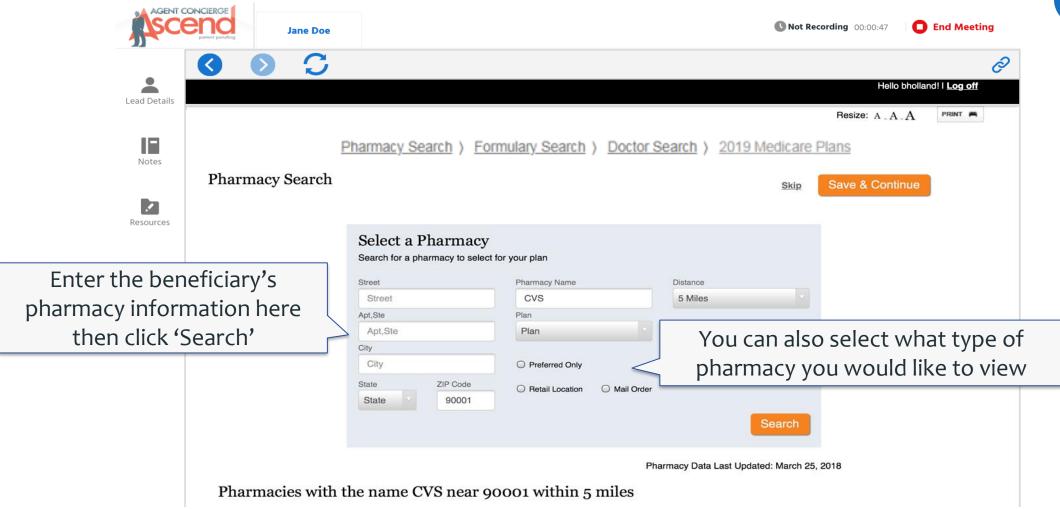






PHARMACY SEARCH





Not Recording 00:01:13





P





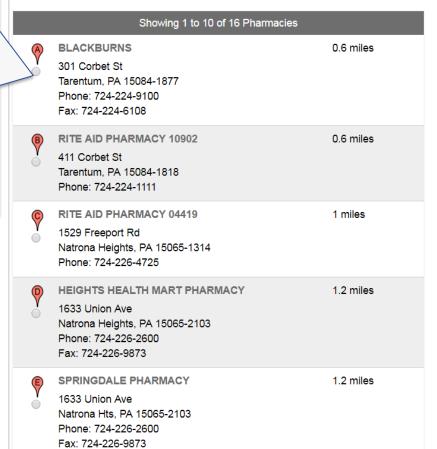


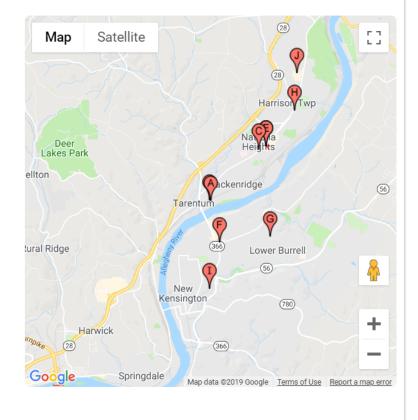
Pharmacies near 15014 within 5 miles

Select a pharmacy for your plan enrollment



A list of pharmacies in the area will populate. Select which one you would like to use by clicking on the circle next to it.

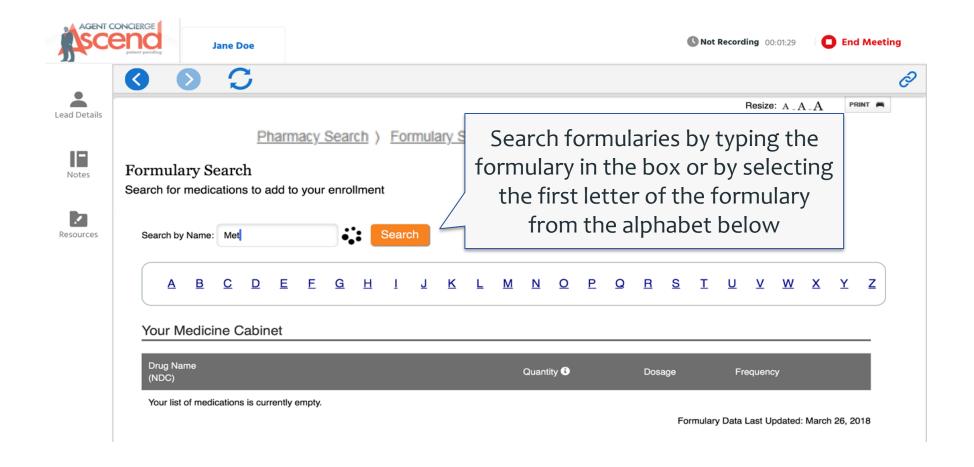


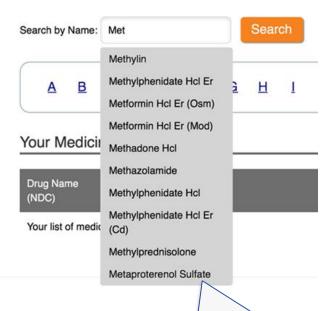




FORMULARY SEARCH



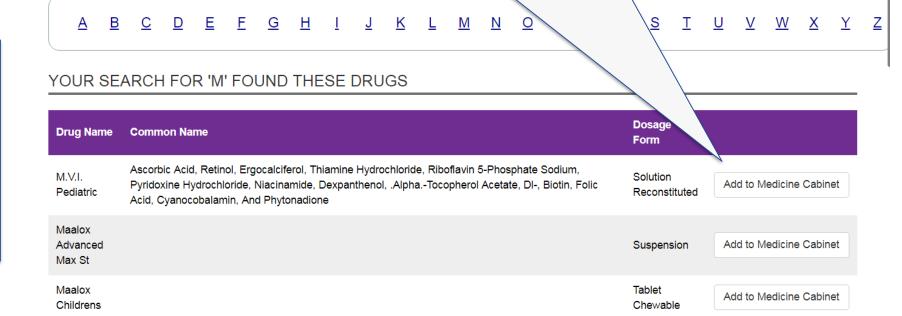




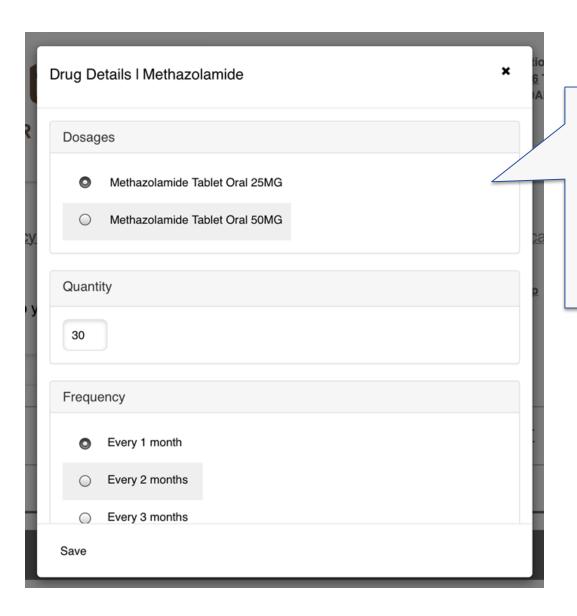
A drop down list of suggested formularies will populate if you start typing in the search box. If you select one from the list, you will be taken directly to the Drug Details screen.



If you search by the first letter of the formulary, you will be taken to a list of all formularies that start with that letter. Scroll through the list until you find you formulary you are searching for. Once you found it, click 'Add to Medicine Cabinet' to be taken to the Drug Details screen.

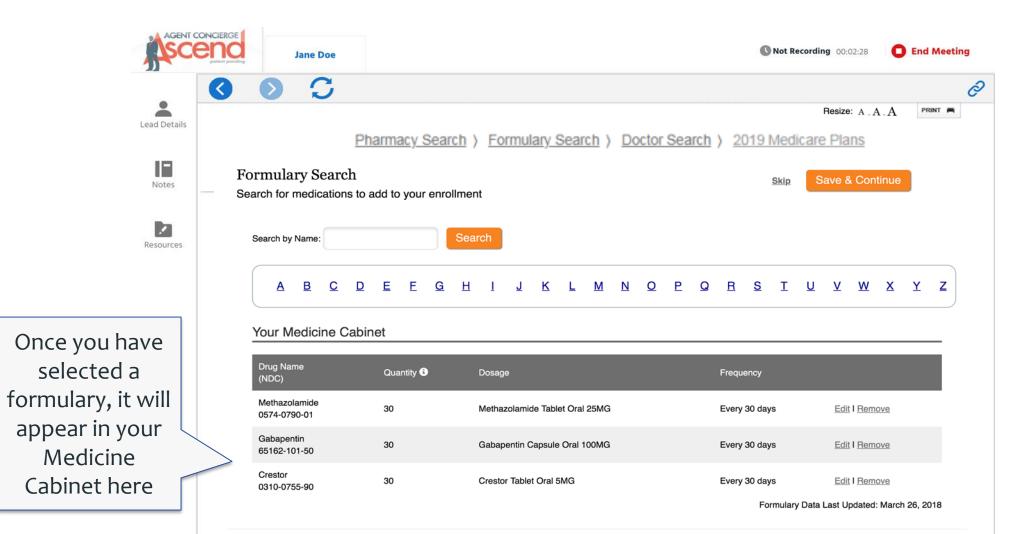






On the Drug Details screen, select the dosage, quantity needed, and the frequency at which the beneficiary needs the formulary. Then click 'Save' to add it to the Medicine Cabinet.

