Sales Resources – Plan Year 2022
For Field and Telesales Agents

IMPORTANT!

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COMPLIANCE AND SOCIAL MEDIA

Compliance and Ethics. A web page with info on ethic violations, top complaints, regulatory guidance, HIPAA, fraud waste and abuse, corrective action, and compliant sales process. TRN-REF-1328a

Social Media Policy. A 2-page policy and procedure with social media info. CPL-077

Social Media Standards. 6-page compliance standards for agents who completed requirements to use permitted social media channels. CPL-077a

Social Media, Facebook – Required Training to Participate. A *course* to be completed before an agent can post Humana-approved content to a business Facebook page; includes the following.

- Social Media, Facebook – Getting Started
- Policy on Social Media
- Social Media, Facebook – Working with MRC

PERMISSION TO CONTACT

Obtaining Permission To Contact. 3-page standards that agents must follow when marketing to Medicare beneficiaries. CPL-018a

PRESENTATION

Telephonic and Virtual Presentations by Field Sales Agents. A 4-page compliance standard that agents must follow when discussing plan options telephonically or virtually. CPL-026

ENROLLMENT

Agents Communicating the Late Enrollment Penalty. 3-page standards which addresses requirements for late enrollment penalty. CPL-004

DESNP Verification Tool (from Vantage). A 4-page job aid to check DE status in Vantage using DESNP Verification Tool – showing if prospect is dual eligible, eligibility status, Medicaid ID, and dual eligibility level. TRN-REF-1274a

Find a Doctor Toolkit (aka Physician Finder Plus). A web page with info on searching for providers, answering Care Highlight questions, comparing physicians, and finding IPAs. TRN-REF-880a and provided in Spanish

Medicare Plan Enrollment Options. A 15-page job aid with info when determining election codes. DMS-024

Pharmacy Calculator Toolkit (aka Drug Look-up). A web page with info to build a drug list and compare plans. TRN-REF-156f

SEP – MDE, MCD, NLS. Verify Eligibility Before Enrollment. A 3-page job aid with info to confirm LIS or Medicaid; also includes additional guidance and scenarios. TRN-REF-1304a

MEMBER CARE ASSESSMENT

Member Care Assessment – Revel Portal. A *course* to be completed before an agent can conduct surveys.

Member Care Assessment. A 3-minute video about completing a Member Care Assessment survey.

Member Care Assessment MarketPoint Minute. A 2-minute video overview. TRN-REF-1293g

Bold Goal Whole Health Toolkit for Medicare Agents – October 2020. A 15+ page playbook to help talk about social determinants of health – like food insecurity, loneliness, transportation and housing.

Humana's Social Determinants of Health. Humana's client-facing website with info on social determinants of health; also includes stories of how this program has benefited communities.

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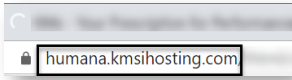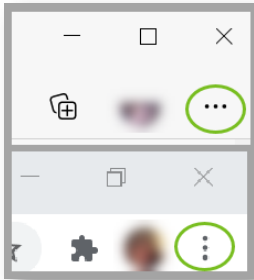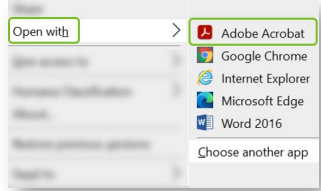TRN-REF-1153a-22

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C. If you see 3 dots in the top right corner, click it to see if you are in Microsoft Edge OR Google Chrome.	If so, then you are NOT using Adobe to view the file. The links work effectively if when using Adobe. Resolve the issue by finding the file on your local computer – which might be on your Desktop. Right-click the **Sales Resources** file, click **Open With, Adobe Acrobat Reader.** **To change the default application to ALL PDFs:** If you'd like to change the default application to ALWAYS open PDFs in Adobe, right-click the file, click **Open with**, **Choose another app**. Check **Always use this app to open .pdf files**. Then click **Adobe Acrobat**, **OK**. **Important!** If you change the default application to always open PDFs in Adobe, other files you use might be impacted. Save these instructions if you need to change back the default application.

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