

# Achieve more for less

Introducing Tennessee Agents to  
Humana Achieve: Premium Medicare  
Supplement coverage that's  
competitively-priced.

**Humana**®



# Webinar Topics

i. Humana Medicare Supplement Overview

ii. The Humana Achieve Difference

- Product Differentiators
- Competitive Tennessee Rates

iii. eApp and Telephonic Enrollment Process

iv. Questions



# Top Reasons to Choose Medicare Supplements

## BENEFITS FOR MEMBERS:

- Incredible Rates
- No network restrictions
- Low out-of-pocket costs
- Guaranteed renewable

## BENEFITS FOR AGENTS:

- Can be sold year-round – Not just during AEP
- More versatile portfolio
- Client retention: Average Retention 7-8 years
- Strong commission and bonus structures



# Demographics of Medicare Supplement Buyers



65 – 74 years old<sup>1</sup>



Agent has a significant impact on enrollment decisions<sup>3</sup>



Average income \$25K - \$30K<sup>1</sup>



43% are widowed, divorced, separated or never married<sup>1</sup>

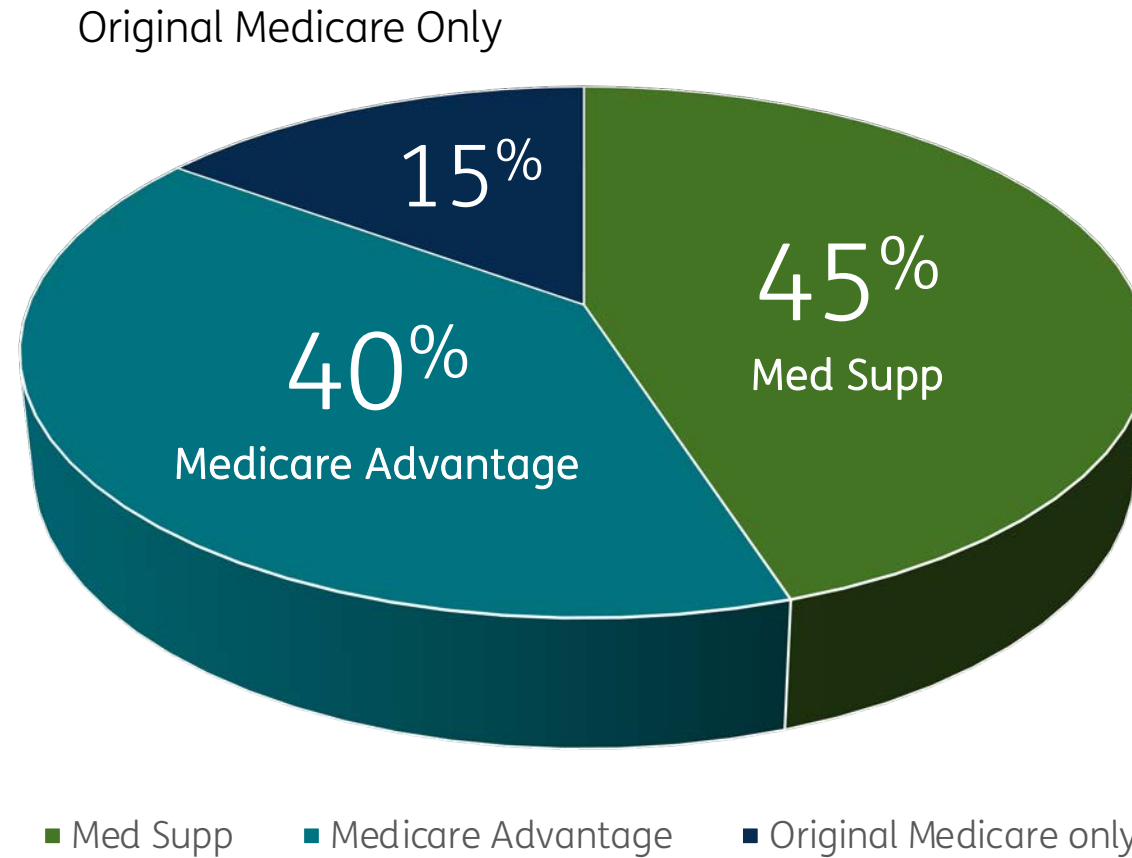


Motivated by security, protection, choice and control<sup>2</sup>



Talking to friends, going online, Direct mail<sup>3</sup>

# Breakdown of Age-in Enrollments



# The Humana Achieve Medicare Supplement Difference

## EXPANSIVE NATIONAL FOOTPRINT

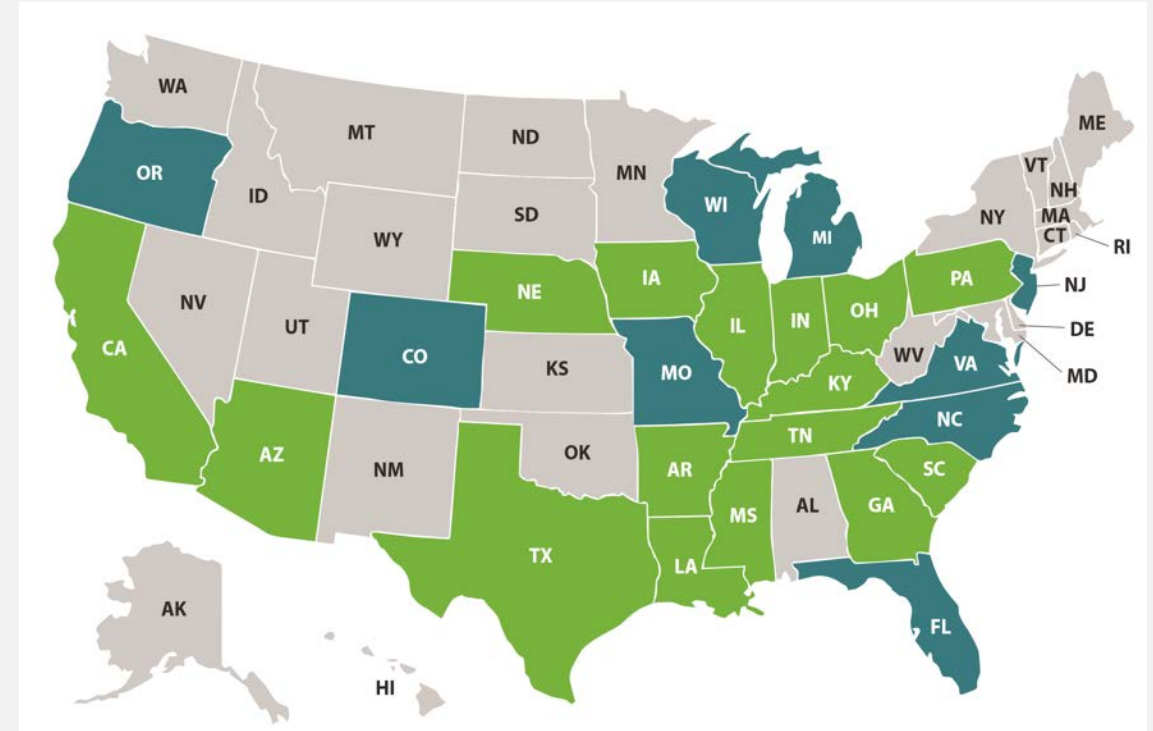
Filed or Live in 25 states

### LIVE:

Arizona, Arkansas, California, Georgia, Indiana, Iowa, Illinois, Kentucky, Louisiana, Mississippi, Nebraska, Ohio, Pennsylvania, South Carolina, Tennessee, Texas

### FILED:

Colorado, Florida, Michigan, New Jersey, North Carolina, Oregon, Virginia, Wisconsin