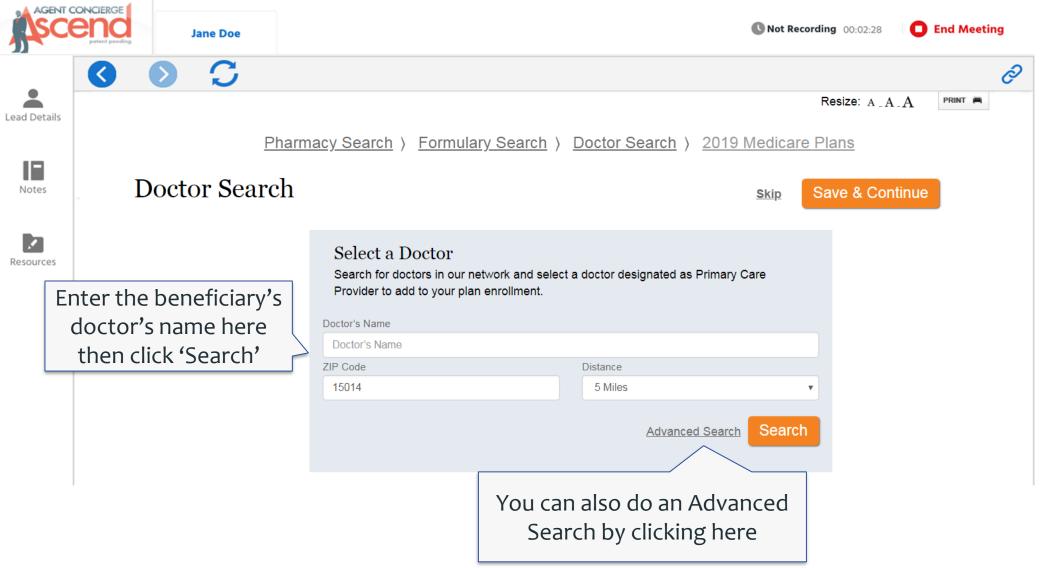


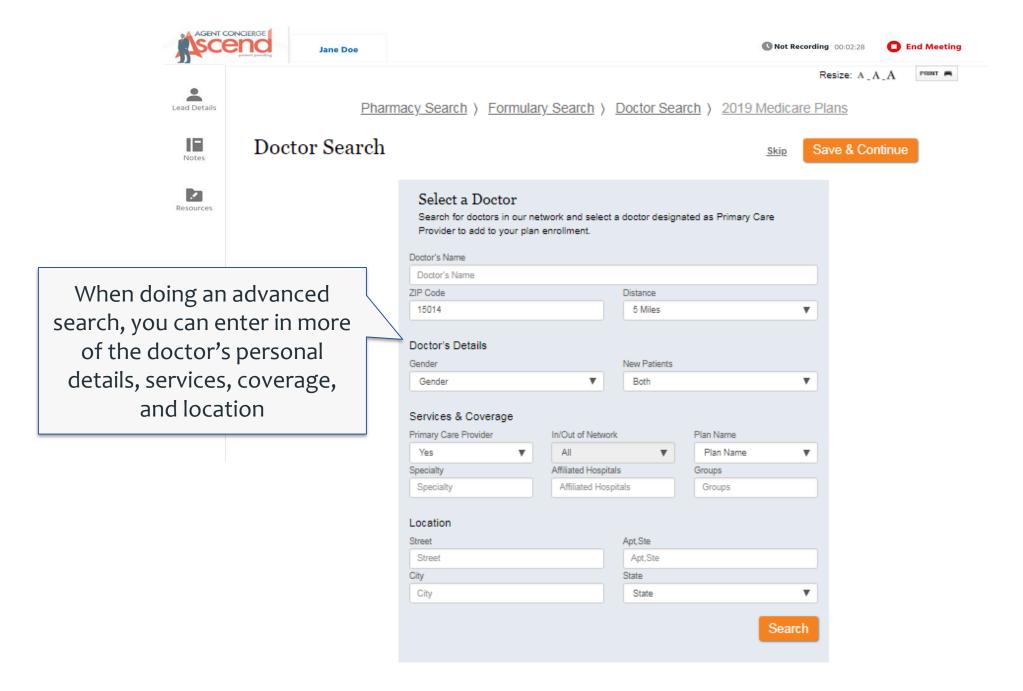


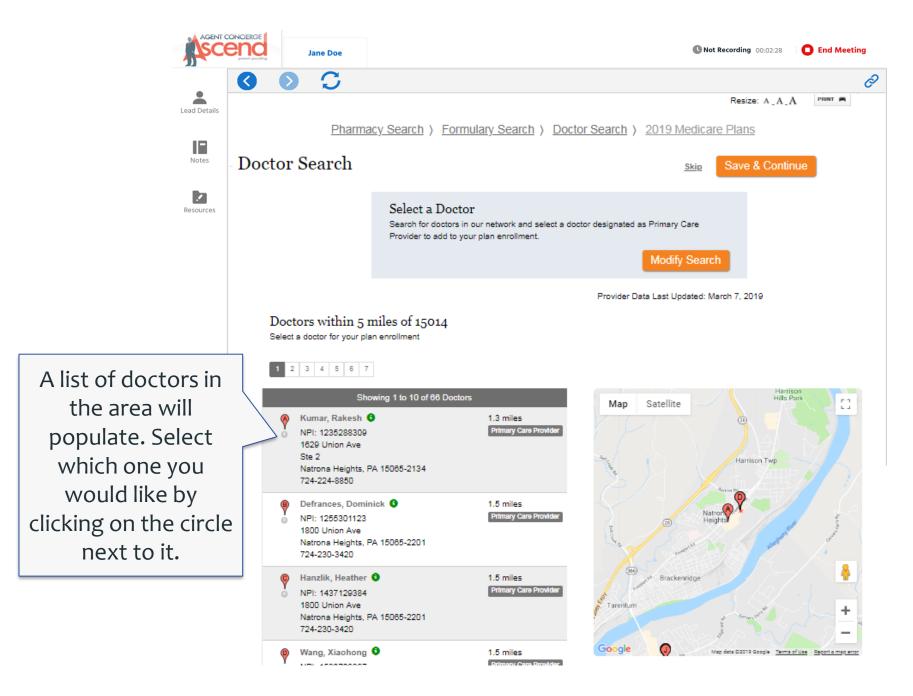


DOCTOR SEARCH







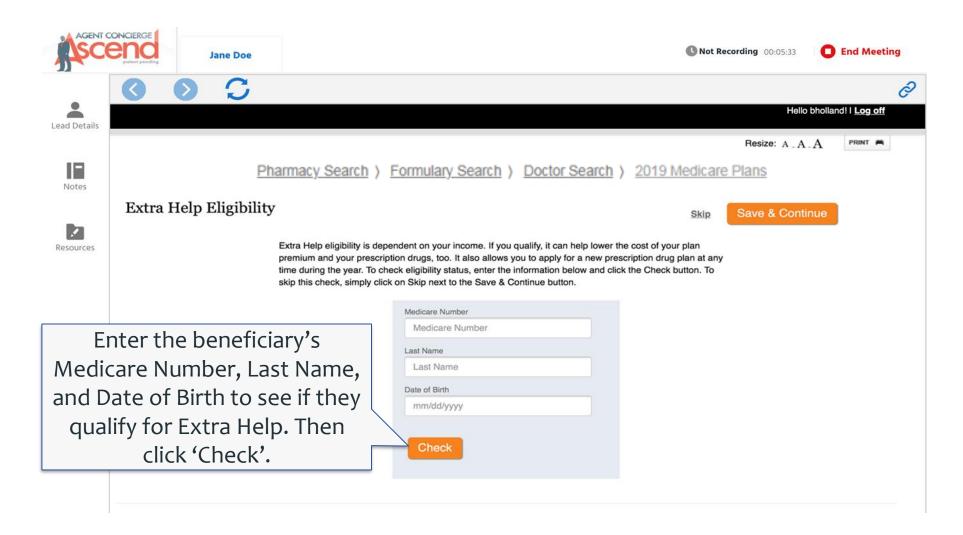






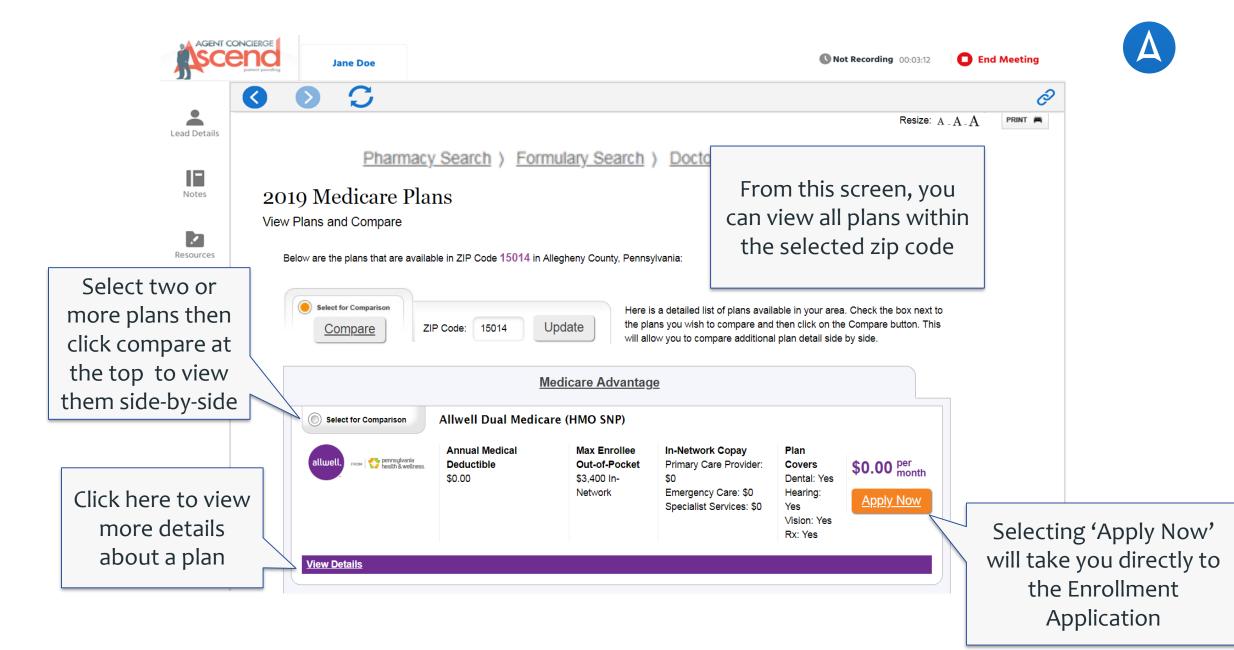
EXTRA HELP ELIGIBILITY







SELECTING A PLAN



Plan Details of Allwell Dual Medicare (HMO SNP)

