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The 2019 Humana Gold Plus[®] HMO H4461 Plan is now the only Medicare Advantage HMO plan in Tennessee with a CMS rating of 5 out of 5 stars!

So what do you do next?



Humana[®]



CMS-APPROVED
5 OUT OF 5 STARS
HEALTH PLAN

Here's what you'll find
inside your playbook.

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8 Compliance





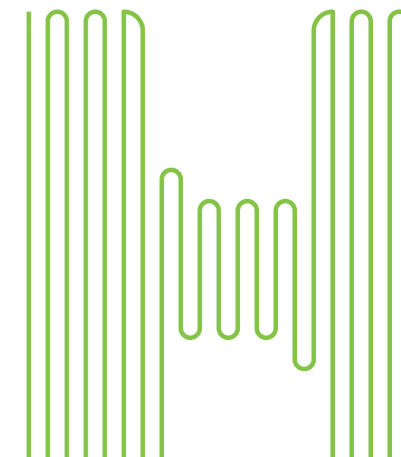
Opportunities like this only come around 365 days a year.

Great news. 5-star plans can be sold outside of AEP. And the 2019 Humana Gold Plus® HMO H4461 is the only one in Tennessee. It's a huge opportunity. Let's make the most of it. We've created an arsenal of resources to help.

- **Marketing Resource Center (MRC) materials**, like postcards, flyers and print ads.
- **Digital materials**, including an email signature and presentation slides.
- **The Event-in-a-Box** you will receive at your Humana Fast Start event.

This playbook will help you put each of them to good use.

Ready? Here we go.



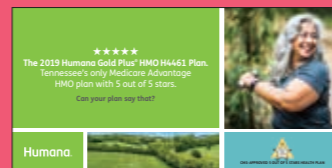
Selling the plan starts before you walk in the door.

On the Marketing Resource Center (MRC), you'll find pre-approved, compliant materials that lay the groundwork for a successful sale. Email signature stamps, educational presentation slides, postcards, flyers and print ads. Everything here helps you connect with and educate prospects about the advantages of a 5-star plan.

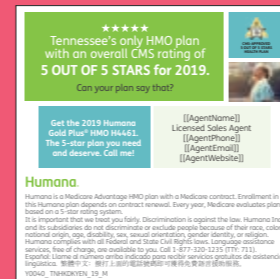
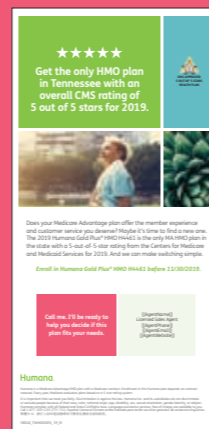
And however you set up your marketing mix, you can customize these tactics to direct those prospects into your sales funnel.



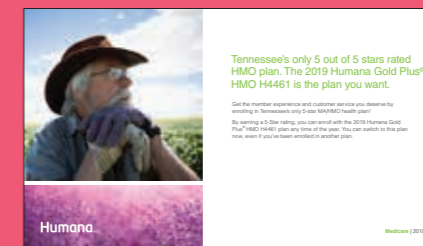
A flyer and postcard you can send to your prospect list.



Print ads of various sizes, which you can run in local publications.



A 5-star email stamp and PowerPoint slides encouraging people to ask about Tennessee's only 5-star plan.





Here's how to get your customizable marketing materials.

- 1) Go to **Humana.com** and sign in.
- 2) **Select** Agent and Broker.
- 3) **Select** the Vantage Retail Business Portal.
- 4) **Click** Marketing Resource Center. The Marketing Resource Center will open up in a new window.
- 5) **Enter** "TN 5-star" into the search bar.
- 6) **Select** the result that populates.

For download only

- **Select** Customize and Download.
- **Enter** your customizations.
- **Click** Download PDF.
- **Save** the PDF to your desktop.
- **Send** to a local print shop for printing.

For direct mail only

- **Select** Order.
- **Enter** your customizations.
- **Click** the preview image to review your customizations.
- **Click** "I approve my customizations" and then click Done.
- **Once you've clicked Next Step from the personalization page, you'll get options for how to provide the addresses for your direct mailing.**

You have the options to select recipients from an existing list, upload a list, create a recipient manually and add yourself to the list of recipients. The Upload a List option will give you clear instructions and a sample upload file so that you can format your list properly for processing.

- **Click** Next Step to get to the Order Delivery Information screen and click Add to Cart.
- **Review** your cart and click Checkout.
- **Load** a credit card or select the existing credit card you'd like to use and click Submit Order.
- Once your order is submitted, **you will receive a confirmation email.**

Questions?

For assistance with the MRC, call us at **(833) 708-6736** or email us at **Humana@Broadridge.com**.
Hours of operation: 9 a.m.–5 p.m. (ET), Monday–Friday.

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You can never have too many resources when you're connecting with prospects.

Beyond the MRC, we have even more support materials to send your way. You will receive an Event-in-a-Box at your Humana FastStart event that is full of resources. We believe in giving you the tools to draw prospects in, build credibility and spark conversations.

To find out more and how we can further support you, please reach out to your local Broker Relationship Manager.

Mitchell Bell

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(423) 243-4330





Make your selling methods and marketing materials the best way possible: your way.

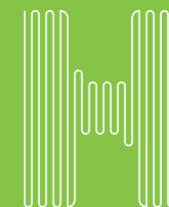
Use the following tips.

- Consider customizing creative materials on the MRC. Send flyers or postcards directed to your prospects.
- Customize the ad creative on the MRC and place ads in local publications as well as community bulletins.
- Give your email a personal touch by adding a signature stamp.
- Start hosting educational presentation seminars to ramp up networking efforts and create leads and connections.
- Collaborate with health professionals who see high volumes of Medicare-eligible patients and request to place your POP brochures in their offices.
- Work with local retailers to set up a table using your Event-in-a-Box materials.

You can sell this plan whenever you want, but not however you want.

There are compliance rules that go along with selling 5-star plans. Be sure you understand them before you get out there.

- Agents may market their ability to enroll beneficiaries through the 5-star special enrollment period (SEP).
- Agents may not specifically target enrollees in poor-performing plans.
- Agents may include the CMS gold-star icon on marketing materials. All the MRC materials are compliant. The good news? We've done the work for you!
- Plans with one or more contracts without 5-star ratings must not disseminate materials that imply other contracts achieved this rating. Materials must list specific contracts with overall 5-star ratings or be specific to a contract with an overall 5-star rating. (And again, use our MRC materials and be sure everything is phrased correctly.)
- If a 5-star contract fails to receive a 5-star rating for the upcoming year, marketing for the purpose of accepting enrollees under the 5-star SEP must be discontinued by November 30 of the current year.



**No other plan in Tennessee has earned
a CMS rating of 5 out of 5 stars. So get out
there and start telling prospects about
The 2019 Humana Gold Plus® HMO H4461!**

**Got questions? Get the support you need
from your local Broker Relationship Team.**

Mitchell Bell
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