Approved

Filed

# The Humana Achieve Medicare Supplement Difference

- Most Competitive Humana Medicare Supplement to date
  - Expects to be industry leading in many areas
  - Competitive plan F for switchers
- Street Commission Increased
  - Up 2% in most states (22%)
  - Plan N commission increase (26%)
- Increased household discount (12%)
- Lucrative Agent Marketing Allowance
- Simplicity of the e-App enrollment process

# The Humana Achieve Medicare Supplement Difference

- Humana Well Dine ® – Delivery of up to 10 nutritious meals delivered after an overnight stay at a hospital or nursing facility
- Hearing Aids & Services – Discounts available through HearUSA, TruHearing® and Nations Hearing®
- Vision Care – Access to EyeMed's Select network and retail locations including LensCrafters®, Pearl Vision®, Sears® Optical, Target Optical® and JCPenny® Optical
- Prescription Discounts
- Phillips Lifeline Medical Alert System discounts
- HumanaFirst® Nurse Advice Line available toll-free, 24 hours a day, seven days a week
- MyHumana Mobile App to easily access membership information on the go
- Due to low utilization and to keep costs low, Silver Sneakers is not included



# Humana Achieve: Competitive Rates – Plan F Tennessee Medicare Supplement (Female)



70-YEAR OLD FEMALE, ZIP: 38401

Carrier Name	Rate	Effective Date	A.M. Best Rating	Household Discount
Humana Achieve	\$110.34	12/1/19	A-	12%
Accendo Insurance Company	\$114.62	3/13/20	N/A	14%
Nassau Life Insurance Company	\$115.08	1/16/20	B+	7%
Continental Life	\$115.51	8/23/19	A	7%
Union Security	\$117.18	12/1/19	B++	7%

# Humana Achieve: Competitive Rates – Plan G Tennessee Medicare Supplement (Female)



70-YEAR OLD FEMALE, ZIP: 38401

Carrier Name	Rate	Effective Date	A.M. Best Rating	Household Discount
Humana Achieve	\$93.19	12/1/19	A-	12%
AARP	\$94.10	1/1/20	A	-
Capitol Life Insurance Company	\$95.14	1/1/20	B++	7%
Prosperity Life Group	\$97.53	9/1/19	A-	7%
United World	\$97.94	8/23/19	A+	12%

# Humana Achieve: Competitive Rates – Plan N Tennessee Medicare Supplement (Female)



70-YEAR OLD FEMALE, ZIP: 38401

Carrier Name	Rate	Effective Date	A.M. Best Rating	Household Discount
Humana Achieve	\$73.40	12/1/19	A-	12%
Atlantic Coast Life	\$76.61	5/15/19	B++	12%
Capitol Life Insurance Company	\$78.05	1/1/20	B++	7%
Central States Health and Life Co. of Omaha (CSO)	\$78.12	3/1/20	A-	7%
Pan American Life Insurance Company	\$78.49	10/1/19	A	12%

# Humana Achieve Medicare Supplement: Marketing Allowance

## WHAT DO I EARN?

\$80 for every issued case in a month\*

## HOW DO I EARN?

Issue 3 underwritten cases in a month  
Get paid on every issued case

## WHEN DO I EARN?

Paid out the 20th of the following month

## HOW MUCH CAN I EARN?

There is no limit to your earnings; as long as you are writing,  
you are earning!



**Producers can now earn uncapped bonuses with a minimum of three underwritten cases in a month with Humana Achieve Medicare Supplement Plans.**



NO LIMIT TO HOW  
MUCH YOU EARN

**\$80**

PER ISSUED CASE

**3**


ISSUED UNDERWRITTEN  
CASES TO QUALIFY

*Paid on every issued case.\*  
Valid April, May and June.*


\*Payout excludes Guaranteed Issue business in all states except for CO, FL, IN, OR, SC, TN, and WI. All business issued in CO, FL, IN, OR, SC, TN, and WI, including Guaranteed Issue, will be paid at \$80 for each issued case.

**Call your Humana upline for full product details.**

# Humana Achieve Medicare Supplement: Marketing Support



Achieve Medicare Supplement Plans



### Achieve bliss.

Introducing Humana Achieve: premium coverage that's affordably-priced.