< Back to Quotes

Click here to return to the previous screen

Coverage Type: Part A an

Click here to start an enrollment

The plan is offered in Regions: Select Counties in Pennsylvania

Plan Specifics

Monthly Plan Premium	\$0.00
Contract ID	H2915-001-000
Max Enrollee Out-of-Pocket	\$3,400 In-Network
Annual Medical Deductible	\$0.00

Medicare-Covered Medical Benefits

	In-Network
Inpatient Hospital Coverage	\$0 copay.
Outpatient Hospital Coverage	\$0 copay.
Doctor Visits	Primary: \$0 copay. Specialist: \$0 copay.
Preventive Care	\$0 copay.
Emergency Care/Urgent Care	Emergency: \$0 copay. Urgent care: \$0 copay.
Diagnostic Procedures/Lab Services/Imaging	Diagnostic tests and procedures: \$0 copay. Lab services: \$0 copay. Diagnostic radiology services (e.g., MRI): \$0 copay. Outpatient x-rays: \$0 copay.
Hearing Services	Hearing exam: \$0 copay. Fitting/evaluation: \$0 copay. There may be limits on how much the plan will provide. Hearing aids: \$0 copay. There may be limits on how much the plan will provide.
Preventive Dental Services	Oral exam: \$0 copay. There may be limits on how much the plan will provide. Cleaning: \$0 copay. There may be limits on how much the plan will provide. Fluoride treatment: Not covered. Dental x-ray(s): \$0 copay. There may be limits on how much the plan will provide.



Evidence of Coverage Summary of Benefits -Other Helpful Information Star Ratings 2019

Mental Health Services

Skilled Nursing Facility Rehabilitation Services

Comprehensive Dental Services

Ambulance Transportation

Foot Care (Podiatry Services)

Medical Equipment/Supplies

Wellness Programs (e.g., Fitness, Nursing

Medicare Part B Drugs

Prescription Drug Benefits

Prescription Drug Deductible

\$415

Non-routine services: Not covered. Diagnostic services: \$0 copay. There may be limits on how much the plan will provide. Restorative services: \$0

copay. There may be limits on how much the plan will provide. Endodontics: \$0 copay. There may be limits on how much the plan will provide

Periodontics: \$0 copay. There may be limits on how much the plan will provide. Extractions: \$0 copay. There may be limits on how much the plan will

Routine eye exam: \$0 copay. There may be limits on

how much the plan will provide. Other: Not covered. Contact lenses: \$0 copay. There may be limits on

how much the plan will provide. Eyeglasses (frames and lenses): \$0 copay. There may be limits on how

much the plan will provide. Upgrades: Not covered.

Inpatient hospital - psychiatric: \$0 copay. Outpatient

Outpatient individual therapy visit with a psychiatrist: \$0 copay. Outpatient group therapy visit: \$0 copay.

group therapy visit with a psychiatrist: \$0 copay.

Outpatient individual therapy visit: \$0 copay.

Occupational therapy visit: \$0 copay. Physical

therapy and speech and language therapy visit: \$0

\$0 copay. There may be limits on how much the plan

Foot exams and treatment: \$0 copay. Routine foot

Durable medical equipment (e.g., wheelchairs, oxygen) \$0 copay. Prosthetics (e.g., braces, artificial

limbs): \$0 copay. Diabetes supplies: \$0 copay.

Chemotherapy: \$0 copay. Other Part B drugs: \$0

3 Month - Retail

25%

\$0 copay.

copay.

\$0 copay

will provide.

Covered.

care: Not covered.

provide. Prosthodontics, other oral/maxillofacial surgery, other services: \$0 copay. There may be

limits on how much the plan will provide

Initial Coverage - Initial Coverage Phase

	1 Month - Retail
All Tiers	25%



When you click view details on the previous slide, you will be taken to this screen where you can learn more about

the plan

Ascend © 2019

3 Month - Mail Order

25%















When you compare plans, their information will be placed sideby-side so you can easily view their differences

S

Comparing Plans

< Back to Quotes

Plan Specifics







pennsylvania health & wellness.

Apply Now

Apply Now

Plan Name	Allwell Dual Medicare (HMO SNP)	Allwell Medicare (HMO)
Monthly Plan Premium	\$0.00	\$0.00
Contract ID	H2915-001-000	H2915-003-000
Max Enrollee Out-of-Pocket	\$3,400 In-Network	\$6,700 In-Network
Annual Medical Deductible	\$0.00	\$0.00

Medicare-Covered Medical Benefits (In-Network)

Inpatient Hospital Coverage	\$0 copay.	\$295 per day for days 1 through 6. \$0 per day for days 7 through 90. \$0 per day for days 91 and beyond.
Outpatient Hospital Coverage	\$0 copay.	\$350 per visit.
Doctor Visits	Primary: \$0 copay. Specialist: \$0 copay.	Primary: \$0 copay. Specialist: \$40 per visit.
Preventive Care	\$0 copay.	\$0 copay.
Emergency Care/Urgent Care	Emergency: \$0 copay. Urgent care: \$0 copay.	Emergency: \$90 per visit (always covered). Urgent care: \$40 per visit (always covered).



THE ENROLLMENT APPLICATION





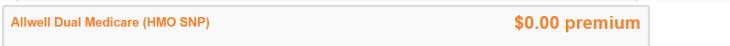








Save



Users typically take 18 to 25 minutes to complete enrollment. To speed up the process, please have your Medicare card handy. Simply select the "Next" button to move on to the next step. If you need help or would like to complete your enrollment over the phone, please call a licensed insurance agent at the phone number provided above.

Plan Details							<	Back to Shopp	oing	
Personal Information	<u>Contact</u>	Primary Care Provider	Insurance Information	Election Period	<u>Payment</u>	Important Questions	Submit			
Personal Information										
First Name: *										
Middle Initial:				F	ill in t	he for	m wi	th the		
Last Name: *					beneficiary's personal					
Gender: *	Ma	Male Female				information then click 'Next' to continue				
Birthdate: *	mm/dd/yyy	у			Next to continue					
Phone: *	88888888	38								
Email Address:	you@exan	nple.com								
* Required Information	on									
Next	Click 'Save' to keep your progress in									

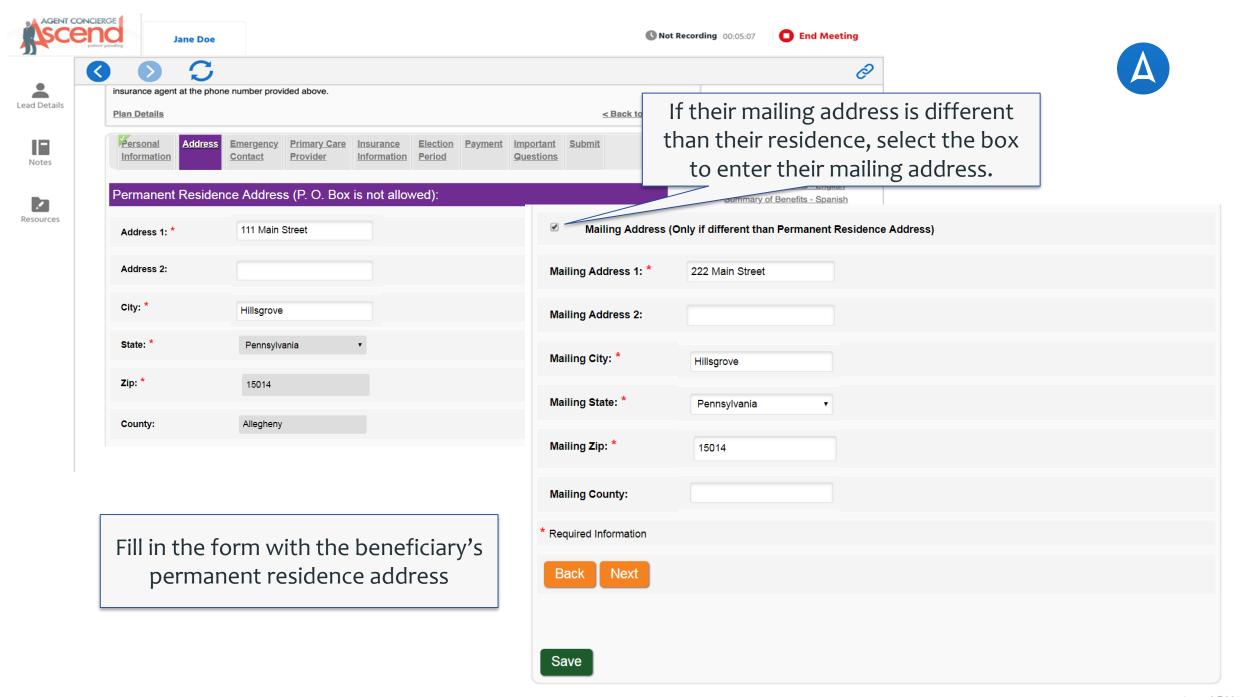
order to return to the enrollment

application at a later time

Related Links

Evidence of Coverage - English Evidence of Coverage - Spanish Summary of Benefits - English Summary of Benefits - Spanish



