



# Humana's Branded AEP 2022 Retail Program



A Guide for Agents

**Humana**<sup>®</sup>



## Health is in store

The grocery store is a great place to talk about healthcare coverage. It's where we stock up on food and over-the-counter medicines.

That's why Humana created a nationwide Retail Program with leading grocery-store brands. We want our Agents to connect with more leads, to build their reputations in their communities and to raise awareness of Humana and our promise: to make healthcare more human.

# Two programs, one goal



Humana offers two distinct Retail Programs: the carrier-agnostic program and the Humana-branded program. Each one offers Agents the opportunity to host in-store tabling events. Each program's end goal is the same: drive more leads.

**Here's what to know about each program.**

Retail program	Carrier-agnostic	Humana-branded
Participating retailers	Walmart Kroger	<a href="#">Albertson's and its affiliates</a> H Mart
Best for Agents who	Contract with multiple carriers (Partner Agents/Humana MarketPoint Brokerage Agents)	Are Career Agents (first priority) or Humana MarketPoint Brokerage Agents
Agent training and educational resources	<a href="https://www.humana.com/retailportal">HumanaRetailPortal.com</a>	<a href="https://www.humana.com/ignite">IgniteWithHumana.com</a>
Agent event registration and lead documentation	<a href="https://www.humana.com/retailportal">HumanaRetailPortal.com</a>	<a href="#">Connection Hub via Vantage</a>

## Agent Humana-branded AEP 2022 Retail Program roles and responsibilities

1. Receiving kits
2. Showing up at retailers when scheduled and registering events
3. Educating leads about Medicare and Humana
4. Capturing and documenting leads
5. Following up with leads and setting sales appointments

# Cross it off the list

Use the checklist below to get ready for Humana's branded AEP 2022 Retail Program.



## Training and input

- Visit [ignitewithhumana.com/grassroots](https://ignitewithhumana.com/grassroots)
- Watch the Agent webinar the week of October 4, 2021.
- Download the catalog from the Ignite grassroots page at [ignitewithhumana.com/grassroots](https://ignitewithhumana.com/grassroots)
- Complete the post-program survey week of December 13, 2021.



## Get retail ready

- Receive your kit between September 24 and October 14.
- Get AEP ready before October 1, 2021.
- Receive Letter of Authorization and connect with store management/staff before October 14, 2021.
- Set up in stores October 15–December 7, 2021.
- Register events and document leads at [Connection Hub via Vantage](#) September 20–December 7, 2021.
- Follow up with leads to set sales appointments October 15–December 7, 2021.

# Health and safety tips

The COVID-19 pandemic has taught us that change is a constant. Infection rates, health guidance and scientific evidence can change from one day to the next. That's because diseases keep evolving, which means we must also adapt to keep our members and communities healthy and safe. Follow guidance from the [Centers for Disease Control and Prevention](#), Humana and your state/local government. Track infection rates in your county [here](#).

## Best Practices<sup>1,2</sup>

- Wear a mask in indoor public settings if you are:
  - Unvaccinated.
  - In areas with [substantial or high transmission](#) (even if vaccinated).
  - Immunocompromised or at [increased risk for severe disease](#) (even if vaccinated).
  - Required to do so by the retailer or local mandates.
- Stay six feet away from others.
- Avoid crowds and poorly ventilated spaces.
- Wash your hands often or use hand sanitizer with 60% or higher alcohol content.
- Cover coughs and sneezes.
- Clean and disinfect high-touch surfaces often.
- Monitor your health daily.
  - Get tested if you experience symptoms or have been exposed.
  - Stay home if you feel sick.
- [Get vaccinated](#).

<sup>1</sup><https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated-guidance.html>

<sup>2</sup><https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>

# Agent best practices

## Promote early and often

Leverage our additional grassroots assets in the Marketing Resource Center (MRC), accessible via [Vantage](#), to promote your tabling events online and off. Use our [direct mail list purchase functionality](#) to send flyers to prospects in the area surrounding the store. Use our [social media posts](#)\* to tell your Facebook followers when and where you'll be. It's best to start promoting a few weeks ahead of time and then to keep on promoting throughout AEP.

\*Agents must take the mandatory Humana MarketPoint University social media training and comply with Humana's social media policy as well as the Center for [Medicare & Medicaid Service's Medicare Communications & Marketing Guidelines](#).



## Organization

Keep yourself and the information for the Humana-branded retail grassroots program organized:

1. Use the **checklist** shown previously on page 4.
2. **Keep everything in one spot** that's easily accessible like a garage or your vehicle's trunk. Here's what you should have on hand in addition to your in-store engagement kits—you can find it all in the MRC:
  - a.) Business cards
  - b.) Permission-to-contact forms
  - c.) Desk signs
  - d.) Brochures and flyers
3. Add **calendar reminders** for key dates such as the Agent webinar, kit-arrival estimates and in-store events.

## Use Humana's resources

- ✓ Get an overview of the program and what to expect at [Ignite](#).
- ✓ Peruse the catalog on [Ignite](#) to see what we have in store for you.
- ✓ Watch our webinar to get helpful program tips.
- ✓ Leverage additional Marketing Resource Center assets.
- ✓ Learn how marketing may help you generate leads in [this playbook](#).

## In-store tips

Follow these tips to make the most of your tabling events:

- ✓ Review and sign the Code of Conduct.
- ✓ Check out the store ahead of time to get the lay of the land on parking, loading/unloading, restrooms and tabling locations. Remember: you cannot set up in areas where care is being administered, including, but not limited to: pharmacy counter area and treatment areas where patients interact with providers/clinical teams and receive treatment.
- ✓ Arrive 30–60 minutes early to check in with the store manager and give yourself plenty of time to set up. Check with the store manager and your local Market Leader on the approved location to set up your table.
- ✓ Dress for success. Look professional, yet approachable.
- ✓ Be friendly and keep it casual when speaking with prospects. Ask questions, listen closely and figure out how you can help. Remember, unsolicited contact is prohibited by CMS, so you must stay with your table at all times and only talk to prospects who approach you.
- ✓ Eat, read and use electronic devices elsewhere.
- ✓ Stay alert and on your feet as much as possible. Wearing comfy shoes or using a floor mat can help ease any strain.
- ✓ Leave everything in tip-top shape and thank the store manager for hosting you.
- ✓ Capture leads with consent-to-contact forms then document them at [Connection Hub via Vantage](#) and your CRM of choice.
- ✓ Follow up with leads to say thank you and set sales appointments.

## Reach out to your Market Leader

Need more support? Your local Market Leader can help.

[Find your team.](#)

## Human care on display

Human care can be as simple as a warm smile and a heartfelt “How are you?” Listen with genuine interest. Repeat back what you hear in your own words. Share solutions. Because relationships are the core of a solid sales strategy. That’s how you help us make healthcare more human.