You know Humana is a big deal in the Medicare Supplement industry, and it's a name that your clients probably know, too. Which is why we're now offering Achieve. It's a plan that offers many of the same benefits as Humana's premier line of products at a great value.

Submit your request and get ready to Achieve bliss. You're just a few steps away from being able to sell our most competitively-priced Humana product yet.


Learn More

Talk to your clients about Achieve, the new, affordable Medicare Supplement product from Humana.

Call: 111-222-3333



Achieve Medicare Supplement Plans



### Achieve more sales. Achieve higher bonuses.

**Healthy business. Healthy bonuses.**

Producers can now earn uncapped bonuses with a minimum of three underwritten cases in a month with Humana Achieve Medicare Supplement Plans.

• \$80 per issued case

• Paid on every issued case\*

• Unlimited earning potential

• Valid January, February, March

\*Excludes Guaranteed Issue business in all states except for CO, FL, IN, OR, SC, TN, and WI. All business issued in CO, FL, IN, OR, SC, TN, and WI, including Guaranteed Issue, will be paid at \$80 for each issued case.

**Call your Humana upline for full product details.**

#### Supplement FAQs

na Achieve® Medicare Supplement Plans.  
Guide on Vantage.

igation. Simply click on a specific question  
int and review questions all together.

mpensation?  
Guaranteed Issue (GI) applications?


Open Enrollment (OEP)?

CHIP Reauthorization Act of 2015  
eligible Medicare beneficiaries and why is  
non-branded marketing  
able to Humana Achieve Medicare  
Medicare Supplement Plans been available?

Value Proposition?  
Supplement Plans? How are they different  
ans?  
selling?  
n submit business to Humana?  
le? Timing of launch in my state?  
pp and Humana Achieve?

SUPPORT

- What enrollment methods are available for Humana Achieve Med Supp plans?
- Can agents contact underwriting directly?
- Do the local Humana market offices/agents understand and support Achieve Medicare Supplement plans?
- Is Medicare Supplement training available for brokers?



GHHKICTHEN\_A

For agents only. Do not distribute.


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#### ATTENTION TEXAS AGENTS


Introducing **Humana Achieve**:

AGE	PLAN F	PLAN G	PLAN N
65-67	\$106.23	\$90.07	\$70.68
70	\$110.34	\$93.19	\$73.40
75	\$130.13	\$111.62	\$90.54

Rates shown are for a Female Preferred rate with the household discount in Bexar County (78292). Rates may vary by location, gender, and age.



LOWER  
RATES




INCREASED  
COMMISSIONS

12%

HOUSEHOLD  
DISCOUNT


The best news all day...  
You're already contracted and ready to write.  
Call your Humana upline or visit  
**HumanaAchieve.com** for full product details.


GHHKPP56EN FOR AGENT USE ONLY. NOT FOR GENERAL PUBLIC.



### Agent Resources

Enrollment | Prospecting | Tools





13 | Humana.



# Humana Achieve Medicare Supplement: Telephonic Enrollment Process



Menu

Humana Vantage



Notifications



Secure Mail



Contact us



Help

Log into your Humana  
Agent Portal and click

**“Enter Fastapp”**

Licensing,  
Certification &  
Contracts

Certifications (1)  
Please renew your certifications.

Sales & Marketing

Resources

Marketing Resource Center

Ignite

Humana 2.GO

2020 First Look

Humana Guardrails

Medicare

Quote & Enroll

Medicare

Enter Fastapp

Enter Enrollment Hub

Download Enrollment Hub

Application Status

Scope of Appointment

Upload Paper Applications

Individual Customer Number Grid

Blank Verification of Chronic  
Condition (VCC) Form

Instructions on filling out a Blank  
VCC Form

Dental, Vision

My Humana  
Business

Humana Reports

0

In Progress

0

Pended Applications

26

Active Policies

12

Inactive Policies

View All Customers

My Saved Reports

View More Reports

Medicare

Enrollment Reporting

Dental, Vision

AWB - Issued Business

# Humana Achieve Medicare Supplement: Telephonic Enrollment Process

Humana | Medicare

[Pre-Enroll Token Entry](#)

[Print This Page](#) | [AA Enlarge Text](#) | [Help](#)

To learn more about the specific benefits for each plan click on a plan name below. You will need Adobe Acrobat Reader to view a plan's benefit information. [Click here](#) to download a free copy of Adobe Acrobat Reader. To begin the application process for your client click the enroll button to the left of the plan in which they are enrolling. Please contact Agent Support at for assistance.