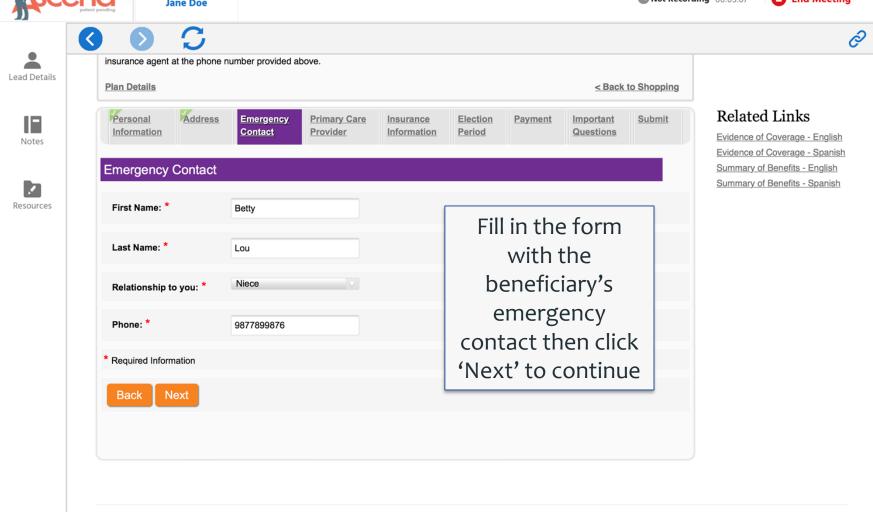


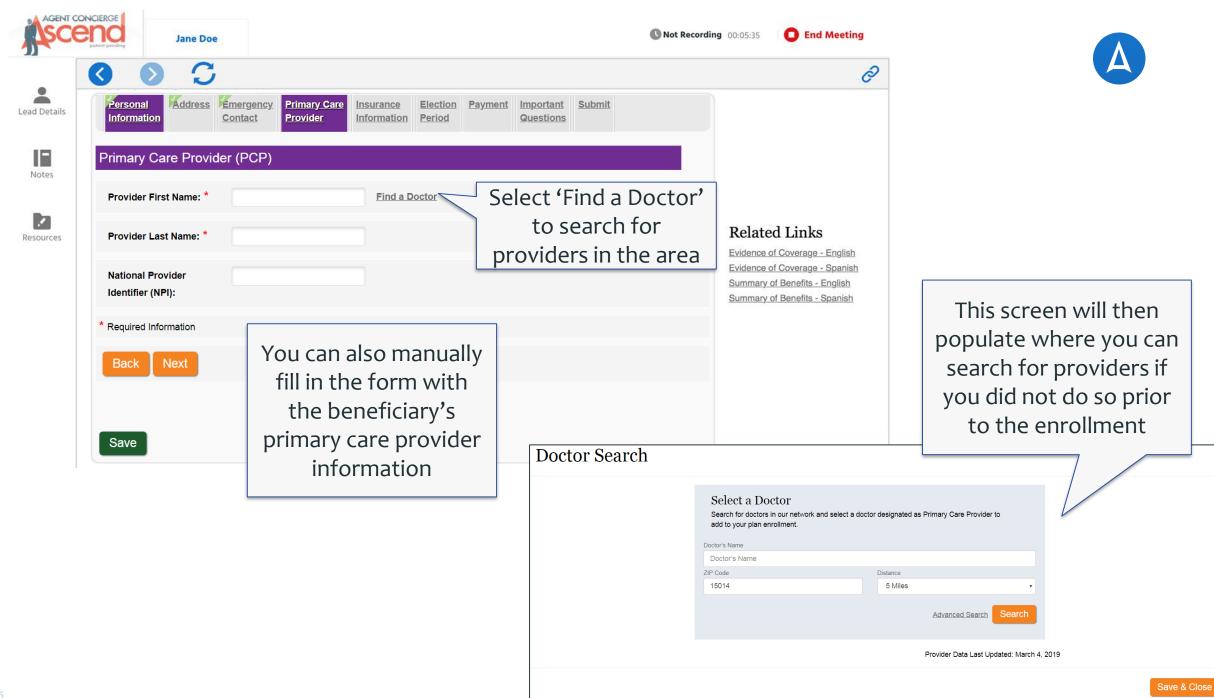


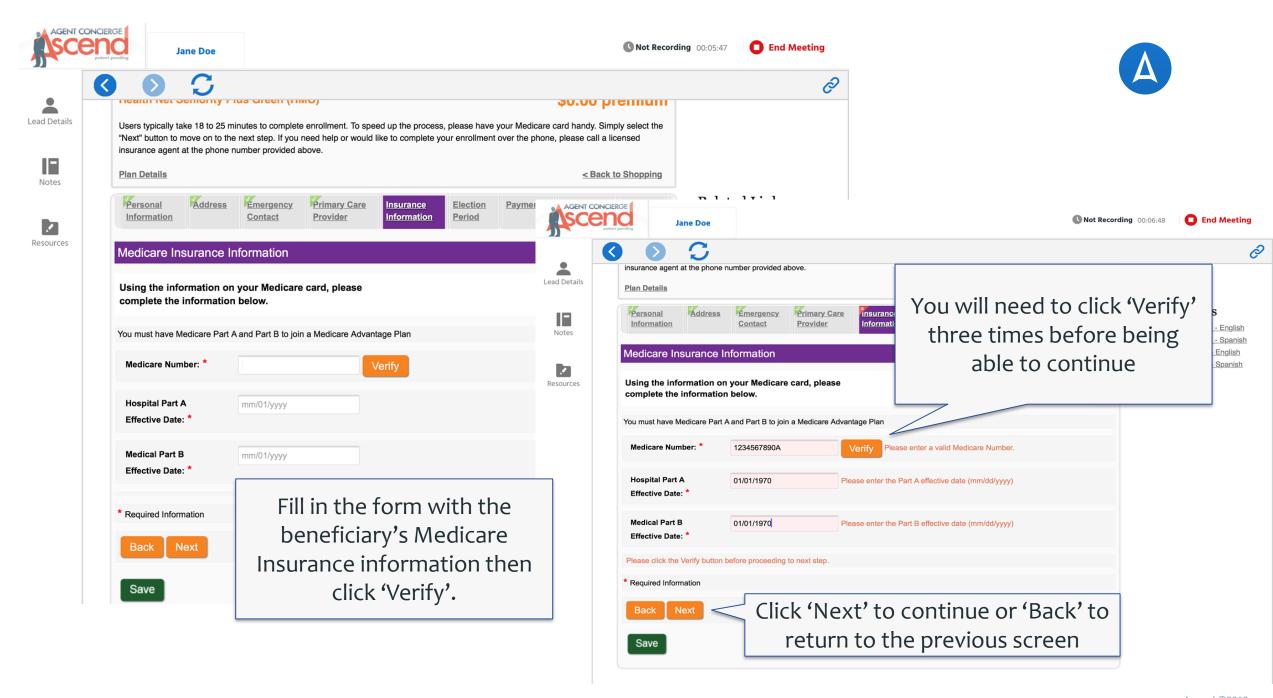














insurance agent at the phone number provided above.

Not Record

Select which Election Period best fits your beneficiary's situation then click 'Next'



•
Lead Details







Plan Details						< Back to Shopping				
Personal Information	Insurance Information	Address	Emergency Contact	Primary Care Provider	Election Period	Payment	Important Questions	Submit		
Election Pe										
				an only during the Periods (SEPs)						
Initial Coverage	Election Period	I (ICEP) – Yo	our ICEP begin	st entitlement to s the first three m s to either your 6	onths before	e your entitle			art B and typical	
Initial Election P	eriod for Part D	(IEP for Par	t D) – You may	on Drug Covera be eligible for IE an. You may also	P for Part D					
				stances describ		AEP.				
I am new	to Medicare, I	out not 65.								
I am turn	ing 65, but I a	m not new t	o Medicare.							
on mm/de		de of the se	vice area for	my current plan	OR I recent	lly moved a	nd this plan i	s a new optio	on for me. I mov	
I recently	y was released	from incare	ceration. I was	released on	mm/dd/yy	уу				
I have bo	oth Medicare a	nd Medicaio	l or my state h	nelps pay for my	Medicare p	remiums.				
			-	of a long-term can		for example mm/dd/yy		nome, a speci	al needs care	
I recently	left a PACE p	rogram on	mm/dd/yy	уу						

I recently involuntarily lost my creditable prescription drug coverage (coverage as good as Medicare's). I lost my drug coverage on mm/dd/yyyy
I am leaving employer or union coverage on mm/dd/yyyyy
I belong to a pharmacy assistance program provided by my state.
My current plan is ending its contract with Medicare, or Medicare is ending its contract with my plan on mm/dd/yyyy
I was enrolled in a plan by Medicare (or my state) and I want to choose a different plan. My enrollment in that plan started on mm/dd/yyyy
I was enrolled in a special needs plan (SNP) but I have lost the special needs qualification required to be in that plan. I was disenrolled from the SNP on mm/dd/yyyyy
I was affected by a weather-related emergency or major disaster (as declared by the Federal Emergency Management Agency (FEMA). One of the other statements here applied to me, but I was unable to make my enrollment because of the natural disaster.
I have a chronic or disabling condition and I am enrolling or switching plans under the C-SNP SEP.
If none of these statements applies to you or you're not sure if you are eligible to enroll, please contact us at at our toll-free number provided above to see if you are eligible to enroll. By answering the questions above you are certifying that, to the best of your knowledge, you are eligible for the election period you selected. If we later determine that this information is incorrect, you may be disenrolled from the plan.
Back Next
Save

Not Recording 00:07:13







Personal

premium

Information



Paying Your Plan Premium

insurance agent at the phone number provided above

Retirement Board (RRB) benefit check each month.

Plan Details

Contact

You can also apply for extra help online at www.socialsecurity.gov/prescriptionhelp.

Primary Care Provider

For Medicare Advantage Prescription Drug plans with no premiums: If we determine that you owe a late enrollment penalty (or if you currently have a late enrollment penalty), we need to know how you would prefer to pay it. You can pay by mail or choose to pay your

premium by automatic deduction from your Social Security or Railroad Retirement Board (RRB) benefit check each month. Once you are enrolled and have been assigned a Medicare Advantage ID by Allwell, you will also be able to pay your premium online. If you are

assessed a Part D-Income Related Monthly Adjustment Amount, you will be notified by the Social Security Administration. You will be

For all plans with premiums: You can pay your monthly plan premium (including any late enrollment penalty that you currently have or

may owe) by mail each month. You an also choose to pay your premium by automatic deduction from your Social Security or Railroad

If you are assessed a Part D-Income Related Monthly Adjustment Amount, you will be notified by the Social Security Administration.

