

Telework Technology Tip

Increase Self-Service Enrollments with your Marketing Shopping Link

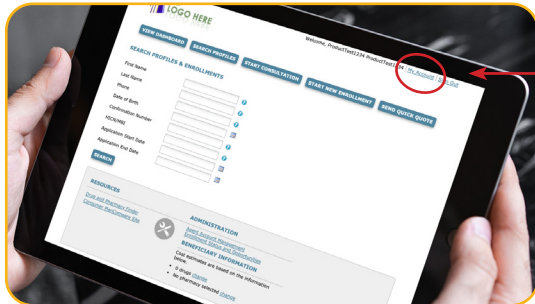
Your Marketing Shopping Link is your personalized URL connecting you and your business to every enrollment.

Your Shopping link is a unique web address for your own Medicare Shopping site auto-generated by Indiana University Health Plans. Send via email, social media or as a link from your personal website for beneficiaries to shop and enroll. This marketing link connects you directly to every enrollment.

Benefits of your personalized Marketing Shopping Link:


- Supports **telework** as both agents and beneficiaries can do everything through email and online
- Displays **only those plans** on the shopping site **agents are licensed to sell**
- Encourages **self-service enrollments** when beneficiaries compare plans personalized to them
- Ensures agents **receive credit on all enrollments** as agents are automatically tagged to every link

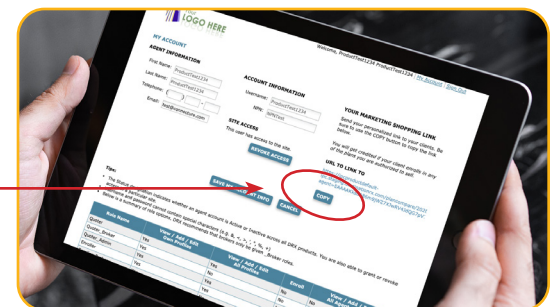
Where to find your Marketing Shopping Link and how to use it:




1. After logging on to the portal, navigate to the upper right-hand corner to find your name. Click MY ACCOUNT.

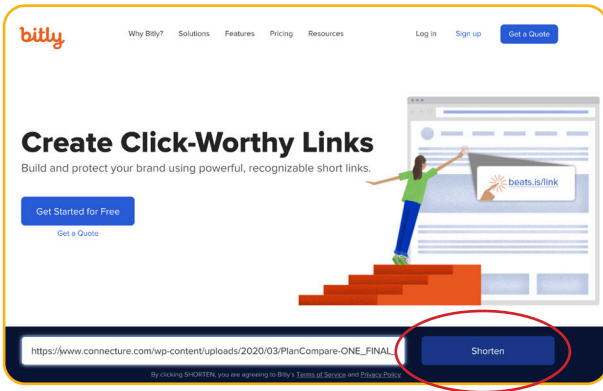
2. Click **COPY** (button is located below “URL to link to” and the actual link). This link is automatically generated by the system.

 **Tip:** Do NOT highlight and copy the link. You must use COPY button.



3. Once you have copied your URL Shopping link, you can PASTE it into an email to send to beneficiaries.

 **Tip:** The URL is a long link. You can shorten the link through free services like Bitly (www.bitly.com) and then copy the shortened link and paste it into an email.




Here's how:

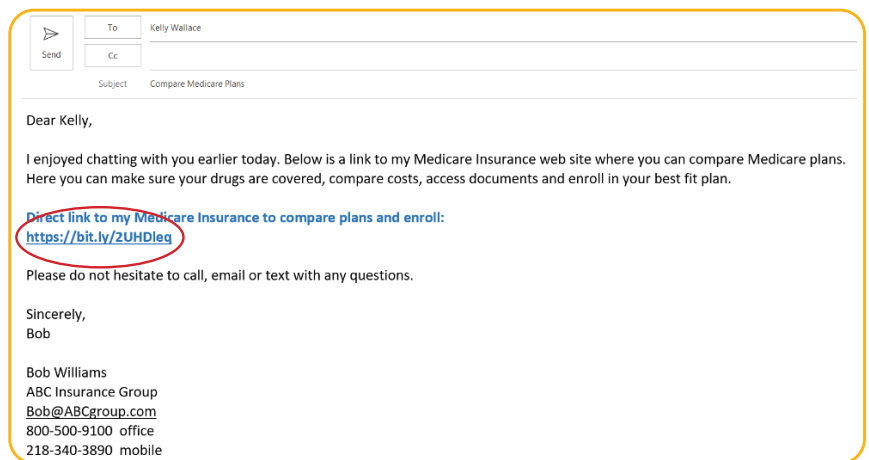
- A. Log onto www.bitly.com.
- B. Copy your Shopping link into the SHORTEN YOUR LINK box.
- C. Once shortened, COPY the SHORT link into your email to beneficiaries.



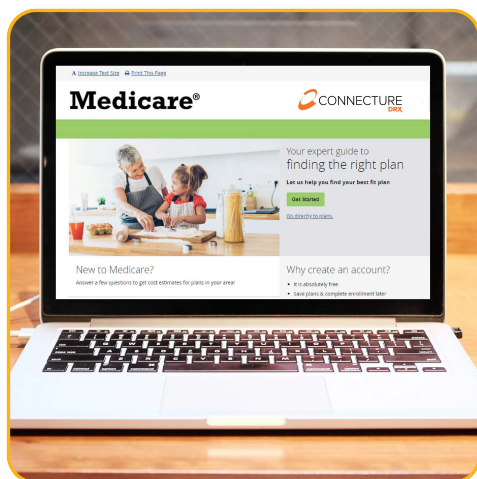
4. Email your shortened Shopping link to beneficiaries with a personal note. Since your Shopping link is personalized and unique to you, it will connect you to every enrollment and protect your commissions.

 **Tip:** Add the link to your email signature and it will automatically be included in every email.

Note: The Marketing Shopping Link is simply a way for beneficiaries to come to your website and fully self serve.



5. Each beneficiary will be directed to your site through this link where they will shop and compare plans, and easily enroll in their best fit plan.



What the beneficiary sees

6. Once a beneficiary has completed their enrollment, you will receive an email in your inbox with the details of any enrollments submitted through your shopping site. Your online Book of Business will automatically update with enrollment information under each beneficiary's profile.

Self-service enrollment success!

- Email confirmation of enrollment received in your inbox
- Book of Business updated with enrollment
- Your commissions securely tied to enrollment