• [Click here to change zip code](#) [Return to Home](#)

## Plan Enrollment

County : COUNTY ▼

Plan Year : 2020 ▼

☐ All(14) ☐ PDP(3) ☐ MA(3) ☐ MAPD(8) ☒ Med Supp

[Click here to launch the Humana consumer Wizard](#)

[Click here to launch the Find a Doctor / Hospital Tool](#)

[Pharmacy Calculator](#)

## Humana Member Search - Abbreviated Enrollment / Optional Supplemental Benefit Enrollment

## Search Application

Don't forget to Select  
“**Med Supp**” before  
viewing your plan  
options.

# Humana Achieve Medicare Supplement: Telephonic Enrollment Process

After you've provided information regarding your client, you're redirected to a quoting page. To begin the application click

**“Enroll in Plan”**

## Plan Enrollment

County : COUNTY

Plan Year : 2020

☐ All(14) ☐ PDP(3) ☐ MA(3) ☐ MAPD(8) ☒ Med Supp(5)

[View Plans](#)

[Click here to launch the Humana consumer Wizard](#)

[Click here to launch the Find a Doctor / Hospital Tool](#)

[Pharmacy Calculator](#)

### Humana Medicare Supplement Plans (Preferred Rates/Standard Rates)

Benefit Summary	Preferred Rates	Standard Rates	RX Coverage	Riders	Part A Deductible	Part B Deductible	Benefit Period Hospital Deductible	Annual Deductible	Max Medical Out-of-Pocket
Humana Med Supp Achieve Plan A <a href="#">Enroll in Plan</a> <a href="#">View Details</a>	128.40	147.36	No	No	\$1,408.00	\$198.00	\$0.00	\$0.00	\$0.00
Humana Med Supp Achieve Plan F <a href="#">Enroll in Plan</a> <a href="#">View Details</a>	142.15	163.17	No	No	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Humana Med Supp Achieve Plan G <a href="#">Enroll in Plan</a> <a href="#">View Details</a>	120.83	138.65	No	No	\$0.00	\$198.00	\$0.00	\$0.00	\$0.00
Humana Med Supp Achieve High Ded Plan G <a href="#">Enroll in Plan</a> <a href="#">View Details</a>	49.02	56.07	No	No	\$0.00	\$198.00	\$0.00	\$2,340.00	\$0.00
Humana Med Supp Achieve Plan N <a href="#">Enroll in Plan</a> <a href="#">View Details</a>	95.24	109.22	No	No	\$0.00	\$198.00	\$0.00	\$0.00	\$0.00

# Humana Achieve Medicare Supplement: Why Agents Love the Telephonic Enrollment Process

- Main screen for enrollment gives you immediate updates on active policies, inactive policies, and pending applications
- Straight-forward health questions – complete application only takes about 10 minutes
- Humana allows you to select “Coupon Book” as a method of payment – this is extremely unique
- Digital signature option is sent via email
- The IVR signature is preferred because the application can be submitted immediately

# Others Agree on Humana's Brand Strength

- #1 Health Care Provider (Forbes)
- #1 in Customer Service Among Health Insurers 2020 (Newsweek)
- #3 Best Health Insurance Company<sup>1</sup>
- #5 Most Valuable Healthcare Brand in 2019<sup>2</sup>





Questions?



# Achieve More Today With Humana's Medicare Supplement

- Login to your Agent Portal
- Start running quotes via FastApp today
- Review the health history questions
- **Complete your first case in under 10 minutes!**