You will be responsible for paying this extra amount in addition to your plan premium. You will either have the amount withheld from

People with limited incomes may qualify for extra help to pay for their prescription drug costs. If eligible, Medicare could pay for 75% or more of your drug costs including monthly prescription drug premiums, annual deductibles, and co-insurance. Additionally, those who qualify will not be

subject to the coverage gap or a late enrollment penalty. Many people are eligible for these savings and don't even know it. For more information about this extra help, contact your local Social Security office, or call Social Security at 1-800-772-1213. TTY users should call 1-800-325-0778.

If you qualify for extra help with your Medicare prescription drug coverage costs, Medicare will pay all or part of your plan premium. If Medicare

pays only a portion of this premium, we will bill you for the amount that Medicare doesn't cover. You must continue to pay your Medicare Part B

your Social Security benefit check or be billed directly by Medicare or RRB. DO NOT pay Allwell the Part D-IRMAA.

Period

Payment

Submit Important Questions

< Back to Shopping



Related Links

Evidence of Coverage - English Evidence of Coverage - Spanish Summary of Benefits - English Summary of Benefits - Spanish

Your beneficiary has the option to be sent a bill or have the payments automatically deducted from their SS or RRB benefit check. If no selection is made, they will receive a bill each month.

responsible for paying this extra amount in addition to your plan premium. You will either have the amount withheld from your Social Security benefit check or be billed directly by Medicare or the RRB. DO NOT pay Allwell the Part D-IRMAA.

Payment

Send Me A Bill

Automatic deduction from your monthly Social Security or Railroad Retirement Board (RRB) benefit check.

I get monthly benefits from: *

Social Security

RRB

If you don't select a payment option, you will get a bill each month.

The Social Security/RRB deduction may take two or more months to begin after Social Security or RRB approves the deduction. In most cases, if Social Security or RRB accepts your request for automatic deduction, the first deduction from your Social Security or RRB benefit check will include all premiums due from your enrollment effective date up to the point withholding begins. If Social Security or RRB does not approve your request for automatic deduction, we will send you a paper bill for your monthly premiums.

Once you are enrolled and have been assigned a Medicare Advantage ID by Allwell, you will also be able to pay your premium online. You can find more information about this option at:

https://allwell.pahealthwellness.com/pay-my-premium.html

* Required Information

Save

Next













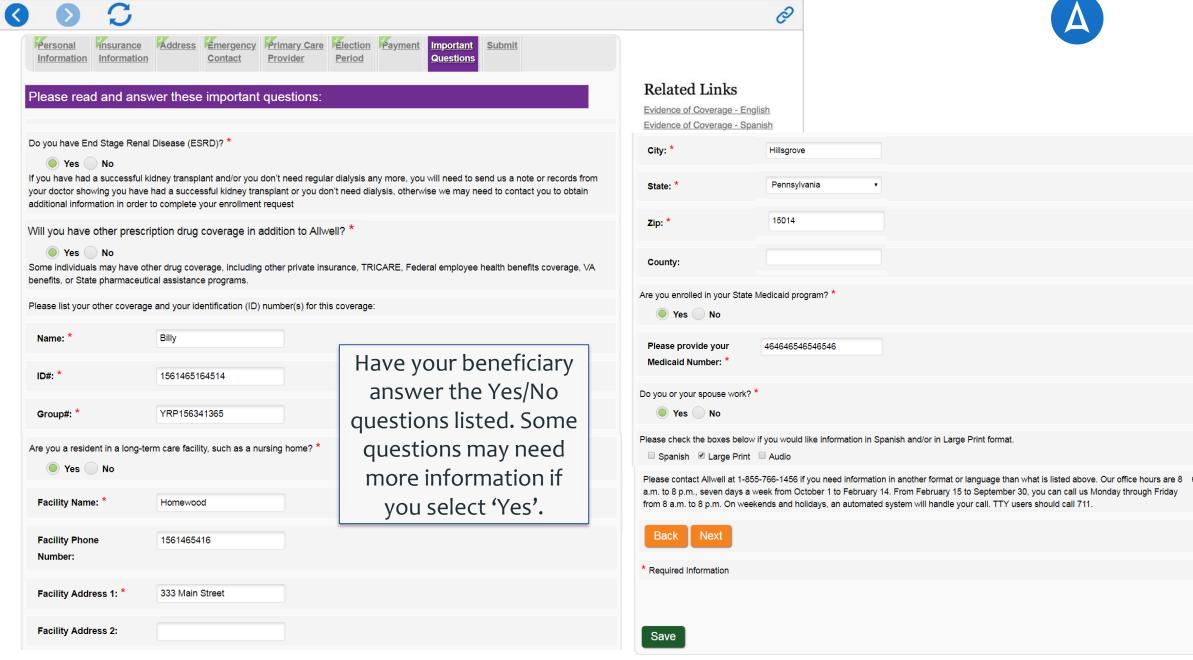












S Dack to Shopping









Personal Submit Information Questions

Please Read This Important Information

The following disclosures describe our health benefits and health insurance plans and how they work. It's important for you to read them before you submit your enrollment form. Check the box to confirm you have read all the disclosures.

If you currently have health coverage from an employer or union, joining Health Net could affect your employer or union health benefits. You could lose your employer or union health coverage if you join Health Net. Read the communications your employer or union sends you. If you have questions, visit their website, or contact the office listed in their communications. If there isn't any information on whom to contact, your benefits administrator or the office that answers questions about your coverage can help.

Health Net is a Medicare Advantage plan and has a contract with the Federal government. I will need to keep my Medicare Parts A and B. I can be in only one Medicare Advantage plan at a time, and I understand that my enrollment in this plan will automatically end my enrollment in another Medicare health plan or prescription drug plan. It is my responsibility to inform you of any prescription drug coverage that I have or may get in the future. Enrollment in this plan is generally for the entire year. Once I enroll, I may leave this plan or make changes only at certain times of the year when an enrollment period is available (Example: October 15 – December 7 of every year), or under certain special circumstances.

Health Net serves a specific service area. If I move out of the area that Health Net serves, I need to notify the plan so I can disenroll and find a new plan in my new area. Once I am a member of Health Net, I have the right to appeal plan decisions about payment or services if I disagree. I will read the Evidence of Coverage document from Health Net when I get it to know which rules I must follow to get coverage with this Medicare Advantage plan. I understand that people with Medicare aren't usually covered under Medicare while out of the country except for limited coverage near the U.S. border.

I understand that beginning on the date Health Net coverage begins, I must get all of my health care from Health Net, except for emergency or urgently needed services or out-of-area dialysis services. Services authorized by Health Net and other services contained in my Health Net Evidence of Coverage document (also known as a member contract or subscriber agreement) will be covered. Without authorization, NEITHER MEDICARE NOR Health Net WILL PAY FOR THE SERVICES.

I understand that if I am getting assistance from a sales agent, broker, or other individual employed by or contracted with Health Net, he/she may

Read the provided statement to the beneficiary. If they are the one submitting the application, select this option.

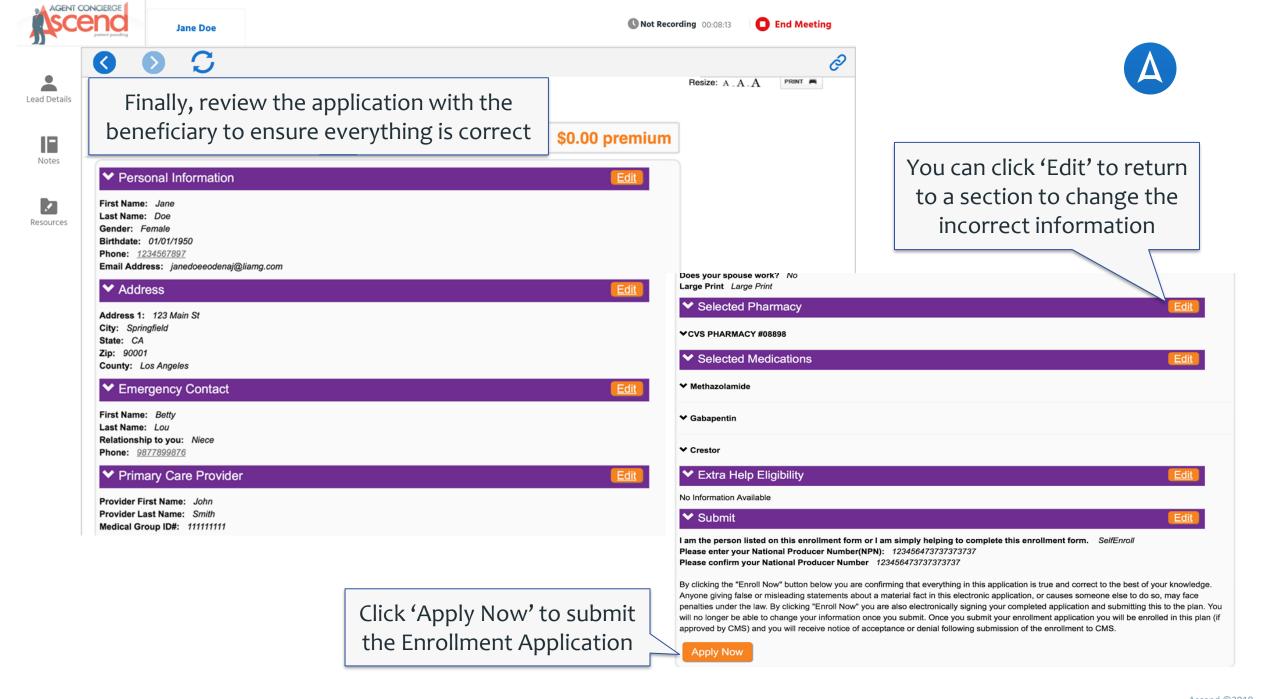
acknowledge that the Health Net Plan will release my information to Medicare and other plans as is health care operations. I also acknowledge that Health Net Plan will release my information, (including my are, who may release it for research and other purposes which follow all applicable Federal statutes and rollment form is correct to the best of my knowledge. I understand that if I intentionally provide false rolled from the plan.

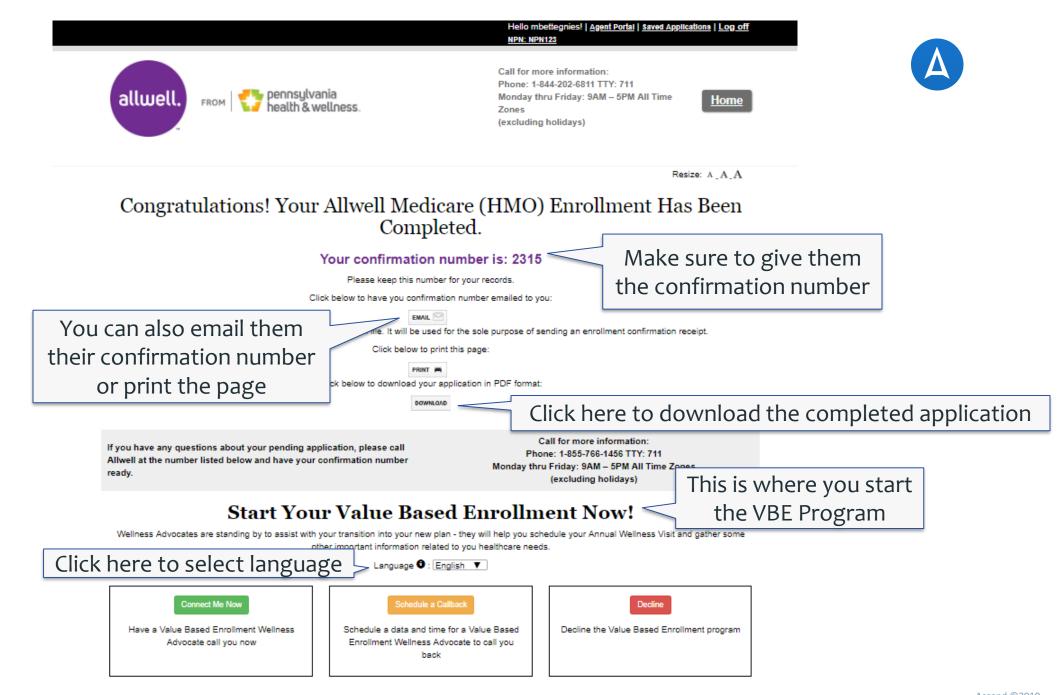
signature of the person authorized to act on my behalfunder the laws of the State where i live on this understand the contents of this application. If signed by an authorized individual (as described above), this authorized under State law to complete this enrollment and 2) documentation of this authority is available

Please select the statement below that best describes your relationship to the person with Medicare listed on this enrollment form:

I am the person listed on this enrollment form or I am simply helping to complete this enrollment form.

I am the person authori individual resides.	ized to act on behalf of the individual I	isted on this enrollment form under the laws of the State where t	he				
First Name: *		If someone else is					
Last Name: *		submitting the application, select this					
Relationship to Enrollee: *	•	option and complete the extra information.					
Phone: *	888888888	the extra information.					
Address 1: *							
Address 2:							
City: *							
State: *	•						
Zip: *							
County:							
You will be able to review the application before submission on the next page. Note: If additional documentation is required to complete this application, please submit that documentation via FAX to: 844-222-3180.							
* Required Information							
Back Next							
Save							







VALUE BASED ENROLLMENTS



WHAT IS VBE?

VBE Is



- A quick and easy process to gather health-related information from your beneficiary after they enroll
 - After you have completed an enrollment application in Ascend, tap a button to initiate a call from a VBE rep to your beneficiary
 - Once connected, your job as the agent is finished
 - The VBE rep will complete a Health-Risk Assessment and/or help set up an Annual Wellness visit with their PCP
 - It is that simple!
 - However, there are some important steps and considerations for you to be successful...

Who Benefits from VBE?



The Health Plan!

- By completing a Health Risk Assessment
 - The health plan will be able to help ensure that the beneficiary gets the care they need which helps to reduce costs
- If they schedule an Annual Wellness Visit
 - Health care providers can help identify and prevent illness as well as schedule any other needed services which also reduces costs
- VBE reduces the cost and difficulty of contacting members later to complete HRAs
- Reduces complaints to CMS

Your Beneficiary!

- By completing a Health Risk Assessment
 - The health plan will be able to help ensure that the beneficiary gets the care they need
- If they schedule an Annual Wellness Visit
 - Health care providers can help identify and prevent illness as well as schedule any other needed services

You!

- Earn a \$50 administrative payment for initiating the VBE process
 - Per CMS regulations, this is a <u>payment</u> and will NOT be considered a commission
 - It will be paid to you separately from commissions
- Earn the trust of your new member
 - They recognize that you are helping them get the most out of their plan right away
- Increase 'Stick Rate'
 - Enrollees who interact with their health plan right away are less likely to disenroll



INITIATING THE VBE PROCESS

Initiating the VBE Process



- Initiating the VBE process always occurs after you complete the enrollment application
- You will need to leave the beneficiary when they are on the VBE call
 - Remember, the health information they will share on the VBE has no effect on their enrollment being approved by CMS
 - To stay compliant, you should not be there to help or coach the beneficiary in any way through the health questionnaire
- Prepare by completing all your sales process steps before you begin the VBE:
 - Make sure to give them their enrollment confirmation number
 - Inform them when they can expect their membership cards and how to contact you
 - Explain the VBE process
 - If they agree to receive the call let them know you will excuse yourself from their home (or wherever you are meeting) once the call comes in

Explaining the VBE Process



- Invite your new member to participate in VBE
- They are <u>not required</u> to do this
- Note:
 - Your new member may not know why completing an HRA or setting an Annual Wellness Visit would be valuable to them and their health
 - The intro verbiage provided on the next slide will work for many but you should be prepared to explain as needed the 'value' of them participating in this call



Here is suggested verbiage to invite them to participate:

"In order to best serve you, we have representatives on standby to assist with your transition into your new plan — they will help gather some important information related to your healthcare needs, [and to schedule your Annual Wellness Visit.] We want to make sure we do a great job of taking care of you and to ensure you're getting the best care possible as soon as your plan is active. This should only take about ____ minutes — may I connect you with one of our reps right now to begin that process?"

• If they say 'Yes':

"Great! The rep is going to ask you some questions about your current health status, and help connect you with your Primary Care Doctor's office to schedule your Annual Wellness Visit."

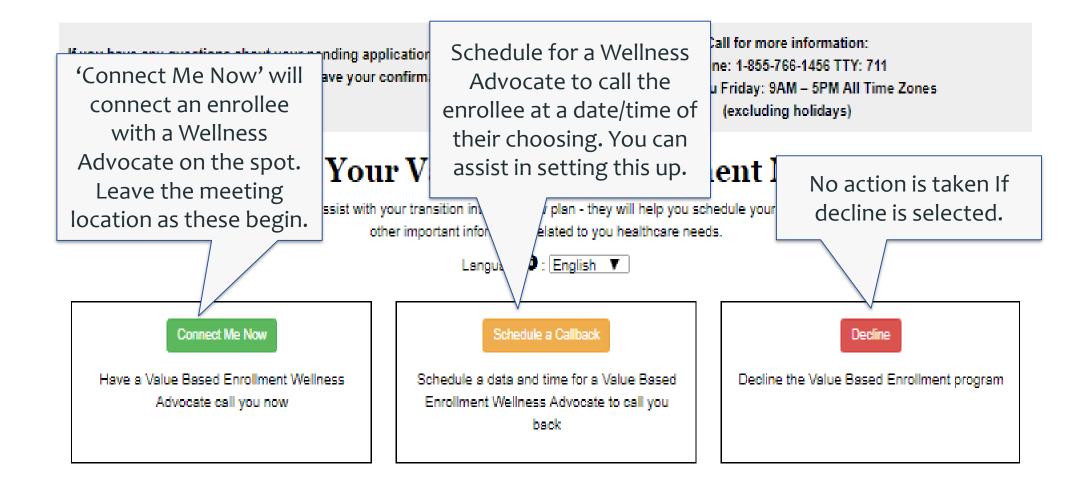
Then select 'Connect Me Now' or 'Schedule a Callback'

• If they say 'No':

Then select 'Decline'

Selecting the Outcome Decided by the Beneficiary



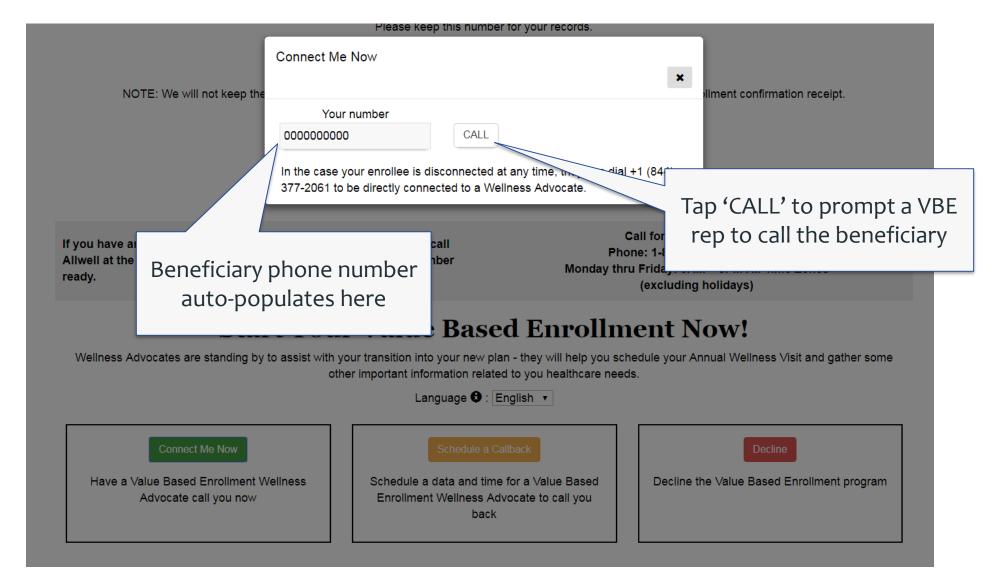




CONNECT ME NOW

Setting the Call from the VBE Specialist





Connect Me Now Process



- Note that the call center system is actually placing the call
- The beneficiary will be on brief hold before the VBE rep comes
- When the beneficiary receives the call, they will hear the following greeting:

"Thank you for selecting [plan name] to meet your healthcare needs. Please stay on the line to be connected with a representative who will initiate your healthcare assessment. All calls are recorded for quality assurance purposes."

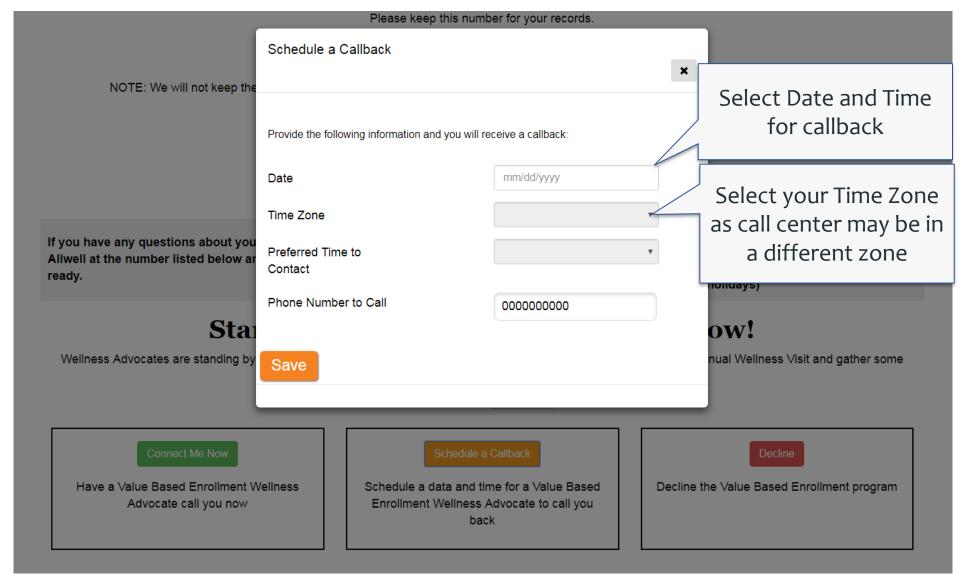
- Once the call connects, excuse yourself from the meeting and leave
- If the beneficiary becomes impatient with the hold time, they can opt to schedule a VBE call at a later time
- Use 'Schedule a Callback' to switch to a call at a later date



SCHEDULE A CALLBACK

Setting a Callback Time





Callback Process



 If the call center does not make contact with the beneficiary on the scheduled callback time, it will attempt contact three more times

Completion of the VBE process is of course the goal

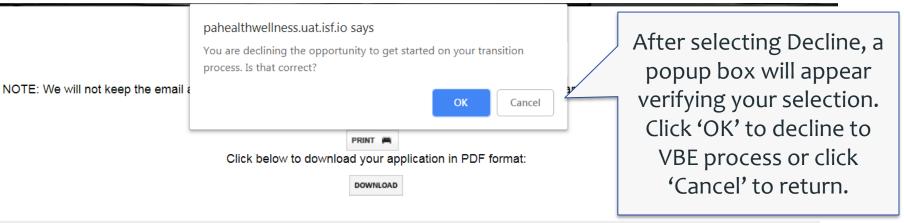
However, agents are paid for each VBE call they <u>initiate</u> regardless of completion



DECLINE

Declining the VBE Process



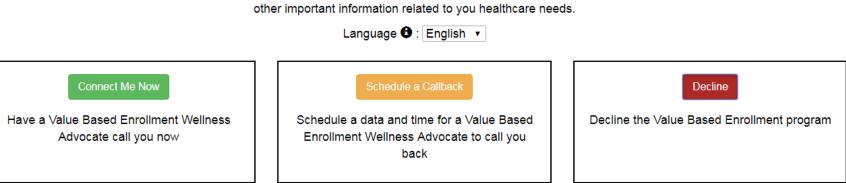


If you have any questions about your pending application, please call Allwell at the number listed below and have your confirmation number ready.

Call for more information:
Phone: 1-855-766-1456 TTY: 711
Monday thru Friday: 9AM – 5PM All Time Zones
(excluding holidays)

Start Your Value Based Enrollment Now!

Wellness Advocates are standing by to assist with your transition into your new plan - they will help you schedule your Annual Wellness Visit and gather some other important information related to you healthcare needs.





AGENT PORTAL

Agent Portal



Hello mbettegnies! | <u>Agent Portal</u> | <u>Saved Applications</u> | <u>Log off</u> NPN: NPN123







Call for more information: Phone: 1-844-202-6811 TTY: 711 Monday thru Friday: 9AM – 5PM All Time Zones (excluding holidays)

<u>Home</u>

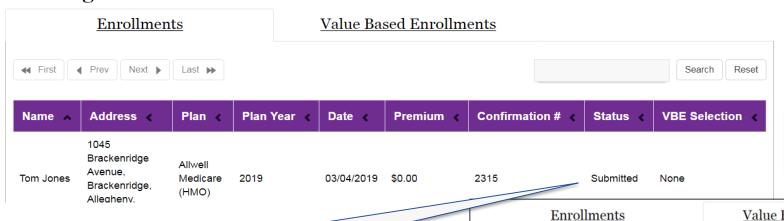
Resize: A_A_A PRINT

Personal URL (PURL)

Your PURL can be shared with a beneficiary, enabling them to submit an online application which will be credited to you. https://pahealthwellness.uat.isf.io/2019?AgentCreditCode=dca839ac-9594-45fd-9087-a0816e4887a7

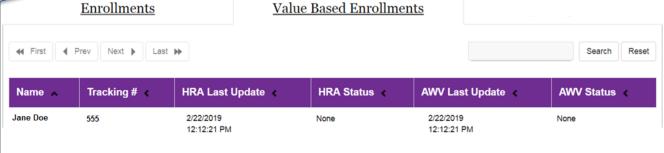
Tracking

View your PURL here



Toggle to the VBE tab to view information regarding past VBEs

On the Enrollments tab, you can view the status of past applications



Personal URLs



- Each Agent will have a Personal URL (PURL) to use to connect prospects with the online enrollment tool if they are not doing a face to face meeting with Ascend
- The PURL can be found in the Agent Portal and accessed with your same Ascend credentials
 - Visit the portal
 - Log in with your provided Ascend Credentials
 - Click on 'View Enrollments'
 - PURL is always on the top of the page

- Your PURL is unique to you and is created on your first login to the agent portal
- The PURL is attached to your writing numbers so that you will get credited for the sale when an enrollment is made through the tool
- The Ascend Quote & Enrollment Tool will look the same for the agent as it would in AMA; however, lead information and other items like Scope of Appointment will not be merged into the application



PARTIAL APPLICATIONS

Saved Applications





Hello mbettegnies! | <u>Agent Portal</u> | <u>Saved Applications</u> | <u>Log off</u> <u>NPN: NPN123</u>







Call for more information:

Phone: 1-844-202-6811 TTY: 711

Monday thru Friday: 9AM – 5PM All Time Zones

(excluding holidays)



On this screen, you can view saved enrollments

Resize: A _ A _ A



Enrollments In Progress

Enrollee	Address	Plan	Plan Year	Last Edit	Actions
Jane Doe	PA 15014	Allwell Dual Medicare (HMO SNP)	2019	3/4/2019 8:49:39 PM	Edit Delete

You can edit or delete the application here



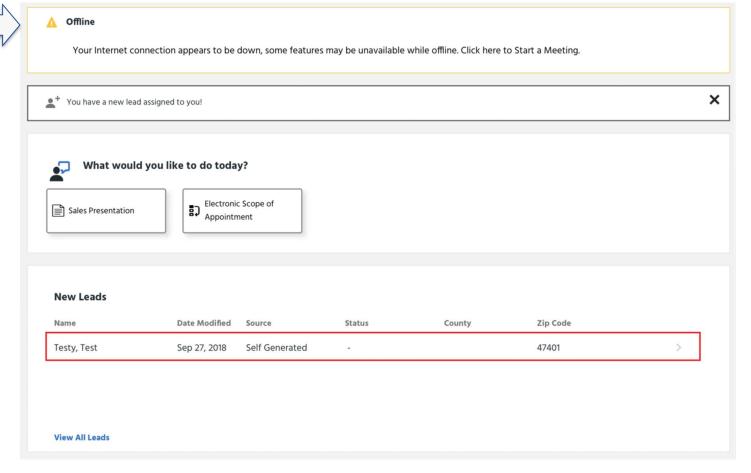
OFFLINE APPLICATIONS

Selecting a Lead



• From the Home screen, select the lead you would like to submit an application for under the New Leads section

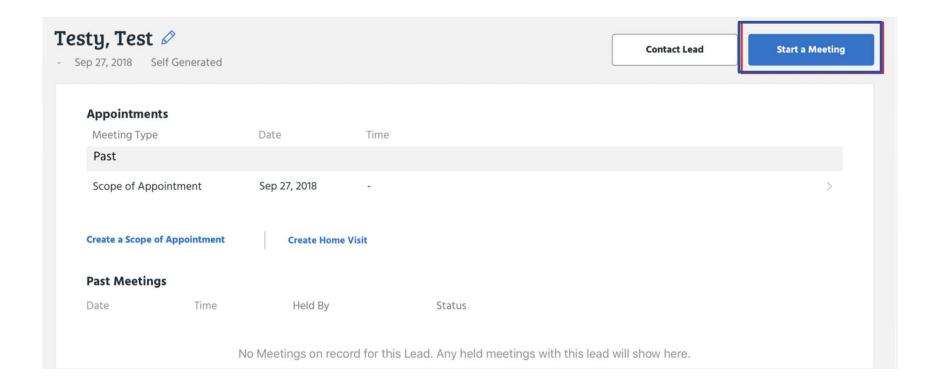
Note: the top of your screen will display an offline message when not connected to the internet



Start a Meeting



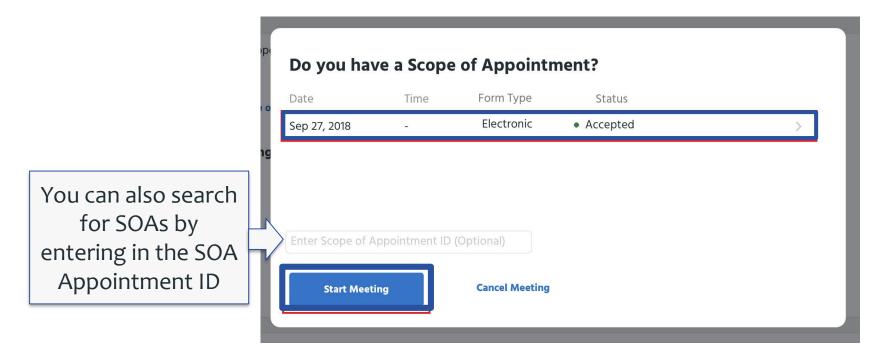
 After you have selected the lead, select 'Start a Meeting' to begin the meeting from the Leads screen



Selecting a SOA



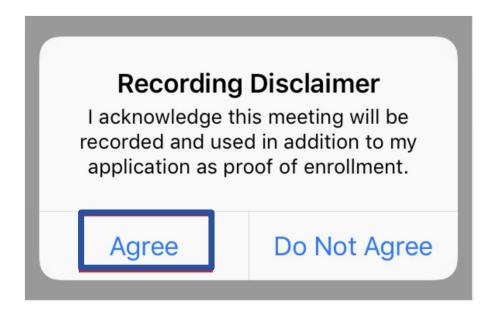
- If you have a previous Scope of Appointment (SOA), it will be listed on the next screen
- Simply click on the SOA you want to use then select 'Start a Meeting'
 - If no SOA is listed, you will need to ensure you complete a proper scope before starting the meeting



Accepting the Disclaimer



- Once the meeting has started, you will be asked to acknowledge that the meeting is being recorded
- Simply click 'Agree' to proceed with the meeting



Entering the Zip Code



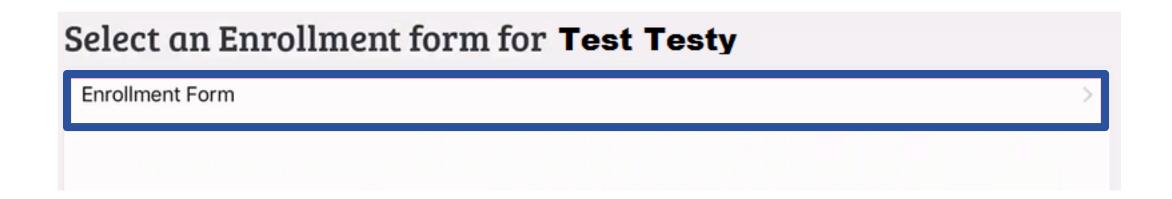
- The enrollment application will already list the lead you selected earlier in the process
- To proceed, you must type in the zip code that the beneficiary lives in
- Once entered, click 'Continue' to be taken to the next screen



Selecting an Enrollment Form



• From the list, click on the enrollment form you would like to use



Completing and Submitting the Application



 Scroll through the enrollment application and fill in the missing information minding the * symbol indicating required fields. Once all the required fields are completed, click 'Submit' at the end of the application to submit it.

on this enrollment form is correct to the best of e information on this form, I will be disenrolled
n authorized to act on my behalf under the laws of ead and understand the contents of this d above), this signature certifies that 1) this eent and 2) documentation of this authority is
elationship to the person with Medicare listed on
simply helping to vidual listed on e the individual
Last Name:
Phone
City
Zip
Submit

Ending the Meeting



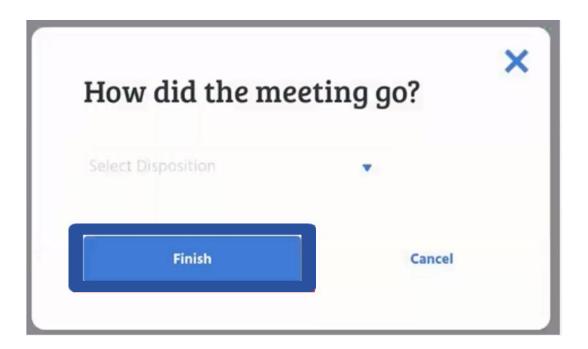
- Once the form has been submitted, a confirmation page will appear saying the form was successfully saved
- Click 'End Meeting' in the upper right hand corner to end the meeting



Dispositioning the Meeting



- From the drop down list, select the disposition that best represents the outcome of your meeting
- Click 'Finish' once done



Returning Online



- While you are disconnected from the internet, it will say your enrollment is pending
 - You can find this status on your lead's profile under the Offline Enrollments section in AMA

Offline Enrollments		
Meeting Time	Status	ID
Sep 27, 2018 01:14:05 PM	Pending	

- Once you regain internet access, your application will automatically be faxed to the carrier's enrollment department for processing
- Your offline enrollment status will be updated once this is complete
- The time stamp will reflect the time you connect to internet

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Confirming Lead Status



 Once the offline application has been submitted, return to the 'Leads' section of AMA

• Ensure that the 'Lead Status' has been updated accordingly to represent the application submission

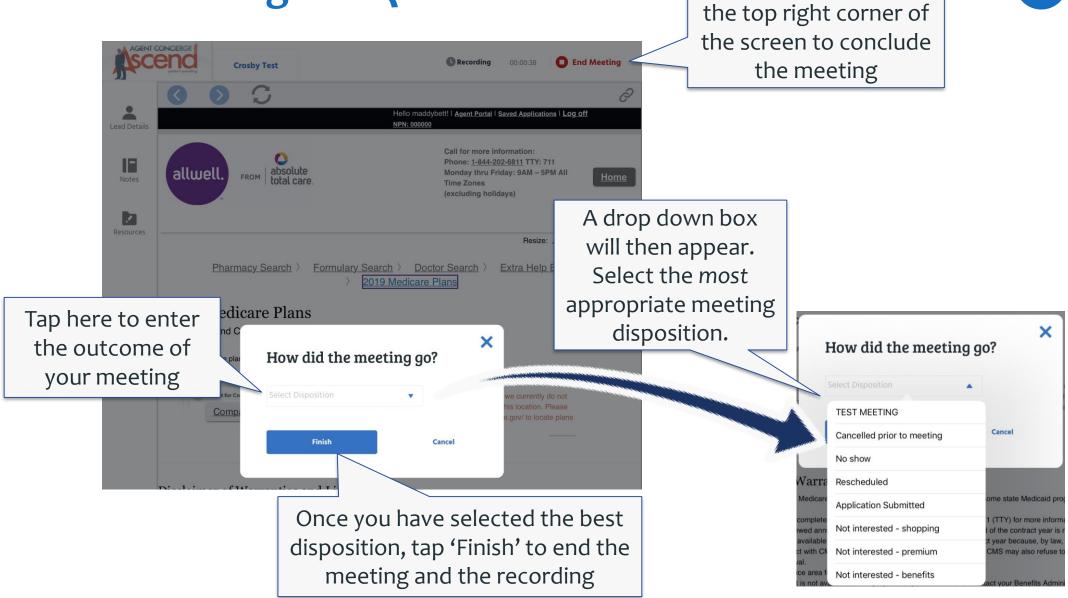


SIGNING OUT

End the Meeting in AQE

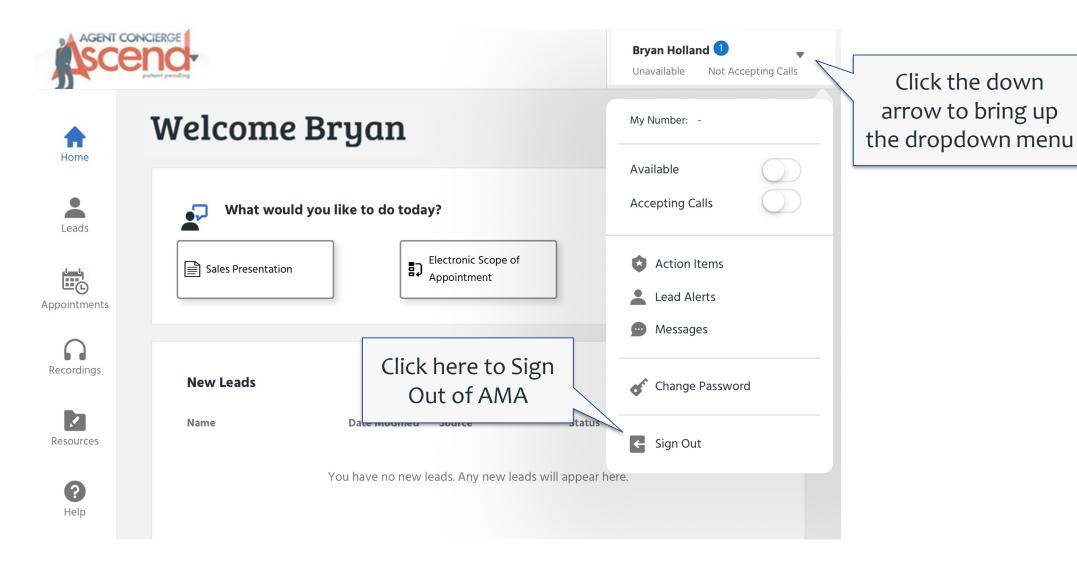


Click 'End Meeting' in



Sign Out of AMA







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